



The Economic Impact of

Sun Devil Football in 2024

6 home games



277,844 total attendees

Of these attendees:



25.4%
live in the
city of Tempe

Each fan spent

\$21.80

locally on gameday excluding
tickets and concessions



43.1%
live in other parts of
Maricopa County

Each fan spent

\$27.82

locally on gameday excluding
tickets and concessions



31.5%
live outside
Maricopa County

Each fan spent

\$144.74

per day excluding
tickets and concessions

77,392 fans stayed
overnight locally



\$10.8M spent on overnight
accommodation

So what does this mean for the Valley?



655

jobs in
Maricopa County



\$54.8M

State GDP for
Maricopa County



\$34.7M

labor income in
Maricopa County



Tempe

\$1.1M

direct taxes for the
city of Tempe