



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

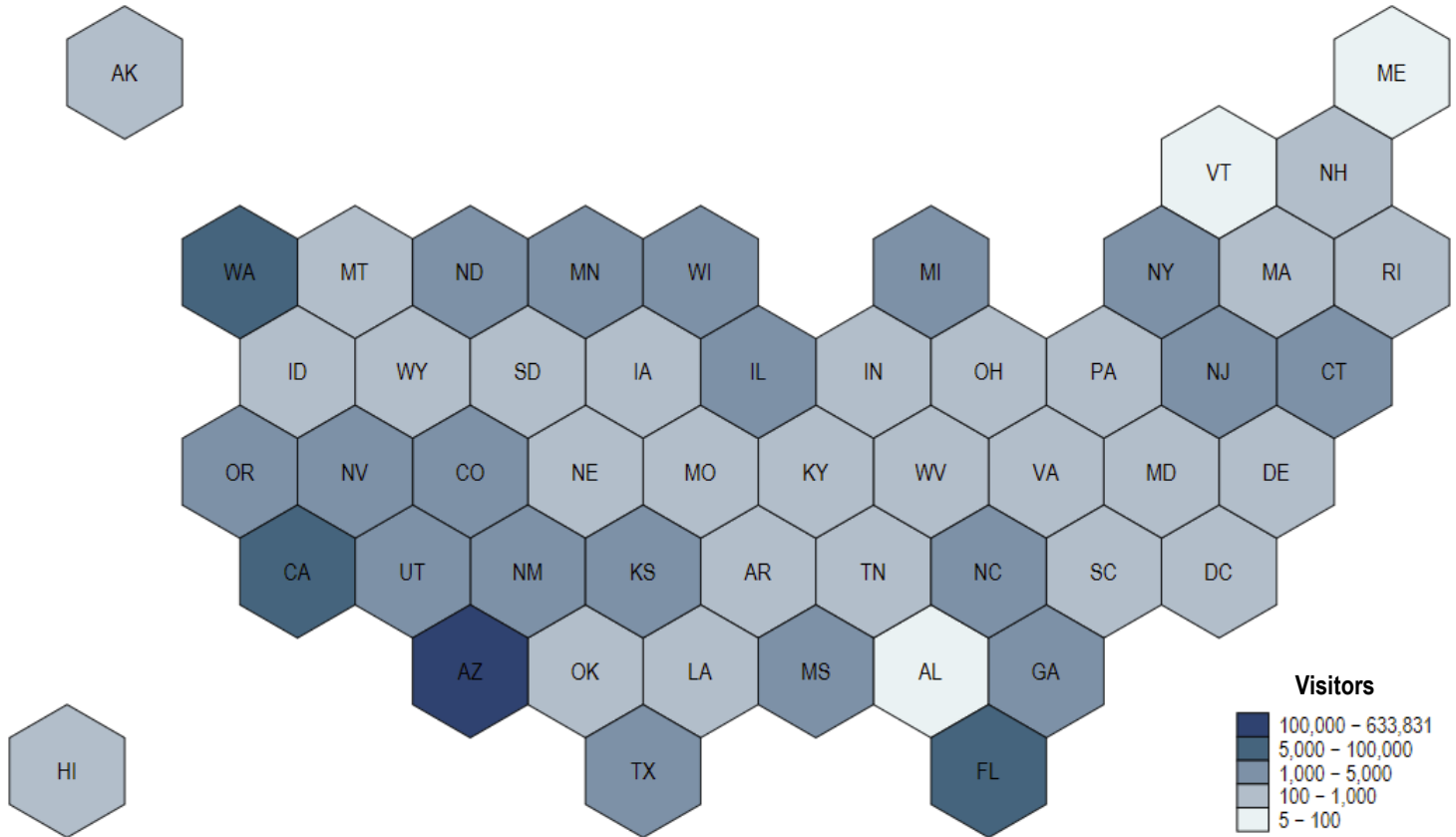
When spending by *all* visitors is counted, even local residents and students, this is considered an **economic contribution**. While economic contributions measure some recirculation of money in the local economy that would happen regardless of Arizona Athletics events, this type of analysis provides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

Visitor Impacts of Arizona Athletics Events

FY 2023



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COLLEGE OF AGRICULTURE & LIFE SCIENCES
Agricultural &
Resource Economics



THE UNIVERSITY OF ARIZONA
Cooperative Extension

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Executive Summary

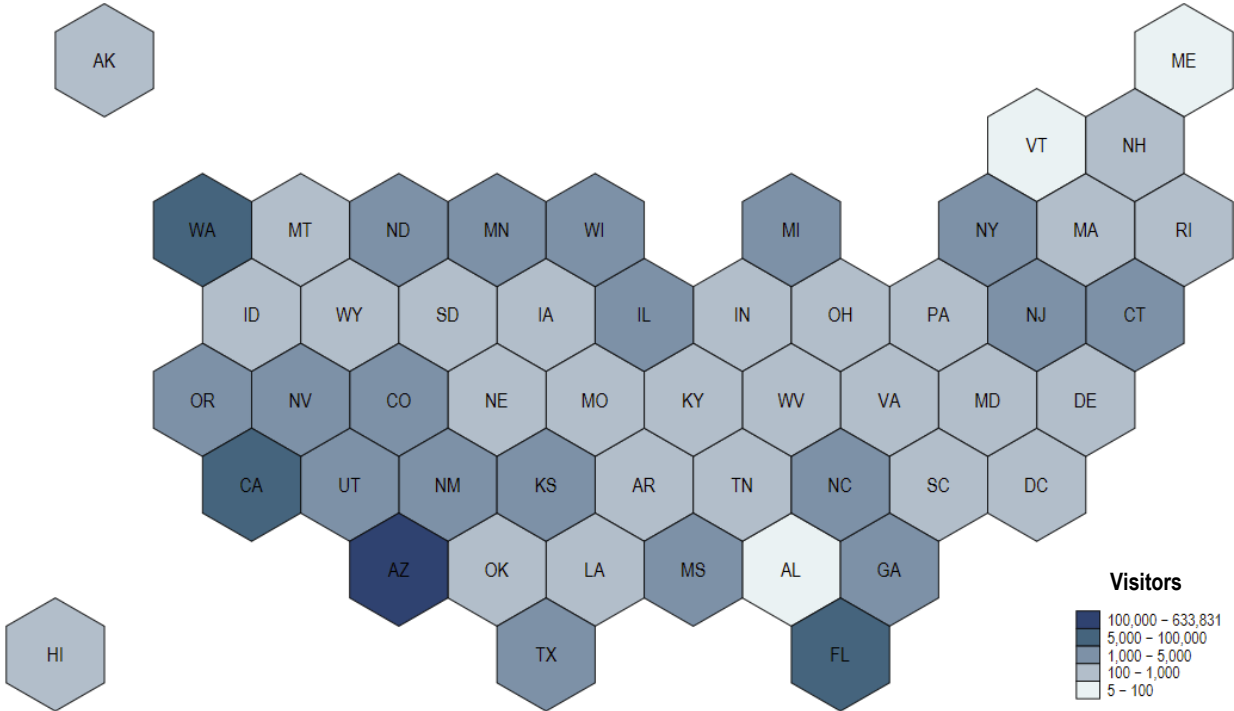
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This study presents an analysis of the economic activity attributable to visitors to University of Arizona Athletics Department (Arizona Athletics, hereafter) events within the regional and state economy. Events held by Arizona Athletics attract attendees 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?

- *Visitors to Arizona Athletics events and visiting team travel create an economic impact to Arizona and Pima County by bringing net-new visitor spending into the county and state economies.*
 - *Pima County:* The economic impact of non-local visitors to Arizona Athletics events and competing team travel to Pima County, including multiplier effects, was \$124 million in economic output (sales) for the Fiscal Year 2023. That economic activity was associated with \$44 million in labor income, supporting over 1,300 jobs.
 - *Arizona:* At the state level, the economic impacts are smaller than at the county level because all in-state residents are excluded as local visitors. Out-of-state visitors that attend Arizona Athletics events support nearly 840 jobs, generating \$33 million in labor income and \$90 million in economic output (sales) statewide.
- *When attendance and spending of local and in-state residents is counted, this is considered an economic contribution. This provides a snapshot of circulation of money in the local economy associated with Arizona Athletics events.*
 - *Pima County:* In FY2023, the economic contribution of all visitors to Arizona Athletics events and competing team travel to Pima County, including multipliers, supported nearly 2,600 jobs, generating \$80 million in labor income, \$120 million in Gross Regional Product, and \$220 million in economic output (sales).
 - *Arizona:* At the state level, the economic contribution of Arizona Athletics is larger than at the county level: 2,775 jobs that generate \$98 million of labor income, nearly \$150 million in Gross Regional Product, and a total of \$265 million in economic output (sales).
- *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 (Figure 1).

FIGURE 1. U.S. VISITOR ORIGIN, ALL SPORTS, FY2023



How was the study done?

This study analyzes spending by local and non-local visitors attending 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. Multiplier effects were estimated using the IMPLAN Pro 2021 models for Arizona and Pima County.

Introduction

The University of Arizona Athletics Department (Arizona Athletics hereafter) has a historic legacy of championship excellence that includes 22 team national championships with the most recent coming in 2018 when Arizona Women's Golf claimed its third NCAA title. The athletics department has produced numerous Olympians, professional draft picks, national players of the year, All-Americans, Academic All-Americans as, and is the nation's co-leader in NCAA Woman of the Year award winners. As it enters the Big 12 Conference in 2024-25, Arizona's five-decade run in the Pac-12 Conference will end with over 50 Pac-12 team championships and nearly 300 individual Pac-12 titles won.

Arizona Athletics is also a national leader in attendance, enjoying a high level of community support in Southern Arizona in a variety of programs. Arizona Men's Basketball will lead the Pac-12 Conference in attendance in 2023-24 for an impressive 40th consecutive season. Arizona Women's Basketball has also grown into the Pac-12's women's basketball attendance leader in recent years under head coach Adia Barnes. Arizona Football's average home attendance is also on the rise with an increase of 35 percent over the last two seasons. The department's ticketed sports, which include football, men's basketball, women's basketball, softball, volleyball, baseball, gymnastics, soccer, and track and field, has Arizona on pace to be the Pac-12 Conference's leader in total attendance among ticketed sports for a third consecutive year in 2023-24.

The role of collegiate athletics in university communities is multi-faceted, and so are the economic relationships it supports (Kwiatkowski, 2016; York, 2018). In economic terms, university athletics departments generate employment, hiring specialized staff (Harrison et al., 2009; Won et al., 2013), investing in facilities (Huml et al., 2019; Orzag & Orzag, 2006), and supporting the success of student athletes. In addition, team competition attracts visitor spending to local communities, as do visiting teams and their support staff (Dixon et al, 2013; Popp et al, 2017). University athletics programs move millions of dollars within the economies of the communities where they are located.

This study presents an analysis of the economic contributions and impacts of visitor spending within Southern Arizona associated with Arizona Athletics events, and broader economic multiplier effects of that spending generates in the local and state economies. The study examines the effects of visitors who are spectators at home competition events, as well as competing team travel to Tucson. The report is structured as follows: we present an overview of methods and data used in the analysis. We then present economic impact and contribution results for the local economy and state economy. The report concludes with a discussion of findings.

Methods

The regional economic effects of spectator and sporting events are often studied to better understand their impacts on communities and public finances. Whether it be so-called “mega events” (Olympic Games, FIFA World Cup, NFL Super Bowl), or more local sporting events (university athletics, amateur athletic events), accurately measuring the economic impact of events or sport programs can be crucial information for local communities interested in developing their economy (Baade & Matheson, 2004; Scandizo & Pierleoni, 2018; Sterken, 2013).

The economic impact of university athletics departments is most commonly addressed in the grey (i.e., non-peer reviewed) literature (e.g. Comrie 2021; Clopton 2007; Deck, 2012; Duy, 2012; Holmberg, 2016). Several academic studies, however, have provided guidance on conducting studies. Most commonly, studies use visitor spending surveys (e.g. Chang & Canode, 2002; Hefner, 1990) and input-output models (see for example, Bozman et al., 2015; Lee & Lyberger, 2010; Wood & Meng, 2021). Survey data are used to estimate direct economic impacts (Bradbury & Humphreys, 2023) while input-output techniques are used to estimate broader economic impacts to industries in the local economy (Baade et al, 2011). A critical part of such analyses is estimating what share of spending generated by these events remains in local economies (Jones, 2001; Kwiatkowski, 2016). To do this, studies typically segment visitors into local versus non-local origin (Crompton, 1995; Baade et al., 2008).

This report estimates the economic contributions and impacts of visitor spending by Arizona Athletics event attendees and competing teams on the Pima County economy (the county encompassing the Tucson metropolitan area), and Arizona’s statewide economy. Economic impacts are a general term that applies to different types of analysis, including *economic impact analysis* and *economic contribution analysis*. An economic impact analysis measures the economic effect of an exogenous shock to a regional economy. That is, the introduction of net-new, outside money into the regional economy and the ripple effect that outside demand has on local businesses and households. An economic contribution analysis is similar but measures existing economic activity (versus net-new activity alone). It measures an industry or amount of direct economic activity plus the additional economic activity supported by the existing industry or institution through multiplier effects. This study distinguishes between economic impact and economic contribution, highlighting the role of university athletics in attracting outside spending into the county and state economies, while also conveying its importance internally as a driver of economic activity in the region. The distinction between economic impacts and contributions at the state and county level is illustrated in Figure 2.

FIGURE 2. GRAPHICAL REPRESENTATION OF ECONOMIC IMPACT VERSUS ECONOMIC CONTRIBUTION

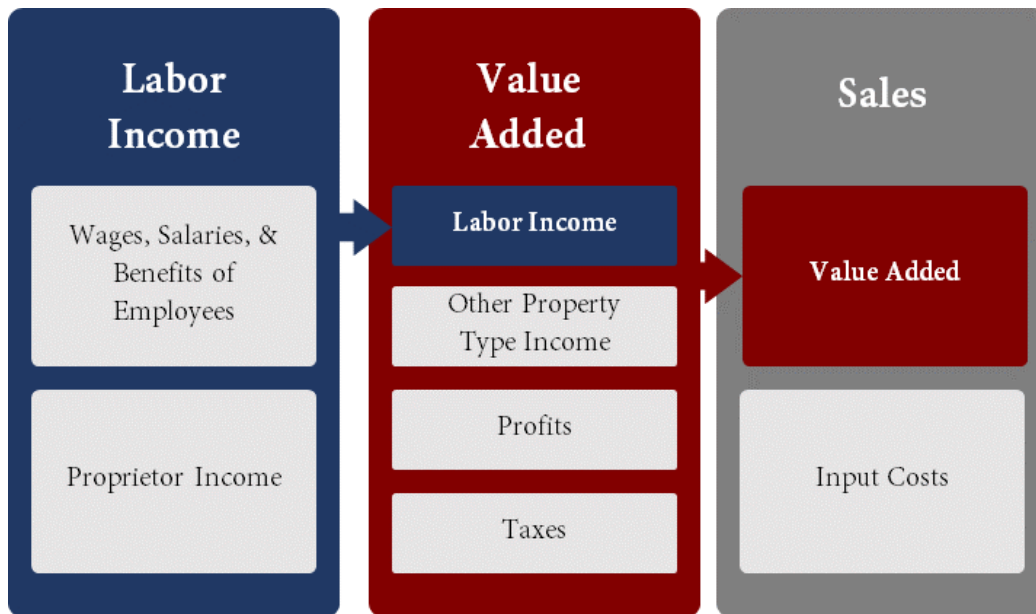


Economic contributions and impacts are measured using a variety of metrics including output (sales), value added (GDP), labor income (proprietors income, plus employee compensation), and jobs. These metrics are interrelated and cannot be combined. Figure 3 presents the relationship between output, value added, and labor income.

Output or *sales* is perhaps the most intuitive measure to understand because most economic transactions in our daily lives occur as sales. Output (sales) measures the gross value of transactions taking place in a regional economy. While output is easy to understand, it may double count the sales value of inputs that are produced locally. For example, lettuce from a local farm would be counted as a “sale” when the farmer sells it to a restaurant. Once a restaurant uses that lettuce for a salad purchased by a consumer, the sales value of the salad also includes

the value of the lettuce used to make it. Therefore, the lettuce’s sales value is counted twice: once at the farm-gate and once at the restaurant. *Value added* is a metric that avoids double counting by capturing only the value of a product or service over and above the cost of inputs used to create it. At the national-level, value added is synonymous with Gross Domestic Product (GDP) and is a measure of a region’s economic production. Value added includes labor income, profits, and taxes. *Labor income* is a component of value added and includes wages, salaries, and benefits to employees as well as proprietor or business-owner income. Finally, the economic contribution of an industry can be measured in terms of the number of full- and part-time *jobs* that it supports.

FIGURE 3. RELATIONSHIP BETWEEN ECONOMIC CONTRIBUTION METRICS



Economic contributions and impacts were estimated using the IMPLAN Pro 2021 models for Arizona and Pima County (IMPLAN LLC, 2021). Visitor spending by category was estimated for each case, modeled as industry changes, and assigned to IMPLAN industries.

Data

Visitor spending estimates rely on ticket sales data with associated purchaser zip codes and average visitor spending patterns by segment developed through compilation of spending patterns used in past studies.

Visitors & Visitor Spending

Estimates of the number of individuals visiting the metro Tucson area for purposes of attending Arizona Athletics events were developed using athletics events ticketing data. Ticketing information was obtained from the Athletics Department including the number of tickets sold by the zip code of the purchaser for individual sports. It is assumed that each ticket associated with a non-local or out-of-state zip code represents a non-local or out-of-state visitor. Details of the origin of visitors by sport are presented in Appendix A.

A total of 79% of tickets purchased were local, and 88% purchased were in-state. 12% of tickets purchased were associated with out-of-state zip codes. All ZonaZoo¹ tickets purchased were assumed to be local visitors as these tickets are reserved for students at basketball and football games. These ratios are applied to a total of 891,996 tickets purchased, which yields the following estimates of visitors by origin.

TABLE 1. ESTIMATE OF VISITORS BY ORIGIN

Visitor Origin	Number
Local Attendees	706,928
In-State, Non-Local Visitors	78,199
Out-of-State Visitors	106,869
Total	891,996

Visitor Spending Patterns

Visitor spending patterns were developed using an average of visitor spending patterns from previous studies of university athletics event visitors (Duy, 2012; Castaline, et al, 2019; Econsult Solutions Inc., 2023; Maine Center for Business & Economic Research, 2021; Djaba, et al, 2021; Econsult Solutions, Inc., 2015; Artigue et al, 2007), as well as visitor spending patterns for visitors to Arizona cities (Combrink, et al, 2018; Cothran, et al, 2015; Littlefield, et al, 2022). Separate average spending patterns were developed for overnight visitors (Table 2) and for day visitors (Table 3). All spending patterns were adjusted to 2022 dollars using the CPI (Bureau of Labor Statistics, 2023) and spending categories were aligned and/or combined into general categories.

¹ ZonaZoo is an official student section of Arizona Athletics events with an associated ticketing program.

TABLE 2. OVERNIGHT VISITOR SPENDING PATTERN – PER PERSON PER NIGHT

Spending Category	Average Per-Person Per-Night Expenditures
Lodging/Accommodations	\$75.64
Retail Shopping	\$30.91
Food and Beverage	\$65.10
Transportation	\$24.87
Recreation/Entertainment	\$17.62
Other	\$15.86
TOTAL	\$230.00

Source: Author calculations using Duy (2012); Econsult Solutions Inc. (2023); Littlefield, et al (2022); Combrink et al (2018); Djaba et al (2021); Econsult Solutions Inc. (2015); Artigue et al (2007). All figures in 2022 dollars.

TABLE 3. DAY VISITOR SPENDING PATTERN – PER PERSON PER DAY

Spending Category	Average Per-Person Per-Day Expenditures
Lodging/Accommodations	\$0.00
Retail Shopping	\$17.22
Food and Beverage	\$31.98
Transportation	\$22.35
Recreation/Entertainment	\$11.73
Other	\$7.57
TOTAL	\$90.85

Source: Author calculations using Duy (2012); Maine Center for Business and Economic Research (2021); Econsult Solutions Inc. (2023); Littlefield, et al (2022); Combrink et al (2018); Djaba et al (2021); Econsult Solutions Inc. (2015); Artigue et al (2007). All figures in 2022 dollars.

For purposes of estimating the number of overnight versus day visitors, we used a 50-mile radius as the cutoff for which zip codes were considered day visitor origins versus overnight visitor origins. A 50-mile radius is commonly used by the U.S. federal government as the cutoff for local versus non-local travel (U.S. General Services Administration, 2023). Applying this definition, we derive the following estimates of the percent of athletics events attendees that were overnight visitors (Table 4).

TABLE 4. PERCENT OF OVERNIGHT VISITORS BY VISITOR ORIGIN

Visitor Origin	Number	Percent Overnight
Pima County (Local)	706,928	0.0%
In-State, Outside Pima County (In-State, Non-Local)	78,199	88.4%
Out-of-State	106,869	100.0%
TOTAL	891,996	20.0%

The analysis assumes a median overnight stay of 2 nights in the Tucson area for overnight visitors, and 22% of overnight visitors stay with family and friends and therefore do not have lodging expenditures (Longwoods International, 2022). The study does not account for multi-purpose visits, and therefore captures all estimated spending by Arizona Athletics event visitors.

Visitor Spending Estimates by Segment

Applying estimated visitors by origin, spending patterns by visitor type, and percent overnight visitors by origin, we derive estimates of total visitor spending by spending category for out-of-state overnight visitors (Table 5), in-state-non-local overnight visitors (Table 6), and local day visitors (Table 7). Combined, visitors to Arizona Athletics events spent an estimated \$142 million in the local economy in the 2022-2023 season. \$78 million was spent by non-local visitors, of which \$45 million was spent by out-of-state visitors.

TABLE 5. OVERNIGHT VISITOR (OUT-OF-STATE) SPENDING ESTIMATE

Spending Category	Average Per-Person Per-Night Expenditure	Percent with Expenditure	Nights	Visitors	Total Spending
Lodging / Accommodations	\$75.64	78%	2	106,869	\$12,610,371
Retail Shopping	\$30.91	100%	2	106,869	\$6,606,642
Food and Beverage	\$65.10	100%	2	106,869	\$13,914,344
Transportation	\$24.87	100%	2	106,869	\$5,315,664
Recreation / Entertainment	\$17.62	100%	2	106,869	\$3,766,064
Other	\$15.86	100%	2	106,869	\$3,389,885
TOTAL	\$230.00				\$45,602,969

TABLE 6. OVERNIGHT VISITOR (IN-STATE, OUTSIDE PIMA COUNTY) SPENDING ESTIMATE

Spending Category	Average Per-Person Per-Night Expenditures	Percent with Expenditure	Nights	Visitors	Total Spending
Lodging / Accommodations	\$75.64	69%	2	78,199	\$8,156,983
Retail Shopping	\$30.91	100%	2	78,199	\$4,834,262
Food and Beverage	\$65.10	100%	2	78,199	\$10,181,510
Transportation	\$24.87	100%	2	78,199	\$3,889,618
Recreation / Entertainment	\$17.62	100%	2	78,199	\$2,755,733
Other	\$15.86	100%	2	78,199	\$2,480,472
TOTAL	\$230.00				\$32,298,579

TABLE 7. LOCAL ATTENDEE (PIMA COUNTY) SPENDING ESTIMATE

Spending Category	Average Per-Person Per-Day Expenditures	Percent with Expenditure	Nights	Visitors	Total Spending
Lodging / Accommodations	\$0.00	0%	N/A	706,928	\$0
Retail Shopping	\$17.22	100%	N/A	706,928	\$12,173,305
Food & Beverage	\$31.98	100%	N/A	706,928	\$22,607,566
Transportation	\$22.35	100%	N/A	706,928	\$15,799,847
Recreation / Entertainment	\$11.73	100%	N/A	706,928	\$8,292,269
Other	\$7.57	100%	N/A	706,928	\$5,351,447
TOTAL	\$90.85				\$64,224,433

Competing Team Travel

Beyond the regional economic effects of people traveling to Southern Arizona to attend Arizona Athletics events, competing teams travel to Southern Arizona for University of Arizona home games. Often these represent large travel parties that require lodging, meals, and local transportation. We base our estimates of visiting team spending on a typical traveling team party size for individual sports, including the typical number of rooms and meals purchased, and the number of coach buses rented (Arizona Athletics, personal communication). The cost of meals was estimated using FY2023 federal per-diem rates for Tucson, at an average of \$19.67 per meal (GSA, 2023). Accommodations rates were estimated using average hotel prices by month excluding any major holidays or university events (homecoming, family weekend, etc.). Rentals, lower quality motels, and other resort-type facilities were excluded. Local transportation expenses were estimated based on daily coach bus rental prices in Tucson and surrounding areas. A total of 199 home events occurred in the 2022-2023 season. Visiting teams required over 11,000 local room nights based upon our estimates. Appendix B provides the details of estimated competing team local expenditures. Table 8 presents a summary of estimated local spending by competing teams traveling to Tucson to compete in Arizona Athletics home events.

TABLE 8. SUMMARY OF COMPETING TEAM LOCAL SPENDING BY CATEGORY

Category	Spending
Hotels	\$2,325,472
Local Transportation	\$687,440
Restaurants	\$1,146,745
Total	\$4,159,657

Results

This report measures the visitor spending generated within Pima County and Arizona by local and non-local attendees, as well as the team travel spending impacts. We present estimated economic impacts in terms of sales (economic output), value added (gross domestic product), labor income (wages and salaries of employees, and business owner income), jobs (full- and part-time), and tax revenues (state and local government combined, and federal government). Within each of these impact types, we present the direct, indirect, induced, and total impacts. Direct impacts measure the visitor spending associated with Arizona Athletics events. Indirect impacts measure the ripple effect of business-to-business transactions that occur when businesses serving these event attendees and visiting teams incur expenses locally to meet the demand of visitors. Finally, induced impacts measure the economic activity created when individuals employed in businesses serving visitors spend their income locally. Combined, these three effects constitute the total economic impact due to Arizona Athletics.

Economic Impacts

The economic impact of non-local visitors to Arizona Athletics events and competing team travel to Southern Arizona to Pima County is presented in Table 9. In total, over 1,300 jobs are supported in the county economy as a result of non-local visitor spending in the area associated with Arizona Athletics events. \$44 million in labor income and roughly \$69 million in Gross Regional Product (local equivalent of gross domestic product, GDP) are supported by this activity. In total, an estimated \$124 million in sales are supported in the county, including multiplier effects.

TABLE 9. ECONOMIC IMPACT OF VISITORS & TEAM TRAVEL TO PIMA COUNTY

Measure	Employment	Labor Income	Value Added	Output
Direct	1,037	\$28,865,986	\$42,773,015	\$74,652,970
Indirect	138	\$7,339,553	\$11,285,190	\$23,353,527
Induced	162	\$8,152,602	\$14,557,948	\$25,663,948
TOTAL	1,336	\$44,358,141	\$68,616,153	\$123,670,445

At the state level, fewer visitors are considered non-local, therefore economic impacts are smaller than at the county level. That is, less money is brought in from “outside” the region because in-state residents residing outside of Pima County are no longer counted as non-local visitors. Table 10 presents the estimated economic impacts of Arizona Athletics events on the state economy. This includes a total of nearly 840 jobs, \$33 million in labor income, \$52 million in gross state product (GSP), and roughly \$90 million in sales.

TABLE 10. ECONOMIC IMPACT OF VISITORS & TEAM TRAVEL TO ARIZONA

Measure	Employment	Labor Income	Value Added	Output
Direct	599	\$18,234,981	\$26,942,446	\$45,484,682
Indirect	103	\$6,638,190	\$10,393,979	\$20,215,537
Induced	138	\$8,009,336	\$14,224,756	\$24,609,078
TOTAL	839	\$32,882,506	\$51,561,182	\$90,309,297

Economic Contributions

While economic impact calculations exclude the spending of local residents on attending Arizona Athletics events, economic contribution analyses capture *all* spending associated with the event regardless of visitor origin. This type of analysis therefore captures money that is simply being recirculated within the regional economy which, if not spent on going to a sporting event, would likely be spent locally on something else. It also captures non-local visitor spending as well. Effectively, economic contribution analyses provide a snapshot of the economic activity linked to a specific activity at a given time. Table 11 presents the economic contribution of visitors and team travel to the Pima County economy. This includes roughly 2,600 jobs, \$80 million in labor income, \$120 million in gross regional product, and \$220 million in sales.

TABLE 11. ECONOMIC CONTRIBUTION OF VISITORS & TEAM TRAVEL TO PIMA COUNTY

Measure	Employment	Labor Income	Value Added	Output
Direct	2,058	\$51,839,532	\$73,462,249	\$131,377,806
Indirect	250	\$13,242,654	\$20,509,920	\$42,864,685
Induced	291	\$14,653,105	\$26,165,884	\$46,127,323
TOTAL	2,600	\$79,735,290	\$120,138,052	\$220,369,814

At the state level, the economic contribution is slightly larger due to more indirect and induced effects being captured within the study area – larger economies typically have larger multiplier effects. Table 12 presents the statewide economic contribution of visitors to Arizona Athletics events, including all local, in-state, and out-of-state visitors.

TABLE 12. ECONOMIC CONTRIBUTION OF VISITORS & TEAM TRAVEL TO ARIZONA

Measure	Employment	Labor Income	Value Added	Output
Direct	2,058	\$54,415,517	\$76,236,343	\$131,377,806
Indirect	306	\$19,803,765	\$31,276,098	\$60,898,024
Induced	411	\$23,894,687	\$42,437,491	\$73,417,585
TOTAL	2,775	\$98,113,967	\$149,949,932	\$265,693,415

Discussion & Conclusions

This study presents estimates of the local community and state-level economic impacts and contributions associated with visitors to Arizona Athletics events, including competing teams. Within Pima County, this visitor activity contributes an estimated \$69 million to the gross regional product, the local equivalent of GDP, and supports over 1,300 jobs in the community. When also considering the spending of local residents, estimated economic contributions are larger.

Following significant financial challenges during the COVID-19 pandemic affecting universities throughout the country, efforts are underway to restructure athletics departments, including at the University of Arizona (University of Arizona, 2024). These efforts are important and will have broader reaching community economic impacts. This study provides a baseline understanding of one way in which Arizona Athletics interfaces with the regional and state economies. Such information can be of use to guide decision makers in weighing the different benefits and costs of policies and program changes moving forward.

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Appendices

Appendix A. Visitor Origin Maps (By Zip Code of Origin)

FIGURE 4. U.S. VISITOR ORIGIN, FOOTBALL, FY2023

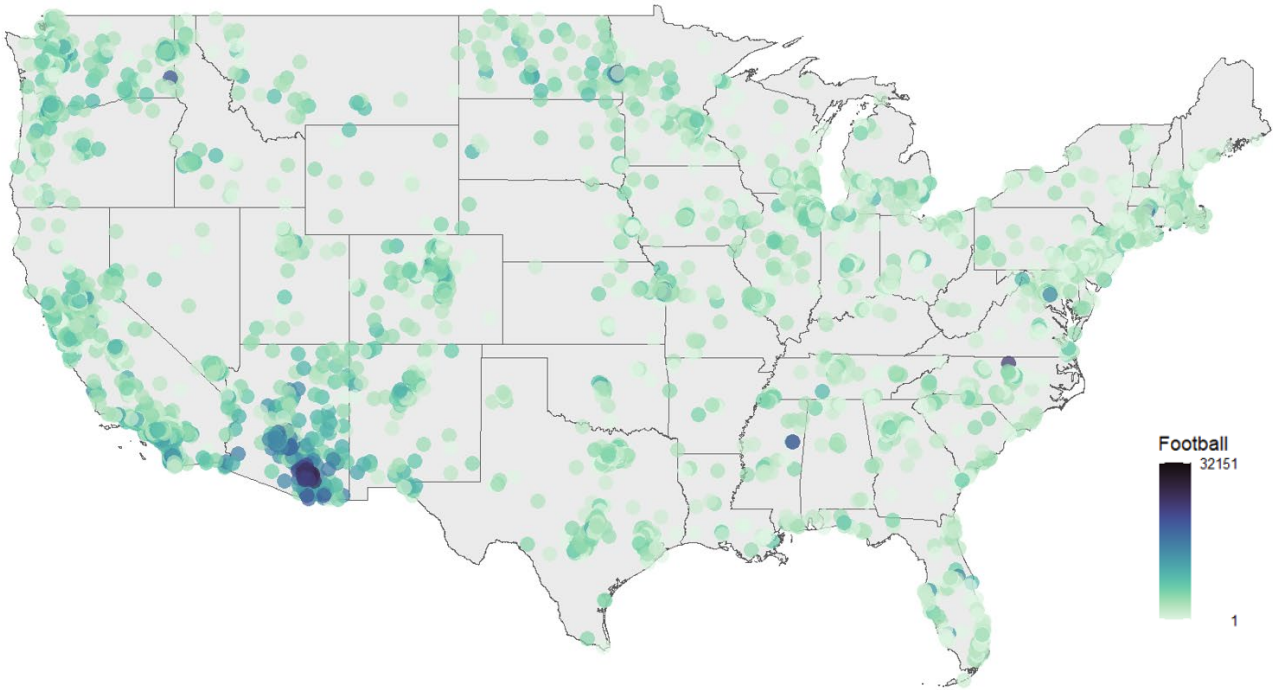


FIGURE 5. ARIZONA VISITOR ORIGIN, FOOTBALL, FY2023

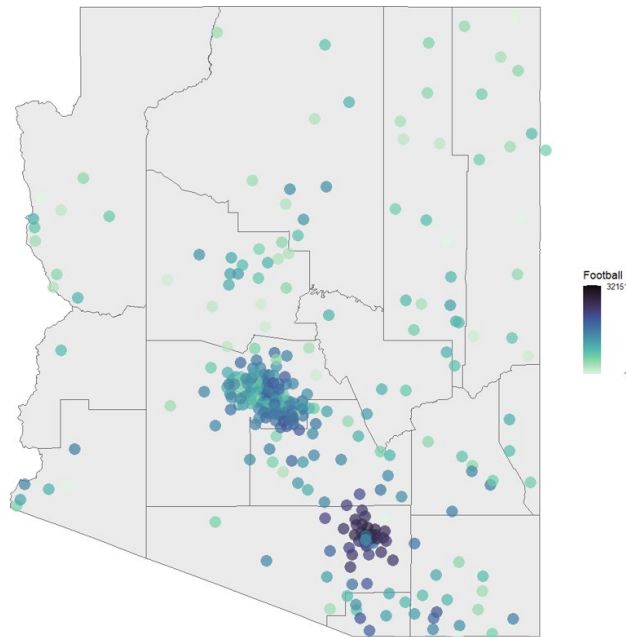


FIGURE 6. U.S. VISITOR ORIGIN, WOMEN'S BASKETBALL, FY2023

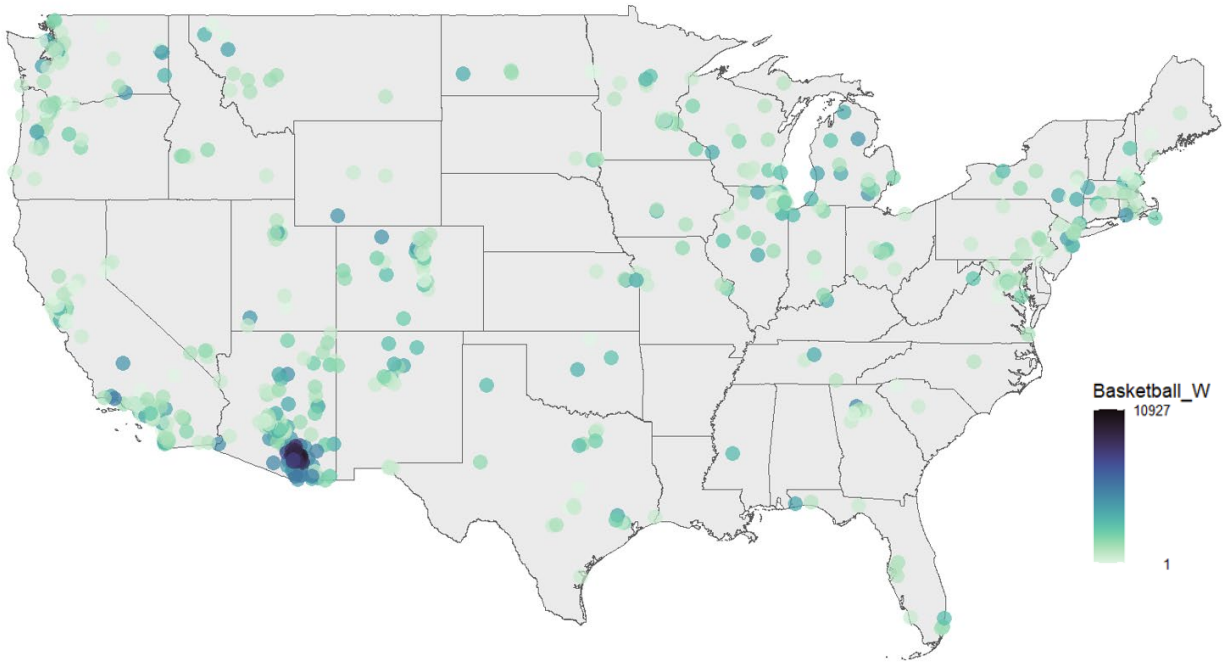


FIGURE 7. ARIZONA VISITOR ORIGIN, WOMEN'S BASKETBALL, FY2023

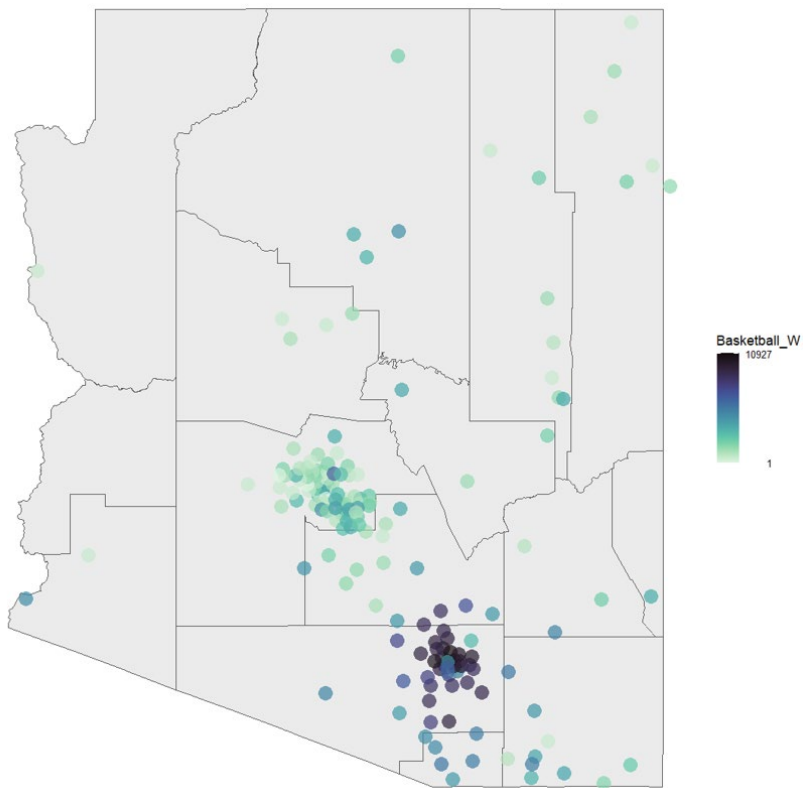


FIGURE 8. U.S. VISITOR ORIGIN, MEN'S BASKETBALL, FY2023

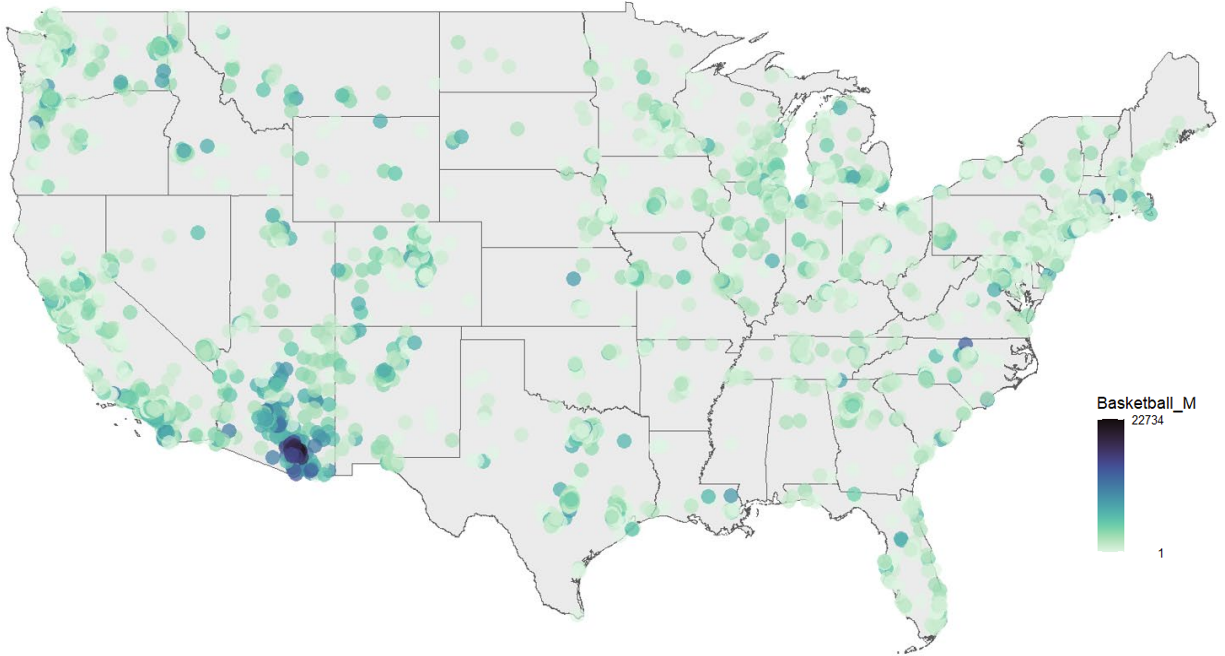


FIGURE 9. ARIZONA VISITOR ORIGIN, MEN'S BASKETBALL, FY2023

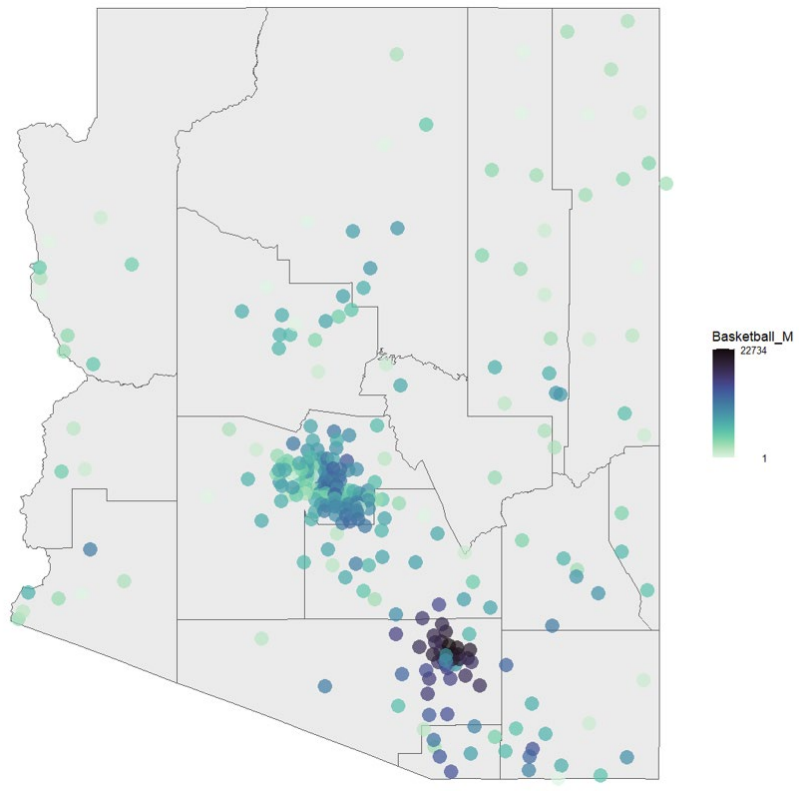
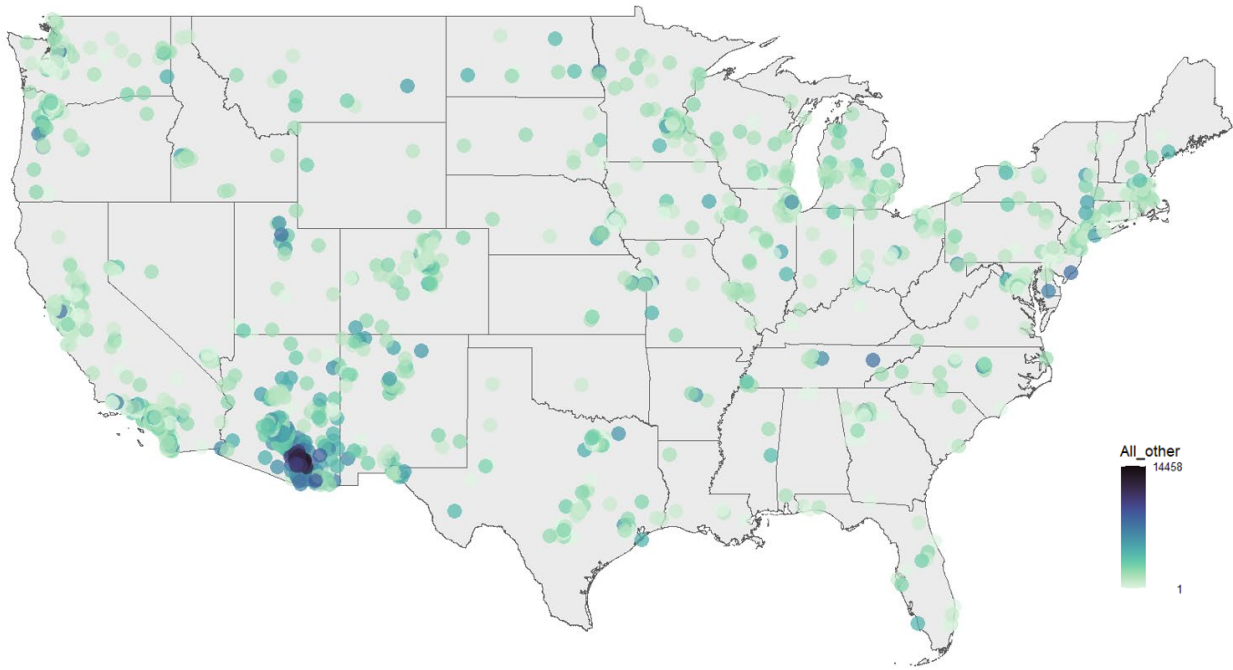
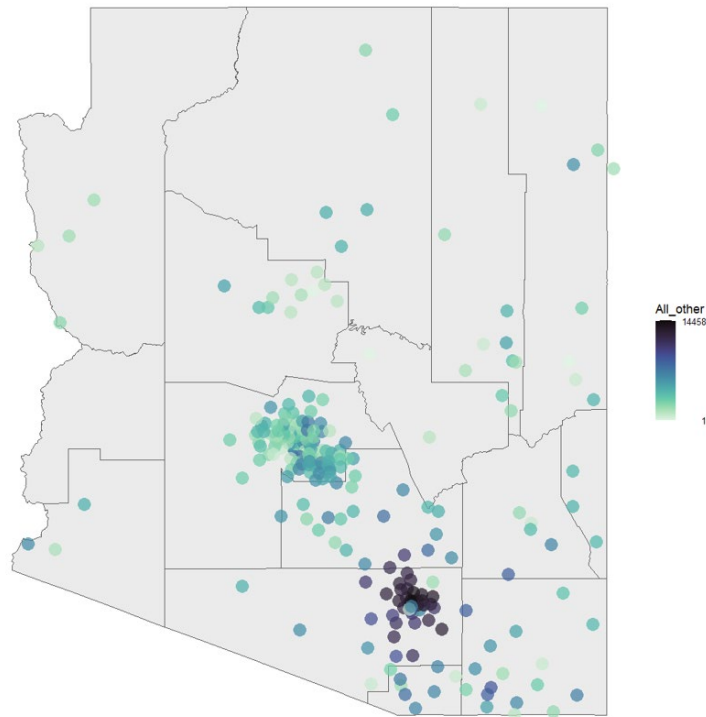


FIGURE 10. U.S. VISITOR ORIGIN, ALL OTHER SPORTS*, FY2023



*Includes baseball, softball, soccer, volleyball, gymnastics, and track

FIGURE 11. ARIZONA VISITOR ORIGIN, ALL OTHER SPORTS*, FY2023



*Includes baseball, softball, soccer, volleyball, gymnastics, and track

Appendix B. Competing Team Local Expenditure Estimates

TABLE 13. ESTIMATED VISITING TEAM SPENDING IN LOCAL ECONOMY FOR TICKETED EVENTS

Sport / Event	Basketball, Men's	Basketball, Women's	Baseball	Softball	Pac-12 Softball Tournament	Football (standard, conference)	Football (bowl)	Track & Field	Gymnastics	Volleyball	NCAA Tennis Regional
	Season → Nov - Early Mar	Nov - Early Mar	Mid Feb - Mid May	Feb - Early May	Mid May	Sep - Nov	Dec	Jan - May	Jan - March	Aug - Nov	May
Number of Home Events	19	17	32	23	1	7	1	6	6	17	1
Travel Party Size	25	25	38	30	36	178	178	167	39	33	20
Teams	1	1	1	1	9	1	1	1	1	1	32
Nights	3	3	3	3	5	1	4	2	1	1	2
Hotel Rooms	16	16	25	18	18	117	117	102	24	20	12
Meals	11	11	8	8	18	5	12	6	3	3	6
Rental Buses	1	1	1	1	1	2	2	2	1	1	1
Avg. Room Cost / Night	\$211	\$211	\$221	\$221	\$180	\$190	\$144	\$217	\$233	\$190	\$180
Total Room Costs/Trip	\$10,132	\$10,132	\$16,577	\$11,936	\$145,703	\$22,247	\$67,618	\$44,244	\$5,555	\$3,881	\$143,583
Avg. Coach Bus Cost / Day	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322	\$1,322
Coach Bus Expenditure / Trip	\$3,966	\$3,966	\$3,966	\$3,966	\$59,490	\$2,644	\$10,576	\$5,288	\$1,322	\$1,322	\$84,608
Average Cost / Meal	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67	\$19.67
Meal Cost / Trip	\$5,408	\$5,408	\$5,979	\$4,720	\$114,696	\$17,503	\$42,008	\$19,732	\$2,302	\$1,973	\$77,175
Total Room Cost	\$192,510	\$172,246	\$530,467	\$274,517	\$145,703	\$155,727	\$67,618	\$265,463	\$33,329	\$65,970	\$143,583
Total Coach Bus Cost	\$75,354	\$67,422	\$126,912	\$91,218	\$59,490	\$18,508	\$10,576	\$31,728	\$7,932	\$22,474	\$84,608
Total Meal Cost	\$102,758	\$91,942	\$191,317	\$108,560	\$114,696	\$122,523	\$42,008	\$118,394	\$13,813	\$33,545	\$77,175

TABLE 14. ESTIMATED VISITING TEAM SPENDING IN LOCAL ECONOMY FOR NON-TICKETED EVENTS

Sport/Event	Beach Volleyball	Cross Country	Men's Golf	Women's Golf	Men's Swim & Dive	Women's Swim & Dive	Men's Tennis	Women's Tennis
Season →	Feb - Apr	Sep - Nov	Sep - Apr	Sep - Apr	Oct - Feb	Oct - Feb	Sep - May	Sep - Apr
Number of Home Events	14	1	4	0	8	7	17	18
Travel Party Size	32	37	17	N/A	65	65	20	19
Teams								
Nights	1	1	1	0	1	1	1	1
Hotel Rooms	19	23	10	N/A	40	40	12	11
Meals	3	3	3	0	3	3	3	3
Rental Buses	1	1	1	0	1	1	1	1
Avg. Room Cost / Night	\$235	\$190	\$202	N/A	\$199	\$199	\$200	\$202
Total Room Costs/Trip	\$4,525	\$4,312	\$2,065	\$0	\$7,916	\$7,916	\$2,493	\$2,295
Avg. Coach Bus Cost / Day	\$1,322	\$1,322	\$1,322	N/A	\$1,322	\$1,322	\$1,322	\$1,322
Coach Bus Expenditure/Trip	\$1,322	\$1,322	\$1,322	\$0	\$1,322	\$1,322	\$1,322	\$1,322
Average Cost / Meal	\$19.67	\$19.67	\$19.67	N/A	\$19.67	\$19.67	\$19.67	\$19.67
Meal Cost / Trip	\$1,864	\$2,192	\$987	\$0	\$3,837	\$3,837	\$1,206	\$1,096
TOTAL ROOM COST	\$63,346	\$4,312	\$8,260	\$0	\$63,329	\$55,413	\$42,378	\$41,302
TOTAL COACH BUS COST	\$18,508	\$1,322	\$5,288	\$0	\$10,576	\$9,254	\$22,474	\$23,796
TOTAL MEAL COST	\$26,091	\$2,192	\$3,946	\$0	\$30,695	\$26,858	\$20,500	\$19,732

Appendix C. List of Local Zip Codes Used for Analysis of Local vs. Non-Local Visitors

Local ZIP codes within a 50-miles radius of the University of Arizona campus include:

ZIP Code	PO Name	County
85602	Benson	Cochise
85627	Pomerene	Cochise
85643	Willcox	Cochise
85614	Green Valley	Pima
85622	Green Valley	Pima
85619	Mount Lemmon	Pima
85654	Rillito	Pima
85629	Sahuarita	Pima
85634	Sells	Pima
85736	Tucson	Pima
85713	Tucson	Pima
85706	Tucson	Pima
85719	Tucson	Pima
85747	Tucson	Pima
85741	Tucson	Pima
85739	Tucson	Pima
85704	Tucson	Pima
85710	Tucson	Pima
85737	Tucson	Pima
85742	Tucson	Pima
85745	Tucson	Pima
85749	Tucson	Pima
85750	Tucson	Pima
85746	Tucson	Pima
85705	Tucson	Pima
85748	Tucson	Pima
85755	Tucson	Pima
85756	Tucson	Pima
85757	Tucson	Pima
85701	Tucson	Pima
85707	Tucson	Pima
85708	Tucson	Pima
85712	Tucson	Pima
85718	Tucson	Pima

ZIP Code	PO Name	County
85711	Tucson	Pima
85714	Tucson	Pima
85715	Tucson	Pima
85716	Tucson	Pima
85723	Tucson	Pima
85724	Tucson	Pima
85726	Tucson	Pima
85743	Tucson	Pima
85730	Tucson	Pima
85735	Tucson	Pima
85734	Tucson	Pima
85721	Tucson	Pima
85709	Tucson	Pima
85641	Vail	Pima
85131	Eloy	Pinal
85132	Florence	Pinal
85618	Mammoth	Pinal
85658	Marana	Pinal
85653	Marana	Pinal
85623	Oracle	Pinal
85141	Picacho	Pinal
85145	Red Rock	Pinal
85631	San Manuel	Pinal
85192	Winkelman	Pinal
85645	Amado	Santa Cruz
85611	Elgin	Santa Cruz
85624	Patagonia	Santa Cruz
85648	Rio Rico	Santa Cruz
85637	Sonoita	Santa Cruz
85646	Tubac	Santa Cruz



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