



Prince George's County:

A Hub for Horse Culture & Prestigious Equestrian Events

Prince George's County is more than just a hidden gem for horse enthusiasts—it's a vibrant hub for horse culture. From its rich cowboy heritage to hosting nationally recognized events, the County has solidified its place as a premier destination for equestrian sports. Major events like the Washington International Horse Show and the Capital Challenge Horse Show attract competitors and fans from around the world, showcasing the County's deep connection to horse sports and its status as "horse country."

2023 BY THE NUMBERS

ECONOMIC BOOST:

\$24.5M Generated by Washington International Horse Show & Capital Challenge Horse Show in 2023

\$17.4M Spent by attendees in Prince George's County that fueled local businesses and tourism

156 Full-time jobs created across hospitality, event management, and retail sectors

102 Jobs held by Prince George's County residents

GLOBAL REACH:

85M HOUSEHOLDS WORLDWIDE

*Live streaming available in: U.S., Canada, Central & South America, Europe, and Asia

PARTICIPATION:

Capital Challenge Horse Show:

1732 PARTICIPANTS

1437 HORSES

96% FROM OUTSIDE MARYLAND

Washington International Horse Show:

710 PARTICIPANTS

487 HORSES

91% FROM OUTSIDE MARYLAND



CELEBRATING HORSE MONTH IN PRINCE GEORGE'S