



## **Stadium Reaches Historic One Million Visitor Mark**

GLENDALE, Ariz. (March 23, 2007) – More than one million people have visited The University of Phoenix Stadium after only six months of operation.

By the end of Jan., 1,050,000 people had been in the stadium either as patrons or as visitors during public tours. The stadium has hosted 101 events representing 126 event-days since opened by the Arizona Sports and Tourism Authority (AZSTA) Aug. 1.

The highest attended events so far have been both the Tostitos Fiesta Bowl played between Boise State and University of Oklahoma on Jan. 1 and the BCS National Championship game played Jan. 8 between University of Florida and Ohio State. Both games saw more than 73,000 patrons attending.

Other notable events include a season of sold-out Arizona Cardinals games and the highest attended soccer game ever in Arizona with a gate of 62,642.

The highest traffic month was Aug. with more than 320,000 visitors. That month contained the building's Public Grand Opening Tours, the Men's Luxury Toy Expo, the Sanderson Ford AMP Tour, the Arizona Cardinals pre-season games and several other corporate events.

The original forecast was to host 100 events for the first year of operation, a goal that has been reached in half the time. This puts the stadium on track to be one of the busiest NFL-standard stadiums in the country.

AZSTA President/CEO Ted Ferris credits the stadium's design as a multi-purpose facility for the success.

"The multi-purpose features we designed into the building are the main keys for being able to host a variety of events in such a compressed time frame," he said.

Ferris also credits the work of Global Spectrum, the professional management company hired by AZSTA, as a major factor in the success.

AZSTA is a municipal corporation which owns and operates the University of Phoenix Stadium; and funds Cactus League stadium improvements, tourism promotion and youth and amateur sports facilities and programs.

For more information about the University of Phoenix Stadium, go to [www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com) or for AZSTA, [www.az-sta.com](http://www.az-sta.com).

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