



## **ROSE PARADE AND ROSE BOWL GAME ECONOMIC IMPACT ESTIMATED AT \$198.2 MILLION**

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