

FESTIVAL OF COLLEGE FOOTBALL



FOR IMMEDIATE RELEASE:
Thursday, April 26, 2007

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FIESTA BOWL FESTIVAL OF COLLEGE FOOTBALL REACHES A RECORD ECONOMIC IMPACT OF \$401.7 MILLION;

TOSTITOS BCS NATIONAL CHAMPIONSHIP GAME BOOSTS ARIZONA ECONOMY BY A RECORD \$171.5 MILLION

SCOTTSDALE, Ariz. – The 2006-07 Fiesta Bowl Festival of College Football generated an overall economic impact of \$401.7 million, with the Tostitos BCS National Championship Game alone resulting in a record economic impact of \$171.5 million, according to a study by the W. P. Carey Sports Business Program at Arizona State University.

Faculty researchers surveyed out-of-state visitors who attended four Fiesta Bowl events: the Insight Bowl, the Blue Cross Blue Shield of Arizona Fiesta Bowl National Band Championship, the Tostitos Fiesta Bowl and the Tostitos BCS National Championship Game. Organizational spending associated with these events also impacted the Arizona economy, resulting in the record economic impact of \$401.7 million. Primary contributing factors to the economic impact figures are:

- Tostitos BCS National Championship Game – \$171.5 million
- Tostitos Fiesta Bowl – \$115.8 million
- Insight Bowl – \$62.2 million
- National Band Championship – \$7.8 million
- Organizational Spending – \$44.4 million

“This is spectacular news and verifies the importance of the Fiesta Bowl and the Insight Bowl to Arizona,” said Arizona Governor Janet Napolitano. “The economic impact that these games and the Fiesta Bowl festival bring our state is remarkable, but even more important is the hundreds of thousands of visitors and our own citizens who will always carry warm memories of these events in Arizona. Thousands of Arizonans who supported this as volunteers or through their work in the hospitality industry deserve our congratulations for making these events crown jewels of our state’s economic development.”

Other civic leaders also noted their appreciation, including:

“It is an exciting time in Glendale and our partnership with The Fiesta Bowl organization is an important part of the great things happening,” said Glendale Mayor Elaine Scruggs. “We are very pleased to learn that the incredible Fiesta Bowl and BCS Championship games played in Glendale produced such a tremendous economic impact for our community, the surrounding metropolitan area and the state of Arizona. We look forward to hosting many more in the future and having them all be just as successful.”

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Economic Impact

"I would sum up Scottsdale's relationship with the Fiesta Bowl like this: Economic benefit to Scottsdale and the region: enormous," said Scottsdale Mayor Mary Manross. "Value of the fun we have when the fans celebrate in our downtown, our restaurants and our resorts: priceless."

The combined \$401.7 million for the 2006-07 season surpasses the previous best, which was set following the 2002-03 national championship season. It also significantly exceeds the original prediction for the economic impact of the 2006-07 season, which was projected at \$315 million back in September of 2006 by the Arizona State University College of Business.

"The record-breaking results of this year's economic impact study are just the icing on the cake for a tremendous national championship season including three fantastic games," said Fiesta Bowl Chairman of the Board, Dick Stemple. "They are a rewarding testament to the hard work and dedication of our volunteers, participants, sponsors and everyone who contributed to the Festival of College Football."

Researchers from Arizona State University also determined that the Tostitos BCS National Championship Game, Tostitos Fiesta Bowl and Insight Bowl:

- Generated labor demand equivalent to 3,576 jobs; and
- Generated \$10.11 million in state and local taxes.

"Supporting and contributing to the economic development of this great state remain two important objectives of our organization," said John Junker, Fiesta Bowl President and CEO. "The Fiesta Bowl could not be more proud to not only have achieved, but surpassed these goals with the help of the entire community."

According to the study, out-of-state visitors spent \$178.8 million for lodging, food, entertainment, and other goods and services while in the Valley of the Sun. An additional \$44.4 million was spent by the Fiesta Bowl organization and others associated with the activities. The third element of the overall impact reflects the collective result visitor spending had on Arizona's economy for the three bowl games, which amounted to an induced spending number of \$349.5 million, the highest ever for the Fiesta Bowl.

"The positive impact that the Fiesta Bowl has had on our community is nothing short of incredible," said Ray Artigue, executive director of the ASU Sports Business MBA program. "They have produced not only great football games but great economic impact for our Valley as well."

The study shows that non-local fans spent an average of \$363.70 per day in the Phoenix area for the Tostitos BCS National Championship Game, \$297.80 per day for the Tostitos Fiesta Bowl per day and \$272.50 per day for the Insight Bowl. The largest expenditures were for air fares, hotels, eating and drinking, retail and car rental, and the average length of stay per person across the three bowl games was roughly four nights.

The study also indicates that the Tostitos BCS National Championship Game was attended by 76,081, 80% of which were visitors; the Tostitos Fiesta Bowl was attended by 74,216 people, 70% of which were visitors; and the Insight Bowl was attended by 48,391 people, 57% of which were visitors. Of visitors who traveled to the Tostitos BCS National Championship Game, 15% did not have tickets to the event. For the Tostitos Fiesta Bowl and Insight Bowl, 1% and 2% respectively did not have tickets to the games.

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In addition, out-of-state visitors were also surveyed at the Blue Cross Blue Shield of Arizona Fiesta Bowl National Band Championship. An estimated 3,200 visitors attended this event and stayed an average of five nights. Expenditures associated with the National Band Championship had an impact of \$7.8 million on the local economy.

While events such as the Fort McDowell Fiesta Bowl Parade presented by Fort McDowell Yavapai Nation and the Insight Fiesta Bowl Block Party were likely to have drawn out-of-state visitors, the economic impact estimate does not include impact numbers for these events as the survey team did not collect data from them. According to the study, this makes the overall estimated impact of visitor spending conservative.

- more -

Economic Impact
Page 4

Past economic impact figures generated by the Fiesta Bowl:

Year	Actual Economic Impact	Out-of-State Visitors
2006-07	\$401,700,000	143,500
2005-06	\$200,000,000	90,000
2004-05	\$175,000,000	75,000
2003-04	\$165,000,000	64,000
2002-03	\$228,000,000	90,094
2001-02	\$95,000,000	58,000
2000-01	\$75,000,000	50,000
1999-00	\$39,300,000	31,000
1998-99	\$133,000,000	69,000
1997-98	\$46,320,000	43,000
1996-97	\$29,360,000	25,000
1995-96	\$96,800,000	50,000
1994-95	\$30,501,000	30,000
1993-94	\$18,200,000	17,000
1992-93	\$26,070,000	28,000
1991-92	\$25,500,000	28,000
1990-91	\$13,215,000	16,000
1989-90	\$23,356,000	31,000
1988-89	\$45,050,000	46,000
1987-88	\$24,743,592	32,000
1986-87	\$39,040,000	39,000
1985-86	\$20,100,000	25,000
1984-85	\$17,000,000	21,000
1983-84	\$18,000,000	22,000
1982-83	\$16,000,000	16,000
1981-82	\$18,500,000	23,000
1980-81	\$14,000,000	20,000
1979-80	\$12,000,000	22,000
1978-79	\$5,000,000	10,000
1977-78	\$8,000,000	18,000
1976-77	\$5,500,000	16,000
1975-76	\$4,500,000	10,000
1974-75	\$6,750,000	15,000
1973-74	\$3,000,000	9,000
1972-73	\$3,000,000	9,000
1971-72	\$2,000,000	8,000

* To receive the entire economic impact report, please contact the Fiesta Bowl at 480-350-0909.