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Corn Maze Sales and Traffic Potential

Corn mazes can be a great source of revenue for a farm. The charts below will help you estimate how much income could be generated in a season and how many customers a maze will need each day to meet a target number of guests.

Income Potential

Admission Price

		\$4	\$5	\$6	\$7	\$8
Total Customers	500	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000
	1,000	\$4,000	\$5,000	\$6,000	\$7,000	\$8,000
	2,000	\$8,000	\$10,000	\$12,000	\$14,000	\$16,000
	5,000	\$20,000	\$25,000	\$30,000	\$35,000	\$40,000
	10,000	\$40,000	\$50,000	\$60,000	\$70,000	\$80,000
	20,000	\$80,000	\$100,000	\$120,000	\$140,000	\$160,000

This chart shows how much revenue a set number of guests would generate at various pricing levels. Remember that this is just income, and you will also incur expenses to create and run your maze.

Estimating Average Guests Per Day

Weekend days open

		6	8	10	12
Total Customers	5,00	83	63	50	42
	1,000	167	125	100	83
	2,000	333	250	200	167
	5,000	833	625	500	417
	10,000	1667	1250	1000	833
	20,000	3333	2500	2000	1667

This chart shows how many customers a farm needs on an average weekend day to reach their target number of customers. It **does not** account for rainy days or weekday traffic such as fieldtrips.

This data is for informational purposes only and is not a guarantee of sales, revenue, or customers. For more information about owning your own corn maze, visit www.cornmazesamerica.com or call (608) 352-0175.