

2013 Super Bowl Visitor Study & Economic Impact

A Joint Project Between

**The New Orleans Super Bowl Host
Committee**

&



THE UNIVERSITY *of*
NEW ORLEANS

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¹ Tucker, Design Musings: Super Bowl Edition, March 27,2013, [Maga Design](#)

Acknowledgments

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Executive Summary

Visitor Profile Highlights

- As expected, the majority (74.6%) of Super Bowl attendees lived outside the greater New Orleans area.
- Out of the New Orleans area residents who attended activities during Super Bowl week, almost half (49.7%) came from Jefferson Parish; another 31.9% were residents of Orleans Parish.
- About half of the respondents (49.7%) were from the two states that were represented by teams in the Super Bowl: Maryland (28.3%) and California (21.4%). The following top three most represented states were Texas (7.6%), Louisiana, outside the metropolitan area (7.1%), and Florida (3.2%).
- Only 29 international respondents were intercepted at the activities preceding the XLVII Super Bowl. Canada and Mexico had the highest representation with 11 individuals each. Other identified countries of residence for the Super Bowl visitors were Australia, Brazil, England and Mexico.
- Almost three-quarters of out-of-town visitors (73.4%) had arrangements to stay overnight in the New Orleans area.
- Of these overnight visitors, more than half (51.8%) stayed four nights or more in the New Orleans area. The average number of nights spent was 3.6 while the median was 4.0.
- About 73.4% of the visitors stayed in a hotel while in the New Orleans metro area. Another 15.6% were with friends and relatives, while a smaller percentage (3.7%) chose a private home rental.
- The majority (78.0%) of the visitors who stayed in a hotel booked only one room; another 14.7% booked two rooms. The average number of rooms booked in the New Orleans area during Super Bowl was 1.7.
- Unlike many other events that the city of New Orleans hosts, the Super Bowl was by far the most expensive in terms of how much visitors paid for lodging. More than three-fourths of the visitors paid above \$200 for a hotel room.
- About 61.2% of the visitors who were intercepted throughout the Super Bowl week flew to New Orleans. Another 33.2% drove to the metropolitan area.

- The overwhelming majority (97.7%) of visitors came to the metro area with the primary purpose of watching the XLVII Super Bowl disputed by the Baltimore Ravens and San Francisco 49ers. Only a very small portion of visitors came for other vacation/pleasure purposes or for Mardi Gras events.
- The highest total daily expenditure was that of the National Football League and its entities (\$718), followed by the spending of regular day-trip visitors (\$680).
- The Super Bowl event on Sunday had the highest representation with about 70.2% of out-of-town visitors attending the major game. The “Saturday-NFL Experience” was the second most-attended event with about 33.3% of the visitors. On average, visitors went to roughly 2 events while they were in the New Orleans area.
- Almost half (49.0%) of the respondents came to the New Orleans area in parties of two. The average party size for all visitors was about 3.2.
- Most of the visitors (60.3%) did not have any children with them while in the metropolitan area.
- About 39.6% of the respondents had plans to attend Mardi Gras parades. On average, they stayed in the New Orleans area about 4.5 nights. The visitors who did not want to attend any Mardi Gras events stayed only 3.0 nights in the area.
- Half of the respondents (50.0%) made an annual income of \$100,000 or more. More specifically, when comparing visitors who did not go to the game to the Super Bowl game attendees, it can be seen that more game attendees were earning in the higher brackets (\$100,000 or more).
- The majority (73.7%) of the respondents was white. Another 13.5% comprised of African-American respondents.
- About two-thirds (65.8%) of the survey intercepts were males.
- About 40.0% of the respondents were between 35 and 49 years old.

Economic Impact Highlights

During the week prior to the big game on Sunday, visitors (*overnight and day-trip*), the National Football League and its entities, media and other organizations generated a substantial economic impact in the New Orleans metro area attributable to the 2013 Super Bowl. The event generated a **total net economic impact of \$480.0 million**, comprised of \$262.8 million in direct spending and \$217.2 million in secondary spending. This spending also resulted in the creation of **5,672 full- and part-time jobs**, accompanied by **\$154.0 million in additional earnings**.

The NFL final also generated a total of **\$34.9 million in tax revenues for state and local governments**. Overall, the 2013 Super Bowl made a substantial contribution to the New Orleans metro area economy.

Introduction

The New Orleans Super Bowl Host Committee, Inc. (NOSBHC) contacted the Division of Business and Economic Research (DBER) at the University of New Orleans (UNO) to provide an estimate of the economic impact of the XLVII Super Bowl. The purpose of this report is to provide a thorough visitor study and comprehensive economic impact of the XLVII Super Bowl held in New Orleans in 2013. The analysis of the survey responses follows and is presented in Section I. The description of the economic impact of the event is presented later, in Section II of this report.

Methodology

Representatives from DBER designed the questionnaire to be administered. NOSBHC contracted a team of surveyors who administered paper surveys at various locations on all five event days, January 30th through February 3, 2013.

Surveys were administered at different activities across all days of the event. Surveys administered at different activities contained the same questions, and differed only by the distinctive color that was given to each set representing an unique location identified at the bottom of each survey.

The responses were forwarded to the Division of Business and Economic Research (DBER) for data entry and editing. The DBER analyzed the results and developed this summary report.

Section I:

Analysis of Visitor Profile Survey

Question 1 - Do you live in the Greater New Orleans Area?

Table 1: Living in the Greater New Orleans Area

Response	Valid Percentage 2013
Yes	25.4%
No	74.6%
Total	100.0%
Valid Cases	799

- As expected, the majority of (74.6%) of Super Bowl attendees lived outside the greater New Orleans area.

Question 2 – If you live in the GNO area, what is your zip code?

Table 2: GNO Zip Codes

Response	Valid Percentage 2013
Jefferson Parish	49.7%
Orleans Parish	31.9%
St. Tammany Parish	11.4%
St. Bernard Parish	2.2%
St. Charles Parish	2.2%
St. John the Baptist	1.6%
Plaquemines Parish	1.1%
Total	100.0%
Valid Cases	185

- Out of the New Orleans area residents who attended activities during Super Bowl week, almost half (49.7%) came from Jefferson Parish; another 31.9% were residents of Orleans Parish.

Question 3 – If not from the New Orleans area, what is your home zip code?

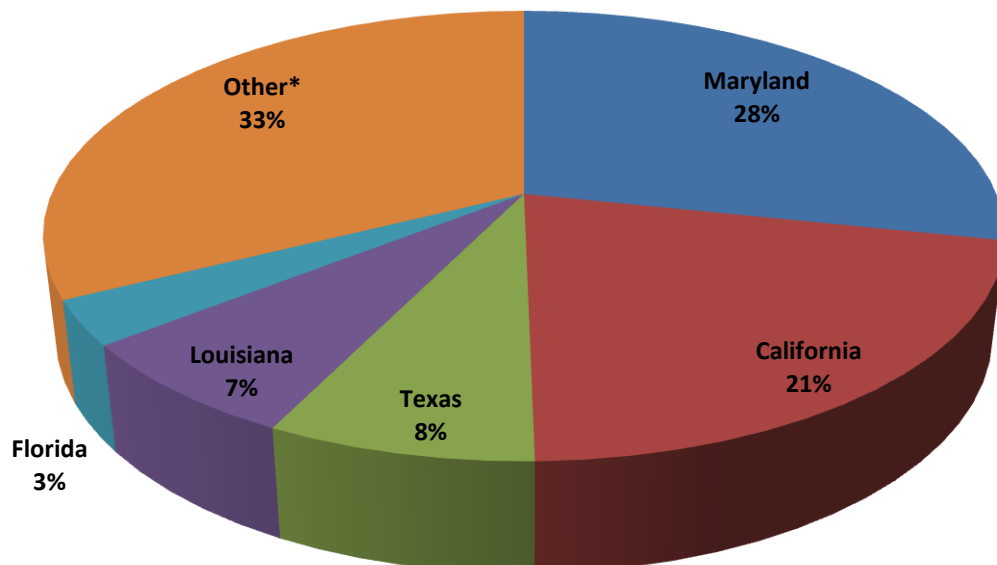
Table 3: States of Residence of Visitors to the 2013 Super Bowl

Response	Valid Percentage 2013
Maryland	28.3%
California	21.4%
Texas	7.6%
Louisiana	7.1%
Florida	3.2%
Other*	32.4%
Total	100.0%
Valid Cases	565

**For a complete list of responses, see Appendix B.*

- About half of the respondents (49.7%) were from the two states that were represented by teams in the Super Bowl: Maryland (28.3%) and California (21.4%). The following top three most represented states were Texas (7.6%), Louisiana, outside the metropolitan area (7.1%), and Florida (3.2%).

Figure 1: States of Residence of Visitors to the Super Bowl



Question 3a – If not from the USA, what country do you live in?

Table 3A: International Visitors to the 2013 Super Bowl

Response	Valid Frequency 2013
Canada	11
Mexico	11
Australia	2
Brazil	2
England	2
Mexico	1
Valid Cases*	29

**Caution should be used when interpreting these numbers, as they are based on a small number of responses*

- Only 29 international respondents were intercepted at the activities preceding the XLVII Super Bowl. Canada and Mexico had the highest representation with 11 individuals each. Other identified countries of residence for the Super Bowl visitors were Australia, Brazil, England and Mexico.

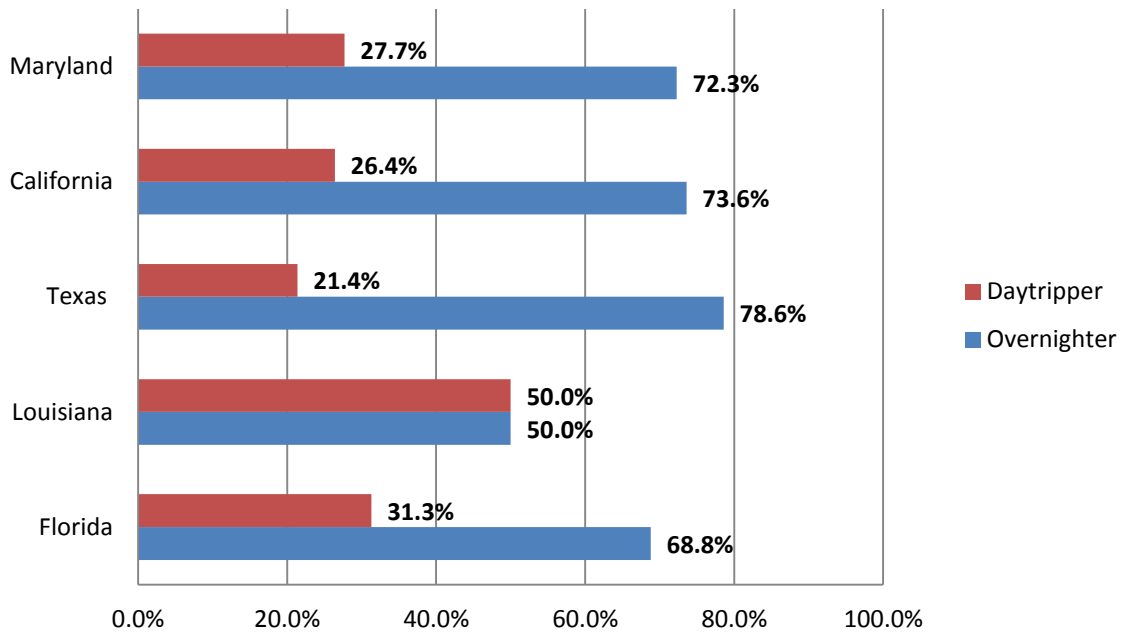
Question 4 - Are you staying overnight in the New Orleans area?

Table 4: Overnight in the New Orleans area

Response	Valid Percentage 2013
Yes	73.4%
No	26.6%
Total	100.0%
Valid Cases	586

- Almost three-quarters of out-of-town visitors (73.4%) had arrangements to stay overnight in the New Orleans area.

Figure 2: Overnighter vs. Day-tripper by State (top 5)



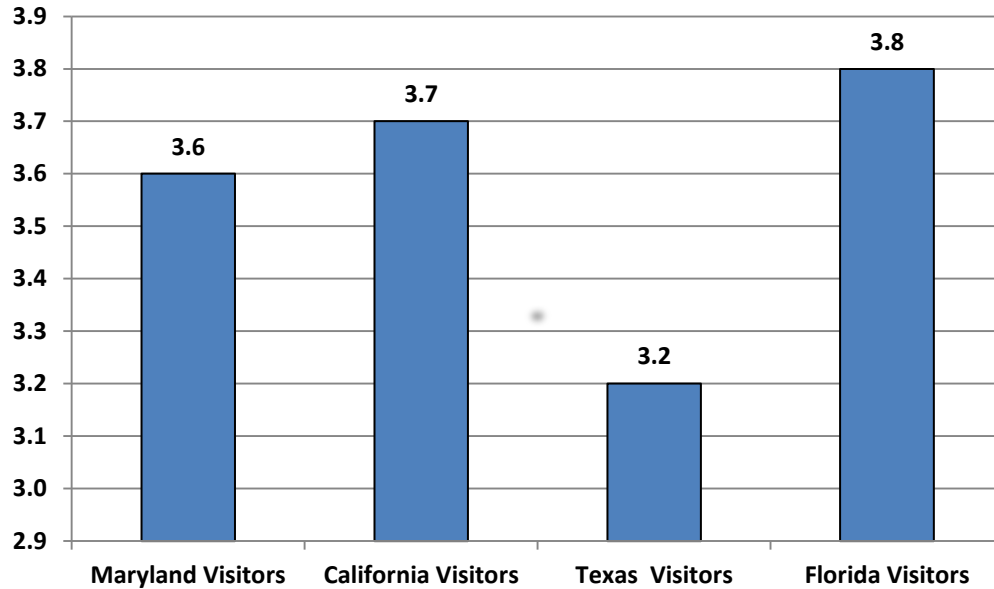
Question 4A - How many nights are you staying?

Table 4A: Number of Nights in New Orleans

Response	Valid Percentage 2013
One night	3.6%
Two nights	17.5%
Three nights	27.1%
Four nights	31.9%
Five nights or more	19.9%
Total	100.0%
Average # of nights	3.6
Median # of nights	4.0
Valid Cases	417

- Of these overnight visitors, more than half (51.8%) stayed four nights or more in the New Orleans area. The average number of nights spent was 3.6 while the median was 4.0. As shown in Figure 3, the residents of California and Maryland had similar stays in terms of the number of nights in the metro area.

Figure 3: Average of number nights in the New Orleans area



Question 5 - Where are you staying?

Table 5: Lodging

Response	Valid Percentage 2013
Hotel	73.4%
Friends or Relatives	15.6%
Private Home Rental	3.7%
Condo/Timeshare	2.8%
RV	2.8%
Bed and Breakfast	0.9%
Other	0.7%
Total	100.0%
Valid Cases	429

- About three quarters (73.4%) of the visitors stayed in a hotel while in the New Orleans area. Another 15.6% were with friends and relatives, while a smaller percentage (3.7%) chose a private home rental.

Question 5B.1 – If staying in a Hotel, how many rooms did you book?

Table 5B.1: Number of Hotel Rooms

Response	Valid Percentage 2013
One room	78.0%
Two rooms	14.7%
Three rooms	2.9%
Four rooms or more	4.3%
Total	100.0%
Average # of rooms	1.7
Valid Cases	313

- The majority (78.0%) of the visitors who stayed in a hotel booked only one room; another 14.7% booked two rooms. The average number of rooms booked in the New Orleans Metropolitan area during Super Bowl was 1.7.

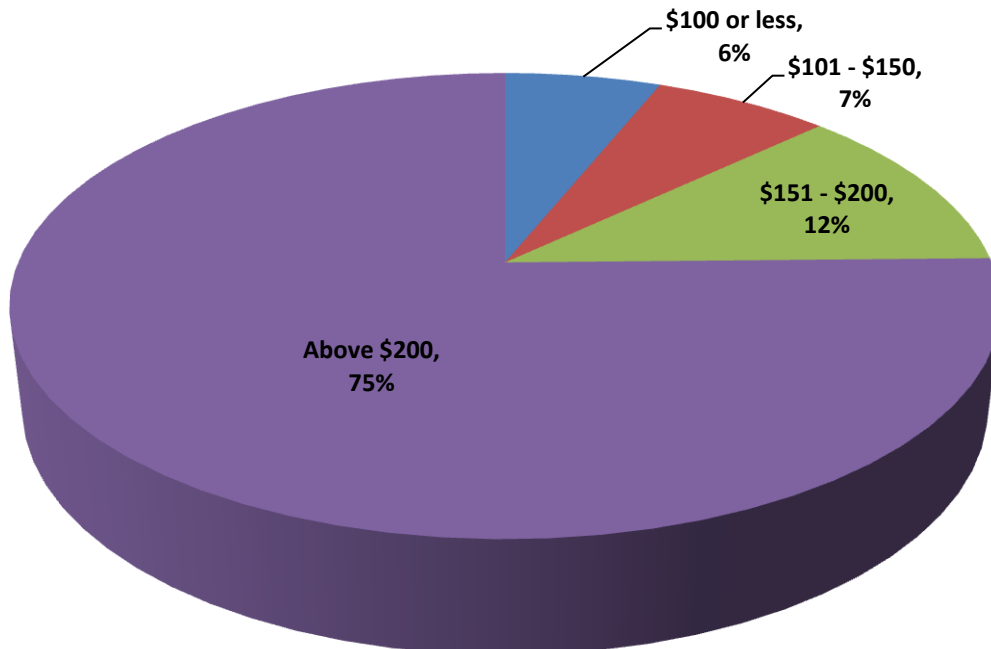
Question 5B.2 – What is your nightly room rate?

Table 5B.2: Nightly Room Rate

Response	Valid Percentage 2013
\$100 or less	6.1%
\$101 - \$150	6.9%
\$151 - \$200	11.7%
Above \$200	75.3%
Total	100.0%
Average Room Rate	\$437.36
Valid Cases	247

- Unlike many other events that the city of New Orleans hosts, the Super Bowl was by far the most expensive in terms of how much visitors paid for lodging. As it can be seen in the graph below, more than three-fourths of the visitors paid above \$200 for a hotel room.

Figure 4: Nightly Room Rate Categories



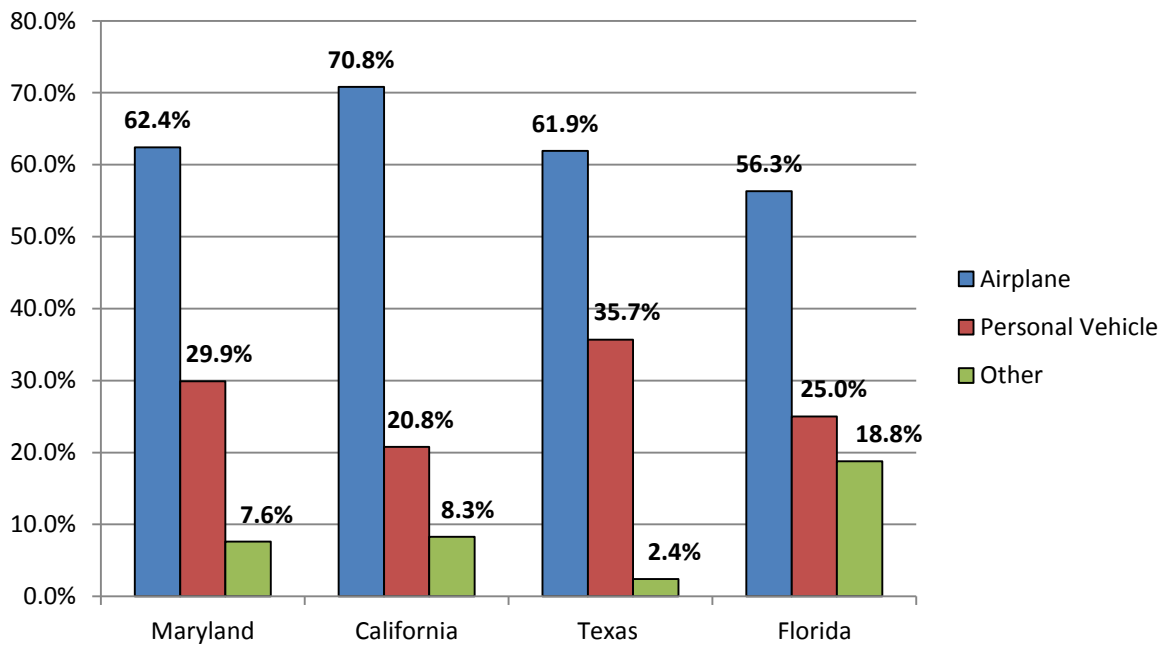
Question 6 - What was your mode of transportation to New Orleans?

Table 6: Transportation

Response	Valid Percentage 2013
Airplane	61.2%
Personal vehicle	33.2%
Other	5.6%
Total	100.0%
Valid Cases	575

- About 61.2% of the visitors who were intercepted throughout the Super Bowl week flew to the New Orleans area. Another 33.2% drove to the metropolitan area.

Figure 5: Mode of Transportation by Visitors' Top States of Residence



Question 7 - What is the primary purpose of your visit to New Orleans (out-of-towners only)?

Table 7: Purpose of Visit to New Orleans

Response	Valid Percentage 2013
2013 Super Bowl	97.7%
Other Vacation/Pleasure	1.0%
Mardi Gras	0.2%
Business/Convention	0.2%
Other	0.9%
Total	100.0%
Valid Cases	574

- The overwhelming majority (97.7%) of visitors came to the metro area with the primary purpose of watching the XLVII Super Bowl disputed by the Baltimore Ravens and San Francisco 49ers. Only a very small portion of visitors came for other vacation/pleasure purposes or for Mardi Gras events.

Question 8- How much money do you personally expect to spend in total in the New Orleans area on this visit? (Reported on a per-day basis; see Section II for a detailed explanation)

Table 8: Estimated Individual Daily Expenditures of NFL’s XLVII Super Bowl Visitors

Response	Overnight Visitor	Regular Day-Tripper	Other Day-Tripper	National Football League and its entities
Lodging	\$217	-	-	\$271
Meals	\$137	\$216	\$167	\$171
Shopping	\$75	\$163	\$72	\$93
Bars and Nightclubs	\$66	\$123	\$57	\$83
Transportation	\$33	\$78	\$34	\$42
Entertainment	\$24	\$66	\$40	\$30
Gambling	\$22	\$35	\$32	\$28
Total	\$575	\$680	\$402	\$718

- The highest total daily expenditure was that of the National Football League and its entities (\$718), followed by the spending of regular day-trip visitors (\$680).

Question 9 – In which activities did you or will you participate on this trip?

Table 9: Participation in the 2013 Super Bowl Activities

Response	Percent of Cases 2013
Sunday-Super Bowl Game at the Superdome	70.2%
Saturday-NFL Experience	33.3%
Saturday-Super Bowl Boulevard	25.4%
Sunday-Super Bowl Boulevard	17.9%
Friday-Super Bowl Boulevard	17.4%
Thursday-NFL Experience	12.5%
Friday-NFL Experience	10.9%
Wednesday-NFL Experience	10.8%
Thursday- Super Bowl Boulevard	5.3%
Sunday-NFL Experience	3.9%
Tuesday-Media Day	2.1%
Saturday-Super Saturday of Service	0.6%
Total*	210.3%
N	1,680

* Total exceeds 100% because visitors could answer more than one activity.

- The Super Bowl event on Sunday had the highest representation with about 70.2% of out-of-town visitors attending the major game. The “Saturday-NFL Experience” was the second most-attended event with about 33.3% of the visitors. On average, visitors went to roughly 2 events while they were in the New Orleans area.

Figure 6: Residents’ Attendance by Activity

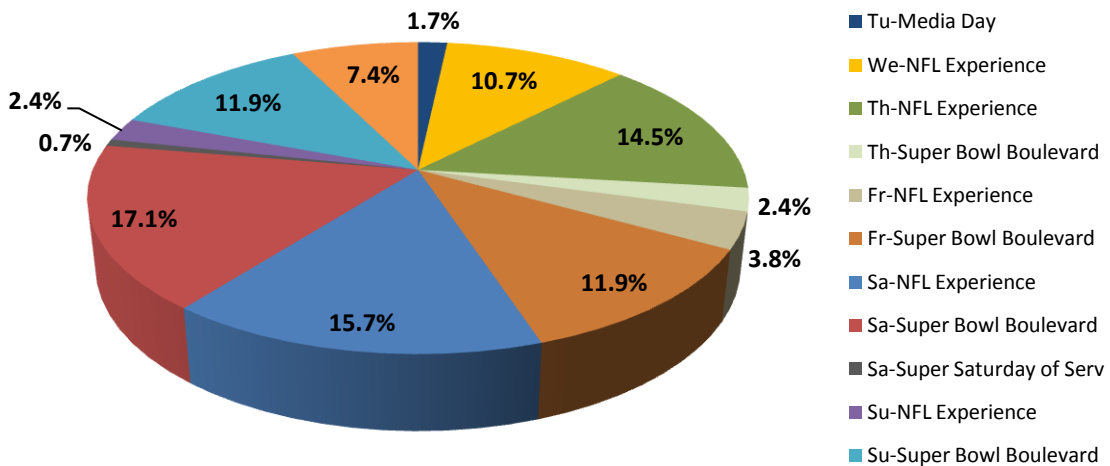
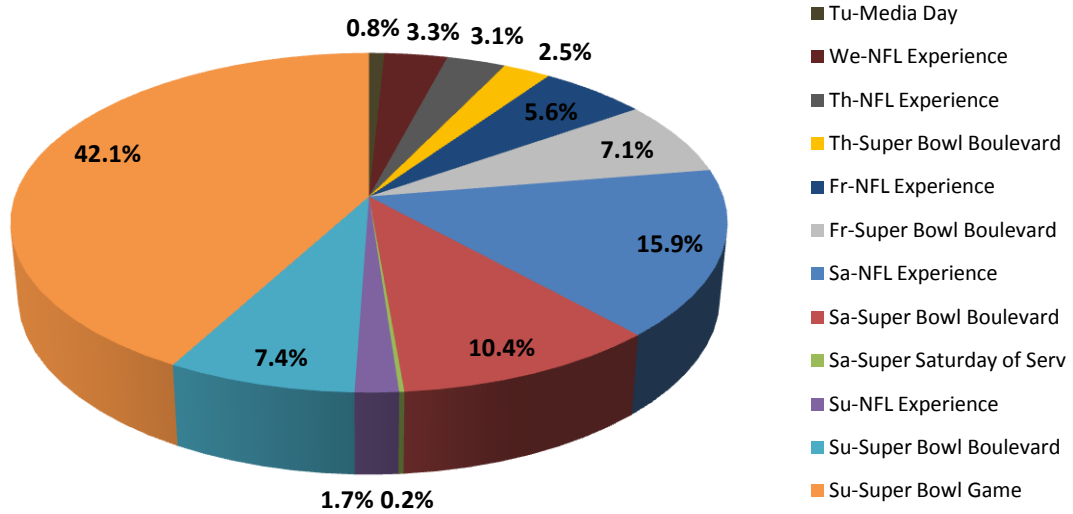


Figure 7: Visitors' Attendance by Activity



Question 10 – How many people are in your party?

Table 10: How many people are in your party?

Response	Valid Percentage 2013
One person	4.9%
Two people	49.0%
Three people	13.7%
Four people	15.2%
Five people	6.9%
Six people	5.2%
Seven people or more	5.1%
Total	100.0%
Average party size	3.2
Valid Cases	783

- Almost half (49.0%) of the respondents came to the New Orleans metro area in parties of two. The average party size for all visitors was 3.2.

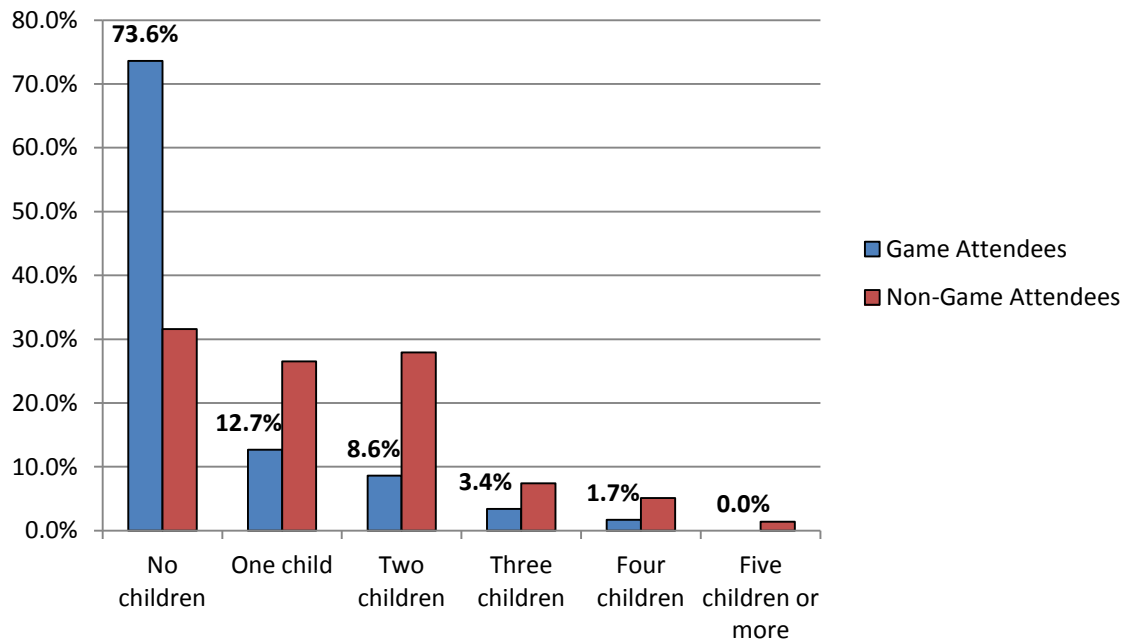
Question 10A – How many are under the age of 18?

Table 10A: Children under the age of 18

Response	Valid Percentage 2013
No children	60.3%
One child	17.1%
Two children	14.7%
Three children	4.7%
Four children	2.8%
Five children or more	0.4%
Total	100.0%
Valid Cases	428

- Most of the visitors (60.3%) did not have any children with them while in the New Orleans area.

Figure 8: Number of children (Game Attendees vs. Non- Game Attendees)



Question 11 - Did you or will you attend any Mardi Gras parades?

Table 11: Attend Mardi Gras Parades

Response	Valid Percentage 2013
Yes	39.6%
No	60.4%
Total	100.0%
Valid Cases	750

- About 39.6% of the respondents had plans to attend Mardi Gras parades. On average, they stayed in the New Orleans area about 4.5 nights. The visitors who did not want to attend any Mardi Gras events stayed only 3.0 nights in the area.

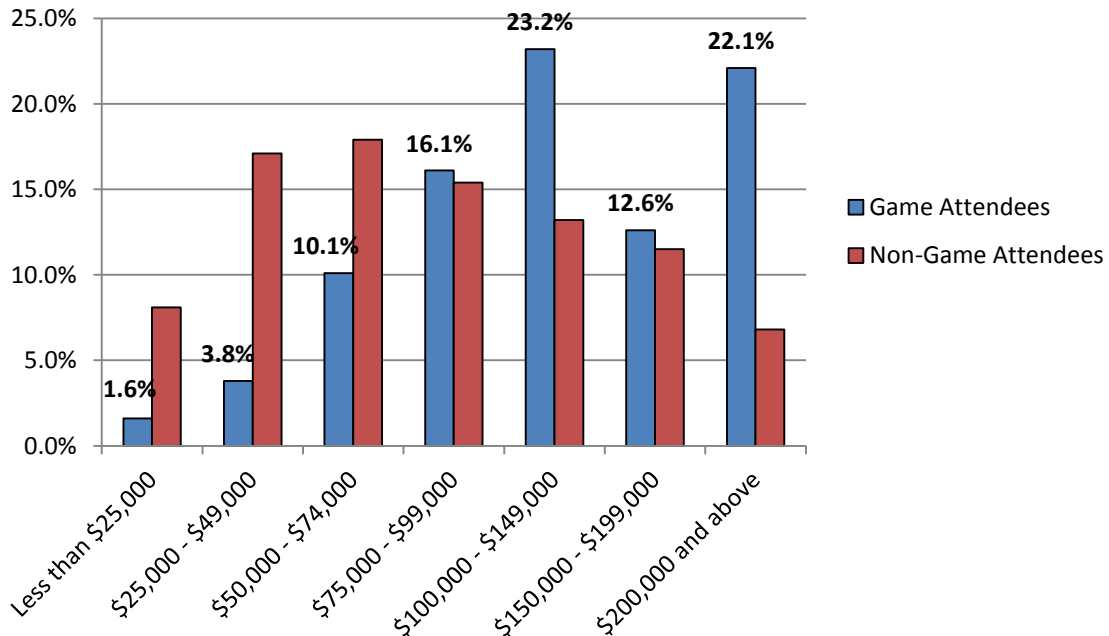
Question 12 - Which category best describes your annual income?

Table 12: Annual Income of Respondents

Response	Valid Percentage 2013
Less than \$25,000	3.6%
\$25,000 - \$49,000	7.8%
\$50,000 - \$74,000	12.4%
\$75,000 - \$99,000	15.9%
\$100,000 - \$149,000	20.2%
\$150,000 - \$199,000	12.3%
\$200,000 and above	17.5%
Prefer not to answer	10.2%
Total	100.0%
Valid Cases	781

- Half of the respondents (50.0%) made an annual income of \$100,000 or more. More specifically, when comparing visitors who did not go to the game to the Super Bowl game attendees, it can be seen that more game attendees were earning in the higher brackets (\$100,000 or more).

Figure 9: Income Categories (Game Attendees vs. Non-Game Attendees)



Demographics

The following demographic questions were answered by observation only.

Table 13: Race of Respondent

Response	Valid Percentage 2013
White	73.7%
Black	13.5%
Hispanic	8.5%
Asian	3.7%
Other	0.5%
Total	100.0%
Valid Cases	761

- The majority (73.7%) of the respondents was white. Another 13.5% comprised of African American respondents.

Table 14: Gender of Respondents

Response	Valid Percentage 2013
Male	65.8%
Female	34.2%
Total	100.0%
Valid Cases	737

- About two-thirds (65.8%) of the survey intercepts were males.

Table 15: Age of Respondents

Response	Valid Percentage 2013
18 - 24 years old	6.7%
25 - 34 years old	24.3%
35 - 49 years old	40.0%
50 - 64 years old	23.0%
Older than 65 years	6.1%
Total	100.0%
Valid Cases	775

- About 40.0% of the respondents were between 35 and 49 years old.

Section II:

Economic Impact of the NFL XLVII Super Bowl

INTRODUCTION

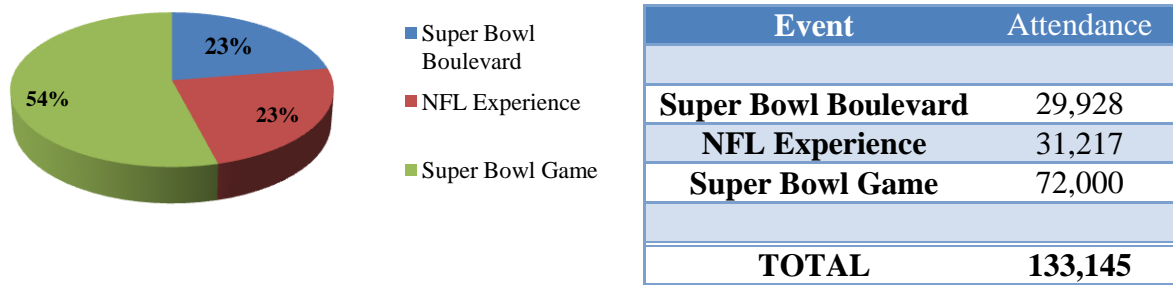
The purpose of this section is to estimate the total economic impact of the 2013 NFL Super Bowl on the New Orleans metro area economy. Throughout the week prior to the championship game (January 28th- February 3rd), visitor, media and organizational spending generated a substantial economic impact in the New Orleans area. The economic impact includes the total spending, total income, total employment, and total state and local tax revenues created by the XLVII Super Bowl. To assess the true economic impact of the event, impact estimates were calculated using only the spending of visitors, media and organizations that would otherwise have not spent these funds in the New Orleans metro economy.

The net economic impact was calculated by taking into account the effect of any displaced economic benefits due to the Super Bowl. Spending of residents and of local organizations was not factored into the assessment of economic impact attributable to the 2013 Super Bowl, since these funds may have been spent within the local economy in the absence of the game.

UNIQUE ATTENDANCE

Sampled respondents represent attendees who went to activities such as the NFL Experience, Super Bowl Boulevard, and the Super Bowl Game on Sunday. According to counts obtained by the NOSBHC and calculations made by DBER, *unique visitor attendance* at these activities totaled 133,145. A percentage breakdown of the participation in the activities above is shown below in Figure 1. These figures represent total unique attendance across five days for NFL Experience events, four days for Super Bowl Boulevard, and one day for the Super Bowl Game.

Figure 1: Unique Attendance at 2013 Super Bowl Activities



BREAKDOWN OF VISITORS

The survey results indicated that 74.6% of attendees were visitors to the New Orleans area. Of these visitors, 73.4% stayed overnight in the area while 26.6% were day-trippers. Due to differences in their spending, day-trip visitors were further categorized into *regular day-trip visitors* and *other day-trip visitors* (see definitions in Appendix A). Out of the people who stayed overnight in the New Orleans area, the overwhelming majority (97.7%) indicated that the primary purpose for visiting was to attend the XLVII Super Bowl. Similarly, almost all *regular day-tripper* (97.8%), and *other day-tripper* (98.3%) respondents confirmed that the main reason they were in the metro area was to watch the game. In evaluating the true economic impact of the game, the respective impacts due to both overnight and day-trip visitors were considered. In addition to the spending by overnight and day-trip visitors to the 2013 Super Bowl, the National Football League and its entities, media members and other organizations spent money in the local economy to support the activities throughout the Super Bowl week. The direct and secondary expenditures for both visitors and organizations were estimated to determine the overall economic impact of the event.

Table 1: Estimated Individual Daily Expenditures of NFL’s XLVII Super Bowl Visitors

Category	Overnight Visitors	Regular Day-Trip Visitors	Other Day-Trip Visitors	National Football League and its entities
Lodging	\$217	-	-	\$271
Meals	\$137	\$216	\$167	\$171
Shopping	\$75	\$163	\$72	\$93
Bars and Nightclubs	\$66	\$123	\$57	\$83
Transportation	\$33	\$78	\$34	\$42
Entertainment	\$24	\$66	\$40	\$30
Gambling	\$22	\$35	\$32	\$28
Total	\$575	\$680	\$402	\$718

Note: Totals may not add due to rounding

DIRECT AND SECONDARY SPENDING

Estimates of daily expenditures for typical overnight and day-trip visitors were derived from the survey; daily expenditures for the National Football League and its entities were estimated using recent trend data. These estimates are given by category in Table 1, above. Based on these individual daily expenditures, estimates can be made of the total direct spending attributable to these visitors who came to New Orleans for the 2013 Super Bowl. Total direct spending for overnight visitors, regular day-trip visitors, other day-trip visitors and the National Football League and its entities is determined for each expense category as the product of their respective average daily expenditures and the total number of nights; for other day-trip visitors, total direct spending is calculated as the product of their average daily expenditures and the total number of day-trips.

Secondary spending, or the ripple effect, is based on the indirect and induced spending generated from direct spending. For every new dollar of direct spending, additional dollars of secondary spending are generated in the economy. Secondary spending is calculated as a proportion of direct spending using multipliers provided by the United States Department of Commerce, Bureau of Economic Analysis (BEA). The 2010 BEA Regional Input-output Modeling System (RIMS II) values for the New Orleans metro area were used for this analysis. These multipliers are specific to each industry in a given area, and those used here are for the respective industries in the New Orleans metro area represented by each expenditure category.

Overnight Visitors

Overnight visitors represent the highest fraction of the total economic impact of this huge sporting event. The overwhelming proportion of overnight visitors who came to New Orleans specifically for the NFL final was 97.7%, and they stayed 3.6 nights, on average. These visitors attended an average of 2.3 events over the course of their stay. Based upon these survey results, a calculated 259,272 visitor nights can be attributed to the XLVII Super Bowl.

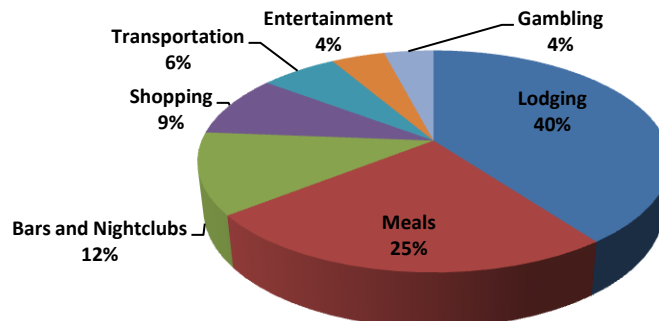
Total direct and secondary expenditures in the area economy due to these overnight visitors are shown in Table 2, below. Overnight visitors who came for the Super Bowl spent a total of about \$149.0 million in the New Orleans area during their visit. Their largest direct expenditure was for lodging, followed by meals. From their direct spending, overnight visitors generated \$115.6 million in secondary spending. Combined direct and secondary spending amounted to about \$264.5 million among overnight visitors who came to New Orleans for the XLVII Super Bowl.

Table 2: Overnight Visitor Spending

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Lodging	\$ 56,197,216	\$ 49,138,846	\$105,336,062
Meals	\$ 35,529,243	\$ 29,418,213	\$ 64,947,456
Bars and Nightclubs	\$ 17,173,757	\$ 14,219,871	\$ 31,393,628
Shopping	\$ 19,317,196	\$ 4,502,259	\$ 23,819,455
Transportation	\$ 8,639,257	\$ 8,009,455	\$ 16,648,712
Entertainment	\$ 6,285,374	\$ 5,333,768	\$ 11,619,142
Gambling	\$ 5,809,581	\$ 4,930,010	\$ 10,739,591
Total	\$ 148,951,624	\$ 115,552,423	\$ 264,504,047

Note: Totals may not add due to rounding

Figure 2: Total Overnight Visitor Spending



Regular Day-Trip Visitors

Out of the total day-trippers, the proportion of *regular day-trip visitors* who came to the metro area was 59.6%. Specifically, about 97.8% of them came for the Super Bowl game, while attending on average 1.1 events for the day. A total of 15,400 regular day-trips were attributable to the 2013 Super Bowl.

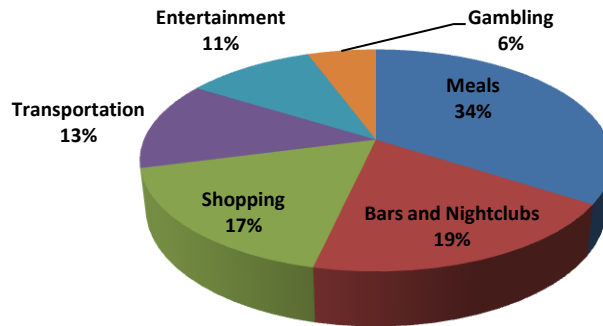
Total direct and secondary expenditures in the area economy due to regular day-trip visitors are shown in Table 3, below. Regular day-trip visitors who came for the XLVII Super Bowl spent a total of about \$10.5 million in the New Orleans area during their visit. Their largest direct expenditure was for meals, followed by bars and nightclubs. From their direct spending, day-trip visitors generated roughly another \$7.3 million in secondary spending. Combined direct and secondary spending amounted to just above \$17.8 million among regular day-trip visitors who came to New Orleans for the Super Bowl.

Table 3: Regular Day-Trip Visitor Spending

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Meals	\$ 3,325,447	\$ 2,753,470	\$ 6,078,917
Bars and Nightclubs	\$ 1,888,375	\$ 1,563,575	\$ 3,451,950
Shopping	\$ 2,507,139	\$ 584,339	\$ 3,091,478
Transportation	\$ 1,194,260	\$ 1,107,198	\$ 2,301,458
Entertainment	\$ 1,012,939	\$ 859,580	\$ 1,872,519
Gambling	\$ 541,795	\$ 459,767	\$ 1,001,562
Total	\$ 10,469,955	\$ 7,327,929	\$ 17,797,884

Note: Totals may not add due to rounding

Figure 3: Total Regular Day-Trip Visitor Spending



Other Day-Trip Visitors

More than one type of day-trip visitor was identified at the event. *Other day-trippers* were defined as individuals who did not stay overnight in the New Orleans area, but came to New Orleans more than once. As a result, their lodging was not accounted for in the economic impact calculation. It is not uncommon for an event as big as the Super Bowl to generate huge crowds with insufficient hotel rooms to accommodate everybody. Under these circumstances, some visitors who wanted to spend more than one day in New Orleans had to find a hotel in a different location (e.g. Baton Rouge, Houma, Lafayette).

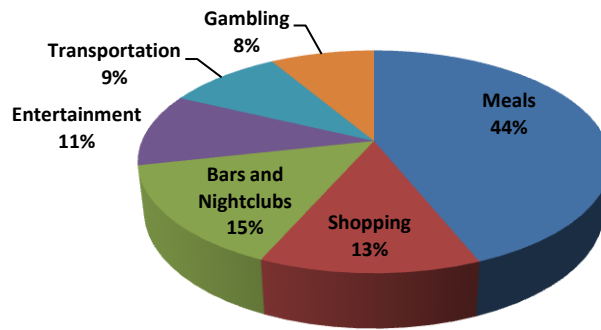
About 40.4% of total day-trippers were not regular day-trippers. Out of these, almost all (98.3%) came to see the big game on Sunday. They attended on average 2.7 activities while coming to New Orleans for about 2.6 days. A total of 27,595 “other day-trips” were attributable to NFL’s XLVII Super Bowl.

Total direct and secondary expenditures in the local area economy due to other day-trip visitors are shown in Table 4, below. Other day-trip visitors who came for the NFL final spent a total of about \$11.1 million in the New Orleans area during their visit. With lodging excluded, their largest direct expenditure was for meals, followed by bars and nightclubs. From their direct spending, other day-trip visitors generated roughly \$8.1 million in secondary spending. Combined direct and secondary spending amounted to \$19.2 million among other day-trip visitors who came to New Orleans for the game.

Table 4: Other Day-Trip Visitor Spending

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Meals	\$ 4,616,374	\$ 3,822,358	\$ 8,438,732
Bars and Nightclubs	\$ 1,567,571	\$ 1,297,949	\$ 2,865,520
Shopping	\$ 1,985,853	\$ 462,843	\$ 2,448,696
Entertainment	\$ 1,099,722	\$ 933,224	\$ 2,032,946
Transportation	\$ 936,299	\$ 868,043	\$ 1,804,342
Gambling	\$ 888,352	\$ 753,856	\$ 1,642,208
Total	\$ 11,094,171	\$ 8,138,272	\$ 19,232,443

Figure 4: Total Other Day-Trip Visitor Spending



National Football League and its entities

On average, an NFL player makes an annual salary of about \$1.1 million². In addition, the majority of the head and other assistant coaches in the NFL also have contracts that are worth millions of dollars. Therefore, the players and coaches of the Baltimore Ravens and San Francisco 49ers were considered to be different from the typical Super Bowl visitor. On average, these individuals spent about \$718 a day while in New Orleans. A breakdown of the expenditures is presented in Table 8, Section I.

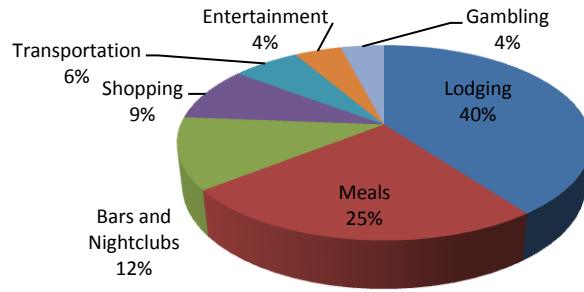
Based on information provided to us by the Super Bowl Host Committee, approximately 6,700 out-of-town players, coaches and their parties participated in the XLVII Super Bowl. Based upon these figures, direct spending by visiting players and coaches amounted to \$33.7 million, generating an additional \$26.1 million in secondary expenditures.

Table 5: Spending of the National Football League and its entities

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Lodging	\$ 12,706,969	\$ 11,110,974	\$ 23,817,943
Meals	\$ 8,033,654	\$ 6,651,866	\$ 14,685,520
Bars and Nightclubs	\$ 3,883,224	\$ 3,215,309	\$ 7,098,533
Shopping	\$ 4,367,886	\$ 1,018,023	\$ 5,385,909
Transportation	\$ 1,953,456	\$ 1,811,049	\$ 3,764,505
Entertainment	\$ 1,421,210	\$ 1,206,039	\$ 2,627,249
Gambling	\$ 1,313,627	\$ 1,114,744	\$ 2,428,371
Total	\$ 33,680,026	\$ 26,128,004	\$ 59,808,030

² NFL HOPEFUL FAQs, nflplayers.com

Figure 5: Spending of the National Football League and its entities



Total Visitor Spending

Total visitor impact of out-of-town participants of the 2013 Super Bowl was determined as the sum of direct and secondary spending by all visitors. Among overnight, regular and other day-trip visitors, The National Football League and its entities, about \$204.2 million was spent in the New Orleans area. This spending generated an additional \$157.1 million in secondary expenditures. Therefore, the total impact produced by visitors to the 2013 Super Bowl was approximately \$361.3 million.

Table 6: Total Visitor Spending

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Overnight Visitors	\$ 148,951,624	\$ 115,552,423	\$ 264,504,047
Regular Day-Trip Visitors	\$ 10,469,955	\$ 7,327,929	\$ 17,797,884
Other Day-Trip Visitors	\$ 11,094,171	\$ 8,138,272	\$ 19,232,443
National Football League and its entities	\$ 33,680,026	\$ 26,128,004	\$ 59,808,030
Total	\$ 204,195,776	\$ 157,146,627	\$ 361,342,403

Note: Totals may not add due to rounding

Media Representatives and Additional Organizations

Representatives from the media (i.e. CBS, ESPN, etc) at the XLVII Super Bowl also spent money in the New Orleans metro economy, contributing to the economic impact of the event. An estimated 5,250 credentialed out-of-town representatives participated in the 2013 Super Bowl. Based on data provided to us by the New Orleans Super Bowl Host Committee, total direct spending by visiting media representatives for the event was estimated to be about \$9.2 million. As a result of this direct spending, media representatives visiting New Orleans for the game produced a total of approximately \$12.7 million in secondary spending.

In addition to the spending by media representatives, organizations including the host committee sponsors, event organizers, NFL vendors, and other hospitality companies spent money in the local economy to support the many activities throughout the 2013 Super Bowl. These other organizations spent an estimated \$73.6 million for the big game. As a result of this direct spending, these organizations produced \$66.0 million in secondary spending.

Total direct spending of media and other additional organizations was estimated to be about \$82.8 million. This figure includes the \$9.2 million spent by media representatives, and \$73.6 million spent by additional organizations, such as corporate sponsors and event organizers. About \$78.7 million in secondary expenditures would be generated from this direct spending, resulting in \$161.5 million of total media and organizational spending attributable to the 2013 Super Bowl.

Table 7: 2013 Super Bowl Media & Organizational Spending

Category	Direct Expenditures	Secondary Expenditures	Total Expenditures
Media	\$ 9,175,000	\$ 12,733,983	\$ 21,908,983
Additional Organizations	\$ 73,609,000	\$ 65,999,361	\$ 139,608,361
Total	\$ 82,784,000	\$ 78,733,34	\$ 161,517,344

Note: Totals may not add due to rounding

Displaced Economic Impact of Conventions/Tradeshows Visitors due to Super Bowl

In order to give an accurate estimate of the true economic impact of the Super Bowl, DBER had to take into consideration the displaced economic benefits of convention visitors who were lost as a result of an overflow of Super Bowl fans in New Orleans. As New Orleans is a very popular place for conventions and tradeshows, many of the hotel rooms that were usually booked in February by these types of visitors were not available anymore. As a result, the potential economic benefit from convention visitors was subtracted from the total economic impact, resulting in the net value of the economic impact.

Based on visitor data obtained for the same month of February, but in 2012, and calculations by DBER, approximately 11,925 hotel rooms were lost because of visitors who came specifically for the Super Bowl. After factoring in the average number of nights stayed by these convention visitors, and their average party size, about 100,000 convention visitors were lost due to the Super Bowl. This represents about \$24.2 million in direct spending, and \$18.7 million in secondary spending that was netted out of the total economic impact of the event. Table 8 below shows a breakdown of the lost impact.

Table 8: Displaced Economic Impact of Convention/Tradeshow Visitors

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Lodging	\$ 10,312,552	\$ 9,017,295	\$ 19,329,847
Meals	\$ 5,890,439	\$ 4,877,283	\$ 10,767,722
Shopping	\$ 3,265,729	\$ 761,143	\$ 4,026,872
Entertainment	\$ 1,785,038	\$ 1,514,783	\$ 3,299,821
Bars and Nightclubs	\$ 1,334,065	\$ 1,104,606	\$ 2,438,671
Transportation	\$ 912,648	\$ 846,116	\$ 1,758,764
Gambling	\$ 658,248	\$ 558,589	\$ 1,216,837
Total	\$ 24,158,719	\$ 18,679,817	\$ 42,838,536

Note: Details may not sum precisely to totals due to rounding.

Sources: 1) 2010 BEA RIMS II Multipliers, 2) 2012 New Orleans Area Visitor Profile: Half-Year Report (UNO Hospitality Research Center) and 3) Author's calculations

Total Net Economic Impact

After adding up the total economic benefits of visitors (overnight and day-trip), the National Football League and its entities, media and the additional organizations, and then netting out the displaced economic impact of conventions/tradeshows visitors, the 2013 Super Bowl produced a total of **\$480.0 million** in net spending for the New Orleans metro area economy. This total economic impact consists of **\$262.8 million** of direct spending and **\$217.2 million** of secondary spending.

Table 9: 2013 Super Bowl Net Economic Impact

Category	Direct Expenditures	Secondary Expenditures	Total Spending
Overnight Visitors	\$ 148,951,624	\$ 115,552,423	\$ 264,504,047
Regular Day-Trip Visitors	\$ 10,469,955	\$ 7,327,929	\$ 17,797,884
Other Day-Trip Visitors	\$ 11,094,171	\$ 8,138,272	\$ 19,232,443
National Football League and its entities	\$ 33,680,026	\$ 26,128,004	\$ 59,808,030
Media and Additional Organizations	\$ 82,784,000	\$ 78,733,344	\$ 161,517,344
LESS			
Displaced Economic Impact of Convention/Tradeshows visitors	\$ 24,158,719	\$ 18,679,817	\$ 42,838,536
YIELDS			
Total Net Economic Impact	\$ 262,821,057	\$ 217,200,155	\$ 480,021,212

Note: Totals may not add due to rounding

EMPLOYMENT

Direct spending by visitors (*overnight and day-trip*), the National Football League and its entities, media and other organizations due to 2013 Super Bowl created new full- and part-time jobs in the economy. For each industry impacted by this direct spending, the respective 2010 BEA RIMS II Multipliers for employment were used to estimate the spin-off jobs that resulted from visitor spending at the XLVII Super Bowl. In total, the event was responsible for the creation and support of 5,672 full- and part-time jobs in the New Orleans area economy.

EARNINGS

Direct spending by visitors (*overnight and day-trip*), National Football League and its entities, media and other organizations also generates new earnings in the economy. For each industry impacted by direct spending, the 2010 BEA RIMS II Multipliers for earnings were used to estimate the new earnings generated by support and visitor spending at the 2013 Super Bowl. In total, the event was responsible for generating just under \$154.0 million of new earnings in the New Orleans area economy.

TAX REVENUES

Whenever spending and employment in an area are created by any economic engine, tax revenues are generated for state and local governments. There are two types of tax revenues that will be estimated in this report. The first is direct revenue for state and local governments – direct revenue is the tax revenue that the visitors themselves pay to state and local governments directly. Examples of direct revenue include hotel and sales taxes paid by visitors.

Indirect tax revenue is the state and local tax revenue that was created by the economic impact of the 2013 Super Bowl and the local spending that the impact created. Examples of indirect tax revenues are the income taxes paid by people in the community who receive additional earnings caused by the direct spending during that week. An example of indirect revenue is the tax on the income of a waiter who serves an incremental visitor during their stay over the Super Bowl weekend. Alternatively, when the waiter spends this income in the local area, sales taxes are collected - another example of indirect tax collections.

State Tax Impact

The components of direct tax revenue for the state include hotel taxes, sales taxes, and gambling taxes that are paid directly by the incremental visitors and media from their expenditures during the Super Bowl weekend. Furthermore, some state income taxes were also included in this impact as the bonuses of all NFL players and coaches involved in the Super Bowl will be taxed in the state of Louisiana.

The remainder of state taxes will be paid indirectly from the earnings created by direct spending associated with the 2013 Super Bowl. From the additional earnings, local recipients pay state income taxes. The retail sales tax applies to the purchases of various goods and services. Some goods and services are taxable under various other taxes. Examples include the gasoline tax, the insurance premium tax, the soft drink tax, and the beer tax. These are referred to as excise taxes.

The 2013 Super Bowl raised about \$21.0 million of state tax revenue (Table 10). These state tax collections included \$13.1 million in direct state taxes paid from visitor spending within the local economy plus \$7.9 million of indirect tax revenues resulting from the earnings attributable to organizational, media and visitor spending.

Table 10: State Tax Revenue Generated by the 2013 Super Bowl

Category	Revenue
Direct Tax Revenue	
Sales Tax	\$ 4,069,588
Hotel Tax	\$ 7,020,287
Gambling Tax	\$ 1,697,448
Income Tax	\$ 294,600
Total Direct Tax	\$ 13,081,922
Indirect Tax Revenue	
General Sales Tax	\$ 2,988,171
Income Tax	\$ 2,409,179
Excise Tax	\$ 2,524,568
Total Indirect Tax	\$ 7,921,918
Total	\$ 21,003,841

**Details may not add to totals due to rounding*

Local Tax Impact

The components of direct tax revenue for the local governments include hotel and sales taxes that are paid directly by the incremental visitors and media from their expenditures during the Super Bowl. The remainder of the local tax revenue comes from indirect sales tax collections, or those generated by the earnings created by the event.

In addition to state taxes, local governments in the New Orleans area received over \$13.9 million in tax revenue attributable to the 2013 Super Bowl. This figure is comprised of \$10.4 million in direct local taxes and another \$3.5 million of indirect local tax revenues. Totals for each of the direct and indirect local taxes are shown in Table 11.

Table 11: Local Tax Revenue Generated by the 2013 Super Bowl

Category	Revenue
Direct Tax Revenue	
Sales Tax	\$ 5,086,985
Hotel Tax	\$ 5,265,215
Total Direct Tax	\$ 10,352,200
Indirect Tax Revenue	
Sales Tax	\$ 3,548,454
Total Indirect Tax	\$ 3,548,454
Total	\$ 13,900,653

**Details may not add to totals due to rounding*

Local tax rates vary from parish to parish, and the beneficiaries of both direct and indirect tax revenues for this event are regional. See *Appendix C* for an example of how tourism-driven tax revenues are collected and distributed for Orleans Parish, where the majority of Super Bowl activity occurred.

Total Tax Impact

In summary, the XLVII Super Bowl generated a total of \$34.9 million in tax revenue for state and local governments. The State of Louisiana received \$21.0 million in total tax revenues, and the local governments in the New Orleans area received about \$13.9 million.

CONCLUSION

The 2013 Super Bowl was a significant source of visitor spending in the New Orleans area and it made a substantial contribution on the local economy. In terms of its net economic impact, the Super Bowl is among the most successful sporting events in the United States and is a major competitor for other similar events around the world. The XLVII Super Bowl generated **a total net economic impact of \$480.0 million**, comprised of \$262.8 million in direct spending and \$217.2 million in secondary spending. Spending at the event also resulted in the creation and support **of 5,672 full- and part-time jobs**. These jobs created a total of about **\$154.0 million in additional earnings**. Finally, the 2013 Super Bowl generated a total of **\$34.9 million in tax revenues for state and local governments**. Of that total, roughly \$21.0 million will be received by the State of Louisiana and \$13.9 million will be received by the local governments in the New Orleans area.

Appendix A

Definitions of Key Terms:

Visitor: Any person who comes to the New Orleans Metropolitan Area and who lives outside of this area.

Overnight Visitor: Any visitor who spends at least one night in the New Orleans Metropolitan Area.

Regular Day-tripper: Any visitor who does not stay overnight in the New Orleans Metropolitan Area and leaves the same day he/she arrived.

Other Day-Tripper: Any visitor who does not stay overnight in the New Orleans Metropolitan Area, but does multiple day-trips in the area for more than one day.

Convention/Trade Show Visitor: Any visitor who came either for a convention, a trade-show, an exposition or a corporate meeting.

Appendix B

Complete list of states of residence among survey respondents:

Response	Valid Percentage 2013
Maryland	28.3%
California	21.4%
Texas	7.6%
Louisiana	7.1%
Florida	3.2%
Mississippi	3.0%
Illinois	1.8%
North Carolina	1.8%
Missouri	1.4%
Virginia	1.4%
Wisconsin	1.4%
Arkansas	1.2%
Nevada	1.2%
New Jersey	1.2%
Pennsylvania	1.2%
New York	1.1%
Oregon	1.1%
West Virginia	1.1%
Arizona	0.9%
Georgia	0.9%
Minnesota	0.9%
Nebraska	0.9%
Ohio	0.9%
South Carolina	0.9%
Tennessee	0.9%
Washington	0.9%
Alabama	0.7%
Iowa	0.7%
Kentucky	0.7%
Michigan	0.7%
District of Columbia	0.7%
Massachusetts	0.5%
Connecticut	0.4%
Kansas	0.4%
Utah	0.4%
Colorado	0.2%
Hawaii	0.2%
Maine	0.2%
Montana	0.2%
New Mexico	0.2%
North Dakota	0.2%
South Dakota	0.2%
Total	100.0%
Valid Cases	565

Appendix C

Distributed To	Collected By	General Sales Tax	Food & Drugs	Hotel Motel	Food & Beverage Gross Sales \$200k-\$499,999	Food & Beverage Gross Sales \$500k or more	Hotel Occupancy Tax Hotels w/10-299 Rooms per night charge	Hotel Occupancy Tax Hotels w/300-999 Rooms per night charge	Hotel Occupancy Tax Hotels w/1,000 or more Rooms per night charge
City of New Orleans General Fund	City of New Orleans	2.5%	2.5%	1.5%	2.50%	2.50%			
Orleans Parish School Board	City of New Orleans	1.5%	1.5%	1.5%	1.50%	1.50%			
Regional Transit Authority	City of New Orleans	1.0%	0.5%	1.0%	1.00%	1.00%			
N.O. Tourism and Marketing Corporation	City of New Orleans						\$ 0.50	\$ 1.00	\$ 2.00
Exhibition Hall Authority	State Dept of Revenue			3.0%	0.50%	0.75%			
State of Louisiana General Fund	State Dept of Revenue	4.0%	4.0%	2.0%	4.00%	4.00%			
Louisiana Stadium and Exhibition District	State Dept of Revenue			4.0%					
Total Rate		9.0%	8.5%	13.0%	9.5%	9.75%			

Source: City of New Orleans