



Air Show Fact Sheet

Annual North American Air Show attendance	10 million to 12 million
Number of North American Air Shows in 2009	405-425 air shows
Estimated annual gross revenue, North American air show industry	\$125 - \$135 million
Average adult ticket price, advanced purchase	\$12.03
Average adult ticket price, on-site purchase	\$13.98
Average child ticket price, advanced purchase	\$4.73
Average, child ticket price, on-site purchase	\$6.10
Percentage of audience that drive less than 20 miles to attend air show	51.7 percent
Percentage of audience that drives less than 40 miles to attend air show	70.0 percent
Number of certified aerobatic pilots in U.S. and Canada	337
Number of U.S. Navy Blue Angels performances scheduled for 2009	103 performances
Number of U.S. Air Force Thunderbirds performances scheduled for 2009	101 performances

Data sources: ICAS member database and 2008 ICAS Spectator Survey

About the International Council of Air Shows

The International Council of Air Shows (ICAS) is a 501 (c)(6), not-for-profit trade association composed of professionals working in the air show community. Approximately 40 percent of the organization's members are air show event organizers from the United States, Canada, and the rest of the world. Another 40 percent of the organization's members are individuals or organizations that perform at air shows. And the remaining 20 percent are support service providers who offer ancillary services (concessions, insurance, photography, etc.) to the air show community.

The primary missions of the organization are: 1) to maintain safety; 2) serve as an information resource on air show issues for those within and outside the industry; 3) provide for the training and continuing education needs of ICAS members and air show professionals generally; and 4) promote the air show industry to the media, Corporate North America and the general public. For more information, visit www.airshows.aero.

MEDIA NOTE—HD-quality, B-roll video footage and high-resolution photos available at www.airshows.aero/Page/About-Press

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