FUN FACTS!

500,000

ANNUAL ATTENDANCE
Over 500,000 (over 8 days!)

90

FIRST FESTIVAL
Held in 1926 (2016 is our 90th Birthday!)

150

PROGRAM
150 events & activities (85% are FREE!)

OPERATION OF FESTIVAL
Minimum of 45,000 volunteer hours are spent each year.

MARRIED AT THE FESTIVAL
Phil & Patti Lyon were married on the parade route on July 11, 1992. The float, and idea to marry a couple from the farming community, was carefully crafted by the Williams Brothers.

AT THE NATIONAL CHERRY FESTIVAL YOU CAN EXPECT:
tart cherries, cherry pie, cherry wine, cherry juice, cherry soda, cherry beer, dried cherries, cherry pits, cherry butter, cherry candy, cherry smoothies, chocolate covered cherries, cherry pancakes, cherry farm market, cherry pie eating contests, cherry farm tours, cherry foodie events, cherry pit spitting, super cherry and um, a lot of cherry related things.

OVER 45,000 HOURS

Come Celebrate With Us!

90 YEARS OF FREE FAMILY FUN With Us!

JULY 2ND-9TH, 2016

Sign Up for Parades!

Don’t forget to check our site and sign up to be in one of our parades!

Learn More at

WWW.CHERRYFESTIVAL.ORG
When asked “what type of influence did the NCF have on your perception of the Traverse City area”, respondents indicated a positive increase of 11% over 2014 findings. More specifically, 85% of respondents indicated that their visit to NCF positively influenced or somewhat positively influenced their perception of the TC area.

**SURVEY RESULTS ARE IN!**

- **94%** Overall satisfaction with the festival
- **95%** Would recommend the National Cherry Festival
- **85%** Visited downtown businesses!

**MONEY ON THE MIND**
In general, those who attended concerts also spent more money on lodging, meals, shopping and transportation outside of the Festival grounds.

**CONCERT ATTENDEES SPENT MORE IN TC**

**$ ECONOMIC IMPACT $**

Top 4 ways visitors spend money in Traverse City outside of NCF:

1. **LODGING**
2. **MEALS**
3. **RETAIL**
4. **TRANSPORT**