

Visitors to Glendale

In preparing for this speech, we estimated how many visitors come to Glendale each year --- to get a clearer idea of just how much of an impact tourism really has for our city.

The Cardinals averaged 62,000 in attendance at each of their 2009 games --- which gives a total of 682,000.

The Fiesta Bowl added at least another 65,000.

The NHL reported attendance of 609,907 at Coyotes home games in 2009.

The Cactus League reported attendance of 228,726 at Camelback Ranch home games in 2009.

That comes to 1,585,633 people in Glendale to attend sports events.

You may be surprised to know that besides Coyotes and Cardinals games, Jobing.com Arena and University of Phoenix Stadium host an average of 175 other events each year. Some of those events cover multiple days. We don't have figures for attendance at those events but I think it would be fair to estimate another quarter million people came to Glendale for those 175 events.

Cabela's averages 15,000 paying customers per week. Each paying customer is part of an average group of 2-1/2 people. This means Cabela's brings an average of approximately 40,000 people through their doors each week. The annual total for Cabela's is just over 2 million customers.

About a half million people who come to Glendale for our signature festivals. And the 60,000 who come to Glendale for events at the Civic Center.

And then there are the conferences, seminars, meetings, trade shows, and other events that are held at our Conference Center in the Renaissance Hotel.

Unfortunately we can't even begin to estimate the number of folks who come here for business, for family visits, for youth sports tournaments, and a myriad of other reasons. **But even without those numbers we can be sure more than 4,000,000 people come to Glendale every year to attend specific events.**

These tourists and visitors are staying in hotels in Glendale, eating in restaurants in Glendale, shopping in Glendale, and doing business with non-retail businesses in Glendale.