

Annual Tourism Impact

Glendale, Arizona
FY09

682,000	Cardinals – average 62,000 per game
609,907	Coyotes home games
228,726	Cactus League
65,000	Fiesta Bowl
1,585,633	Sporting Events ONLY
2,080,000	Cabela's (15K paying customers/40K visitors per week)
250,000	175 Non-sports Events at Stadium and Arena
3,915,633	Sports & Entertainment District
500,000	Signature Festivals
60,000	Civic Center
4,475,633	TOTAL *

* does not include the conferences, seminars, meetings, trade shows, and other events that are held at Glendale's Conference Center in the Renaissance Hotel nor the people who come to Glendale for business, for family visits, for youth sports tournaments, and a myriad of other reasons. These tourists and visitors are staying in hotels in Glendale, eating in restaurants in Glendale, shopping in Glendale, and doing business with non-retail businesses in Glendale.