

FOR IMMEDIATE RELEASE: January 4, 2013
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THOUSANDS OF FIESTA BOWL FANS BOOST ECONOMY IN GLENDALE

GLENDALE, Ariz. – The city of Glendale welcomed thousands of out-of-state University of Oregon and Kansas State fans to an exciting Fiesta Bowl game. These fans spent a lot of their time off the field at Glendale businesses and hotels, providing a much-needed economic boost to the local economy and tourism industry.

A survey by Glendale’s tourism officials found Glendale hotels sold out or were near capacity. In addition, out-of-state travelers requested information on the city, Valley and state, and Glendale tourism staff assisted more than 3,100 visitors. This is a seven percent increase from last year’s Fiesta Bowl.

Glendale’s Web sites had a 10 percent increase from the previous month in visitor traffic with more than 400,000 people visiting the city’s websites since Dec. 3’s Selection Sunday.

The city reached out to fans through its Twitter, Facebook and YouTube pages, which reach more than 310,000 social media users. The city’s Fiesta Bowl preparation video alone received more than 600 views in the week leading up to the big game. A social media contest with a Fiesta Bowl ticket giveaway also garnered exposure for the city, with one local winner and one out-of-state winner from the state of Washington.

“The Fiesta Bowl once again helped fill hotel room nights, giving us a great start to the New Year,” said Glendale Convention & Visitors Bureau Manager Lorraine Pino. “In addition, this BCS bowl game brings national exposure to Glendale and the West Valley, showcasing all the great amenities and attractions we have to offer.”

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