



Waste Management Open: By the Numbers

by Megan Coghlan

They don't call it the "biggest party on grass" for no reason. Besides the heckling crowds and the surplus of alcohol, the revenue it brings in is something to party about.

Attendance

The 2016 Waste Management Open hit a record attendance of 618,365 total. 201,003 were in attendance on Saturday, Feb 6. To put this into perspective, NFL stadiums across the country hold an average of 70,048. That means three football stadiums-worth of people were at TPC Scottsdale on Saturday alone.

The 2015 U.S. Open at Chambers Bay had a daily attendance average of 30,000. The U.S. Open however, sells out, while the Waste Management Open has no limit.

The 16th hole is built to fit 15,000 spectators. You can compare this to a sold-out NCAA basketball stadium crowd.

NFL game



PHX Open



Money

Tents, skyboxes and various structures built around this course began construction four months before the tournament.

At least 200 skyboxes are available on the 16th hole alone at a starting price of \$50,000. This year was the first year of the posh “Bay Club” on the 17th fairway, which includes an upscale lounge area, open bar and buffet.

50k Box seat price

9m For charity

250m Economic impact

Besides the charities, the Phoenix region sees an economic impact of close to \$250 million during the week of the tournament.

The Waste Management Open is hosted by a Phoenix elite, all-male special events committee called the Thunderbirds that raises money for charities. The Thunderbirds knew that big money comes from the corporate heavyweights who will buy skyboxes and thus, they raised over \$9 million for local charities in 2015. The 2016 number is yet

to be released but it is sure to have surpassed last year's with the addition of more boxes and record attendance.

Besides the charities, the Phoenix region sees an economic impact of close to \$250 million during the week of the tournament. It is the ideal event for local restaurants and distributors to be present. You can count on leaving the tournament with free handouts of snacks, a beer koozie, chapstick, keychain, etc.

Just for fun

140,000 used golf balls were used in the WM water feature on the 18th hole. That's 1,750 large buckets from the driving range.

