

PCC AT-A-GLANCE

The Phoenix Convention Center is an economic driver for the city of Phoenix and region, and directly supports the tourism industry. In the past 5 years, over 4.4 million attendees have walked through the Convention Center doors, contributing to sales, profits, tax revenues, etc. that impact the entire community.

Here is a glimpse of the Convention Center business, by the numbers.

Fiscal and Economic Impact of the \$600 million Expansion

(2009 – 2018)

- **2.2 million** Convention Delegates
- **\$2.2 billion** in Direct Spending
- **620** qualified Convention Events
- **5.9 million** Hotel Room Nights
- **\$186 million** State General Fund Revenues

South Building Annual Fiscal and Economic Impacts

- **\$2 million** Direct Operating Revenues
- **\$1 million** Operating Expenses
- **\$27 million** Direct Spending by Attendees

In 2018, nearly **45%** of the hotel room demand at top tier hotels and resorts throughout the Greater Phoenix area was for groups bookings. Only one other destination in STR's Top 25 Markets experienced a larger share of groups business, Nashville.

Source: STR, Inc.