



CNE Organizers Are Optimistic That Total Attendance Will Near 1.4 Million After Final Days of Summer

Scattered rain and below seasonal temperatures may have cooled attendance earlier this week, but the CNE expects a surge in attendance over the Labour Day Long Weekend

Toronto, ON (August 29, 2025) -- As the end of summer draws near, the Canadian National Exhibition (CNE) is anticipating its busiest weekend ahead of crowds flocking for the 76th annual Canadian International Air Show, along with fans from the Toronto FC game, Budweiser Stage concertgoers, and of course the last hurrah for many families before the school year begins.

Attendance for the 146th annual CNE was off to a great start, up nearly 30% during the first full week of the Fair compared to last year; but has slowed slightly this week following a dramatic dip in temperatures and scattered rain that may have kept Midway revelers at home. However, those holding out for good weather are likely to contribute to a massive influx of visitors over the Labour Day long weekend.

As of Friday, August 29, the CNE estimates attendance to-date at 1 million people; and are optimistic that final figures for 2025 will land near 1.4 million visitors over its 18-day run from August 15 to September 1.

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. Last year's final attendance was 1.49 million visitors.

Final Weekend Highlights at the 2025 CNE:

- 76th anniversary of the **Canadian International Air Show**, featuring the beloved Canadian Forces Snowbirds, the CF-18 Demonstration Team and the P-51 Mustang, and more!
- Last chance to experience cultural stories in the immersive exhibition, **Mythos**, inside Enercare Centre
- Bell CNE Bandshell Concerts incl. Dean Brody on Aug. 30 and international **Soca superstars on Aug. 31** incl. **Coutain, GBM Neutron, and Mical Teja** among others
- **Dinner in the Sky** – Flights are still available through to Labour Day
- Aerial Acrobatic & Ice Skating Show starring **Elvis Stojko**
- Food Truck Frenzy & Craft Beer Fest
- 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).

Media Contacts:

Tran Nguyen

416-220-4285

tran@centricpr.ca

Kat Cooper

647-201-0445

kcooper@theex.com