



THE NIGHT MARKET

ANNUAL REPORT 2021

2021 BY THE NUMBERS

CHOOCHOOCACHEW
FB FOLLOWS

1,733

NIGHT MARKET POSTS
ORGANIC REACH

230,138

NIGHT MARKET POSTS
ENGAGEMENT

27,739

CHOOCHOOCACHEW
IG FOLLOWERS

3,879

NIGHT MARKET
RELATED POST REACH

61,379

NIGHT MARKET
RELATED POST ENGAGEMENT

7,215

2021 BY THE NUMBERS

NIGHT MARKET FB EVENT

ORGANIC REACH

62,689

RSVP

3,262

DISCUSSION POSTS
ENGAGEMENT

5,729

NIGHTMARKETMN.COM

33,655

VIEWS

11,011

UNIQUE VISITORS

2021 BY THE NUMBERS

JUL 17

AUG 21

SEP 18

5PM - 9PM ATTENDANCE

8,247

6,818

6,236

VENDORS

25

32

30

BIPOC VENDORS

16

21

20

FIRST-TIME VENDORS / PERFORMERS (IN ROCHESTER)

6

9

7

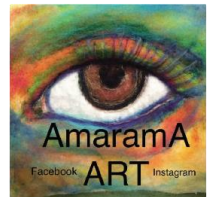
BIPOC PERFORMERS

2

3

3

2021 SPONSORS



MEDIA MENTIONS

[Experience Asian Culture at the Night Market in Downtown Rochester](#)

- Rochester Mom

[Night Market highlights Rochester's diversity, Asian vendors](#)

- Post Bulletin

[The Night Market | Downtown Rochester, MN](#)

- RDA

[Night Market series will bring Asian culture and cuisine to Rochester's riverfront](#)

- Med City Beat

[New night market to bring vibrant cultural experience to Rochester's riverfront this summer](#)

- KIMT

[The Last 'Night Market' in Rochester is Saturday, Here's What You Need to Know](#)

- KROC

[Night Market to bring cultural experience to downtown Rochester](#)

- KAAL / ABC6

[New to Downtown Rochester! Remarkable Night Market on the Riverfront](#)

- Y105FM

[The Night Market Showcases Rochester's diverse entrepreneurial ecosystem](#)

- DMC

[Rochester Night Market](#)

- KTTC

[推廣亞裔美食與文化 呂昂明州辦「夜市」](#)

- World Journal