

Economic Impacts of Recreational Activities, Sports Events and State Universities

Activity/Event	Economic Impact	Retail Sales	Jobs Supported	Salaries & Wages	State Tax Revenue	Source
Fishing and Hunting in Arizona 2001	\$1.34 billion	\$958 million	17,190	\$314 million	\$58.2 million	Silberman, ASU School of Management
<u>Recreation/Events in Arizona</u>						
Super Bowl XXX 1996	\$305.8 million	\$162.2 million	6,040	\$102.1 million	\$27.1 million	ASU Center for Business Research
Tostitos Fiesta Bowl 1999	\$133 million	\$71 million	2,540	\$44 million	\$12 million	ASU Center for Business Research
Golf Industry 1996	\$962 million	\$763.2 million	16,000	\$306 million	\$69 million	National Golf Foundation
BOB & Arizona Diamondbacks 2000	\$180.3 million	\$96.1 million	2,480	\$72.3 million	\$18.4 million	Maricopa County Stadium District
Cactus League Baseball 1998	\$199 million	not available	not available	not available	not available	Behavior Research Center
Phoenix International Raceway Inc. 1999	\$272 million	\$132 million	5,050	\$92 million	\$21 million	ASU Center for Business Research
<u>National Events in 2000</u>						
NASCAR Indianapolis 500	\$336.6 million	not available	not available	not available	not available	Sports Business Journal
NASCAR Daytona 500	\$240 million	not available	not available	not available	not available	Sports Business Journal
NASCAR Brickyard 500	\$219.5 million	not available	not available	not available	not available	Sports Business Journal

Super Bowl XXXIV 2000	\$215 million	not available	not available	not available	not available	Sports Business Journal
Activity/Event	Economic Impact	Retail Sales	Jobs Supported	Salaries & Wages	State Tax Revenue	Source
<u>Other</u>						
Arizona State University 1999	\$2.3 billion	\$695 million	15,000 (up to 40,000 including indirect employment)	\$363 million (University employees only)	Not available	ASU Center for Business Research
Mexican Visitors in Arizona 2001	\$1.584 billion	\$962.9 million	35,200	\$628.4 million	\$29.7 million	U of A Karl Eller College of Business and Public Admin.
<u>2001 National Survey of Fishing, Hunting and Wildlife-Associated Recreation</u>						
Fishing in Arizona 2001	\$844.6 million	\$446.4 million	8,478	\$216.4 million	\$30.7 million	Southwick, Associates, Inc.
Hunting in Arizona 2001	\$561.9 million	\$298.4 million	5,237	\$136.6 million	\$19.6 million	Southwick, Associates, Inc.
Wildlife Watching in Arizona 2001	\$1.5 billion	\$820.7 million	15,058	\$429.4 million	\$57.6 million	Southwick, Associates, Inc.
TOTAL	\$2.9 billion	\$1.57 billion	28,773 (does not account for overlaps)	\$782.4 million (does not account for overlaps)	\$107.9 million	Southwick Associates, Inc.
<u>Other Wildlife-Associated Recreation in Arizona Economic Impact Studies</u>						
Lake Havasu Fishing 2001	\$68.3 million	\$35.6 million	1,294	\$19.8 million	\$5.1 million	Anderson & Associates
Wildlife Watching in Arizona 2003	To be complete in 2/03	“	“	“	“	Responsive Management, Inc.

