

2023
SHOW
REPORT



TEXAS AUTO SHOW®

EST. 1913



2023 2023 2023 2023

HOWDY FOLKS! FROM THE TEXAS AUTO SHOW



The Texas Auto Show is the most unique auto show in the country. No other show is set in the middle of a 277-acre State Fair that draws millions of visitors each year. The Texas Auto Show is a tradition at the State Fair of Texas and has been part of the Fair since 1913. Each year, Fair attendees make a visit to the show part of their State Fair visit.

TEXAS TRADITION

State Fairs have always served as an innovation hub for their attendees. The State Fair of Texas is no different. Since 1913, vehicles have been showcased at the Fair as part of a formal auto show. The tradition has continued for more than 110 years and now includes two indoor spaces and the Truck Zone. The Texas Auto Show is part of the Fairgoer experience. Part of their personal traditions at the Fair. Participating manufacturers have the opportunity to be a memory of an attendee's time at the Fair.

PROVEN ATTENDANCE

Each year between 2.2 and 2.5 million Fair fans fill the ground in Fair Park for 24 days, averaging the attendance of a "Super Bowl" a day. Attendees of the State Fair of Texas are diverse. 61% of attendees are Hispanic or Latino and Black. Additionally, 51% of attendees are female who attend the Fair in family units. There is not another auto show in the country that can consistently deliver that level of diversity and proven decision-makers in their attendance.

POWER OF THE BIG TEX BRAND

Most auto shows are stand-alone events. They don't have the opportunity to align with the brand loyalty of a beloved organization like the State Fair of Texas. Fair fans have an affinity for the State Fair brand that is larger than Big Tex himself. As a 137-year-old Texas heritage brand, the State Fair of Texas has the ability to promote the Texas Auto Show to a wide audience that might not otherwise attend an auto show. And use its marketing channels to drive participation from those planning to attend the Fair.



The State Fair of Texas and the Texas Auto Show delivers the demographics auto manufacturers want to capture. A highly diverse audience with more than half being female decision-makers. Hispanic or Latino attendees represent the largest segment of attendance with approximately 40% for the show and Millennials the largest population by age (24%).

WHO ATTENDS THE TEXAS AUTO SHOW?

GENDER

51% FEMALE
49% MALE



AVERAGE HH INCOME

\$86,229.93



HH INCOME >\$100,000

28% OF
AUDIENCE



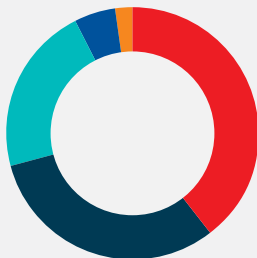
EDUCATION

60% HAVE A
COLLEGE
DEGREE OR
HIGHER



ETHNICITY

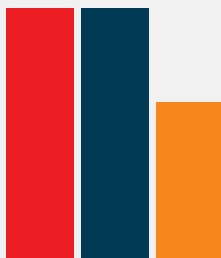
40% HISPANIC OR
LATINO
31% WHITE
22% BLACK
5% ASIAN
2% OTHER



AGE

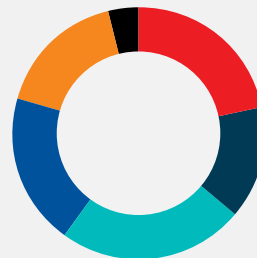
18 TO 34 - 27%
35 TO 54 - 27%
55 TO 60+ - 17%

53.4% of TXAS visitors are
between 18 & 54 years of age



GENERATION

22% GEN ALPHA
15% GEN Z
24% MILLENNIALS
19% GEN X
17% BABY BOOMERS
4% SILENT & GREATEST



2023 ATTENDANCE

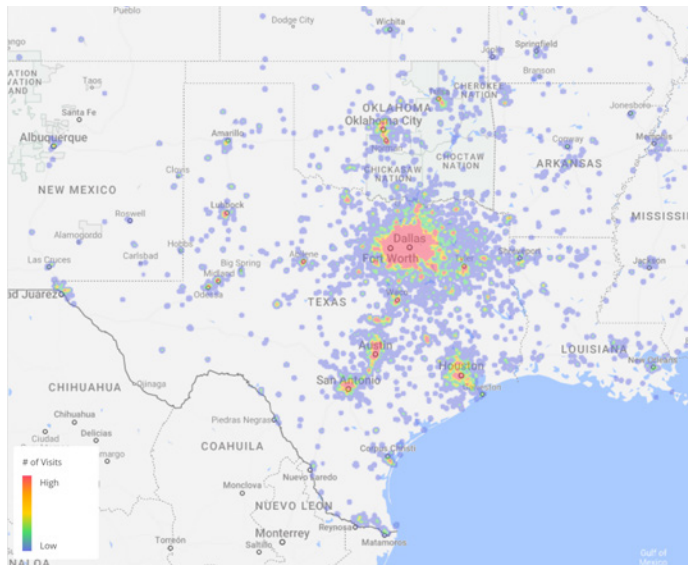
This year, the State Fair of Texas welcomed more than 2.3 million attendees to the grounds for the 24 days of the Fair. With an engagement rate of 19%, the Fair provides approximately 500,000 prospects to the Texas Auto Show. Fair attendees are highly engaged with the Texas Auto Show. Those that visit the areas of the Auto Show have a high dwell time and spend approximately 25% of their time at the Fair exploring the Texas Auto Show displays.

FAIR DAY #	DAY	DATE	ATTENDANCE	FAIR DAY #	DAY	DATE	ATTENDANCE
1	Fri.	Sep. 29	78,742	13	Wed.	Oct. 11	85,940
2	Sat.	Sep. 30	127,656	14	Thur.	Oct. 12	123,486
3	Sun.	Oct. 1	63,687	15	Fri.	Oct. 13	131,429
4	Mon.	Oct. 2	45,246	16	Sat.	Oct. 14	141,410
5	Tue.	Oct. 3	53,395	17	Sun.	Oct. 15	88,076
6	Wed.	Oct. 4	40,088	18	Mon.	Oct. 16	75,732
7	Thur.	Oct. 5	62,604	19	Tues.	Oct. 17	84,117
8	Fri.	Oct. 6	92,932	20	Wed.	Oct. 18	67,031
9	Sat.	Oct. 7	208,731	21	Thur.	Oct. 19	93,387
10	Sun.	Oct. 8	114,740	22	Fri.	Oct. 20	90,510
11	Mon.	Oct. 9	128,264	23	Sat.	Oct. 21	117,597
12	Tue.	Oct. 10	108,393	24	Sun.	Oct. 22	118,256
TOTAL							2,341,449





ATTENDEE BEHAVIOR

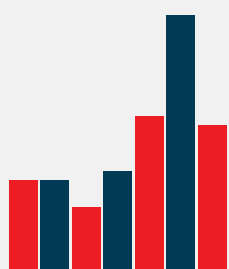


Attendees to the State Fair of Texas exhibit consistent behavior in their attendance patterns. The TXAS draws attendance from around the state. 57.1% of attendees live within a 50-mile radius to the Fair.

TIME AT THE AUTO SHOW

ATTENDEES SPEND 25% OF THEIR VISIT TO THE FAIR IN THE TXAS.

VISITS BY DAY



10% MONDAY
10% TUESDAY
7% WEDNESDAY
11% THURSDAY
17% FRIDAY
28% SATURDAY
16% SUNDAY

VISITS BY TIME

63.5%

OF ATTENDEES
VISIT BETWEEN
1 P.M. AND 6 P.M.

ATTENDEE VEHICLE USAGE / BUYING BEHAVIOR

OF VEHICLES PER HOUSEHOLD

73%

1-2 VEHICLES

22%

3+ VEHICLES

COMMUTING TO WORK

79%

DRIVING ALONE

26^{MIN.}

AVG. COMMUTE

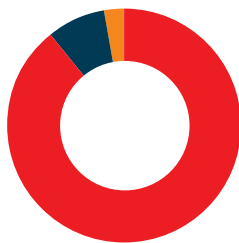
**TX
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IN THE NEWS

TEXAS AUTO SHOW PUBLICITY OVERVIEW

**PUBLICITY
VALUE**

\$2,100,000



■ **ONLINE NEWS**
■ **BROADCAST**
■ **RADIO**

AUDIENCE REACH

1,100,000,000

SOURCE: CISION



STATE FAIR OF TEXAS MEDIA IMPRESSIONS

The TXAS maintains a presence in the Fair's year-round publicity, which had a 2023 year-end total of more than \$89 million in earned media and an international audience reach of more than 46 billion.

ONLINE BY THE NUMBERS

45,830,000,000

Total Online News Audience

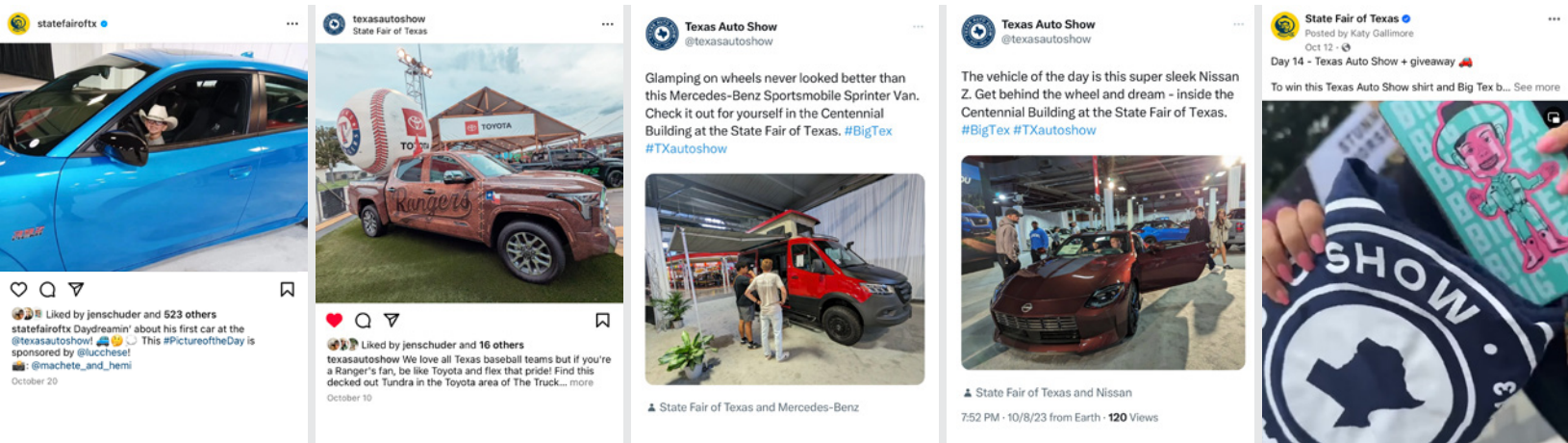
\$86,160,000

Total Online News Publicity

SOCIAL

The Show had a comprehensive social campaign to build a following and showcase the manufacturers and activities within the TXAS footprint. Content is posted to the TXAS Twitter and Instagram as well as showcased on the State Fair social channels.

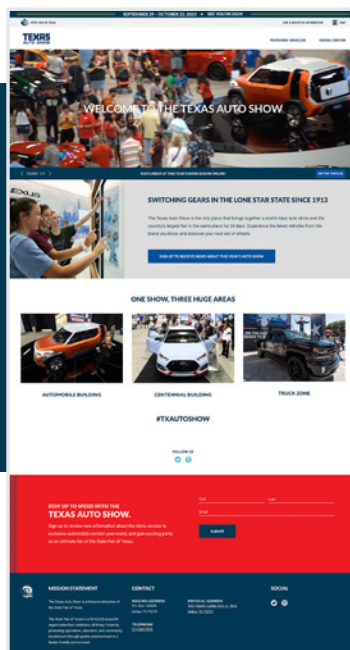
Social media campaigns for the Texas Auto Show generated more than 98,400 impressions from 43 posts across Instagram, Facebook, and X (formerly known as Twitter).



WEBSITE

47,278 SESSIONS

95,917 PAGE VIEWS



**TX
AS**

TEXAS AUTO SHOW HIGHLIGHTS



**TX
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ABOUT THE STATE FAIR OF TEXAS

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations.



SALUTING 35 YEARS OF SERVICE

The 2023 State Fair of Texas concludes 35 years of service as Director of Commercial Exhibits and the Texas Auto Show for Kelly Pound. Under Kelly's leadership, the show expanded outside to include the Truck Zone and has grown to be one of the most respected shows in the country.

The team at the State Fair will be forever grateful for his commitment to excellence and Big Tex-sized customer service to our Auto Show family.

As we look forward to 2024 and beyond, the team is committed to the same level of service and expanded opportunities for brand engagement beyond the 24 days of the show. The Texas Auto Show team looks forward to working with everyone and continuing to build this show.



Jennifer Schuder

JENNIFER SCHUDER
SVP, Marketing



Alejandra

ALEJANDRA SALAZAR
Manager, Texas Auto Show
and Commercial Exhibits

TEXAS
AUTO SHOW.
— EST. 1913 —