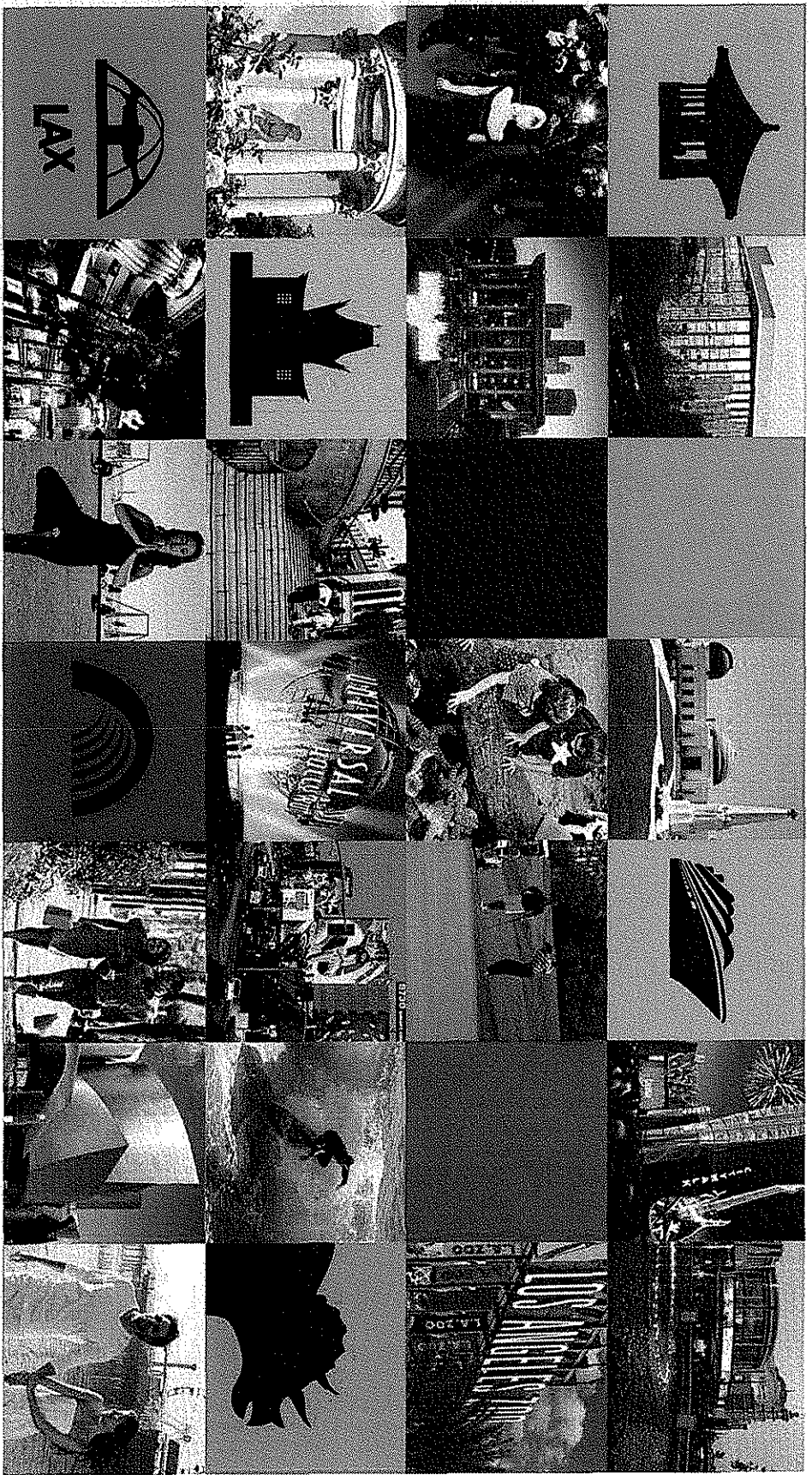


# Economic Impact of the Rose Bowl and Rose Bowl Parade

## Based on 2013 Tournament of Roses Events University of Wisconsin vs. Stanford University

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# Research Objectives and Methodology



## **Study Objectives**

- Obtain visitor profile data directly from Tournament of Roses (TOR) attendees
- Quantify the local economic impact of the attendees
- Determine if there is opportunity for the Los Angeles Tourism and Convention Board (LATCB) to increase the number of visitors staying in Los Angeles hotels

## **Research Methodology**

- Lauren Schlau Consulting was hired by the LATCB to collect data directly from TOR attendees at the game and along the parade route January 1, 2013
- Micronomics was hired by the LATCB to quantify the economic impact including indirect/induced spending, jobs created, and taxes generated.

# Non-Local Visitors Spent Almost \$140 Million in LA County



	% of Total Attendees	Volume Estimates
Total Unique Individual Attendees (Game and Parade)		759,500
Non-Los Angeles County Residents (Visitors)	70%	537,100
Day Visitors (live outside LA County and not staying overnight in LA County)	50%	377,600
Hotel/Motel Visitors Staying in LA County	25%	193,100
VFR Visitors (staying in LA County private residences)	25%	188,800
Hotel Room Nights in LA County		128,600
	Pasadena	9,800
	LA County excluding Pasadena	118,800
Trip Spending Per Visitor		\$260.13
	Hotel/Motel Visitors	\$525.90
	Visitors Staying in Private Residences	\$290.86
	Day Visitors	\$62.03
<b>Total Visitor Direct Spending in Los Angeles County</b>		<b>\$139,899,100</b>

# \$306 Million in Total Economic Impact



	Benefits
Visitor Direct Spending	\$140 million
Out-of-Town Event Participants	\$4 million
Rose Parade Float Construction	\$6 million
TOR Association Expenditures	\$15 million
Multiplier Effect: Indirect and Inducted Expenditures, excluding taxes	\$119 million
Taxes Generated	<u>\$22 million</u>
<b>Total Identifiable Benefits</b>	<b>\$306 million</b>

Creation of 3,150 full time equivalent jobs



# Tournament of Roses Generates Worldwide Publicity for Destination LA

*Los Angeles*  
TOURISM & CONVENTION BOARD

## Rose Parade Television Exposure

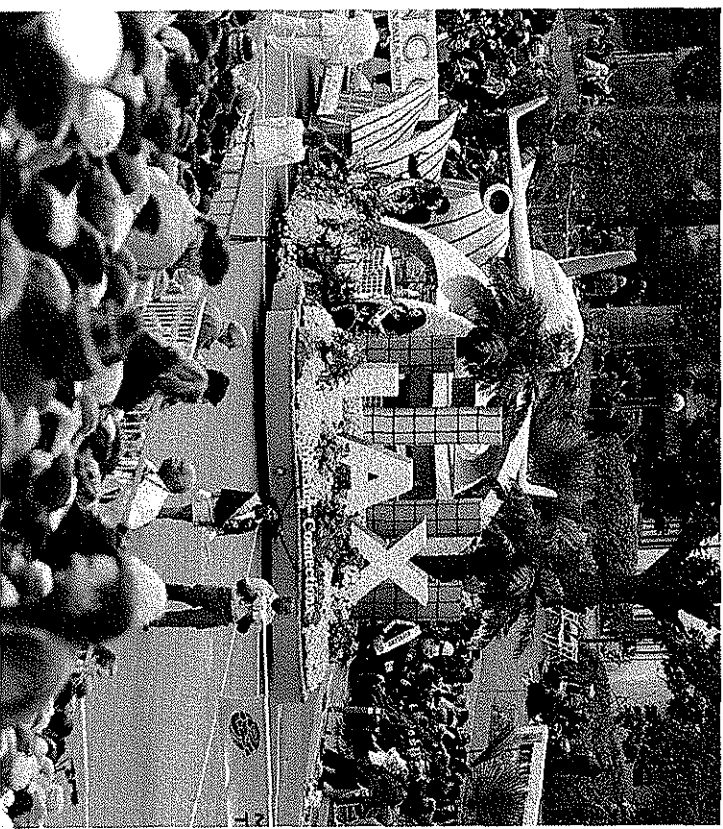
- Aired live on 8 national networks
- Reached 56 million viewers domestically
- Televised in 174 countries
- Additional 28 million International viewers

## Rose Bowl Game Television Exposure

- Aired exclusively on ESPN and ESPN radio
- 17 million viewers

## Expedia Package Offered by LATCB

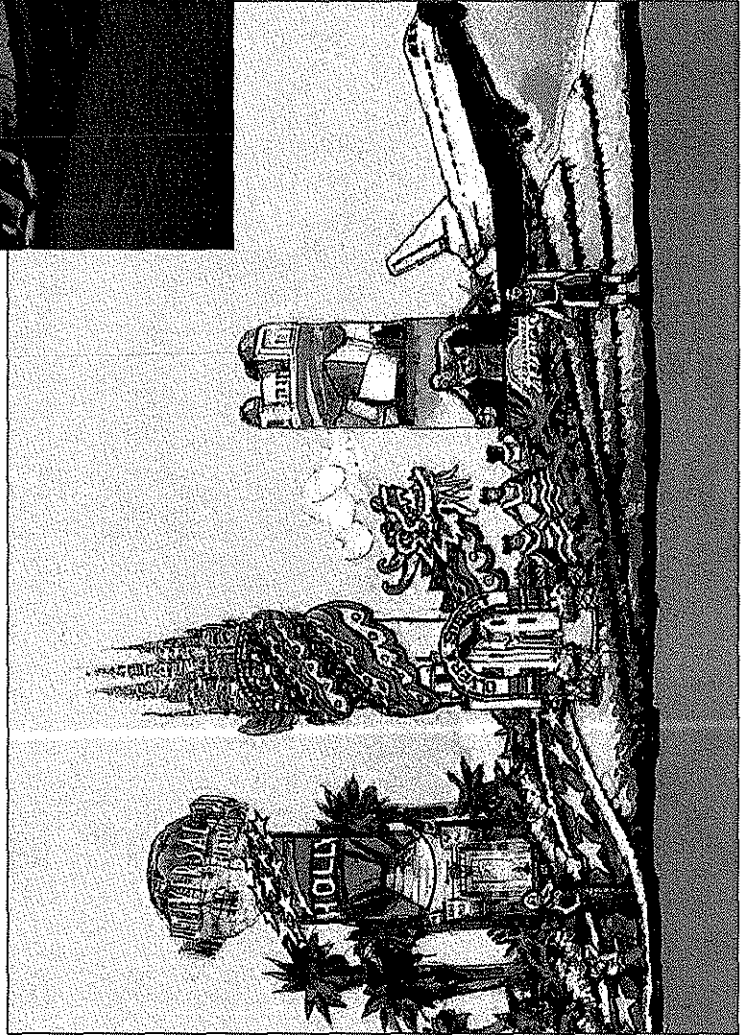
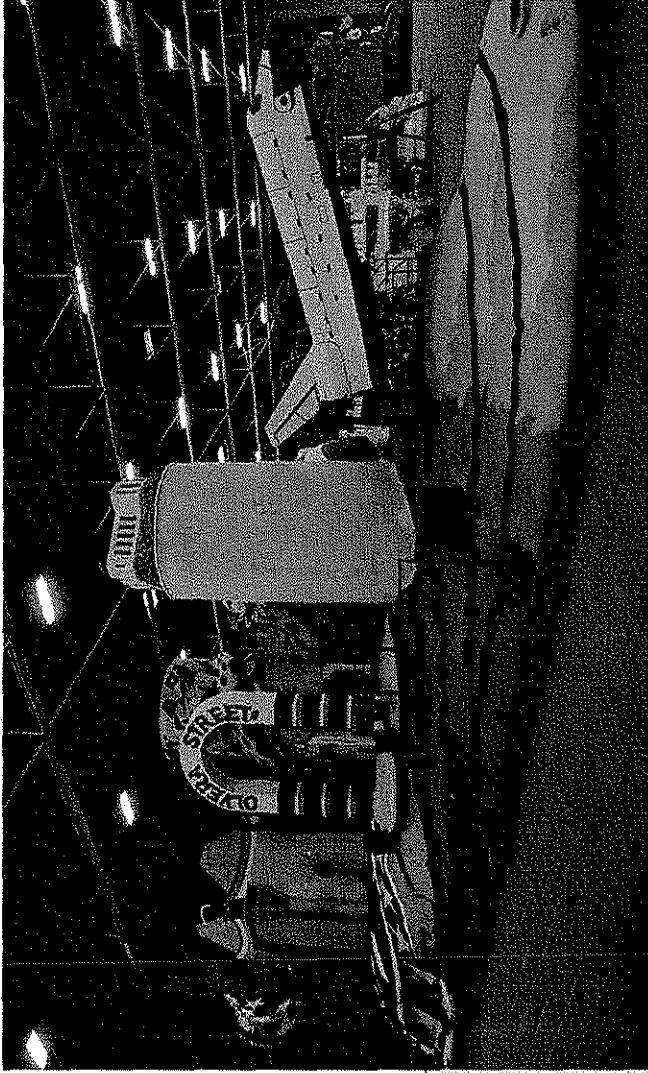
- Objective is to lengthen hotel stay
- Package includes 3 night minimum
- Features Rose Bowl Parade tickets & additional attraction discounts
- On track to generate over 20,000 room nights



# 2014 City of LA Rose Bowl Parade Float

## Cultural and Entertainment Focus

- Watts Tower
- Chinatown
- Olvera Street
- Walt Disney Concert Hall
- The Endeavour
- Griffith Observatory



- Universal Studios Hollywood
- TCL Chinese Theater
- Hollywood Walk of Fame
- Lakers Basketball