

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.

- **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;
- In Nov. 2007, Arizona recorded \$539 million in tourism tax revenue, a 2.3% increase from 2006;
- 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 is estimated to generate more than \$300 million each year, in 2010 with 12 teams, the estimated impact is expected to exceed \$400 million;
- The 2007 BCS National Championship generated an estimated economic impact of more than \$171.5 million;
- The 2008 Super Bowl XLII generated a record \$500.6 million in direct and indirect spending by visiting fans and organizations, a figure which will be repeated each subsequent game.

*Every FIVE years Arizona could add \$645 million with Super Bowl, BCS Championship, and NCAA rotations.

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 \(WESTMARC\)](#)