



NEWS RELEASE

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For Immediate Release:

Oklahoma State Fair Generates \$91 Million for OKC in September

Oklahoma City, OK – The 2025 Oklahoma State Fair ran Thursday, September 11 through Sunday, September 21 at OKC Fair Park. The 2025 State Fair theme was **EAT RIDE REPEAT**, encouraging fairgoers to make the most of the 2025 event.

The State Fair opened with five days of *Disney On Ice presents Let's Dance!* performances in the new OG&E Coliseum, offering a total of nine shows from September 11 through 15. Wednesday, September 17 in the OG&E Coliseum featured Trace Adkins in concert, opened by Casey Donahew for a night of country music. Fairgoers also enjoyed three showings of bull riding excitement with the Wildcatters PBR Teams Challenge presented by Express Employment Professionals. Music lovers came from all over for the nightly concerts on the Chickasaw Country Entertainment Stage. As always, fairgoers enjoyed the enormous variety of food and shopping vendors present as well as dozens of free shows and exhibits that took place each day across the grounds.

Although the weather was not as hot as it had been in the past few years, daytime temperatures still reached the low to mid-90s which influenced the daytime crowds. Fortunately, the temperatures cooled down quickly once the sun went down and the evening crowds were quite robust. We flirted with rain predictions during the evening hours of the second Saturday but lucked out as the storms broke up before they hit the Oklahoma City metro. In fact, the entire 11 days of the Fair were virtually rain free! We once again implemented our Youth Attendance Policy which required a parent, legal guardian, or a chaperone for those under 18 years of age after 5 p.m. The youth attendance policy continues to prove successful by reducing the presence of unaccompanied minors on the grounds during evening hours.

Despite a relatively slow start to the Fair, attendance was up nearly 4%. Approximately 825,000 visitors ventured to Fair Park for the 2025 Oklahoma State Fair. Twenty-five percent of visitors came from out-of-town for the event, while 75 percent were locals, producing an economic impact of \$91.79 million in direct spending into the Oklahoma City economy.

Additionally, the LOREC Ranch storefront ribbon cutting took place in the OG&E Coliseum in September. Prior to the building opening, Oklahoma State Fair, Inc. entered a partnership with LOREC Ranch to provide furniture and other decor items in several spaces in the OG&E Coliseum including the LOREC Ranch Lounge, located on the north end of the building overlooking the coliseum floor.

For more information regarding September events, or any upcoming months, please contact the OKC Fair Park office at 405-948-6700. To stay up-to-date on all OKC Fair Park has to offer, visit www.okcfairpark.com, like us on [Facebook](#), and follow us on [X](#) and [Instagram](#).

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