



PrairieFest Economic Impact

PrairieFest averages
\$2.65 million
 in economic impact for
 the Oswegoland area



of PrairieFest guests head to
Downtown Oswego
 during their festival visit

Your Customers Are At PrairieFest

Visits by City

Oswego, IL - 53.61%

Bristol, IL - 3.4%

Joliet, IL - 1.68%

Montgomery, IL - 17.64%

Plainfield, IL - 2.85%

North Aurora, IL - 1.27%

Aurora, IL - 4.11%

Chicago, IL - 2.39%

Sugar Grove, IL - 1.22%

Yorkville, IL - 3.51%

Saint Charles, IL - 1.98%

Batavia, IL - 1.19%

PrairieFest Top Guest Demographics

Age Group

Income Level

Household Size

Education Level

45-64
(40.1%)



\$100k
(74.5%)



3-5 people
(50.9%)



Bachelors
(56.6%)

