

# Analytics

## AzStateFair.com Website



**884,664**

site visitors



**2.5**

average pages per user



**53 s**

average engagement time per session



**3,890,897**

total page views



**66.4%**

engagement rate



**1,032,674**

2025 Fair Attendance



**12,663**

text club subscribers

## Email Marketing



**491,470**

email subscribers



**30%**

average open rate

## Social Media



**35 M**

organic social media impressions



**48,958,583**

paid digital impressions



**296,311**

total social media interactions



**21 K**

Arizona State Fair app downloads

## Social Media Followers



**60,863**



**4,380**



**29,233**



**164,815**