



# AZSTA Tourism Promotion

As part of the passage of Prop 302, the Arizona Sports and Tourism Authority is charged with distributing monies to the Arizona Office of Tourism to promote tourism within Maricopa County.

The amount distributed began at \$4.0 million in the first twelve months the taxes were in effect and increase by 5% each year during the life of the taxes.

- **During 2007, AZSTA will contribute \$5.1 million to AOT.**
- **Over the life of the tax, AZSTA will have contributed more than \$250 million.**

As a result of the funding provided, the Phoenix metro area will be able to compete against other destinations or states such as Florida, Nevada, and California.

Tourism is a huge benefit to Arizona taxpayers:

- Direct travel spending in Arizona generates \$2.1 billion in local, state and federal tax revenues annually, which equates to \$850 per Arizona household;
- More than 31 million domestic and international overnight travelers visit Arizona each year;
- Visitors spend \$17.5 billion annually;
- The travel industry contributes almost \$48 million into the state's economy *every day*.

In addition, events and activities which AZSTA supports have a positive economic impact on the metro area:

- The Tostitos Fiesta Bowl generates an estimated \$150 million each year;
- The Arizona Cardinals generate an estimated \$150 million each year;
- The Cactus League generates an estimated \$200 million each year;
- The BCS National Championship is estimated to generate more than \$150 million each time it is played here;
- Super Bowl XLII will generate more than \$400 million, a figure which will be repeated each subsequent game.

Additional links:

[Arizona Office of Tourism](#)

[Arizona Tourism Alliance](#)

[City of Glendale Office of Tourism](#)

[Greater Phoenix Convention & Visitors Bureau](#)

[Maricopa County Web Site](#)

[Scottsdale Convention & Visitors Bureau](#)

[Southwest Valley Chamber of Commerce](#)

[Tempe Convention & Visitors Bureau](#)

Valley Hotel and Resort Association

Western Maricopa Coalition (WESTMARC)