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## **Oregon State Fair Attendance Up 37% Despite Record-Breaking Heat**

*The Fair team looks forward to continued success at seasonal signature events this year.*

Salem, Ore. — As Oregon State Fair and Exposition organizers prepare to launch debut signature event, Scare at the Fair, they are please to share final outcomes of the 2025 Oregon State Fair. Despite record-breaking heat during five consecutive opening days, the overall attendance was up 37.4% compared to last year.

The Fair opened with triple-digit temperatures, and attendance during the first five days was down by nearly 30% compared to 2024. Despite the heat, the All-American Rejects' show on opening day of the Fair was the highest attended show of the Columbia Bank Concert Series this year.

Once the weather cooled, fairgoers turned out in record numbers. The final six days of the Fair more than made up for the slow start, leading to one of the most well attended Fairs in recent years.

“This year’s Fair was a testament to the resilience of this event and the people who plan, manage and participate in it,” said Oregon State Fair CEO Kim Grewe-Powell. “Even with extreme heat at the start, people showed up to celebrate community. We are thankful and feel so supported by Oregonians.”

Food and beverage sales were up by roughly 5%, reflecting the strong guest turnout. The Fair added 30 more food vendors than 2024 in honor of this year’s theme, All the Flavors of Fun. The combination of classic traditions and fresh experiences helped drive this year’s surge. Organizers credit loyal fairgoers, strong entertainment programming and community partnerships for the success.

New highlights this year included family-friendly entertainment like the Pirate’s Parrot Show and the acrobatic show Roaring Riptides. The Fair also featured re-imagined kid's areas including Sunny’s Fun camp, which held the Petting Farm and Barnyard Races; and the Sunnyville Kiddie Carnival .

“The success of the Fair is about more than numbers, but seeing such a big increase in attendance proves just how much people love and value the State Fair,” said Grewe-Powell.

The Oregon State Fair will return in 2026, continuing its legacy as one of the state’s longest-running and cherished community traditions.

In the meantime, the Fair is launching Scare at the Fair, a fall-time signature event featuring four haunted houses from Fright Planet, carnival rides, seasonal vendors and family-friendly entertainment options. The event is free to enter, but tickets are required for the haunted houses and carnival rides.

This winter, the Fair is also bringing back a community favorite, Holiday Village and Magic of Lights. The Holiday Village, which will include festive vendors, foods and entertainment is free to the public. Oregonians can enjoy the ticketed carnival and Magic of Lights drive-through display by purchasing tickets online.

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**To learn more about Oregon State Fair and Exposition Center events and purchase tickets:**

Oregon State Fair and Expo Center: [Learn more](#)

Scare at the Fair: [Tickets](#)

Magic of Lights: [Tickets](#)

**About the Oregon State Fair and Exposition Center:**

The Oregon State Fair and Exposition Center hosts thousands of visitors from all over the world each year, with premier concerts, art, culture, rides, agricultural exhibits and livestock exhibits. Throughout the year, the Fair and Expo Center works with multiple agencies to help facilitate emergency and disaster response needs. For more information, visit [oregonstateexpo.org](http://oregonstateexpo.org) or contact us at [info@oregonstatefair.org](mailto:info@oregonstatefair.org)