

**PrairieFest Economic Impact** 

PrairieFest averages

\$2.65 million

in economic impact for the Oswegoland area





## 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%)

