



ZOZOBRA²³ STATISTICS²⁰²⁴

In 2023, the Kiwanis Club of Santa Fe celebrated the 99th Burning of Zozobra & year ten of its Decades Project leading to Zozobra's 100th birthday in 2024. Zozobra sported 2000's theme Harry Potter theme.



ZOZOBRA RECORD AUDIENCE
IN-PERSON, LIVE TV, AND WEBCAST:

687,159

210,000+ VIEWED FROM
MORE THAN 100 MILES
VIEWERS FROM
AROUND THE WORLD **30,000+**

TICKETS SOLD IN 46 OUT OF THE 50 US STATES

KEY NOTES:

IN-PERSON
ATTENDANCE:

64,089



NATIVE AMERICAN RAINBOW DANCE
HIGHLIGHTING NEW MEXICO'S UNIQUE
CULTURES

2000's THEME FOR DECADES PROJECT
LEADING UP TO ZOZOBRA'S 100TH
ANNIVERSARY IN 2024 FEATURED A
CLOAK AND WAND

TOP FIVE STATES FOR ATTENDEES



GLOOMS SUBMITTED
AND BURNED  **189,853**

ZOZOBRA & SOCIAL MEDIA

FOLLOWERS	FOLLOWERS	FOLLOWERS
28,135 UP 23.5%	2,828	7,435 UP 9%
2,965,259 TOTAL IMPRESSIONS	1,895,159 TOTAL IMPRESSIONS	1,963,963 HASHTAG IMPRESSIONS

FINANCIAL CONTRIBUTIONS
TO SANTA FE NON-PROFITS

\$2.1 M



RAISED SINCE 1964
FOR SANTA FE'S KIDS



EMAIL SUBSCRIBERS



113,596

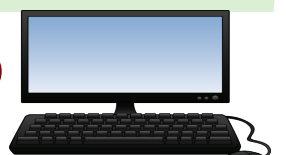
INTERNATIONAL ATTENDEES FROM



BURNZOZOBRA.COM

1,963,423

TOTAL VISITS



4:24

AVERAGE TIME
SPENT ON SITE

8%

BOUNCE RATE