

NATIONAL 2011

National Western Stock Show Beats 2010 Attendance

Officials with the National Western Stock Show (NWSS) confirmed Jan. 23 that attendance numbers for the 2011 show had exceeded 2010 attendance.

The new president and CEO, Paul Andrews, confirmed the attendance numbers for the 105th NWSS, calling the 16-day, yearly event in Denver a great success.

“Total attendance for the 2011 show was 644,818,” Andrews said. “We couldn’t be happier,” he added, after announcing the figures.



PHOTO BY CRYSTAL YOUNG COURTESY AMERICAN ANGUS ASS'N

Contributing to the impressive attendance were 16 sellouts, including 12 ProRodeos and four horse events.

The final numbers are even more impressive considering that during the first week of the show, severe snow and a bitter cold snap caused attendance to drop 7% below last year's numbers for the same week.

2010 total attendance was 633,003.

