



Sunny Forecast Ahead for Weekend Weather and CNE Attendance

CNE organizers are anticipating one of the busiest days ahead to close out another successful season

Toronto, ON (August 30, 2024) -- Heading into the last long weekend of summer, and the final stretch of the Canadian National Exhibition, organizers are anticipating more than 300,000 visitors over the next three days to cap off the 2024 edition of Canada's largest fair. Early estimates are tracking CNE attendance to be hovering at **1.1 million after today**, with the last weekend being the busiest as crowds flock for the Canadian International Air Show and to enjoy the final hurrah before back to school and back to work for many.

However, the annual summer staple was one of many festivals in the GTA that was affected by the rainiest August on record. Saturday, August 17 & Sunday, August 18 saw more than a month's worth of rain, according to Environment Canada, and deterred the usual crowds on the CNE's opening weekend. Attendance since, has been on an upward trajectory with people coming out in droves on good weather days, sometimes doubling the daily attendance from previous years.

"While it may not be another record-breaking milestone; we still consider this a banner season with strong attendance that is expected to be on the higher end of pre-pandemic years," says Darrell Brown, CNE CEO. "The downpour of rain and weather warnings certainly contributed to a slow start; however, daily attendance has been steadily building, and we are confident that the Labour Day long weekend will be very busy (rain or shine) as families try to make the most of the final days of summer."

Organizers are optimistic that attendance for the 145th annual CNE will land above 1.4 million over its 18-day run. CNE attendance peaked in 2023 with 1.6 million visitors, the highest-ever dating back a quarter century; whereas pre-pandemic attendance averaged 1.42 million from the years of 2010 to 2019.

Annual attendance figures are gathered through the CNE's online and gate ticket sales as well as through retail, promotional, and community partners, with the final tally available in late September.

Final Weekend Highlights at the CNE:

- 75th anniversary of the Canadian International Air Show, featuring the beloved Canadian Forces Snowbirds, Royal Air Force Red Arrows, and the United States Air Force F-22 Raptor
- The EX Games: A massive 12ft half-pipe, will be the playground for some of the world's best extreme athletes who will put on a high-flying show daily in front of the iconic Princes' Gates
- Bell CNE Bandshell Concerts incl. The Reklaws (Aug .30), April Wine (Aug. 31), Voices of Classic Rock (Sept. 1)
- Aerial Acrobatic & Ice Skating Show starring Elvis Stojko
- Food Truck Frenzy & Craft Beer Fest
- RibFest at Bandshell Park
- Gaming Garage, sponsored by Intel
- Classic Championship Wrestling
- Back-to-school shopping deals!

NOTE: CNE Gates and buildings are open daily from 10am to 10pm, and grounds are open until midnight.

Labour Day Hours: Gates will open from **10am to 5pm**, and grounds will close at 9pm.

There are 110 vendors in the Food Building, more than 100 concessions and games in the Midway, and over 700 indoor and outdoor retail vendors who rely on the CNE as a significant contributor of their sales and revenue. A recent study indicates that the CNE generates an economic impact of approximately **\$112 million** for the Greater Toronto Area and **\$143 million** for the province of Ontario each year (when in operation).

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