



2024 Charlotte Pride Festival & Parade Fact Sheet

Charlotte Pride

- Charlotte Pride held its first festival in 2001 and was due to present its 20th annual celebration in 2020
- Charlotte Pride will mark its third in-person festival and parade since the coronavirus pandemic
- Charlotte Pride held its first parade in 2013; in 2017, the Charlotte Pride Parade became the city's largest annual parade, by number of entrants and marchers
- Charlotte Pride saw record numbers in 2023 with 260,000 festival weekend attendees, over 200 contingents in the parade, and over 10,000 people marching in the largest parade in Charlotte
- Annual events each year include the festival and parade, an interfaith service, and a variety of other social and community events leading up to the event
- In addition to the annual Charlotte Pride Festival & Parade, Charlotte Pride presents several other events and activities throughout the year through its programs including Charlotte Latine Pride, Charlotte Trans Pride, Charlotte Pride Interfaith Service & Programs, Reel Out Charlotte: The Queen City's Annual LGBTQ Film Festival, and the Charlotte Pride Scholarship & Internship Program, Generously Supported by Principal® Foundation, among others

Charlotte Pride Festival & Parade – Event Details

- Will take place August 17-18, 2024 in Uptown Charlotte
- Festival Zone on S. Tryon St.
- Parade on N. Tryon St.
- Event set-up commences on Friday, Aug. 16, 2024, closing portions of S. Tryon
- Charlotte Pride Week, Aug. 9-16 precedes festival and parade weekend, offering a full week of community events

Financial Impact of the 2023 Charlotte Pride Festival & Parade Weekend

- \$15.8 million in total economic impact
- \$9.46 million in direct visitor spending
- \$580,000 in Mecklenburg County taxes
- An estimated 260,000 visitors over the course of the weekend
- An estimated 30,000 out-of-town visitors
- Over 16,500 booked hotel room nights



Resources/Assets/Additional Information

Charlotte Pride Online Resources

- Website: charlottepride.org
- Facebook: facebook.com/cltpride
- Twitter: twitter.com/cltpride
- Instagram: instagram.com/cltpride

Charlotte Pride logos and event photos:

<https://charlottepride.org/mediacenter/>

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