



## The Economic Impact of

# Sun Devil Athletics in 2024-25

**162** home events



**635,510** total attendees

Of these attendees:



**19.6%**

live in the city of Tempe

Each fan spent

**\$19.07**

locally on gameday excluding tickets and concessions



**48.9%**

live in other parts of Maricopa County

Each fan spent

**\$21.55**

locally on gameday excluding tickets and concessions



**31.5%**

live outside Maricopa County

Each fan spent

**\$120.99**

per day excluding tickets and concessions

**139,176** fans stayed overnight locally



**\$23.6M** spent on overnight accommodation

## So what does this mean for the Valley?



**1,159**

jobs in Maricopa County



**\$99.5M**

State GDP for Maricopa County



**\$62.0M**

labor income in Maricopa County



**\$2.0M**

direct taxes for the city of Tempe