

Scottsdale Events

Updated August 2011

Tostitos Fiesta Bowl (December/January)

Economic Impact: \$354.6 million for 3 bowl games in 2010-11 (Tostitos BCS National Championship Game \$188 million; Fiesta Bowl \$47.6 million; Insight Bowl \$84.6 million); \$200 million for 2 bowl games in 2008-09; \$401.7 million for 3 bowl games in 2007-08

2010-11: 199,288 attendees for 3 bowl games; 60% out-of-town fans

Previous event statistics: 2009-10: 118,317 attendees for 2 bowl games

2008-09: 121,150 attendees for 2 bowl games

2007-08: 140,400 attendees for 3 bowl games

Arizona Sun Country Circuit Quarter Horse Show (January)

2011: Approximately 55,000 attendees

Previous event statistics: 2010: 42,000 attendees over 11-day period

2009: 20,000 attendees

Barrett-Jackson Collector Car Auction (January)

Economic Impact: \$45-\$64 million for Scottsdale (2007 data)

2011: 230,000 attendees in 7 days; 1,300+ cars auctioned for \$70 million in sales

Previous event statistics: 2010: 180,000 attendees in 7 days; 1,193 cars auctioned for \$68 million

2009: 200,000 attendees in 8 days; 1,106 cars auctioned for \$63 million

2008: 280,000 attendees in 9 days; 1,163 cars auctioned for \$88 million

Celebration of Fine Art (January-March)

2011: 57,000 attendees

Gooding & Company Scottsdale Auction (January)

2011: 72 cars auctioned for \$34 million in sales

Previous event statistics: 2010: 114 cars auctioned for \$33.9 million in sales

2009: 99 cars auctioned for \$32.4 million in sales

P.F. Chang's Rock 'n' Roll Arizona Marathon & ½ Marathon (January)

Economic Impact: \$59 million on the Valley (2011 data)

2011: Approximately 30,000 runners

Previous event statistics: 2010: 36,196 runners

2009: 34,855 runners

2008: 34,000 runners

Russo and Steele Collector Automobile Auction (January)

2011: \$21 million in sales in 5 days

Previous event statistics: 2010: \$6.88 million in sales in 5 days (source: hagerty.com)

2009: \$17.1 million in sales in 5 days

2008: \$19.8 million in sales in 5 days

Waste Management Phoenix Open (January/February)

Economic Impact: \$180 million on the Valley (2008 data)

2011: 365,062 attendees

Previous event statistics: 2010: 425,905 attendees

2009: 470,294 attendees

2008: 538,356 attendees

Scottsdale Arabian Horse Show (February)

Economic Impact: \$52-\$58 million on Scottsdale (2010 data)

2011: 250,000 attendees; 2,400 horse entries

Previous event statistics: 2010: 250,000 attendees; 2,200 horse entries

2009: 250,000 attendees; 2,300 horse entries

Parada del Sol Parade & Rodeo (March)

2011: Approximately 60,000 attendees

Previous event statistics: 2010: 94,958 attendees

Spring Training (March)

Economic Impact: \$360 million for Arizona; \$25 million for Scottsdale (2010 data)

2011:

- Scottsdale Stadium: 160,574 attendees for 17 San Francisco Giants home games; No. 3 in Cactus League attendance
- Salt River Fields at Talking Stick: 359,308 attendees for 33 Arizona Diamondbacks and Colorado Rockies home games; No. 1 and 2, respectively, in Cactus League attendance

Previous event statistics: 2010: 155,810 attendees for 15 San Francisco Giants home games; No. 1 in Cactus League attendance; 50% out-of-town fans

2009: 164,811 attendees for 20 San Francisco Giants home games; No. 2 in Cactus League attendance

2008: 148,935 attendees for 15 San Francisco Giants home games; No. 2 in Cactus League attendance

Scottsdale Culinary Festival (April)

Economic Impact: \$2.1 million in added revenues to the city of Scottsdale (2010 data)

2010: 38,480 attendees with 7% from out-of-state