

# Scottsdale Events

*Updated August 2016*

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## Arizona Bike Week (April)

Previous event statistics:

- 2014: 82,801 attendees
    - 13 percent from out of state, 2 percent from out of the country
    - 45 percent stayed in Scottsdale
    - 21 percent stayed in a full-service hotel; 21 percent stayed in a limited service hotel; 14 percent stayed in a luxury resort
    - Average length of stay for the attendees was 3.1 nights
    - 42 percent traveled alone; 28 percent traveled with a guest; 19 percent traveled with 3-4 people; 11 percent traveled in a party size of 5 or over
    - 67 percent of the attendees said that Bike Week was their primary reason to visit
    - 22 percent spent under \$200 daily; 22 percent spent \$200-299 daily; while 21 percent said they spent \$500-999 daily; Average spend per day for overnight visitors was \$330
    - 76 percent said their participation in next year's event was very likely
  - 2013: 67,417 attendees over 10-day period
  - 2012: 68,188 attendees over 10-day period
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## Arizona Sun Circuit Quarter Horse Show (January/February)

Previous event statistics:

- 2015: Approximately 65,000 attendees
  - 2014: Approximately 65,000 attendees
  - 2013: Approximately 60,000 attendees over 9-day period
  - 2012: Approximately 60,000 attendees over 9-day period
  - 2011: 55,000 attendees
  - 2010: 42,000 attendees over 11-day period
  - 2009: 20,000 attendees
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## Barrett-Jackson Collector Car Auction (January)

General statistics:

- Economic Impact: \$167.8 million for the state ([2016 data from Elliott D. Pollack & Company](#))
- Tax-revenue: \$6 million for the state and \$2 million for Scottsdale (2016 data from Elliott D. Pollack & Company)

Previous event statistics:

- 2016: 350,000 attendees; 1,469 cars auctions for \$102 million ([Barrett-Jackson](#))
- 2015: 350,000 attendees; 1,600+ cars auctioned for \$130 million
  - Craig Jackson said, "About 90 percent of bidders are from out of state."
- 2014: 300,000 attendees; nearly 1,400 cars auctioned for more than \$113 million
  - 87 percent said they resided in Metro Phoenix; 9 percent were out of state
  - 32 percent stayed in Scottsdale
  - 50 percent stayed in a private home as a guest; 22 percent stayed in a limited-service hotel; 17 percent stayed in a luxury resort; 11 percent stayed in a full-service hotel
  - 50 percent stayed three nights
  - 68 percent had two people in their party
  - 55 percent said that Barrett-Jackson was the primary reason for their visit
  - The average daily spending for overnight visitors is \$300
  - 60 percent said their participation in next year's event was very likely
- 2013: 300,000 attendees in 8 days; 1,300+ cars auctioned for \$108.7 million
- 2012: 270,000 attendees in 8 days; 2,100+ cars auctioned for \$185 million
- 2011: 230,000 attendees in 7 days; 1,300+ cars auctioned for \$70 million
- 2010: 180,000 attendees in 7 days; 1,193 cars auctioned for \$68 million

- 2009: 200,000 attendees in 8 days; 1,106 cars auctioned for \$63 million
  - 2008: 280,000 attendees in 9 days; 1,163 cars auctioned for \$88 million
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## **Bentley Scottsdale Polo Championships: Horses and Horsepower** (October/November)

Previous event statistics:

- 2015: 12,500 attendees
  - 2014: 11,969 attendees
  - 2013: 12,442 attendees
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## **Celebration of Fine Art (January-March)**

Previous event statistics:

- 2014: 51,000 attendees over a 10-week period
    - 26 percent said they resided out of state; 7 percent said out of the country; 62 percent were from Metro Phoenix
    - 35 percent stayed in Scottsdale; 20 percent stayed in Phoenix
    - 17 percent stayed in a full-service hotel; 16 percent stayed in a luxury resort; 3 percent stayed in a limited service hotel
    - 49 percent stayed 10 nights or more; 22 percent stayed 7-9 nights
    - 66 percent were in a party size of two; 19 percent had a party size of 3-4
    - 9 percent said the event was the primary reason for their visit; 43 percent said it was not a reason; 32 percent said it was a minor reason
    - The average daily spend of overnight visitors was \$250
    - 68 percent said they were very likely to participate in next year's event
  - 2013: 50,000 attendees over a 10-week period
  - 2012: 52,000 attendees over a 10-week period
  - 2011: 57,000 attendees
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## **Charles Schwab Cup Championship (October)**

General statistics:

- Economic Impact: \$11 million for Scottsdale (estimate)

Previous event statistics:

- 2014: Approximately 50,000 attendees over the week-long period
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## **Fiesta Bowl and Cactus Bowl (December/January)**

General statistics:

- Economic Impact: \$169.4 million from the Fiesta Bowl and Cactus Bowl ([2016 data from Seidman Research Institute](#)); \$111.6 million from the Fiesta Bowl; \$30.7 million from the Cactus Bowl; \$27 million in organizational spending
  - \$79 million in total direct spending
  - \$7.5 million in direct tax revenue

Previous event statistics:

- 2015-16: 60,775 visitors; 110,444 attendees for 2 bowl games
  - 2014-15: 102,305 attendees for 2 bowl games
  - 2013-14: 118,456 attendees for 2 bowl games
  - 2012-13: 114,859 attendees for 2 bowl games
  - 2011-12: 124,174 attendees for 2 bowl games
  - 2010-11: 199,288 attendees for 3 bowl games; 60% out-of-town fans
    - \$354.6 million in economic impact for 3 bowl games in 2010-11 (Tostitos BCS National Championship Game \$188 million; Fiesta Bowl \$47.6 million; Insight Bowl \$84.6 million)
  - 2009-10: 118,317 attendees for 2 bowl games
  - 2008-09: 121,150 attendees for 2 bowl games
    - \$200 million in economic impact for 2 bowl games in 2008-09
  - 2007-08: 140,400 attendees for 3 bowl games
    - \$401.7 million for 3 bowl games in 2007-08
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## **Goodguys Southwest Nationals (November)**

General statistics:

- 84 percent of attendees said they resided in Metro Phoenix; 5 percent were from out of state
  - 31 percent said they stayed in Scottsdale
  - 29 percent stayed in a full-service hotel; 25 percent in a private home as a guest; 13 percent in a limited service hotel; 4 percent stayed at a luxury resort
  - The average length of stay was 4.3 nights
  - 56 percent had two people in their party, 33 percent had 3-4
  - 74 percent said that the Goodguys Southwest Nationals was their primary reason to visit
  - The average daily spending per party per day for overnight visitors was \$250
  - 89 percent said they were very likely to participate in next year's event
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## **Gooding & Company Scottsdale Auction (January)**

Previous event statistics:

- 2015: 113 cars auctioned for more than \$51.5 million in sales
  - 2014: 110 cars auctioned for more than \$49.4 million in sales
  - 2013: 101 cars auctioned for \$52.5 million in sales
  - 2012: 116 cars auctioned for \$39.8 million in sales
  - 2011: 72 cars auctioned for \$34 million in sales
  - 2010: 114 cars auctioned for \$33.9 million in sales
  - 2009: 99 cars auctioned for \$32.4 million in sales
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## **Parada del Sol Parade (February)**

Previous event statistics:

- 2014: Approximately 75,000 attendees
- 2013: Approximately 100,000 attendees
- 2012: Approximately 100,000 attendees
- 2011: Approx. 60,000 attendees
- 2010: 94,958 attendees

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## **Parada del Sol Rodeo (March)**

Previous event statistics:

- 2014: 6,429 attendees
- 2013: Approximately 20,000 attendees (3 traditional rodeos, 1 bull-riding event)

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## **Rock 'n' Roll Arizona Marathon & ½ Marathon (January)**

Previous event statistics:

- 2016: 20,000 participants
- 2015: 22,000 participants
- 2014: Nearly 24,000 participants
- 2013: 19,866 participants
  - 22,373 total visitors
  - 17,360 hotel room nights
  - Over \$34 million economic impact on the Valley
  - Total daily spend per overnight visitor: \$138.63
- 2012: 25,000 runners; raised \$136,000 for Nat'l Multiple Sclerosis Society
- 2011: 30,000 runners; \$59 million economic impact on the Valley
- 2010: 36,196 runners
- 2009: 34,855 runners
- 2008: 34,000 runners

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## **Russo & Steele Collector Automobile Auction (January)**

Previous event statistics:

- 2014: Approximately 48,300 attendees
- 2013: Approximately 42,000 attendees
  - Approximately \$17.5 million in sales in 5 days
- 2012: Approximately 40,000 attendees
  - Approximately \$20 million in sales in 5 days
- 2011: \$21 million in sales in 5 days
- 2010: \$6.88 million in sales in 5 days (source: hagerty.com)
- 2009: \$17.1 million in sales in 5 days
- 2008: \$19.8 million in sales in 5 days

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## **Scottsdale Arabian Horse Show (February)**

General statistics:

- Economic Impact: \$52-\$58 million on Scottsdale (2010 data)

Previous event statistics:

- 2015: Approximately 320,000 attendees
- 2014: Approximately over 310,000 attendees; 2,300 horses
- 2013: Approximately 305,362 attendees; 2,269 horses
- 2012: Approximately 300,000 attendees; 2,269 horses

- 2011: 250,000 attendees; 2,400 horses
- 2010: 250,000 attendees; 2,200 horses
- 2009: 250,000 attendees; 2,300 horses

## Scottsdale Arts Festival (March)

Previous event statistics:

- 2014: 26,000 attendees; 180 artists from United States & Canada
- 2013: 21,378 attendees; 180 artists from United States & Canada
- 2012: 28,592 attendees; approx. 200 artists from United States & Canada
- 2011: 23,952 attendees

## Scottsdale Culinary Festival (April)

General Statistics:

- Economic Impact: \$2.1 million in added revenues to the city of Scottsdale (2010 data)

Previous event statistics:

- 2014: 30,750 attendees
- 2013: 32,503 attendees
- 2012: 28,901 attendees
- 2011: 40,000 attendees
- 2010: 38,480 attendees with 7 percent from out-of-state

## Spring Training (March)

General Statistics:

- State economic impact: \$544 million for Arizona ([2014 data](#))
- City economic impact: \$28 million for Scottsdale; \$17.2 million of which came from out-of-town visitors (2015 data)

Previous event statistics:

- 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
- 2015:
  - Scottsdale Stadium:
    - 168,924 for 15 San Francisco Giants home games
  - Salt River Fields at Talking Stick:
    - 198,504 attendees for 18 Arizona Diamondbacks home games
    - 154,099 attendees for 16 Colorado Rockies home games
    - \*\*\*Diamondbacks ranked 4<sup>th</sup> highest total attendance in Cactus League history
- 2014:
  - Scottsdale Stadium:
    - 156,067 for 16 San Francisco Giants home games
  - Salt River Fields at Talking Stick:
    - 136,868 attendees for 13 Arizona Diamondbacks home games
    - 177,229 attendees for 16 Colorado Rockies home games
- 2013:

- Scottsdale Stadium:
    - 168,820 for 16 San Francisco Giants home games
  - Salt River Fields at Talking Stick:
    - 182,447 attendees for 17 Arizona Diamondbacks home games
    - 139,509 attendees for 17 Colorado Rockies home games
  - 2012:
    - Scottsdale Stadium:
      - 168,320 for 16 San Francisco Giants home games; No. 3 in Cactus League attendance.
    - Salt River Fields at Talking Stick:
      - 186,828 attendees for 16 Arizona Diamondbacks home games; No. 1 in Cactus League attendance
      - 182,565 attendees for 18 Colorado Rockies home games; No.2 in Cactus League attendance
  - 2011: 160,574 attendees for 17 San Francisco Giants home games; No. 3 in Cactus League attendance; 359,308 attendees for 33 Arizona Diamondbacks and Colorado Rockies home games; No. 1 and 2, respectively, in Cactus League attendance
  - 2010: 155,810 attendees for 15 San Francisco Giants home games; No. 1 in Cactus League attendance; 50% out-of-town fans
  - 2009: 164,811 attendees for 20 San Francisco Giants home games; No. 2 in Cactus League attendance
  - 2008: 148,935 attendees for 15 San Francisco Giants home games; No. 2 in Cactus League attendance
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## Sunday A'Fair (January-April)

Previous event statistics:

- 2014: 4,473 average attendance
  - 2013: 4,497 average attendance
  - 2012: 4,497 average attendance
  - 2011: 3,941 average attendance
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## Waste Management Phoenix Open (January/February)

General statistics:

- Economic Impact: \$222 million on the Valley (2012 data)

Previous event statistics:

- 2016: 618,365 attendees (Overall tournament and PGA TOUR attendance record)
  - 2015: 564,368 attendees
  - 2014: 563,008 attendees
  - 2013: 525,821 attendees
  - 2012: 518,262 attendees
    - Of the 518,262 attendees in 2012, 29.77% were non-residents. The total, average, daily spending of all attendees was \$300.21.
  - 2011: 365,062 attendees
  - 2010: 425,905 attendees
  - 2009: 470,294 attendees
  - 2008: 538,356 attendees
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## **Super Bowl XLIX and related events (Jan. 24 – Feb. 1, 2015)**

### General statistics:

- Super Bowl XLIX, the 2015 Pro Bowl and related events produced a gross economic impact of \$719.4 million in the region, according to a study completed by the Seidman Research Institute, W.P. Carey School of Business at Arizona State University.
  - An estimated 121,775 visitors came to Arizona, staying an average of 3.99 nights.
  - An estimated 5,033 out-of-town media members came to Arizona and stayed an average of 7.1 nights.
- The night before the 2015 Super Bowl generated the second best occupancy in Scottsdale's history at 97.5 percent, according to Smith Travel Research.
  - When comparing the three nights leading up to the game, as well as the night of the game, the Scottsdale area saw a 21.8 percent increase in occupancy, 137.8 increase in average daily rate and 189.2 percent increase in revenue per available room compared to the same timeframe in 2014.