



# 22<sup>ND</sup> ANNUAL SALEM FAIR DRAWS RECORDS CROWDS

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The Salem Fair closed down on Sunday night, but not before posting some impressive numbers. Fair Manager, Carey Harvey cutter, says attendance for this year's fair was up 10 percent over 2008's figure as nearly 300,000 folks toured the fair's 14-acre midway at some point during its 11-day run at the Taliaferro Complex.

"In spite of a tough economy we're very pleased with this increase in attendance," says Harvey cutter. "In addition, the carnival rides' gross receipts were up and many of our independent food vendors also saw an increase in sales."

The opening night of the fair was the third-best in the event's 22 years, and the Monday through Thursday ticket sales were up 25 percent over previous years. The final night of the fair also produced the largest Sunday fair day ever.

"We think our very aggressive pricing on carnival rides played a big part in this spike," says Harvey cutter. "Every night we offered unlimited ride discount passes, and in many cases the prices were lower than we charged for these in 2008."

While the numbers are tremendous considering the current business and tourism climates, fair officials have no doubt that the figures could have been even better. Rain on the first Sunday of the fair and the final Saturday kept the attendance increase from being as much as 25 percent.

"I think when you offer a quality product like Deggeller Attractions does, the public will respond," says Harvey cutter. "This just shows that people still have disposable income to spend if the event is worth their while."

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