The 2018 Rose Parade and Rose Bowl Game generated nearly $200 million for the region. The study, conducted by Enigma Research Corporation, estimated event-related spending from a variety of sources.

**Combined economic impact of Rose Parade and Rose Bowl Game estimated at $198.2M**
- Individually, parade impact estimated at $142.8M and game at $68.0M
- Combined impact is lower than individual sums due to many non-locals attending both events

**Events supported considerable employment in region**
- Spending related to Rose Parade and Rose Bowl Game supported equivalent of 2062 full-year jobs
- Most employment in accommodations, food, retail, and entertainment sectors

**Event-related tax revenue estimated**
- Parade and game-related spending supported an estimated $38.0M in tax revenue
- Tax revenue nearly equally split between federal, state, and local levels

**Local residents spent millions related to Rose Parade and Rose Bowl Game**
- Overall, local residents spent an estimated $48.5M related to events
- While not economic impact, estimates demonstrate local support for parade and game

**Events attracted thousands of non-locals to the region**
- 133,000 parade attendees and 57,000 game attendees resided outside Greater Los Angeles
- Most non-locals were from outside California

**Majority of non-locals plan to return to region for vacation**
- More than 90% would return to the region based upon positive experience at events
- Rose Parade and Rose Bowl Game will continue to benefit region beyond initial impact