



NEW ORLEANS HOTEL RATES PEAKING AT MORE THAN \$5,000 PER NIGHT FOR WEEKEND OF FOOTBALL'S CHAMPIONSHIP GAME

As game makes return to the Big Easy for the 11th time, global economic impact leader SMRI estimates average of more than \$4,000 for four-star rooms, more than twice as high as top rates last year in Las Vegas

*Limited supply of available hotels is key factor in driving rates higher;
Majority of rooms are already sold out*

NEW ORLEANS (January 31, 2025) – As professional football's championship game returns to New Orleans for the eleventh time next weekend, economic experts are forecasting average nightly hotel rates that are more than double what attendees paid in Las Vegas last year.

SMRI (Sports Management Research Institute) has collected data showing peak rates reaching as high as \$5,000 per night for select four-star properties, with the average for four-star hotels coming in at \$4,625 – far surpassing the highest numbers ever seen for the week of the big game. The massive increase in rates is being driven by a limited supply of high-end hotels in New Orleans compared to Las Vegas, which hosted last year's game.

Rates last year peaked at \$2,000, with an average per-night room cost of \$1,312.

SMRI's research lends credence to the theory that the big game and the many events leading up to it make a significant economic impact on host cities. Hotel stays typically account for anywhere from 35 to 40 percent of total consumer expenditures for those traveling to the event, with guests averaging stays of three nights. New Orleans is already one of America's top tourist destinations, and the world's most popular one-day sporting event is primed to break records when it comes to economic impact.

"This is a classic case of limited supply driving demand to an unprecedented high average daily rate. It's something that we have never seen with any of our prior Super Bowl event-week hotel rate data capture efforts going back 30 years," said Dr. Kathleen Davis, SMRI's Founder and CEO. "Whether fans are coming in from Philadelphia or Kansas City, or they are coming to attend corporate parties and use the event as a networking opportunity, attendees this year are going to be paying record prices for their hotel stays. For a city like New Orleans, the positive impact on tourism and economic impact will be massive."

During the week of the championship game, three-star hotels are peaking at \$3,935 per night with an average of \$1,465. Rooms at two-star hotels are averaging \$847 per night, according to SMRI's research.

Sports Management Research Institute has an extensive history delivering data analytics to measure the financial impacts of major sporting events nationwide. SMRI has worked on football's championship game more than 20 times dating back to 1995, and has offered data analytics project work to all 32 professional football franchises. SMRI offers significantly better survey response rates (2-3% industry-wide) through the development and implementation of its patented Survey-EDGE platform, offering enhanced data performance, reliability and validity of reporting mechanisms.

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