



For Immediate Release
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Cactus League Spring Training Fans Contributed More than \$300,000,000 to Arizona's Economy in 2007

The Arizona Office of Tourism, in partnership with the Cactus League Baseball Association, has released the Cactus League Attendee Tracking and Expenditure Impact Survey. The survey shows a significant increase in Spring Training attendance and fan expenditures for 2007, immediately revealing how important Cactus League games are to Arizona's economy.

In 2007, Spring Training fans spent a total of \$310,775,015 within the Grand Canyon State, which is a 54 percent increase from 2003 when fans spent a total of \$201,608,787. The study also revealed that 57 percent of Spring Training attendees came to Arizona from another state or country, an increase from 48 percent in 2003. Overall, out-of-state Spring Training visitors represented 44 states – as well as the District of Columbia, Canada, Germany and Mexico. In addition, more than 68 percent of out-of-state visitors indicated that coming to a Spring Training game was the "primary" reason for visiting Arizona.

"This survey is great news for Arizona," stated Margie A. Emmermann, Director of the Arizona Office of Tourism. "We have always been aware of how important out-of-state visitors are to Arizona's economy, but this study has revealed to us just how significant the economic impact a Spring Training visitor has to Arizona's economy."

The survey was conducted in March of 2007 by FMR Associates, Inc. It was designed to help profile Spring Training attendees and track the estimated expenditure impact these attendees have on Arizona's economy. For more detailed information on the Cactus League Baseball Attendee Tracking Survey, please visit www.cactusleague.com.

"We are all very pleased with these survey results. We have first hand witnessed the many out-of-town visitors at our games, in our local restaurants, bars and hotels," stated J.P. de la Montaigne, President of the Cactus League Association. "More than \$310 million annual spending by out-of-state visitors is exciting. Knowing that such a high percentage of out-of-state fans said spring training was their primary reason for coming helps justify our expense at the local level."

Created as an executive agency in 1975, the Arizona Office of Tourism is charged with enhancing the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT works to serve the Grand Canyon State's travel industry and related businesses, the traveling public, and the taxpayers of Arizona.