



News Release

For Immediate Release

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Festival releases attendance figure for 2023 event

PLANT CITY, Fla. (March 14, 2023) – The 88th Annual Florida Strawberry Festival ended Sunday, March 12th with record-breaking attendance.

The 11-day event drew 606,116 visitors to take part in concerts, livestock shows, free entertainment, rides, food, arts and crafts vendors and more.

“From our festival family to yours, thank you,” said Florida Strawberry Festival President Paul Davis. “We would not be where we are today without the community’s continued support. The patrons, the vendors, the concessionaires, the sponsors, the volunteers, the workers, the schools, the churches, the businesses, the staff, the board of directors, the maintenance team, the families, the committees, our friends at Belle City Amusements, the Hillsborough County Sheriff’s Office and Plant City Police Department and everyone in between who has contributed to this moment, we share this accomplishment with you. We are so blessed!”

The Hillsborough County Sheriff’s Office and the Plant City Police Department, both of whom are contracted to conduct security operations during the event, reported minimal occurrences during the 11- day event, said Davis.

Belle City Amusements, Inc., the entertainment company that provides the festival’s rides, reported a significant increase in sales from last year’s festival making this the most attended midway to date.

“This is a huge accomplishment,” said Florida Strawberry Festival President-Elect Kyle Robinson. “The staff and I would like to personally thank our Board of Directors and Associate Directors. They work tirelessly, giving of their time and talents to support our event 365 days of the year. We have some exciting things planned for next year, and we’re already looking forward to BerryFest24. We certainly do have a winner; we knocked this one out of the park!”

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The 2024 Florida Strawberry Festival will be held February 29 through March 10.

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 600,000 visitors enjoy the festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival will take place February 29 - March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, TikTok, and Twitter (#berryfest24).

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