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Faire on Track to Welcome 100,000 Guests in 2025

Record-setting attendance reflects growing regional interest in immersive cultural events

Lebanon, Connecticut – [July 12, 2025]: The Connecticut Renaissance Faire, a fall tradition in eastern Connecticut since 1999, is on pace to welcome 100,000 guests during its 2025 season – the highest attendance projection in the event’s 25-year history.

The event, which spans eight weekends from August 30 to October 19, has seen consistent year-over-year growth, with 75,000 visitors in 2024 and a steady increase in interest from across Connecticut, Massachusetts, Rhode Island, and beyond.

“This kind of growth tells us that people are craving experiences that feel real, joyful, and immersive,” said Eric Tetreault, Co-Owner and Marketing Director of the Faire. “There’s a reason we’re seeing record-breaking crowds – people come once and immediately want to come back.”

With themed weekends, hundreds of costumed performers, a bustling artisan marketplace, and signature events like fire jousts and after-hours parties, the Faire blends history, fantasy, and entertainment into a destination that draws repeat visitors across multiple weekends.

The economic impact reaches far beyond the Faire gates. Based on national Renaissance faire economic data, each \$1 spent at the event generates an average of \$2.84 in local economic activity. This includes restaurants, retail, lodging, gas stations, and other small businesses across the region. The Faire also supports nonprofits through parking lot fundraising and ticket donations to community causes throughout the state.

As attendance grows, so does demand for additional space, programming, and long-term planning. The Faire is currently seeking a permanent home in eastern Connecticut to support future expansion, better infrastructure, and year-round cultural opportunities.

“We’ve been part of this community for over two decades,” said Tetreault. “Our goal is to keep growing in a way that benefits everyone – our guests, our vendors, our neighbors, the local economy, and Connecticut tourism.”

The Connecticut Renaissance Faire runs Saturdays, Sundays, and Labor Day & Columbus Day Mondays from August 30 through October 19, 2025, at the Lebanon Fairgrounds. For tickets and information, visit www.ctfaire.com.