



News

from the

National Western

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Stock Show attendance sets new records

DENVER – Despite a few days of chilly temperatures, the National Western Stock Show recorded the event’s biggest opening-day in history with an attendance of 44,616 and the biggest single-day attendance on Jan. 19 with 68,610. Previous records for opening-day and single day attendance were 41,637 set in 2006 and 68,357 set in 1999, respectively.

This year’s recorded attendance levels reached 673,449, the second-highest mark in history, and 3.67 percent above 2007. The Stock Show’s highest recorded attendance was set in 2006 at 726,972 during the show’s 100th anniversary.

This marks the 11th consecutive year the National Western has reported attendance of more than 600,000 spectators, making the Stock Show Denver’s largest convention annually.

In addition to overall attendance, paid performance tickets were up 4.74 percent from 2007, and ticket revenues were up 8.5 percent.