

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 attendees¹
- 2016: 66,565 attendees²

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 Scottsdale³

Previous event statistics:

- 2018: 325,000 attendees; 1,721 cars auctioned for \$106 million⁴
- 2017: 320,000 attendees; 1,719 cars auctioned for \$102 million⁵
- 2016: 350,000 attendees; 1,469 cars auctioned for \$102 million⁶

BENTLEY SCOTTSDALE POLO CHAMPIONSHIPS: HORSES AND HORSEPOWER (November)

Previous event statistics:

- 2017: 13,129 attendees
- 2016: 11,346 attendees

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 taxes⁷
- 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 visitors⁸

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 spending⁹
 - \$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

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 sales¹⁰
- 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 participants¹¹
- 2017: 22,464 participants¹²
- 2016: 23,151 participants¹³

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 sales¹⁴
- 2017: 606 cars auctioned for approximately \$22.1 million in sales¹⁵
- 2016: 521 cars auctioned for approximately \$20.7 million in sales

¹⁰ [2018 Gooding & Co. press release](#)

¹¹ [azcentral.com event recap](#)

¹² City of Scottsdale Tourism Development Commission agenda

¹³ City of Scottsdale Tourism Development Commission agenda

¹⁴ [azcentral.com event recap](#)

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