



Busy Final Weekend of CNE Propels Total Attendance to 1.42 Million Visitors for 2025 Season

Toronto, ON (September 10, 2025) – Attendance for this year's Canadian National Exhibition was off to a great start, up nearly 30% over the Opening Weekend of the Fair compared to last year; and wrapped on a positive note for the 146th season surpassing early estimates to reach a final tally of **1.42 million visitors** over its 18 day run from August 15 to September 1, 2025.

Organizers anticipated one of its busiest turnouts going into the Labour Day long weekend with a forecast of near perfect weather consisting of sunshine and comfortable temperatures that drew out hundreds of thousands of visitors taking in the 76th annual Canadian International Air Show and families soaking in the final days of summer before the start of the school year.

However, after a fantastic opening weekend, multiple days of scattered rain and below seasonal temperatures during the run of the Fair slowed the attendance trajectory and contributed to slightly lower numbers from year's 1.49 million visitors but still came in slightly above the pre-pandemic average of 1.4 million visitors.

Highlights of the 2025 CNE:

- Music fans packed the **Bell CNE Bandshell** stage to see the likes of 98 Degrees, The Commodores, Bishop Briggs, and Canadian music stars including Shawn Desman, Chantal Kreviazuk, July Talk and many more!
- CNE was the first festival in Canada to offer **Dinner in the Sky** – the ultimate dining experience soaring over the colourful sights of the Midway
- Canadian premiere of **MYTHOS**, an immersive cultural experience featuring storytelling of the Chinese zodiac tale of The Great Race; the revered goddess of Nigeria's sacred river; and Haudenosaunee creation story
- CNE's inaugural **Drag Brunch EXtravaganza** featuring the reunion of queens from Canada's Drag Race Season 1
- One of the most talked about events of the summer, the **CNE's Marriage on the Midway Contest**, selected long-distance couple and CNE devotees Jacqueline & Patrick to renew their vows in front of the iconic SuperWheel in a heartwarming ceremony
- **2025 CNE Food Hall of Fame** ushered in its newest Inductees (Rainbow Grilled Cheese, Jumbo Turkey Legs, Colossal Onion, the Corn Dog and Bug Hot Dog)
- 76th anniversary of the **Canadian International Air Show**, featured the beloved Canadian Forces Snowbirds, the CF-18 Demonstration Team and the P-51 Mustang among other aviation highlights
- CNE food vendors once again generously helped to donate more than 25,000 lbs of surplus to deserving communities through Second Harvest's Food Rescue program

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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