

News Release

ALAMEDA COUNTY FAIR
JUNE 17-JULY 10
PLEASANTON

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The Road to Summer Led to Big Fun at the 110th Alameda County Fair

2022 Fair Ends with Over 415,000 Attendees

Pleasanton, Calif. – The Alameda County Fair finished up a wildly successful 19-day run on July 10 after returning to its original summer dates for the first time since 2019.

“The road to summer was a fun ride, packed with summer traditions and memories made,” said Jerome Hoban, CEO of the Alameda County Fairgrounds. “We are thankful to all our amazing guests and community members who came out to enjoy the Fair and we can’t wait to make more memories next year.”

2022 Fair Highlights:

- The Fair introduced a new nightly drone show, presented by Fremont Bank, which sparkled in the sky above the Stella Artois Grandstand.
- Horse racing returned to the oldest one-mile track in America and fans won big over the 13 days of live racing.
- The Stella Artois Grandstand also offered thrilling performances from the Imperial Knights Extreme Medieval Stunt Show throughout the run of Fair.
- Keith Sayers FMX Freestyle Motocross was a daily highlight featuring wild tricks and eye popping stunts.
- The Fair offered a wide array of great family focused activities, such as the nightly movies on the lawn, hands-on educational STEAM activities, a petting zoo, a kids’ carnival, and children’s entertainment.
- The traditional favorites like indulgent Fair food, shopping, midway carnival, and pig races, were popular highlights and the nightly concerts showcased superstar musicians like Ginuwine, Blue Oyster Cult, Sheila E., Banda Machos and Neon Trees.
- Throughout its run, the Fair hosted several special events including a Brew Fest, the LGBTQ celebration Out at the Fair, a Junior Livestock Auction, a Blues Fest and Fiesta at the Fair.

2022 Alameda County Fair by the Numbers:

TOTAL ATTENDANCE: **418,553**

Total Vehicles Parked – **109,350**

Horse Racing Track Attendance – **59,744 (up 21%)**

EXHIBITS:

Competitive Exhibit Entries – **7,948**

Exhibitors – **2,217**

Jr. Livestock Auction – **\$894,000 (up 25%)**

Small Animal Sales – **\$40,728**

Fine Art sales – **\$16,366.55**

CLASSIC FAIR FOOD CONSUMED:

Corn Dogs – **61,247 (up 73%)**

BBQ Turkey Legs – **13,115 (up 2%)**

Burgers – **11,937 (up 103%)**

Funnel Cake – **25,067**

Cotton Candy – **13,356 (up 175%)**

Candy Apples – **973 (up 20%)**

Deep Fried Twinkies – **803 (up 2%)**

FEED THE NEED FOOD DRIVE:

Pounds of Food Donated – **20,143 lbs of food**

PET FOOD DRIVE:

Pounds of Pet Food Donations: **3,546 lbs of pet food**

VOLUNTEER PROGRAM:

Fair Volunteers – **728 (up 16%)**

Volunteer Hours – **7,500**

WEBSITE & SOCIAL MEDIA:

Users – **1,108,068 (up 33%)**

Sessions – **1,788,356 (up 39%)**

Website Visits – **2,929,739 (up 23%)**

Page Visits – **3,580,102 (up 14%)**

Facebook Fans – **126,271 (up 6%)**

Instagram Followers – **23,766 (up 51%)**

Twitter Followers @ACFair – **4,611 (up 6%)**

TikTok- **2,246 (up 1,023%)**

The Alameda County Fair is operated by the non-profit Fair Association without any tax funding from the government. It is ranked one of the Top 50 North American Fairs and the 7th largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.