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## **Air Show Economic Impact Estimated at \$13.1 Million**

*57% of Ticketed Attendees Resided Outside Greater Cleveland*

**CLEVELAND, OH (November 12, 2024)** – The 2024 Cleveland National Air Show presented by Discount Drug Mart generated a \$13.1 million economic impact on Greater Cleveland. The annual Labor Day Weekend tradition bolsters the economy and drives tourism to Northeast, Ohio.

Enigma Research Corporation, sports and events research specialists, conducted a comprehensive study that captured the significant impact attributed by non-local attendees, participants, and event operations.

The Air Show attracted tourists from around the world. 57% of ticketed attendees resided beyond Greater Cleveland and among non-locals, 39% resided outside of Ohio. “In addition to Enigma’s research, the 2024 Air Show ticketing database included spectators from 50 U.S. States/Territories and 14 countries,” said Kim Dell, Air Show Executive Director.

Spectators outside the Air Show grounds were also surveyed. An additional \$1 million in spending can be attributed to people who watched the show from outside the gates while one-quarter of those spectators were non-local.

Additional Study Findings – 2024 Air Show:

- Supported the equivalent of 145 full-year jobs
- Generated an estimated \$2.3 million in tax revenue
- Local residents spent an estimated \$3.8 million related to the event
- Based their Air Show experience, 52% of non-local residents would return to the region for a vacation

The Cleveland National Air Show has been Northeast Ohio’s Labor Day Weekend Tradition since 1964, attracting 60,000 to 100,000 visitors to Burke Lakefront Airport and making it one of the region’s largest annual events. Local businesses, from hotels to restaurants to attractions, have benefited from the annual Air Show for 60 years. The event is produced by Cleveland National Air Show, Inc. a 501(c)(4) not-for-profit Ohio corporation that relies on sponsorship and community support to offset the costs of producing the event.

The 2025 Cleveland National Air Show features the U.S. Air Force Thunderbirds and will take place August 30, 31 & September 1 (Labor Day Weekend) at Burke Lakefront Airport. For more information, please visit [www.clevelandairshow.com](http://www.clevelandairshow.com) or call (216) 781-0747.

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