**SCOTTSDALE EVENTS**

Updated Nov. 19, 2018

(Unless otherwise noted, all statistics provided by event producers)

**ARIZONA BIKE WEEK** (April)
Previous event statistics:
- 2017: 75,000 attendees
- 2016: 66,565 attendees

**ARIZONA SUN CIRCUIT QUARTER HORSE SHOW** (March)
Previous event statistics:
- 2018: Approximately 65,000 attendees
- 2017: Approximately 70,000 attendees
- 2016: Approximately 65,000 attendees

**AZCENTRAL WINE & FOOD EXPERIENCE** (November)
Previous event statistics:
- 2017:
  - 13 percent of attendees were from out of state, primarily California, Colorado and Illinois
  - 70 percent of those out-of-state attendees came to Scottsdale specifically for the event

**BARRETT-JACKSON COLLECTOR CAR AUCTION** (January)
General statistics:
- State Economic Impact: $167.8 million
- Tax Revenue: $6 million for the state; $2 million for Scottsdale

Previous event statistics:
- 2018: 325,000 attendees; 1,721 cars auctioned for $106 million
- 2017: 320,000 attendees; 1,719 cars auctioned for $102 million
- 2016: 350,000 attendees; 1,469 cars auctioned for $102 million

**BENTLEY SCOTTSDALE POLO CHAMPIONSHIPS: HORSES AND HORSEPOWER** (November)
Previous event statistics:
- 2017: 13,129 attendees
- 2016: 11,346 attendees

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1 City of Scottsdale Tourism Development Commission agenda
2 City of Scottsdale Tourism Development Commission agenda
3 [2016 data from Elliott D. Pollack & Company](#)
4 [2018 Barrett-Jackson press release](#)
5 [2017 Barrett-Jackson press release](#)
6 [2016 Barrett-Jackson press release](#)
CACTUS LEAGUE SPRING TRAINING (March)
General Statistics:
- State Economic Impact: $644.2 million for the state
- Jobs: 6,439 annual jobs paying $224.6 million
- Tax Revenue: $31.9 million in state and local taxes\(^7\)
- Median Cactus League visitor attends 3 games, stays 4 nights in Arizona and spends $405 per day
- City Economic Impact: $28 million for Scottsdale; $17.2 million of which came from out-of-town visitors\(^8\)

Previous event statistics:
- **2018**:
  - Scottsdale Stadium
    - 155,656 for 16 San Francisco Giants home games
  - Salt River Fields at Talking Stick
    - 166,063 for 16 Arizona Diamondbacks home games
    - 151,234 for 16 Colorado Rockies home games
- **2017**:
  - Scottsdale Stadium
    - 182,518 for 18 San Francisco Giants home games
  - Salt River Fields at Talking Stick
    - 181,587 for 18 Arizona Diamondbacks home games
    - 152,519 for 17 Colorado Rockies home games
- **2016**:
  - Scottsdale Stadium
    - 177,699 for 16 San Francisco Giants home games
  - Salt River Fields at Talking Stick
    - 187,479 for 17 Arizona Diamondbacks home games
    - 146,663 for 16 Colorado Rockies home games

CANAL CONVERGENCE (November)
Previous event statistics:
- **2018**: Approximately 33,000 attendees (four-day event held in February 2018)

FIESTA BOWL AND CACTUS BOWL (December/January)
General statistics:
- Economic Impact: $169.4 million from the Fiesta Bowl and Cactus Bowl; $111.6 million from the Fiesta Bowl; $30.7 million from the Cactus Bowl; $27 million in organizational spending\(^9\)
  - $79 million in total direct spending
  - $7.5 million in direct tax revenue

Previous event statistics:
- **2017**: 94,701 attendees for 2 bowl games
- **2016**: 104,607 attendees for 2 bowl games

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\(^7\) 2018 data from ASU W.P. Carey School of Business
\(^8\) 2015 data from the City of Scottsdale
\(^9\) 2016 data from Seidman Research Institute
GOODING & COMPANY SCOTTSDALE AUCTION (January)

Previous event statistics:
- 2018: 110 cars auctioned for more than $49.2 million in sales\textsuperscript{10}
- 2017: 106 cars auctioned for more than $33.4 million in sales
- 2016: 97 cars auctioned for more than $43 million in sales

PARADA DEL SOL PARADE (February)

Previous event statistics:
- 2018: Approximately 30,000 attendees
- 2017: Approximately 28,000 attendees
- 2016: Approximately 50,000 attendees

PARADA DEL SOL RODEO (March)

Previous event statistics:
- 2018: 25,000 attendees over four days
  - 70 percent of attendees were visitors
- 2017: 24,500 attendees
- 2016: 23,000 attendees

ROCK ‘N’ ROLL ARIZONA MARATHON & ½ MARATHON (January)

Previous event statistics:
- 2018: Approximately 20,000 participants\textsuperscript{11}
- 2017: 22,464 participants\textsuperscript{12}
- 2016: 23,151 participants\textsuperscript{13}

RUSSO & STEELE COLLECTOR AUTOMOBILE AUCTION (January)

General statistics:
- City Economic Impact: $51 million (2016 study from Applied Economics)
- Tax Revenue: $1.1 million in sales and lodging taxes for city and county; $1.5 million in state sales taxes (2016 study from Applied Economics)
- 81 percent of attendees from out-of-state (2016 study from Applied Economics)

Previous event statistics:
- 2018: 415 cars auctioned for approximately $15.9 million in sales\textsuperscript{14}
- 2017: 606 cars auctioned for approximately $22.1 million in sales\textsuperscript{15}
- 2016: 521 cars auctioned for approximately $20.7 million in sales

\textsuperscript{10} 2018 Gooding & Co. press release
\textsuperscript{11} azcentral.com event recap
\textsuperscript{12} City of Scottsdale Tourism Development Commission agenda
\textsuperscript{13} City of Scottsdale Tourism Development Commission agenda
\textsuperscript{14} azcentral.com event recap
\textsuperscript{15} 2017 Russo and Steele press release
SCOTTSDALE ARABIAN HORSE SHOW (February)
General statistics:
• Economic Impact: $97.9 million for the city (2018 data)

Previous event statistics:
• 2018: 302,600 attendees; 2,287 horses
• 2017: Approximately 310,000 attendees; 2,167 horses
• 2016: Approximately 300,000 attendees; 2,122 horses

SCOTTSDALE ARTS FESTIVAL (March)
Previous event statistics:
• 2018: 19,072 attendees; 170 artists from United States, Canada & abroad
• 2017: 21,860 attendees; 170 artists from United States, Canada & abroad
• 2016: 25,906 attendees; 170 artists from United States & Canada

SCOTTSDALE CULINARY FESTIVAL (April)
Previous event statistics:
• 2018: 25,600 attendees
• 2017: 27,900 attendees
• 2016: 28,750 attendees

SCOTTSDALE INTERNATIONAL FILM FESTIVAL (November)
Previous event statistics:
• 2018: 8,500 attendees
• 2017: 7,000 attendees
• 2016: 6,000 attendees

SCOTTSDAZZLE (November)
Previous event statistics:
• 2017: Approximately 3,000 for the tree lighting ceremony

WASTE MANAGEMENT PHOENIX OPEN (January/February)
Previous event statistics:
• 2018: 719,179 attendees (Overall tournament and PGA TOUR attendance record)
• 2017: 655,434 attendees
• 2016: 618,365 attendees