



VISITOR IMPACTS OF ARIZONA ATHLETICS EVENTS

FY2023

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What is the study about?

This study presents an analysis of the economic activity attributable to visitors to University of Arizona Athletics Department (Arizona Athletics) events within the regional and state economies. Events held by Arizona Athletics attract attendees from local (Pima County), in-state (Arizona, outside of Pima County), and out-of-state communities. Additionally, competing teams travel to Southern Arizona to participate in Arizona home games and

events. These visitors spend money while attending events, including on accommodations, restaurants, and other travel related spending. This study estimates the magnitude of visitor spending associated with Arizona Athletics events and estimates the economic multiplier effects it has on the local and state economies for Fiscal Year 2023.

What did the study find?

Non-local visitors to Arizona Athletics events and visiting team travel create an **economic impact** to Pima County and Arizona by bringing net-new visitor spending into the county and state economies. At the county-level, non-local, out-of-county visitor spending creates an economic impact, while at the state level, out-of-state visitors create an impact.

ECONOMIC IMPACTS	
Pima County	Arizona
Non-local visitor spending: <ul style="list-style-type: none"> • \$82 million Total effect: <ul style="list-style-type: none"> • \$69 million gross regional product • \$124 million in sales • \$44 million in labor income • 1,340 jobs 	Out-of-state visitor spending: <ul style="list-style-type: none"> • \$50 million Total effect: <ul style="list-style-type: none"> • \$52 million gross state product • \$90 million in sales • \$33 million labor income • 840 jobs

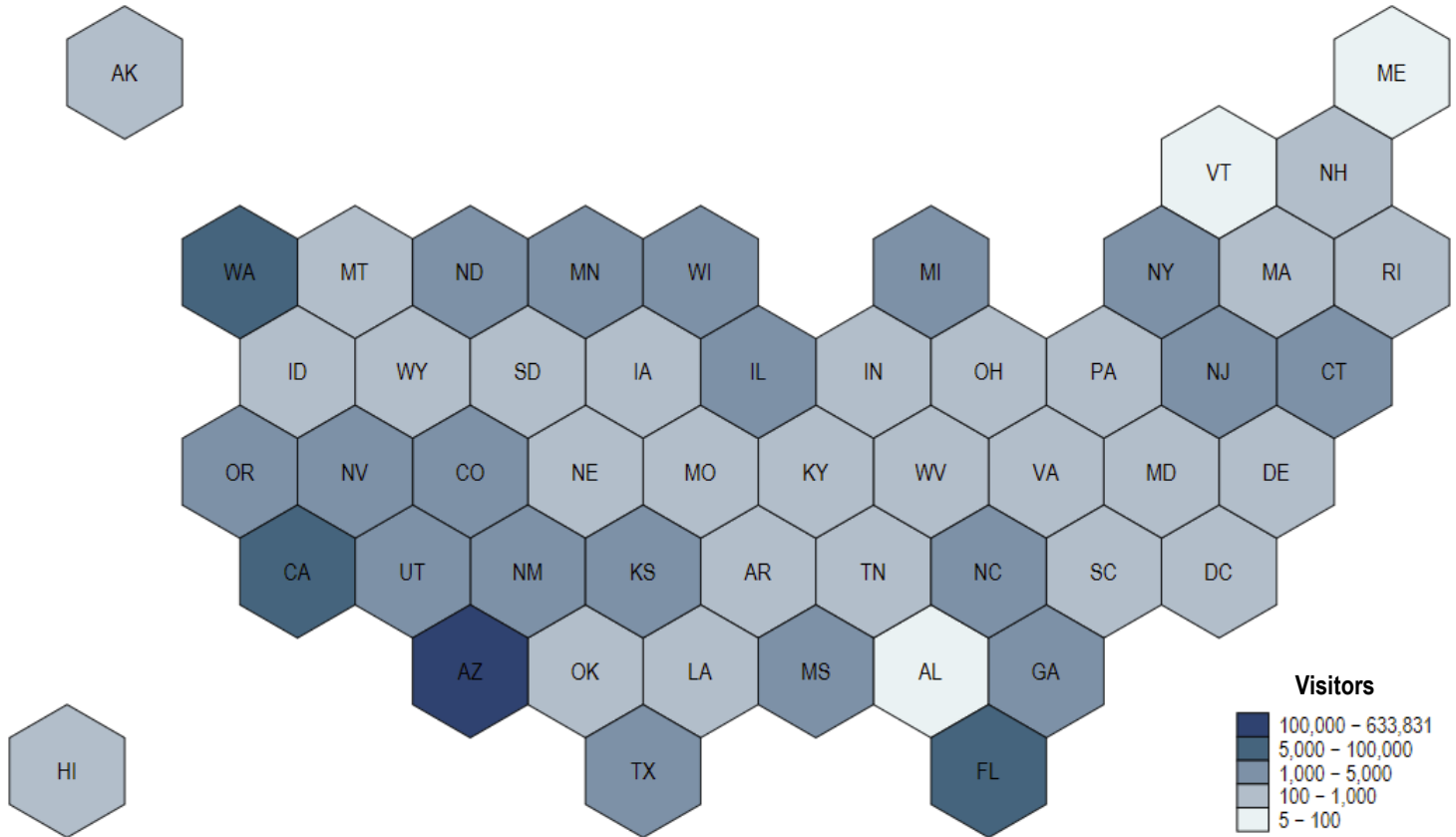
When spending by *all* visitors is counted, even local residents and students, this is considered an **economic contribution**. While economic contributions measure some recirculation of money in the local economy that would happen regardless of Arizona Athletics events, this type of analysis provides a snapshot of local economic activity associated with Arizona Athletics events.

ECONOMIC CONTRIBUTIONS	
Pima County	Arizona
Total visitor spending: \$146 million Total effect: <ul style="list-style-type: none"> • \$120 million gross regional product • \$220 million in sales • \$80 million in labor income • 2,600 jobs 	Total visitor spending: \$146 million Total effect: <ul style="list-style-type: none"> • \$150 million gross state product • \$266 million in sales • \$98 million in labor income • 2,770 jobs

Attendees to Arizona Athletics events come from around the world, including all U.S. states.

- Top out-of-state visitor origins include California, Florida, and Washington.
- The largest number of tickets sold to Arizona Athletics events, however, are purchased by Arizonans.

Domestic Visitor Origin, Arizona Athletics Events, FY2023



How was the study done?

This study analyzes spending by local and non-local visitors attending and competing in Arizona Athletics events. To estimate the origin of attendees, ticket sales data with associated purchaser ZIP codes were used. Average visitor spending patterns were developed based on spending patterns developed in previous studies for day and overnight visitors. Day visitors were defined as residing in ZIP codes within a 50-mile radius of the University of Arizona campus, while overnight visitors live beyond the 50-mile radius. Competing team spending was estimated based on reported travel team size, expenditures, and number of home events. Multiplier effects were estimated using the IMPLAN Pro 2021 models for Arizona and Pima County.

To read the full study, please visit:

economics.arizona.edu/visitor-impacts-arizona-athletics-events