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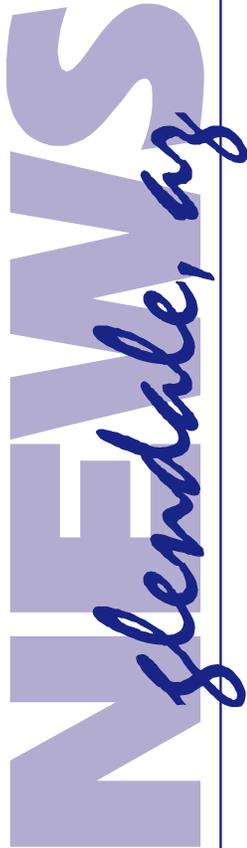
**MORE THAN 73,000 COLLEGE FOOTBALL FANS
BRING ENERGY TO SUCCESSFUL
FIESTA BOWL GAME IN GLENDALE**

GLENDALE, Ariz. – The city of Glendale rang in the New Year by hosting its fourth successful Fiesta Bowl game with tens of thousands of out-of-state visitors and millions more who watched the Glendale game on television. Boise State and Texas Christian University fans not only watched the game from inside the University of Phoenix stadium, but they also stayed in Glendale hotels and dined and shopped at local businesses.

A survey by Glendale's tourism officials found Glendale hotels near capacity or 100 percent full. In addition, out-of-state travelers requested information on the city, Valley and state, and Glendale staff assisted more than 700 walk-in visitors to the Glendale Visitor Center in the past week. Glendale's Web sites had a 41 percent increase from the previous month in visitor traffic with more than 400,000 people visiting the city's Web sites since Dec. 1st.

More than 60 members of the media, including several TV crews from out of state, broadcast their news and sports reports from the Glendale Media Center, this includes a nationally broadcast pre-game sports show.

Glendale's transportation leaders were pleased with traffic operations and noted an increase in fans utilizing buses or sharing vehicles resulting in a smooth flow of traffic. Barricades were removed a little more than an hour after the game, which is a standard response time for Glendale's Transportation Department.



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More out-of-state fans are expected to travel to Glendale in the next few days for this Sunday's NFL playoff game between the Arizona Cardinals and Green Bay Packers. The city's tourism office has received numerous calls and e-mails for information on hotels, restaurants and attractions. City officials predict Glendale will continue its upward trend of hotel bookings and will maintain its current 8.9% hotel occupancy increase from 2008. Currently Glendale is the leader of hotel occupancy in the Valley.

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