

Seafair

Air Show



Lake Washington, Seattle

The Seafair Air Show at Lake Washington is a world-class event that is unique to the Seattle area. This show is jam-packed with aerobatic thrills, precision performances and breathtaking excitement in the air by a variety of military and civilian acts. Performances by the U.S. Navy Blue Angels are the cornerstone of this event making it one of the top three air shows in the nation.

The Seafair Air Show is staged in conjunction with the Seafair Hydroplane Race creating an event that has non-stop action on the water and in the air. This annual show is a long-time Northwest tradition and one you won't want to miss!

- **Location** Skies above south Lake Washington
- **Spectators** 400,000 for the weekend
- **Promotion** Retail, television, radio, print, editorial, website
- **Live TV Broadcast** KIRO 7 (CBS)
 - 1,000,000 viewers!
 - Seven hours of live coverage
 - Broadcast averages a 6.9 rating and a 24 share



Event Demographics

Average annual attendance:
400,000 spectators

42% (168,000) attended with
children under the age of 17

Gender	Male	47%
	Female	53%
Age	> 25	23%
	25-34	22%
	35-44	20%
	45-54	21%
	55-64	12%
	65+	2%
Marital Status	Married	53%
	Single	47%
Household Income	< \$80,000	59%
	> \$80,000	41%