



NEWS RELEASE

OKLAHOMA STATE FAIR, INC.
MEDIA RELATIONS DEPARTMENT
405-948-6700
pressreleases@okstatefair.com
www.okcfairpark.com



October 12, 2026
For Immediate Release:

Oklahoma State Fair Generates \$93 Million for OKC in September

Oklahoma City, OK – The 2026 Oklahoma State Fair ran Thursday, September 17 through Sunday, September 27 at OKC Fair Park. The 2026 State Fair theme was MIDWAY OF THE MOTHER ROAD in honor of the centennial celebration of the iconic Route 66 highway.

The State Fair opened with four days of *Disney On Ice presents Jump In!* performances in the OG&E Coliseum, offering a total of seven shows from September 17 through 20. The OG&E Coliseum featured the Ultimate Bullfighters event on the evening of Thursday, September 24. Arena events wrapped up with two nights of exciting PBR bull riding action on September 25 and 26 with the Wildcatters vs. The World event, presented by Auris. Each night of the Fair showcased a free concert on the Chickasaw Country Entertainment Stage including the Route 66 Red Dirt Music Festival, which featured three performers in one night. Free entertainment abounded throughout the duration of the Fair including new shows, competitions, exhibits, and interactive zones. Fairgoers enjoyed carnival rides and games, along with classic Fair foods and new and exciting offerings from State Fair concessionaires.

State Fair officials consider the 2026 event a success despite less-than-ideal circumstances brought on by daily temperatures well into the 90s, including on the first four days when temperatures rose above the triple digit mark, and the current state of the economy. Approximately 825,000 visitors ventured to OKC Fair Park for the 2026 Oklahoma State Fair. Seventy-five percent of fairgoers were locals, while twenty-five percent traveled from out of town, producing an economic impact of \$93.43 million in direct spending into the Oklahoma City economy.

Additionally, the NAPHA National Show and Copperhead film stunt practice took place at OKC Fair Park in September. In all, there were 827,711 visitors present during September events held at OKC Fair Park, generating more than \$94 million in direct spending for the Oklahoma City economy.

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](#).

###

Contact: Scott Munz at 405-948-6700 or smunz@okstatefair.com
Holly Kinyon at 405-948-6829 or hkinyon@okstatefair.com