

FOR IMMEDIATE RELEASE

November 8, 2011

CONTACT: Kimberly Larson, 623-930-2989
Public Relations Office

STUDY SHOWS GLENDALE FESTIVALS CONTRIBUTE TO LOCAL ECONOMY

GLENDALE, Ariz. – Two of Glendale’s largest downtown festivals generate a combined economic impact of more than \$3 million annually, according to a recent study by the International Festival & Events Association (IFEA).

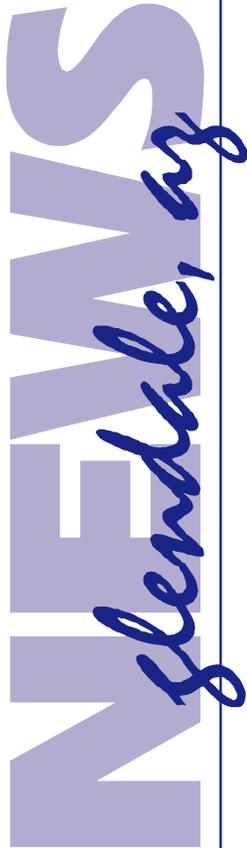
This economic assessment was conducted at two different events, the 2010 Glendale Glitters Spectacular Weekend, a two-day festival which drew 75,000 people, and the 2011 Glendale Chocolate Affaire, a three-day event with an attendance of 80,000.

Findings from the on-site studies reveal that attendees at the Chocolate Affaire spend an average of \$20.38 per person at the downtown event. The study found that a large majority of visitors, 71 percent, were from cities outside Glendale, and 5 percent traveled from outside the state.

At Glitters Spectacular, attendees spent an average of \$19.46 per person. Forty-eight percent of visitors were from outside of Glendale and 7 percent were from out of state.

These statistics demonstrate the tremendous impact that Glendale’s festivals have on its economy.

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City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com

Festivals' Economic Impact

Add 1.1.1

“We’ve always known that Glendale’s signature festivals play a significant role in attracting visitor dollars and enhancing commerce in our downtown area, but this study confirms the economic impact of our events,” said Jerry McCoy, Glendale’s deputy director of Marketing/Communications. “The festivals are not only enjoyed by many of our residents, but they also serve as a tremendous marketing tool in attracting new and repeat visitors to our city center. It’s these visitors that are crucial to infusing new dollars into the local economy.”

Glendale’s Office of Special Events is busy preparing for another successful festival season, which kicks off Nov. 25-26, with Glitters Spectacular Weekend featuring the state’s largest free holiday light display. The downtown holiday light display will be aglow nightly with 1.5 million lights through Jan. 14. The following is the 2011-12 Glendale festival season:

- Nov. 25-26 Glendale Glitters Spectacular Weekend
- Dec. 2-3 Glendale’s Spirit of Giving Weekend
- Dec. 9-10 Glendale’s Winter Wonderland Weekend
- Dec. 16-17 Glendale’s Jingle Bell Rockin’ Nights
- Jan. 14 Glendale Glitter & Glow
- Feb. 3-5 Glendale Chocolate Affaire
- April 14-15 Glendale Jazz & Blues Festival

For more information about Glendale’s award-winning events, visit www.glendaleaz.com/events or call the Special Events hotline at 623-930-2299.

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