



The Economic Impact of the **2025 Super Bowl** on the Louisiana Economy



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Super Bowl Images: photos c/o New Orleans Super Bowl Host Committee

Executive Summary

This report evaluates the economic impact of the 2025 Super Bowl on Louisiana's economy. Beyond its global television audience, the Super Bowl serves as a powerful economic engine for its host city—drawing tens of thousands of visitors, bolstering local business activity and generating significant revenue across multiple sectors.

Utilizing survey data collected by the LSU Center for Economics, Business, and Policy Research, data from the New Orleans Super Bowl Host Committee, NFL and sponsors, this study estimates the event's contributions to Louisiana's economy, including revenues generated, job creation, and fiscal contributions of the Super Bowl.

Key Findings:

- Total Economic Output:** The 2025 Super Bowl is projected to generate \$1.25 billion in total economic output, with \$395.0 million in earnings for workers across various industries, creating approximately 9,787 new jobs.
- Tax Contributions:** State and local taxes associated with the event totaled \$82.7 million.
- Visitor Spending:**
 - ▶ Visitors who attended the game spent an average of \$5,553, generating a total expenditure of \$351.6 million
 - ▶ Visitors who came to Louisiana for the Super Bowl but did not attend the game spent an average of \$4,246, resulting in a total contribution of \$148.6 million
- Vendor Spending:** The host committee, media, and sponsors of the 2025 Super Bowl spent an additional \$180.3 million.
- Total Spending:** Combined visitor and vendor spending totaled \$658.4 million.

These results underscore the Super Bowl's significant economic footprint in Louisiana. While short-term boosts in spending and employment are evident, the event also enhances New Orleans' global visibility, contributing to its long-term tourism and business development prospects.



Introduction

The purpose of this paper is to estimate the economic impact of hosting Super Bowl LIX in February 2025. This influx was primarily driven by increased activity in the hospitality sector, including hotels, restaurants, and entertainment venues, as the city welcomed approximately 100,000 visitors. This surge led to high occupancy rates in hotels and a notable increase in short-term rental revenues.

Visitors primarily hailed from the home regions of the competing teams, the Kansas City Chiefs and Philadelphia Eagles. Fans from Missouri and Pennsylvania traveled in large numbers to support their respective teams. Additionally, the Super Bowl's national appeal attracted visitors from across the United States, including media personnel, celebrities, football enthusiasts, and members of the press who travelled from various state to cover the game. The event also drew international visitors, further diversifying the influx of guests to the city.

In the week leading up to the Super Bowl on February 9, 2025, the NFL organized a series of events in New Orleans to engage fans and celebrate the occasion. One key attraction was the Super Bowl Experience, held at the Ernest N. Morial Convention Center in the days leading up to the Super Bowl. This interactive football theme park offered fans the chance to participate in games, obtain autographs from NFL players, and photo opportunities. The event also featured displays of Super Bowl rings and exclusive merchandise from the NFL Shop.

Another highlight was Super Bowl Opening Night, which provided fans an opportunity to see players and coaches from both teams as they addressed the media. This event included live entertainment, special appearances, and the chance for attendees to interact with their favorite players.

The week also featured a parade, inspired by the city's Mardi Gras traditions. The parade showcased a variety of Super Bowl-themed floats, high school and college marching bands, and local performance groups, all highlighting the unique culture of New Orleans. There were also various parties and concerts with performances by artists; Post Malone, Chris Stapleton, and Diplo, adding to the festive atmosphere in the city.¹

The following sections explain the methodology for estimating the economic impact of the Super Bowl on the local economy, and the results of this analysis.

For the first time, Louisiana Economic Development sponsored the Louisiana NOW Pavilion, an immersive space that showcased the state's competitive assets. During Super Bowl week, the Louisiana NOW Pavilion hosted more than 4,000 local, national and international business leaders, as well as entrepreneurs and other stakeholders. More than 200 members of the media attended. News coverage of the initiative reached more than 210 million people worldwide and garnered over \$6 million in publicity value.^{*}



Louisiana Economic Development's Louisiana NOW Pavilion.

^{*}As reported by Critical Mention Media Monitoring Service.

¹ Staff, FOX 8. 2025. "Super Bowl LIX Events in New Orleans: Your Ultimate Guide." <https://www.fox8live.com>. FOX 8 Local First. January 29, 2025. <https://www.fox8live.com/2025/01/29/super-bowl-lix-event-new-orleans-your-ultimate-guide/>.

Methodology

To measure the economic impact, LSU researchers employed an input-output model originally developed by Nobel Prize winning economist Wassily Leontief in the 1930s. Leontief's model provides a structured approach to tracking how initial spending circulates within an economy by quantifying the relationships between different industry sectors.² This methodology enables a comprehensive analysis of the direct, indirect, and induced economic effects stemming from event-related expenditures, offering insights into how spending by attendees' ripples through various industries such as hospitality, retail, and transportation. To conduct the analysis, LSU researchers used the Regional Input-Output Modeling System (RIMS II) Type II multipliers, developed by the U.S. Bureau of Economic Analysis (BEA). The RIMS II tables provide region-specific multipliers that help estimate how spending in one industry influences economic activity across other sectors, making them a widely accepted tool for regional economic impact studies.³

The study relied on multiple data sources to ensure accuracy and reliability. Attendance and spending data were obtained from the Host Committee and our LSU surveys conducted across various events resulting in over five hundred fan completions and over eleven hundred vendor completes. These sources provided valuable insights into visitor demographics, spending habits, and overall economic contributions. Additionally, the Louisiana State University (LSU) Center for Economics, Business, and Policy Research conducted economic modeling. By applying RIMS II multipliers specific to Louisiana's industry sectors, the researchers were able to estimate how each dollar spent by attendees reverberated throughout the state's economy.

Several key assumptions and limitations were acknowledged in the study. The average spending figures were derived from survey data collected from out-of-state visitors who reported being over the age of 18 and were determined not to be impaired at the time of response. This constraint ensures the reliability of self-reported expenditure and focuses on money introduced to Louisiana rather than funds already circulating within the state; however, it may exclude certain attendee groups.

A challenge faced by researchers was the significant variation in spending patterns among visitors. While some expenditures were limited to Super Bowl tickets others included substantial contributions to sectors such as lodging and dining, highlighting the wide range of economic impact generated by different types of patrons. To reflect this, researchers divided spending into two primary categories: those who visited New Orleans due to the Super Bowl, yet did not attend the game, and those who attended the game. An estimated 115,000 people (100,000 out-of-state visitors) attended Super Bowl related events in New Orleans, of whom 65,719 attended the Super Bowl game.

Multipliers used in the input-output model were based on prevailing economic conditions at the time of the study, meaning that shifts in the broader economy could alter these results over time. Furthermore, external factors such as weather conditions or fluctuations in the general economic climate may have influenced attendance and spending patterns in ways not fully captured by the study.⁴

By integrating direct observations—such as surveys and ticket sales data—with a well-established economic modeling framework utilizing RIMS II multipliers, this report aims to provide a comprehensive assessment of the Super Bowl's economic contributions. The combination of empirical data collection and rigorous analytical methods enhances the validity of the findings, offering a clearer understanding of the event's impact on Louisiana's economy.

² Leontief, Wassily. 1936. "Quantitative Input and Output Relations in the Economic System of the United States." *The Review of Economics and Statistics* 18 (3).

³ Bureau of Economic Analysis (BEA). 2020. *Regional Input-Output Modeling System (RIMS II): An Essential Tool for Regional Developers and Planners*. U.S. Department of Commerce. <https://www.bea.gov/resources/methodologies/RIMSII-user-guide>.

⁴ Miller, Ronald E., and Peter D. Blair. *Input-Output Analysis: Foundations and Extensions*. 3rd ed. Cambridge: Cambridge University Press, 2022.

Results

Visitor Spending Patterns

Out-of-state visitors contribute significantly to the Louisiana economy by spending money on accommodations, dining, transportation, and entertainment. Table 1 highlights average spending per visitor across categories:

Table 1: Average Visitor Expenditures

Category	Average Spending (Patrons who attended the Super Bowl)	Average Spending (Patrons who did not attend the Super Bowl)
Meals	\$535	\$462
Bars	\$370	\$318
Shopping	\$375	\$335
Local Transportation	\$153	\$145
Gambling	\$1,292	\$819
Accommodations	\$1,439	\$1,215
Other	\$1,389	\$953
Total	\$5,553	\$4,246

Totals may not add up due to rounding.

By multiplying average spending by estimated visitor counts, total visitor expenditures were calculated, as shown in Table 2:

Table 2: Total Louisiana Visitor Spending (in Millions)

Category	Total Spending (Patrons who attended the Super Bowl)	Total Spending (Patrons who did not attend the Super Bowl)
Meals	\$33.9	\$16.2
Bars	\$23.4	\$11.1
Shopping	\$23.8	\$11.7
Local Transportation	\$9.7	\$5.1
Gambling	\$81.8	\$28.7
Accommodations	\$91.1	\$42.5
Other	\$88.0	\$33.4
Total	\$351.6	\$148.6

Totals may not add up due to rounding.

Economic Impact Summary

New spending generated local and state tax revenues through income, gambling, and sales taxes, among other sources. Table 3 shows the respective taxes paid out to the local economy and the state of Louisiana.

Table 3: Total Louisiana Taxes (in Millions)

Item	Impact
New Local Taxes	\$28.4
New State Taxes	\$48.1
Total	\$82.7

Totals may not add up due to rounding.

This fiscal influx generated a cascading effect, leading to job creation and increased tax revenue. Table 4 summarizes the overall economic impact:

Table 4: Total Economic Impact (in Millions)

Item	Impact
New Louisiana Output	\$1,250.5
New Louisiana Earnings	\$395.0
Jobs Created	9,787
Total Louisiana State and Local Taxes	\$82.7

Totals may not add up due to rounding.



Conclusion

The 2025 Super Bowl delivered a substantial and measurable economic benefit to Louisiana, affirming the event's value as both a cultural spectacle and an economic catalyst. The influx of visitors, combined with significant spending by vendors, sponsors, and the media, drove notable gains in employment, earnings, and tax revenues across the state.

While the immediate fiscal impact—totaling \$1.25 billion in economic output—demonstrates the Super Bowl's short-term value, its long-term benefits may be even greater. Increased national and international exposure, strengthened infrastructure, and a revitalized hospitality sector position New Orleans for continued growth in tourism and event-hosting capacity.

To maximize future benefits, policymakers and business leaders should focus on strategic reinvestment, ongoing support for the tourism industry, and data-driven planning for large-scale events. The 2025 Super Bowl was not just a game, it was a strategic economic opportunity, and Louisiana capitalized on it.



Appendix

Visitor Profile

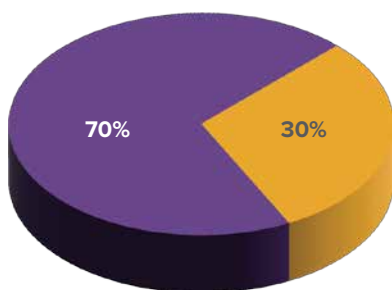
- An estimated 96% of the game attendees were from outside Louisiana. Of those who only attended Super Bowl related events but not the game, approximately 70% were out-of-state.
- Visitors came from over 45 states and 9 countries, including a large showing of visitors from Pennsylvania with approximately 10%; followed by New Jersey and Texas with 9%; and California and Missouri with 7%.
- Of those surveyed, approximately 10% were invited guests of the Super Bowl, 2% were representatives of a sponsor, and 1% were members of the media.
- 92% of visitors stayed overnight with an average of 3.5 nights.
- 58% of interviewees spent the night in a hotel, followed by 24% in rentals, and 13% with friends or relatives, the remaining visitors stayed in timeshares, bed-and-breakfast establishments, or other types of accommodations.
- The average accommodation price per night was \$485.
- 75% of out-of-state patrons flew to Louisiana; the other 25% drove personal vehicles or used other forms of transportation.
- The average airfare was \$900.
- The median household income of interviewees was between \$200,000 and \$500,000.
- Of the people surveyed, 68% were white, 21% were African American, 8% were Hispanic, 2% were Asian, and 1% were other races.
- The mean age was 48 years old.
- Ages of interviewees ranged from 19 to 83.

Details

This year, the Super Bowl was held in New Orleans, Louisiana and served as a destination for many around the world to come and support their team or participate in the festivities the Super Bowl and New Orleans have to offer. The finale of the 2024-2025 NFL season culminated with the Kansas City Chiefs facing the Philadelphia Eagles, representing Missouri and Philadelphia, respectively. We estimate that 115,000 people participated in the 2025 Super Bowl events in New Orleans. Those who attended Super Bowl related events, but not the game, were an estimated 70% out-of-state, while those who attended the game were an estimated 96% from out-of-state, which translates into approximately 100,000 visitors attracted to New Orleans by the Super Bowl.

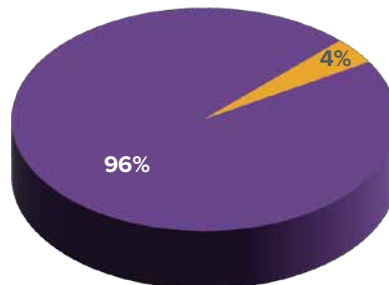
DID NOT ATTEND GAME

■ Louisiana ■ Out-of-State



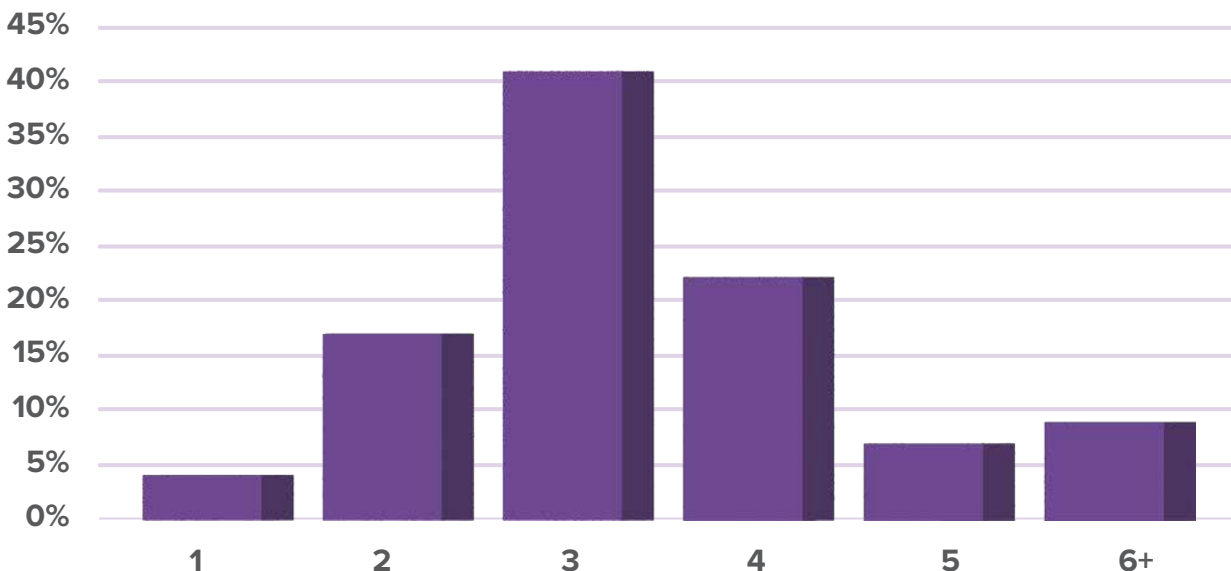
ATTENDED GAME

■ Louisiana ■ Out-of-State



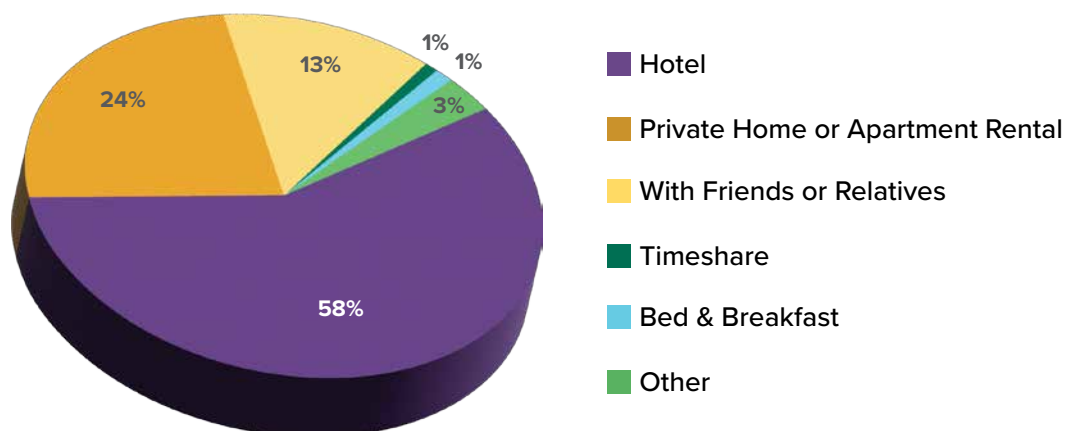
Most (92%) of visitors to Louisiana stayed overnight for at least one night. The average duration of stay was 3.5 nights, with 4% spending one night, 17% spending 2 nights, 41% spending 3 nights, 22% spending 4 nights, 7% spending 5 nights, and the remaining 9% spending 6 or more nights.

LENGTH OF STAY (DAYS)



The most popular accommodation during Super Bowl weekend was in a hotel with 58% of visitors staying in a hotel. This was followed by 24% in a private home or apartment rental, 13% with friends or relatives, and the remainder staying in a bed and breakfast, timeshare, or other types of accommodations. For visitors who stayed in hotels, nightly accommodation costs varied widely, ranging from relatively low rates to over \$5,500, with an approximate average of \$390.

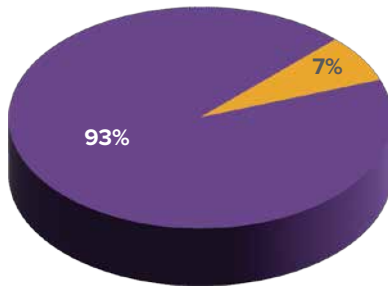
STAY TYPE



Of those interviewed, approximately 14% brought children under the age of 18. The two pie charts on the left illustrate the proportion of visitors with children in their parties who attended the game versus those who did not attend the game.

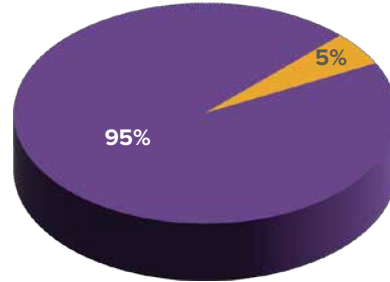
DID NOT ATTEND GAME

■ Kids Under 18
 ■ No Kids Under 18



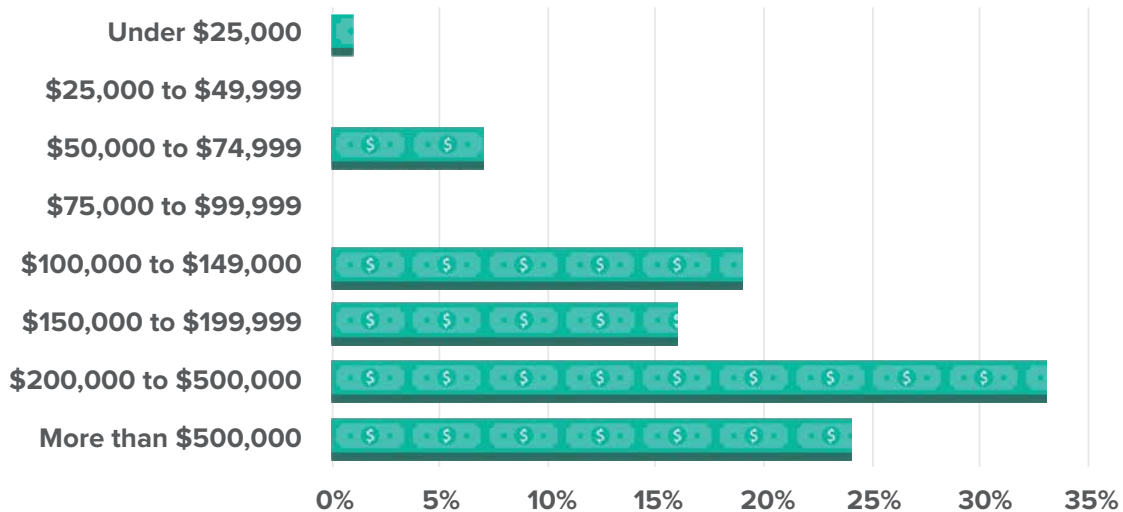
ATTENDED GAME

■ Kids Under 18
 ■ No Kids Under 18



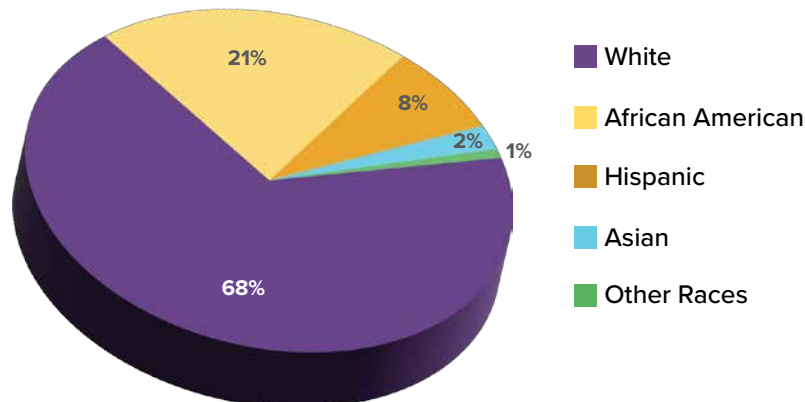
Super Bowl visitors reported above-average incomes. The median household income was between \$200,000 and \$500,000, while only 1% of those interviewed had a household income less than \$25,000, and 24% had a household income over \$500,000.

HOUSEHOLD INCOME



About 68% of visitors were White, 21% were African American, 8% were Hispanic, 2% were Asian, and the remaining 1% were other races.

RACE



Survey Questions

1: In which activity or activities will you or members of your group participate? (please indicate how many people in your group will attend each event listed below)

- A. 2025 Super Bowl
- B. Super Bowl Experience
- C. Gatorade Super Bowl Opening Night
- D. Taste of the NFL
- E. Louisiana Culture Festival at the French Market
- F. Super Bowl Parade
- G. Other

2: Type of Guest Do any of the following apply to you?

- A. Invited guest of the 2025 Super Bowl
- B. Member of the media
- C. Representative of a sponsor for the 2025 Super Bowl
- D. None of the above

3: Location Do you live in Louisiana?

- A. Yes
- B. No

4: Visitor's Origin Did you travel here from somewhere in the United States?

- A. Yes
- B. No

5: What is your ZIP Code? _____

6: What country are you from? _____

7: Transportation What type of transportation did you use to get to New Orleans?

- A. Airplane
- B. Personal Vehicle
- C. Other

8: Airfare How much did you spend on airfare? _____

9: How much did you spend getting to New Orleans? _____

10: How many people did that cover? _____

11: Does your visit include an overnight stay?

- A. Yes
- B. No

12: How many nights total will you spend in Louisiana? _____

13: Where are you staying?

- A. Hotel/Motel
- B. With friends or relatives
- C. Private house or apartment rental/AirBnB
- D. Timeshare
- E. Bed and Breakfast
- F. Other _____

14: Which Hotel are you staying at? _____

15: What is the cost of your hotel per night? _____

16: What is the cost of your rental per night? _____

17: What is the cost of your Timeshare per night? _____

18: What is the cost of the Bed and Breakfast per night? _____

19: What was the rate of your accommodation per night? _____

20: How many people did that cover? _____

21: How much money do you expect to spend in total in Louisiana on Restaurants/Meals this weekend? _____

22: How many people does that cover _____

23: How much money do you expect to spend in total in Louisiana on Bars and Nightclubs this weekend? _____

24: How many people does that cover? _____

25: How much money do you expect to spend in total in Louisiana on Shopping this weekend? _____

26: How many people does that cover? _____

27: How much money do you expect to spend in total in Louisiana on Local Transportation (e.g. taxi, Uber) this weekend? _____

28: How many people does that cover? _____

29: How much money do you expect to spend in total in Louisiana on gambling this weekend? _____

30: How many people does that cover? _____

31: How much money will you spend at each event on concessions, merchandise, etc. (excluding game or event tickets)?

- A. 2025 Super Bowl _____
- B. Super Bowl Experience _____
- C. Gatorade Super Bowl Opening Night _____
- D. Taste of the NFL _____

- E. Louisiana Culture Festival at the French Market _____
- F. Super Bowl Parade _____
- G. Other _____

32: How many people does that cover? _____

33: How much money do you expect to spend in total in Louisiana on any other category this weekend? _____

34: How many people does that cover? _____

35: Did you bring any children under the age of 18?

- A. Yes
- B. No

36: How many people are in your group under 18?

- A. One
- B. Two
- C. Three
- D. Four
- E. Five or more

37: Age For statistics purposes, what is your age?

- A. Age: _____
- B. I am not comfortable with sharing my age

38: Would you feel comfortable in picking a category of your age?

- A. 18-24 years old
- B. 25-34 years old
- C. 35-49 years old
- D. 50-64 years old
- E. 65 years old or older

39: Which category best describes your household annual income?

- A. Under \$25,000
- B. \$25,000 - \$49,999
- C. \$50,000 - \$74,999
- D. \$75,000 - \$99,999
- E. \$100,000 - \$149,999
- F. \$150,000 - \$199,999
- G. \$200,000 - \$500,000
- H. More than \$500,000

40: What do you wish was offered by the 2025 Super Bowl that isn't already? _____



