

SUN n FUN

AEROSPACE EXPO

2023 EVENT REPORT

ATTENDANCE

200K

VOLUNTEERS

3,000

EXHIBITORS

500+

REGISTERED AIRCRAFT

3,134

AIRCRAFT OPERATIONS

7,206



AVG. AGE RANGE

45-65

AVG. INCOME

\$100K

FLA. RESIDENTS

65%



75%



25%

YOUTH ENGAGEMENT

15K

Your support of the annual SUN 'n FUN Aerospace Expo allows us to continue to ENGAGE, EDUCATE & ACCELERATE the next Generation of Aerospace Professionals.



CERTIFICATED PILOTS

58%

72%

REPEAT ATTENDEE

28%

NEW ATTENDEE



TOP 10 STATES

- Florida
- Georgia
- Michigan
- North Carolina
- New York
- Pennsylvania
- Texas
- Virginia
- Tennessee
- Ohio

TOP 5 COUNTRIES

- Canada
- Brazil
- United Kingdom
- Germany
- Argentina

OVER 40 COUNTRIES ATTENDED



AIRCRAFT/RV/TENT CAMPING

2,275



PREFERRED SEATING

5,200



9/27 CLUB GUESTS

2,350

MEDIA REPS

465

SPONSORS

63



FOOD VENDORS

30



EMAIL MARKETING



SUBSCRIBERS
70K

AVG. OPEN RATE
45%

AVG. CLICK RATE
3%

Industry Standard
40% Open Rate / 2% Click Rate

SCAN THE CODE
TO CHECK OUT
SUN 'N FUN NEWS



WEBSITE

USERS
502K

NEW VISITORS
75%



PAGE VIEWS
1.8M

SESSIONS
778K

AVG. DURATION
2MIN



MOBILE APP

DOWNLOADS
6,790

SAVED SESSIONS
17K+



SNF RADIO
LIVE ATC STREAM



UNIQUE LISTENERS
34,700

CONNECTIONS
51,571



SOCIAL MEDIA

FOLLOWERS

Facebook 131K+

Twitter 24K+

Instagram 45K+

TikTok 18K+

IMPRESSIONS
8.6M

REACH
2.5M

ENGAGEMENTS
620K

LINK CLICKS
10K



MARKETING EFFORTS

NATIONAL AVIATION PUBLICATIONS

- AOPA: 1.5M Impressions
- EAA: 18K Impressions
- AVI-NATION: 8K Impressions
- FLYING MAGAZINE: 1M Impressions
- AVIATION DIGEST: 67K Impressions
- FLIGHT JOURNAL: 242K Impressions
- GLOBAL AIR: 170K Impressions
- AERO-ERMO: 7K Impressions



GOOGLE CAMPAIGNS

Search Display

CLICK THROUGH RATE **COST PER CLICK**
44% **\$.11**

Responsive Display

CLICK THROUGH RATE **COST PER CLICK**
.96% **\$.35**



META CAMPAIGNS

IMPRESSIONS **REACH**
1.4M **616K**

CLICK THROUGH RATE **ENGAGEMENTS**
4.25% **89K**

CONNECTED TV



IMPRESSIONS
417+

BILLBOARDS
IMPRESSIONS
2.8M



TOP LOCAL NEWS MEDIA COVERAGE



AUDIENCE
15.9M



APPROX. AD VALUE **PUBLICITY VALUE**
\$1.25M **\$3.25M**



QUESTIONS? Contact mgoodson@flynfn.org

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