

# 2010-11 Fiesta Bowl Festival of College Football Economic Impact Study



Conducted by

**ASU W. P. Carey Center for Competitiveness and Prosperity Research**

**&**

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## EXECUTIVE SUMMARY

At the request of the Fiesta Bowl, the Arizona State University W. P. Carey Center for Competitiveness and Prosperity Research and the W. P. Carey Marketing Department undertook a comprehensive study of the economic impact of the Tostitos BCS National Championship Game, the Tostitos Fiesta Bowl, the Insight Bowl and select other Festival of College Football events. The fundamental objectives of the project were:

- 1) To provide a comprehensive assessment of the economic impact of visitor and organizational expenditures at these events on the Arizona economy; and,
- 2) To provide separate economic impact assessments for the Tostitos BCS National Championship Game, the Tostitos Fiesta Bowl, and the Insight Bowl.

Expert and experienced faculty researchers managed the project. Teams of trained college students surveyed visitors to the Valley about their spending across the series of events. 915 complete surveys were used in the final analyses. After initial analysis of direct spending, the economic impact calculations were performed by the Center for Competitiveness and Prosperity Research in the W. P. Carey School of Business.

Each game – the Tostitos BCS National Championship Game, the Tostitos Fiesta Bowl, and the Insight Bowl – had a significant impact on the Arizona economy. The spending of visitors to the Valley at the BCS championship game resulted in an estimated economic impact of **\$188 million**, while visitor spending at the Tostitos Fiesta Bowl resulted in an economic impact of **\$47.6 million**. The spending of Insight Bowl fans added another **\$84.6 million** in economic impact. The total estimated economic impact of visitor spending at these three events was **\$320.2 million**. The spending of visitors to the National Band Competition resulted in an additional **\$1.3 million** in economic impact. Organizational spending associated with this series of events also contributed with an estimated impact of **\$33.1 million** to the Arizona economy.

When visitor and organizational spending impacts are summed, we estimate that the Festival of College Football events for 2010-2011 had an economic impact on the overall Arizona economy of **\$354.6 million**.

This was the second time the Fiesta Bowl has “triple-hosted” a BCS national title game, Fiesta Bowl, and Insight Bowl. In 2006-07, we determined that the overall economic impact was **\$401.7 million**. That is a total of **\$756.3 million** in two “triple-host” seasons. While no surveys were conducted during the years in which the BCS championship was not played in the Valley, it is conservatively estimated based on extrapolation of our research data and analyses that the Fiesta Bowl and its events have generated more than **\$1 billion** in the past five-year cycle.

Further, while this report examines the economic impact of the events, it is recognized that some financial benefits may not be adequately captured (e.g., positive media exposure regarding the event and Arizona, broadcast nationally and internationally). Moreover, many aspects of the events contribute to the pride, vibrancy and quality of life in the Valley, which are very much aligned with the Fiesta Bowl’s mission.

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## **2010-2011 Fiesta Bowl Events Economic Impact Study Overview**

To estimate the economic impact of the BCS Bowl, Tostitos Fiesta Bowl, Insight Bowl and other Fiesta Bowl Committee events, the research team: 1) collected data on the spending of visitors to the Valley drawn by the bowl games and other events, 2) collected data on organizational spending induced by these events, and 3) estimated the economic impact of this spending via the IMPLAN program – a software package widely used for economic impact studies.

### **Methodology**

The visitor survey was designed to collect accurate spending data from representative samples of visitors drawn to the Valley for each of the Festival of College Football bowl games. The following sections detail the methodologies used to achieve these objectives.

#### **Survey Teams**

Data were collected by teams of ASU faculty and students. At each event, one or more faculty members were designated as supervisors of the data collection effort.

#### **Survey Team Training**

All survey teams received training in: 1) the sampling plan for each event, 2) interviewing procedures, and 3) the specific intent and meaning of all survey questions prior to going to the field. Surveyor training emphasized the importance of collecting quality data. Surveyors were asked to be sure to follow their sampling plan carefully, to be sure that respondents understood all questions, and to be sure that respondents returned all questionnaires that were given to them. Survey teams in the field could contact supervising faculty via cell

phone if they had problems or questions during data collection. Supervising faculty also directly observed the students throughout the process.

## **Sampling**

At each of the major events, event goers were sampled using an area sampling plan. The logic of area sampling is to select a representative sample of event areas, canvass the event goers in these areas, and thus obtain a representative sample of the attendees at the event. The survey teams intercepted event goers at the entry gates to stadiums just prior to game time, and in the pre-game party, tailgate, and other areas earlier in the day. Survey teams did not intercept fans inside the stadiums for security reasons.

Prior to the BCS Bowl, the survey team obtained a map of the University of Phoenix Stadium grounds including a list of pre-game events (e.g., pre-game parties) and their locations. Using this information, we assigned student teams to survey a diverse set of areas around the stadium prior to the game. The teams started intercepts about five hours before game time. Each student team was assigned multiple areas to canvass including areas such as parking lots and event areas (e.g., a tailgate area or a pre-game party area). Teams were instructed to intercept fans randomly as they moved through areas and between areas. Since we employed a large number of student teams, and assigned each team multiple areas to canvass, we were able to canvas virtually the entire area around the stadium. At one hour prior to game time, we instructed the student teams to move to the major entrances to the stadium and intercept fans in the lines waiting to enter the stadium. These intercepts provided a further means of insuring that our sample was representative of all fans, even those arriving to the event just before game time.

At the Tostitos Fiesta Bowl and the Insight Bowl, we employed area sampling plans similar to the plan described above for the BCS Championship Bowl. Survey teams canvassed

fans around the stadium in public areas and at pre-game events for several hours prior to game time at each bowl.

At each event, a separate set of data collectors following their own sampling plan was designated to estimate the proportion of visitors versus residents (i.e., from the greater Phoenix metropolitan area) entering the stadium. The visitor versus resident tabulators were guided by an entrance sampling protocol. Tabulators deployed to the entrances of the stadium at each event. There they asked as many entering parties as possible whether they were visitors or residents. Tabulators covered major entrances at the BCS, Tostitos Fiesta Bowl, and Insight Bowl.

### **Survey Design**

The faculty team designed the survey instrument in cooperation with Fiesta Bowl staff. The survey was designed to be comparable to past instruments and to incorporate methodologies standard to economic impact studies. Changes were made to improve the estimation of visitor expenditures. For example, broad categories of expenditures in past questionnaires (e.g., meals and beverages) were broken into finer categories (dinner, lunch, breakfast, alcoholic beverages) to aid respondent memory and ease the “mental arithmetic” required to aggregate expenditures.

Three key objectives of the survey were to estimate: 1) the total amount a travel party spent on a day in the valley, 2) the number of people in the travel party, and 3) the total number of nights the party planned to stay in the Valley. Only event attendees who identified themselves as visitors to the Valley were surveyed about their spending. Participants were asked about their spending in specific categories (e.g., for lodging, for dinner, lunch, and breakfast) rather than about their overall spending. The average spending of survey respondents for each bowl game event was then projected to an estimate of number of visitors to that game. The overall number

of visitors to each game was estimated using data supplied by the “visitor versus resident” tabulators described earlier along with other data (e.g., game attendance numbers).

### **Survey Procedure**

Event attendees were approached according to the sampling plans outlined above. If they agreed to cooperate, they were screened for resident vs. out-of-town visitor status (hereafter referred to simply as visitors). If attendees were visitors (i.e., as noted earlier, from outside the greater Phoenix metropolitan area), they were asked if they were traveling alone or with a travel party. If they were with a group, they were asked if they or someone else was best informed about the group’s expenditures. Depending upon their reply, data collection then proceeded with the respondent or another person designated by the respondent as most informed about the group’s expenditures. At the end of each event, survey teams reported to a designated collection point and turned their completed surveys into a faculty supervisor.

### **Sample Sizes**

All questionnaires were screened for usability. If respondents had failed to complete critical parts of the survey or had misunderstood key instructions, surveys were rejected. As noted, all respondents to the survey initially identified themselves as visitors to the Valley, and virtually all, in addition, reported in response to a question within the survey that their permanent residence was outside the State of Arizona. After this screening, we retained 915 surveys from the major events for economic impact analysis. The final visitor sample sizes for the major events are listed in Table 1 below:

**TABLE 1  
SAMPLE SIZE FOR EACH EVENT**

	BCS Bowl	Fiesta Bowl	Insight Bowl	Total
Sample Size	542	192	181	915

The sample sizes for each event reported for specific analyses will vary somewhat from these numbers because some respondents may have skipped a particular question due to a mistake or not following instructions. The surveys were screened during coding and during analysis for replies that were unreasonable or extreme outliers that might bias expenditure estimates upward. Such replies were trimmed or not used in the analysis.

**Economic Impact Estimates**

We developed out-of-town visitor economic impact estimates for Festival events including the BCS Championship Bowl, the Tostitos Fiesta Bowl, and the Insight Bowl. We calculated the economic impact of each major event and the events overall as follows: We first estimated direct visitor spending (what visitors spent on their trip) and then estimated the total economic impact of that spending as it circulates through the local economy. The estimates of direct visitor expenditures were computed by calculating the average expenditure per person per day for visitors. This number was scaled to an overall direct expenditure estimate by multiplying it by an estimate of “total visitor days” – that is, the total number of days that all visitors reported staying for their trip. Induced economic impacts were initially calculated with the IMPLAN software using full SAM multipliers for the current Arizona model with regional purchase coefficients. Further estimates were made for Maricopa County. Unless otherwise noted, the reported induced economic impacts are for the entire Arizona economy.

## **ECONOMIC IMPACT OF VISITOR EXPENDITURES**

Results essential to estimating the economic impact of the BCS Championship Bowl, the Tostitos Fiesta Bowl, and the Insight Bowl include the total number of attendees, the percent of visitors among these attendees, and the average number of nights that attendees stayed in the Valley. Table 2 reports these statistics for each of the three major events.

**TABLE 2  
EVENT ATTENDEE CHARACTERISTICS**

	BCS Bowl	Fiesta Bowl	Insight Bowl
Total Attendance	78,603	67,232	53,453
Percent of Visitors	78%	42%	60%
Average Stay in Nights	3.3	3.1	3.3

The survey allowed us to estimate the percent of out-of-town visitors who were in Phoenix for each event but did not have tickets for the event. These visitors would be missed by estimates of the total number of visitors at an event based solely on ticket sales. The survey found that 17% of visitors here for the BCS Championship Bowl had no tickets to the event. Smaller percentages of visitors to the Tostitos Fiesta Bowl (4%) and the Insight Bowl (4%) had no tickets to the event.

### **Expenditures per Visitor Per Day**

Table 3 shows average daily expenditures on a per visitor basis for the BCS Bowl, the Tostitos Fiesta Bowl, and the Insight Bowl. The table shows that visitors to the BCS Bowl were on average the “biggest spenders” for air fare, hotel rooms, and eating/drinking. In total, out-of-town visitors to the BCS Bowl spent an average of \$349.10 per day in the Phoenix area. Visitors to the Fiesta Bowl spent an average of \$291.40 day while visitors to the Insight Bowl spent

somewhat more, \$313.20 per day. These estimates include spending for airfare averaged over the nights that visitors stayed.

The averages reported in Table 3 were computed by including the data from visitors who reported “0” expense in a category. For example, visitors who stayed at private homes commonly reported no hotel room or other rental expense. Thus, the average for hotels (or other expenditures) should not be interpreted as the average amount visitors who rented a hotel room paid per night (because visitors who rented no rooms decrease the average).

Also notable is that estimates of population means based upon random samples contain some degree of error. Factors that influence the accuracy of survey estimates include the sample size, respondent memories, and question phrasing. In general, the larger a random sample, the more accurate the statistical estimates based upon the sample.

**TABLE 3  
AVERAGE SPENDING PER VISITOR PER DAY IN DOLLARS**

<b>Expenditure Type</b>	<b>BCS Bowl</b>	<b>Fiesta Bowl</b>	<b>Insight Bowl</b>
Air Fares	115.2	131.7	135.4
Car Rental	17.1	7.4	10.3
Taxi and Limo	5.1	2.6	2.2
Lodging	64.6	41.2	51.3
Eating and Drinking	85.2	67.4	58.4
Groceries	9.8	8.0	6.5
Golf	5.5	4.0	5.9
Other Entertainment	14.3	10.7	14.9
Misc. Retail	32.3	18.4	28.3
<b>Total</b>	<b>349.1</b>	<b>291.4</b>	<b>313.2</b>

The next step in estimating the economic impact of Fiesta Bowl events is to estimate the sum of the direct expenditures of the out-of-town visitors drawn to each event. Direct expenditure estimates do not yet include the “multiplier effect” of visitor spending as it flows through the economy. Instead, direct expenditures simply estimate what visitors spent without considering the spending induced by these outlays.

Table 4 shows estimates of the total direct expenditures of out-of-town visitors to each event. These estimates are developed by multiplying the average expenditures per day per visitor in Table 3 by an estimate of the total number of visitor days -- that is, the total number of days all out-of-town visitors to an event stayed in the Phoenix area. All numbers are in millions.

**TABLE 4  
DIRECT IMPACTS OF VISITOR SPENDING IN MILLIONS**

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl
Air Fares	27.1	12.1	14.8
Car Rental	5.4	0.7	1.9
Taxi and Limo	1.6	0.3	0.4
Lodging	20.3	4.1	9.3
Eating and Drinking	26.8	6.8	10.5
Groceries	3.1	0.8	1.2
Golf	1.7	0.4	1.1
Other Entertainment	4.5	1.1	2.7
Misc. Retail	10.2	1.9	5.1
<b>Total</b>	<b>100.6</b>	<b>28.2</b>	<b>47.0</b>

Out-of-town visitors to the BCS Bowl spent \$100.6 million dollars during their stay in Arizona while visitors to the Fiesta Bowl spent \$28.2 million and visitors to the Insight Bowl spend \$47 million. The impact of the BCS Bowl relative to the other Bowls was higher due

principally to three factors: higher average spending per visitor, a higher percentage of visitors, and larger attendance at the BCS Bowl versus the other two Bowls. The Tostitos Fiesta Bowl generated the least direct spending principally because of the low percentage of outside visitors attending (thus, a low total number of visitors), their smaller average total spending, and their somewhat shorter average stay. These less than typical numbers for the Fiesta Bowl may relate to the teams paired in the last Fiesta Bowl or other factors.

The next step in estimating the economic impact of the three major events is to calculate the indirect or induced impact of visitor's spending on the Arizona economy. To calculate this impact, the IMPLAN economic impact assessment software package was used to estimate the multiplier effects of the direct expenditures shown in Table 4. Note that economic impact numbers are estimates subject to a range of error contributed by imperfections in the data collection process, and limitations to the mathematical models underlying the estimates. The choice of multipliers and other modeling assumptions also impact the results. Therefore, estimates should be thought as including a degree of error (e.g., plus or minus 5 percent) around the specific estimates given. The estimates provided by the IMPLAN software are shown in Table 5 below. The numbers in Table 5 show the total economic impact (direct plus induced impact) of each category of spending for each major event. Adding down the columns, the Table shows the total economic impact of each target event in the column total and, in the right column total, the overall economic impact of all three major events.

**TABLE 5  
TOTAL ECONOMIC IMPACT IN MILLIONS**

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl	Category Total
Air Fares	26.9	12.0	14.7	53.6
Car Rental	12.3	1.7	4.3	18.3
Taxi and Limo	3.6	0.6	0.9	5.1
Lodging	50.6	10.3	23.0	83.9
Eating and Drinking	63.2	16.0	24.8	104
Groceries	3.9	1.0	1.5	6.4
Golf	4.3	1.0	2.6	7.9
Other Entertainment	11.4	2.7	6.8	20.9
Misc. Retail	11.9	2.2	6.0	20.1
<b>Bowl Total</b>	<b>188.0</b>	<b>47.6</b>	<b>84.6</b>	<b>320.20</b>

Table 5 shows that the collective impact on the Arizona economy of visitor spending induced by the Fiesta Bowl Organization's bowl games in the 2010-2011 season was \$320.2 million dollars. When organizational expenditures are added, these impacts are even larger.

**Impact on Jobs**

The spending associated with the three major events also generated demands for labor in the Arizona economy. The BCS Bowl overall generated labor demand equivalent to 1,919 full-time jobs. The Fiesta Bowl produced labor demand equivalent 469 full-time job and the Insight Bowl produced demand equal to 855 jobs.

## **Impact on Tax Revenues**

The economic activity spurred by the three major events also contributed to local and state sales tax revenues. Table 6 below shows the additional sales tax revenues brought in by visitor spending related to each event.

**TABLE 6  
ADDITIONAL LOCAL AND STATE SALES TAX REVENUES IN MILLIONS**

Type of Revenue	BCS Bowl	Fiesta Bowl	Insight Bowl	Total
Direct Sales Tax	7.67	1.64	3.37	12.68

## **Impact of the National Band Competition and Other Events in the Fiesta Season**

Besides the BCS Bowl, Tostitos Fiesta Bowl, and the Insight Bowl, the Fiesta Bowl Organization sponsors an impressive array of other events during bowl season. These events include the National Band Competition, the Tostitos Fiesta Bowl Block Party, and Fort McDowell Tostitos Fiesta Bowl Parade. In past studies, the research team has found that out-of-town visitors to the Block Party and Parade are primarily drawn by the bowl games. However, the team has found the National Band Competition (in which high school bands from around the country compete) attracts a modest number of out-of-town visitors to the Phoenix area on its own. These visitors attend the Band competition primarily to see their favorite high school band on the field. The research team estimated the visitor spending generated by the 2010 National Band competition by the following means: In our 2006-2007 study, the W. P. Carey research team surveyed a sample of 30 visitors to the National Band Competition. We estimated from this study that visitors drawn by the National Band competition spent on average \$242.50 per visitor per day, less than the average spending of visitors to the 2006-2007 Insight Bowl, which

was held at nearly the same time as the National Band Competition. For the 2010 National Band Competition, we estimated average spending per person per day would be the same (\$242.50) as in the earlier study, and adjusted our estimate of the average number of days stayed in the Valley downward to three (3.0) days. Using 2010 attendance numbers and previous estimates of the percent of out-of-town visitors among attendees, we estimated that the National Band Competition attracted 1125 out-of-town visitors besides band members and directors. Thus, we estimated the direct spending of out-of-town visitors to the National Band Competition to be \$818,000 dollars. The IMPLAN model estimated this spending to have an impact of \$1.3 million dollars. We included the organizational spending of the visiting bands in our organizational spending estimate, discussed in the next major section.

The Insight Fiesta Bowl Block Party, the Fort McDowell Fiesta Bowl Parade, and other Fiesta events were also likely to have attracted at least some distinctive out-of-town visitors to the Phoenix area. However, our overall economic impact estimate does not include any estimate of impact from these visitors since we did not do field research at these events.

### **Organizational Expenditures**

In addition to visitor expenditures, the BCS Bowl, Fiesta Bowl, Insight Bowl, and other Fiesta organization events impacted the Arizona economy through organizational expenditures related to the events. The organizational expenditures captured for this study are described in Table 7. The spending of university football teams in Arizona was estimated primarily via NCAA expense reports. These reports detail university team expenses for bowl trips including spending for lodging, meals, entertainment, and transportation to and around Arizona. The reports also provide the number of people in each team's travel party and the travel party's length of stay in Arizona. One competing team's NCAA expense report could not be obtained,

so that team's spending was estimated as equal to the lowest of the other teams. The spending of bands in the National Band Competition was estimated using the number of participating bands from out-of-state (11) multiplied by an average per band spending estimate. This average per band spending estimate (\$66,000) was derived from our 2006 study of the National Band Competition. The Fiesta Bowl Committee's spending was based upon a report provided by the Committee on its spending in Arizona. Note that the organizational spending in Arizona of the sponsors of the BCS Bowl, Tostitos Fiesta Bowl, and Insight Bowl (e.g., Tostitos) could not be obtained, and was thus not included in our report. In addition, the Festival of College Football no doubt induced substantial other spending by outside Arizona organizations that we could not estimate and did not include in our impact numbers. A few examples would be private corporate events, "ambush" marketers (firms that are not official sponsors of a game, but advertise or promote near the event anyway), payments of media organizations to local equipment and service providers, and the spending of smaller out-of-state promoters and vendors attracted by the games. The estimated direct and total impacts of organizational spending are shown in Table 8 – showing that organizational spending as a result of the Fiesta series of events contributed an additional \$33.1 million dollars in economic impact to the Arizona economy.

**TABLE 7  
ORGANIZATIONAL EXPENSE DESCRIPTIONS**

<b>Source</b>	<b>Nature of Spending</b>
Spending of University Teams	Hotels, meals, transportation, entertainment.
Spending of Bands in National Band Competition	Hotels, meals, entertainment while in Arizona.
Media Personnel Visiting Arizona	Hotels and room charges.
Fiesta Bowl Committee Spending	Spending in Arizona for year around operations including salaries, rents, and purchase of services/goods from firms operating in Arizona.

**TABLE 8  
ORGANIZATIONAL EXPENSE ECONOMIC IMPACTS IN MILLIONS**

<b>Organizational Expenditures</b>	<b>Direct Spending</b>	<b>Total Impact</b>
Spending of University Teams	5.5	11.3
Spending of Bands in NBC	0.7	1.7
Media Spending	0.8	1.9
Fiesta Bowl Committee Spending	7.6	18.2
<b>Total</b>	<b>14.6</b>	<b>33.1</b>

**Impact for Maricopa County Area**

Besides estimating the economic impact of visitor and organizational spending for Arizona as a whole, we estimated the impact of this spending for Maricopa County alone. Using the IMPLAN package, we estimated that the Festival of College Football events had an impact

on Maricopa County alone of about ten percent less than our impact estimates for the State as a whole. Thus, we estimated the total economic impact on Maricopa County alone was about \$312 million dollars. We estimate also that the Festival of College Football events created labor demand in Maricopa County equivalent to a total of about 2920 full-time jobs and generated roughly 11.4 million in direct sales tax revenues.

### **Summary and Discussion of Economic Impact**

Summing visitor and organizational spending impacts, the total economic impact of the Festival of College Football events for Arizona as a whole was about \$354.6 million dollars and for Maricopa County alone an estimated \$312 million dollars. The total impact of \$354.6 million dollars for the State was less than the \$401.7 million dollars in total impact estimated for the 2006-2007 Festival of College Football events. The lower impact of the Fiesta Bowl in the current study was an important contributor to the lower impact of the Festival of Events as whole in the current study. In contrast, the impacts for the BCS Bowl and Insight Bowl were stronger this season than in 2006-2007. Our estimate of the impact contributed by organizational spending was also less in the current season than in 2010-2011. This decreased spending may be due to economic factors or to limitations in our ability to collect organizational spending data.

Economic impact assessment numbers are best thought of as a “gauge” to the magnitude of an event’s impact on a given economy, rather than a precise estimate of the size of impact. A variety of methods for assessing impact exist. As in our 2006-2007 study for the Festival of College Football, we estimated direct visitor spending via the widely used method of a sample survey of visitors drawn to the Festival of Events. Our estimates of economic impact (the impact of visitor and organizational spending as it circulates in the economy) were performed by the Center for Competitiveness and Prosperity Research using the IMPLAN package – a package

of software and economic data widely used in economic impact studies. Thus, our methods reflect well-known approaches for the assessment of economic impact.

### **Beyond the Economic Impact**

This report was fundamentally intended to provide an economic impact study. Conventional frameworks and analytics were used. To this end, the numbers reflect prevailing methodological and analytical standards, and can be compared to past reports. However, there are a wide range of benefits to Arizona, and to the Phoenix Metropolitan Region more specifically, that are not captured and reported within the framework.

This report has detailed the impact of external stakeholders (i.e., visitors to Arizona) on the economic impact to the Arizona economy, but it has not explicitly considered the benefits to internal stakeholders – the residents and businesses of Arizona. Events associated with the Fiesta Bowl, Insight Bowl and BCS Championship provide opportunities for residents to increase their entertainment options, their vibrancy of life and pride in Arizona and the Valley. This is especially true when one considers that events associated with the Fiesta Bowl occur throughout each calendar year. These events have the power to increase civic pride and a level of camaraderie. Further, as much as the contests and games have the inherent nature of competition, they also serve to unite regions and the nation in the celebration of sport – this is unquestionably true of the Fiesta Bowl, Insight Bowl and the BCS National Championships.

## APPENDIX A: GAMES and ATTENDANCE, 2006-2011

Attendance	BCS Bowl	Fiesta Bowl	Insight Bowl	Total
2006/07	74,628	73,719	48,391	196,738
2007/08	-	70,016	48,892	118,908
2008/09	-	72,047	49,103	121,150
2009/10	-	73,227	45,090	118,317
2010/11	78,603	67,232	53,453	199,288
<b>Total</b>	<b>153,231</b>	<b>356,241</b>	<b>244,929</b>	<b>754,401</b>

### 2010/11

BCS Bowl	Auburn 22 Oregon 19
Fiesta Bowl	Oklahoma 48 Connecticut 20
Insight Bowl	Iowa 27 Missouri 24

### 2009/10

Fiesta Bowl	Boise State 17 TCU 10
Insight Bowl	Iowa State 14 Minnesota 13

### 2008/09

Fiesta Bowl	Texas 24 Ohio State 21
Insight Bowl	Kansas 42 Minnesota 21

### 2007/08

Fiesta Bowl	West Virginia 48 Oklahoma 28
Insight Bowl	Oklahoma State 49 Indiana 33

### 2006/07

BCS Bowl	Florida 41 Ohio State 14
Fiesta Bowl	Boise State 43 Oklahoma 42 (OT)
Insight Bowl	Texas Tech 44 Minnesota 41 (OT)

**APPENDIX B: AVERAGE SPENDING PER VISITOR PER DAY IN DOLLARS, 2006-2007 VS. 2010-2011**

**2006-2007**

<b>Expenditure Type</b>	<b>BCS Bowl</b>	<b>Fiesta Bowl</b>	<b>Insight Bowl</b>
Air Fares	114.2	103.4	105.5
Car Rental	16.2	8.8	10.0
Taxi and Limo	4.1	3.4	1.2
Lodging	72.7	40.8	34.8
Eating and Drinking	92.4	79.1	60.3
Groceries	7.2	8.0	6.6
Golf	11.6	10.9	8.5
Other Entertainment	14.5	13.3	11.0
Misc. Retail	30.8	30.1	34.6
<b>Total</b>	<b>363.7</b>	<b>297.8</b>	<b>272.5</b>

**2010-2011**

<b>Expenditure Type</b>	<b>BCS Bowl</b>	<b>Fiesta Bowl</b>	<b>Insight Bowl</b>
Air Fares	115.2	131.7	135.4
Car Rental	17.1	7.4	10.3
Taxi and Limo	5.1	2.6	2.2
Lodging	64.6	41.2	51.3
Eating and Drinking	85.2	67.4	58.4
Groceries	9.8	8.0	6.5
Golf	5.5	4.0	5.9
Other Entertainment	14.3	10.7	14.9
Misc. Retail	32.3	18.4	28.3
<b>Total</b>	<b>349.1</b>	<b>291.4</b>	<b>313.2</b>

## APPENDIX C: DIRECT IMPACTS OF VISITOR SPENDING IN MILLIONS

### 2006-2007

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl
Air Fares	27.3	20.6	12.5
Car Rental	3.9	1.8	1.2
Taxi and Limo	1.0	0.7	0.1
Lodging	17.4	8.1	4.1
Eating and Drinking	22.1	15.8	7.1
Groceries	1.7	1.6	0.8
Golf	2.8	2.2	1.0
Other Entertainment	3.5	2.7	1.3
Misc. Retail	7.4	6.0	4.1
<b>Total</b>	<b>87.1</b>	<b>59.4</b>	<b>32.2</b>

### 2010-2011

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl
Air Fares	27.1	12.1	14.8
Car Rental	5.4	0.7	1.9
Taxi and Limo	1.6	0.3	0.4
Lodging	20.3	4.1	9.3
Eating and Drinking	26.8	6.8	10.5
Groceries	3.1	0.8	1.2
Golf	1.7	0.4	1.1
Other Entertainment	4.5	1.1	2.7
Misc. Retail	10.2	1.9	5.1
<b>Total</b>	<b>100.6</b>	<b>28.2</b>	<b>47.0</b>

## APPENDIX D: ORGANIZATIONAL SPENDING IMPACT IN MILLIONS

### 2006-2007

Organizational Expenditures	Direct Spending	Total Impact
Spending of University Teams	6.33	13.4
Spending of Bands in NBC	1.16	2.5
Media Spending	2.59	5.5
Event Sponsor Spending	1.60	3.2
Fiesta Bowl Committee Spending	9.85	19.8
<b>Total</b>	<b>21.53</b>	<b>44.4</b>

### 2010-2011

Organizational Expenditures	Direct Spending	Total Impact
Spending of University Teams	5.5	11.3
Spending of Bands in NBC	.73	1.7
Media Spending	.77	1.9
Fiesta Bowl Committee Spending	7.6	18.2
<b>Total</b>	<b>14.6</b>	<b>33.1</b>

## APPENDIX E: TOTAL ECONOMIC IMPACT IN MILLIONS

### 2006-2007

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl	Total
Air Fares	44.2	33.3	20.1	97.6
Car Rental	8.6	3.9	2.6	15.1
Taxi and Limo	2.0	1.4	0.3	3.7
Lodging	36.9	17.2	8.7	62.8
Eating and Drinking	47.6	34.0	15.3	96.9
Groceries	2.8	2.6	1.3	6.7
Golf	5.7	4.5	2.1	12.3
Other Entertainment	7.2	5.5	2.7	15.4
Misc. Retail	16.5	13.4	9.1	39.0
<b>Total: Visitors</b>	<b>171.5</b>	<b>115.8</b>	<b>62.2</b>	<b>349.50</b>
Total: Band Visitors				<b>7.8</b>
Org Expenditures				<b>44.4</b>
<b>Total Impact</b>				<b>401.7</b>

### 2010-2011

Expenditure Type	BCS Bowl	Fiesta Bowl	Insight Bowl	Total
Air Fares	26.9	12.0	14.7	53.6
Car Rental	12.3	1.7	4.3	18.3
Taxi and Limo	3.6	0.6	0.9	5.1
Lodging	50.6	10.3	23.0	83.9
Eating and Drinking	63.2	16.0	24.8	104
Groceries	3.9	1.0	1.5	6.4
Golf	4.3	1.0	2.6	7.9
Other Entertainment	11.4	2.7	6.8	20.9
Misc. Retail	11.9	2.2	6.0	20.1
<b>Total: Visitors</b>	<b>188.0</b>	<b>47.6</b>	<b>84.6</b>	<b>320.2</b>
Total: Band Visitors				<b>1.3</b>
Org Expenditures				<b>33.1</b>
<b>Total Impact</b>				<b>354.6</b>