

The Economic Impact of the National Western Stock Show

The National Western Stock Show, held annually in Denver since 1906, is known as the Super Bowl of livestock shows, and one of the most prestigious horse shows and rodeos in the world. Initially aimed at demonstrating better breeding and feeding techniques to local stockmen, the show has grown to become one of the world's largest stock shows, attracting global participants.

The National Western Stock Show (NWSS), held annually in Denver over 16 days in January, **supported \$171 million in net economic activity in 2023** across the state of Colorado. The economic impacts of the National Western Stock Show were **driven by the 702,698 attendees** who came to the show and the thousands of competitors and exhibitors from across the world that make the event the premier western heritage and entertainment event. Attendance at the stock show equals filling Empower Field at Mile High at every Broncos home game.

The Western Stock Show Association, which puts on the National Western Stock Show, generates year-round impacts to the economy beyond just the stock show.

- **Year-round shows** – Facilitated an additional 97 events on the National Western Complex grounds, with 482,530 additional attendees generating more than \$27.5 million in additional direct spending on tickets, concessions, and parking.
- **Planned Expansions** – More than \$1 billion in public and private funding, including \$50 million from the National Western Stock Show Association, is being spent to expand and update the National Western Center, including the facilities that host the National Stock Show.
- **Livestock Exchange** – Though not captured in any reporting, participants in the Stock Show often buy and sell livestock. These exchanges, though informal, can transfer significant quantities of livestock and money that further support the state economy.
- **Education and Scholarships** – In 2022 the Western Stock Show Association spent \$3,610,317 on educational and scholarship programs. As a non-profit, the National Western Stock Show is mission driven to educate on “agriculture and the Western way of life.” The NWSS annually supports several scholarship programs including the Scholarship Trust and the Denver Scholarship Program, which support more than 100 students annually.

See full results and CSI Report on the economic impacts of the National Western Stock Show at commonsenseinstitute.org.

2023 Stock Show Impact



\$171 million

in economic activity



702,698 attendees

equals filling Empower Field at Mile High at every Broncos home game

How do the impacts of the National Western Stock Show compare?

	National Western Stock Show	\$170M over 16 days
	CU Buffaloes Football	\$113.2M - season home games
	Denver Nuggets Finals	\$25M - direct impact
	MLB All-star Game	\$70.5M - per-game average
	DCPA	\$300M from 2,700 shows