

Prepared for
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Economic Impact of 2022 Essence Festival of Culture



Prepared by
Dillard University

Dillard University is a historically Black institution that cultivates leaders who live ethically, think and communicate precisely, and act courageously to make the world a better place.

Acknowledgments

This report was prepared by **Dorian Williams, Ph.D.**, Dean of the College of Business and **Casey Schreiber, Ph.D.**, Associate Professor of Urban Studies & Public Policy at Dillard University. Special recognition is given to Robert Collins, Ph.D., Urban Studies & Public Policy and Theodore Callier, Office of Research and Sponsored Programs for their contributions to this project. Thanks and appreciation also go to Dr. Rochelle Ford, President of Dillard University.

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Introduction

The Essence Festival began in New Orleans in 1995 as an event to recognize the 25th anniversary of Essence magazine and celebrate the magazine's target audience of primarily African American women. Since then, Essence Communications grew into a media, technology and commerce company serving a global audience of 20 million. Essence Fest ballooned into an annual celebration of culture held every 4th of July weekend in New Orleans with concerts taking place at the Caesar's Superdome and empowerment seminars at the Ernest N. Morial Convention Center. Dubbed the "party with a purpose," Essence is an annual celebration of black culture, fashion, food and music.

Louisiana Economic Development contacted Dillard University to provide a post-event estimate of the economic impact of the 2022 Essence Festival on the New Orleans metropolitan area. The purpose of this study is to provide a comprehensive economic impact analysis of the Essence Festival of Culture held in New Orleans, Louisiana on June 30, 2022 through July 4, 2022.

Key Findings at a Glance



Methodology

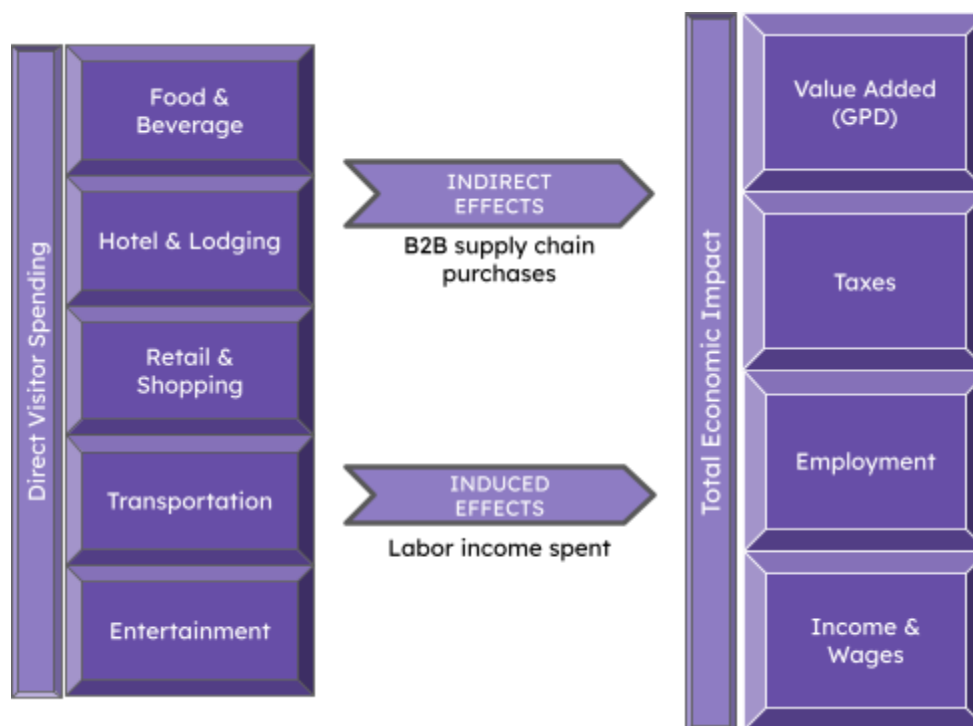
This report was requested after the conclusion of the 2022 Essence Festival meaning that no survey data was able to be collected during the event by the Dillard research team. Therefore, the analysis relied on the availability of secondary data from BLS, DEA, New Orleans & Company, STR, the City of New Orleans and other stakeholders holding publicly available or non-proprietary data. IMPLAN data and software were used to conduct this economic analysis.

Impact modeling is based on IMPLAN Input-Output (I-O) models for Louisiana and New Orleans MSA to deliver 3 levels of economic impact (direct, indirect and induced). The results show total economic impacts including value-added (GDP), employment, income and tax impacts in the broader economy.

3 Levels of Economic Impact

- Direct effects - are the initial effects to a local industry due to the activity being analyzed.
- Indirect effects - are the business-to-business purchases in the supply chain taking place in the region that stem from the initial industry input purchases.
- Induced effects - stem from labor income being spent throughout the selected region associated with the industries included in the event analysis.

MODELING 3 LEVELS OF ECONOMIC IMPACT: DIRECT, INDIRECT, INDUCED



Assumptions

There is no single “tourism” industry for modeling impacts because tourism comprises a wide variety of activities and businesses. Commodity events included in our model were chosen based on supporting data related to tourism spending and visitor profiles specific to the Greater New Orleans MSA.

Direct spending estimates followed the spending patterns for tourist visitor profiles to the Greater New Orleans area.

The results presented in this report reflect a conservative analysis of economic impact taking into consideration Leverages, Local Purchase Percentage (LPP), and Deflators.

Verification of results included analysis of monthly taxable sales for the City of New Orleans as an indicator for economic activity.

The quality of analysis is contingent upon the quality and availability of collected data.

Measurements presented in this report are estimated based on the availability of data, including current indicators from secondary sources as well as historical and qualitative resources. As new information is released, estimates continue to be refined and analyzed. As additional data becomes available subsequent to this study (i.e. 2022 year end data releases), Dillard reserves the right to revise and update estimates included in current and previous analysis.

2022 Essence Festival Highlights

2022 marked the return of Essence to New Orleans after covid-19 caused the cancellation of the 2020 festival and a move to a virtual event in 2021. Essence Festival has always been held in New Orleans, other than in 2006 when damage from Hurricane Katrina forced the festival to Houston.

The multi-day event kicked off on June 30, 2022 with comedian Kevin Hart performing at the Smoothie King Center and was followed by a 3-night concert series at the Caesar’s Superdome featuring musical artists including Nicki Minaj, Janet Jackson, and New Edition.

The Evening Concert Series is the premiere feature of Essence Fest. Ticket prices for general admission ranged from \$55 to \$175. Multi-day packages and VIP experiences ranged from \$150 to \$2,850. Average price for an event ticket was \$250.

Empowerment Seminars offered daily free admission from 9:00am to 3:00pm. The footprint was expanded in 2022 to include more spaces in the Ernest N. Morial Convention Center as well as other venues throughout the downtown area. Vice President Kamala Harris was one of the premiere Empowerment Speakers.

Official venues for Essence Fest activities included the Caesar’s Superdome; Ernest N. Morial Convention Center; The Sugar Mill; NOPSI Hotel; Ogden Museum of Southern Art; Joy Theater.

In 2022, covid vaccine mandates applied to guest attendance.



Economic Impacts

The **2022 Essence Festival of Culture** produced a **\$327 million economic impact** to the New Orleans metropolitan area. This is the result of **\$186 million in Direct** economic impact combined with **\$72 million in Indirect** impact and **\$69 million in Induced** impact. The spending by out-of-town guests also resulted in the creation of **3,605** full and part time jobs generating **\$120 million** in labor income or employee earnings. Essence Fest also generated **\$48.6 million** in tax revenues for federal, state and local governments.

Overview: Economic Indicators by Impact

Impact	Employment	Labor Income	Value Added	Output
Direct	2,754.69	\$76,941,799.36	\$112,607,179.09	\$185,814,942.28
Indirect	400.12	\$21,294,042.11	\$36,207,473.85	\$72,075,546.53
Induced	450.00	\$21,696,723.84	\$40,219,767.22	\$69,289,129.45
Total	3,604.81	\$119,932,565.31	\$189,034,420.17	\$327,179,618.26

*The figures contained in each table are for the New Orleans MSA unless otherwise noted.

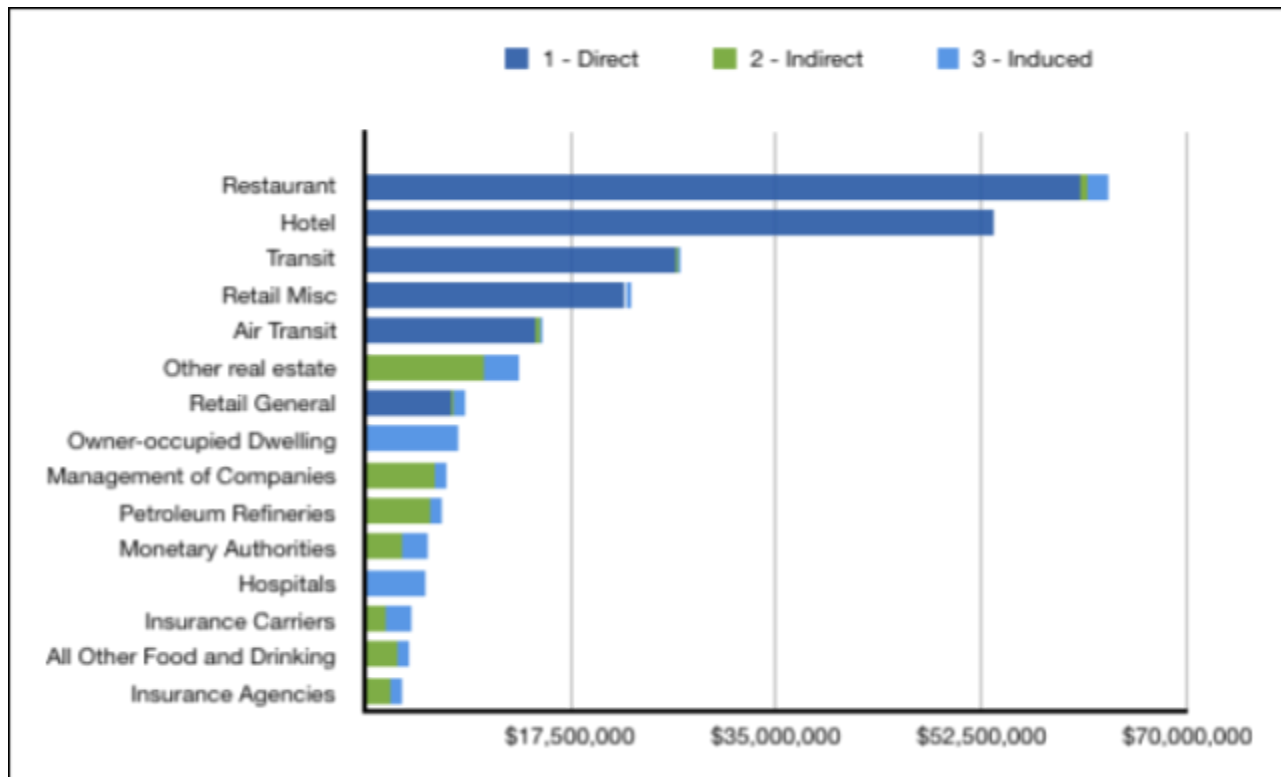
Summary of Economic Indicators

Each category of visitor spending produced direct, indirect and induced impacts in the New Orleans MSA. Tourism activity is organized into 6 categories (air transportation, food and restaurant, hotel and lodging, retail sales, general retail shopping, and ground transportation).

	Impact	Employment	Labor Income	Value Added	Output
Air Travel	1 - Direct	41.59	\$3,727,155.14	\$6,939,166.73	\$14,577,500.00
	2 - Indirect	39.09	\$2,243,281.74	\$3,847,891.93	\$7,763,927.87
	3 - Induced	27.43	\$1,322,586.45	\$2,449,352.35	\$4,219,869.60
Food and Restaurant	1 - Direct	866.06	\$24,752,733.12	\$35,798,766.84	\$60,943,209.86
	2 - Indirect	126.29	\$6,854,263.91	\$11,338,249.54	\$22,554,815.34
	3 - Induced	142.97	\$6,893,186.36	\$12,781,431.25	\$22,019,070.62
Hotel and Lodging	1 - Direct	416.00	\$20,101,217.11	\$36,562,389.62	\$53,553,206.56
	2 - Indirect	103.48	\$5,140,442.39	\$8,176,835.19	\$15,610,393.80
	3 - Induced	116.72	\$5,627,849.67	\$10,430,388.52	\$17,969,280.11
Misc. Retail Sales	1 - Direct	86.43	\$2,706,952.88	\$4,795,990.37	\$7,403,455.06
	2 - Indirect	16.87	\$946,281.96	\$1,452,399.60	\$2,808,443.70
	3 - Induced	16.87	\$813,415.62	\$1,509,010.73	\$2,599,561.71
Shopping	1 - Direct	393.65	\$10,029,058.48	\$14,022,606.35	\$22,150,122.09
	2 - Indirect	58.26	\$2,758,901.54	\$4,717,657.04	\$9,821,112.64
	3 - Induced	59.31	\$2,859,785.18	\$5,301,708.01	\$9,133,545.42
Transportation	1 - Direct	950.95	\$15,624,682.63	\$14,488,259.17	\$27,187,448.71
	2 - Indirect	56.13	\$3,350,870.56	\$6,674,440.56	\$13,516,853.19
	3 - Induced	86.69	\$4,179,900.56	\$7,747,876.36	\$13,347,801.99
Total		3,604.81	\$119,932,565.31	\$189,034,420.17	\$327,179,618.26

Top 15 Industries by Impact Output

The majority of spending by Essence Fest visitors are in areas directly serving them including Transportation, Restaurants, Hotels, and Shopping. However, other industries serving tourism businesses are impacted indirectly by Essence visitor spending including, for example, Petroleum Refineries and Hospitals. The charts below illustrate the Top 15 industries generating direct or indirect impact as a result of Essence Fest visitor spending. The graph below represents total impact, comprised of the amounts of direct, indirect, or induced impact.

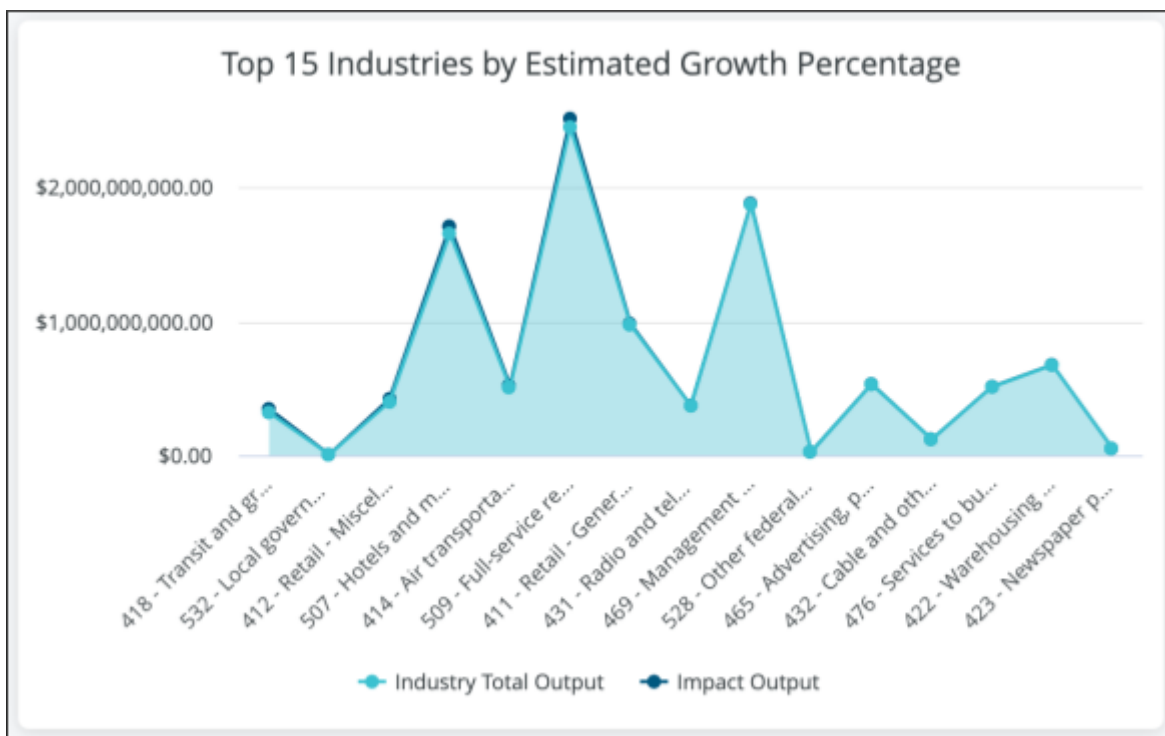


 Top 15 Industries Ranked by Total Impact Output

	Direct	Indirect	Induced	Total
Full-service restaurants	\$60,882,031.68	\$615,447.78	\$1,932,193.65	\$63,429,673.11
Hotels and motels	\$53,553,206.56	\$5,792.37	\$15,137.67	\$53,574,136.60
Transit, ground passenger transport	\$26,448,720.28	\$162,128.19	\$208,809.59	\$26,819,658.06
Retail - Miscellaneous store retailers	\$22,145,721.92	\$90,688.46	\$447,373.47	\$22,683,783.85
Air transportation	\$14,577,500.00	\$224,831.37	\$363,626.01	\$15,165,957.37
Other real estate	\$0.00	\$10,138,494.48	\$3,054,263.57	\$13,192,758.05
Retail - General merchandise stores	\$7,403,455.06	\$113,721.93	\$1,065,551.40	\$8,582,728.38
Owner-occupied dwellings	\$0.00	\$0.00	\$7,886,179.07	\$7,886,179.07
Management of companies	\$0.00	\$5,964,233.92	\$922,875.91	\$6,887,109.84
Petroleum refineries	\$0.00	\$5,493,307.75	\$1,107,506.12	\$6,600,813.87
Monetary authorities	\$0.00	\$3,153,608.67	\$2,088,310.03	\$5,241,918.70
Hospitals	\$0.00	\$0.00	\$5,140,807.77	\$5,140,807.77
Insurance carriers, except direct life	\$0.00	\$1,646,290.86	\$2,296,411.23	\$3,942,702.09
All other food and drinking places	\$0.00	\$2,804,567.87	\$861,851.51	\$3,666,419.38
Insurance agencies and brokerages	\$0.00	\$2,090,263.21	\$1,113,758.51	\$3,204,021.73

Top 15 Industries by Growth Percentage

The charts below illustrate the Top 15 industries by growth percentage as a result of Essence Fest visitor spending. The majority of spending by Essence Fest visitors are in areas directly serving them including restaurants, hotels, and retail sales locations. However, other industries serving tourism businesses are impacted by Essence visitor spending including radio and television broadcasting; and advertising and public relations services. The Top 15 impact industries listed below includes those receiving direct impacts as well as those receiving secondary impacts.



For example, full-service restaurants are a \$2.45 billion industry, or stated another way, the full-service restaurant industry in the New Orleans metropolitan statistical area produces a total output of \$2.45 billion annually. Essence Fest contributed \$63.4 million to that total output, which accounts for a 2.59% estimated growth percentage in the full-service restaurant industry. The chart below delineates the total industry output for New Orleans for 15 different industries and the impact output of Essence Fest on each of the industries, ranked by the growth percentage each of those industries experienced due to Essence Fest.

 Top 15 Industries by Estimated Growth Percentage

Industry	Industry Total Output	Impact Output	Estimated Growth Percentage
Transit and ground passenger transportation	\$320,274,244.94	\$26,819,658.06	8.37%
Local government passenger transit	\$6,135,504.58	\$502,618.52	8.19%
Retail - Miscellaneous store retailers	\$399,375,462.90	\$22,683,783.85	5.68%
Hotels and motels, including casino hotels	\$1,656,204,785.30	\$53,574,136.60	3.23%
Air transportation	\$507,585,992.80	\$15,165,957.37	2.99%
Full-service restaurants	\$2,450,527,999.49	\$63,429,673.11	2.59%
Retail - General merchandise stores	\$975,372,626.78	\$8,582,728.38	0.88%
Radio and television broadcasting	\$370,973,524.40	\$1,422,342.54	0.38%
Management of companies and enterprises	\$1,874,576,984.27	\$6,887,109.84	0.37%
Other federal government enterprises	\$27,327,502.88	\$99,713.60	0.36%
Advertising, public relations, and related services	\$531,311,161.99	\$1,862,261.71	0.35%
Cable and other subscription programming	\$120,638,575.32	\$416,704.12	0.35%
Services to buildings	\$511,951,296.57	\$1,565,211.77	0.31%
Warehousing and storage	\$674,818,106.27	\$1,935,082.55	0.29%
Newspaper publishers	\$51,754,876.51	\$144,674.91	0.28%

Economic Output: Employment, Labor, Value-Added, and Taxes

Employment/Jobs

The 2022 Essence Festival resulted in the creation of **3,605 total jobs**. Employment is defined as an industry-specific mix of full-time, part-time, and seasonal employment. It is an annual average that accounts for seasonality and follows the same definition used by the BLS and BEA (not equal to full-time equivalents). Festival spending supported the creation of **3,605 total jobs/employment impact** combining **2,755 direct employment impact** with **400 indirect employment impact** and **450 induced employment impact**.

- Indirect employment represents the number of jobs supported by the business to business transactions and suppliers activity as a result of Essence Fest.
- Induced employment represents the number of jobs that could be supported by household spending as a result of the economic activity generated by Essence Fest.

The industries that serve tourists saw the biggest impact in terms of job creation with full-service restaurants; transit and ground passenger transportation; hotels and motels; and store retailers providing the most employment opportunities for full and part-time workers.

Industries Ranked by Total Impact Employment

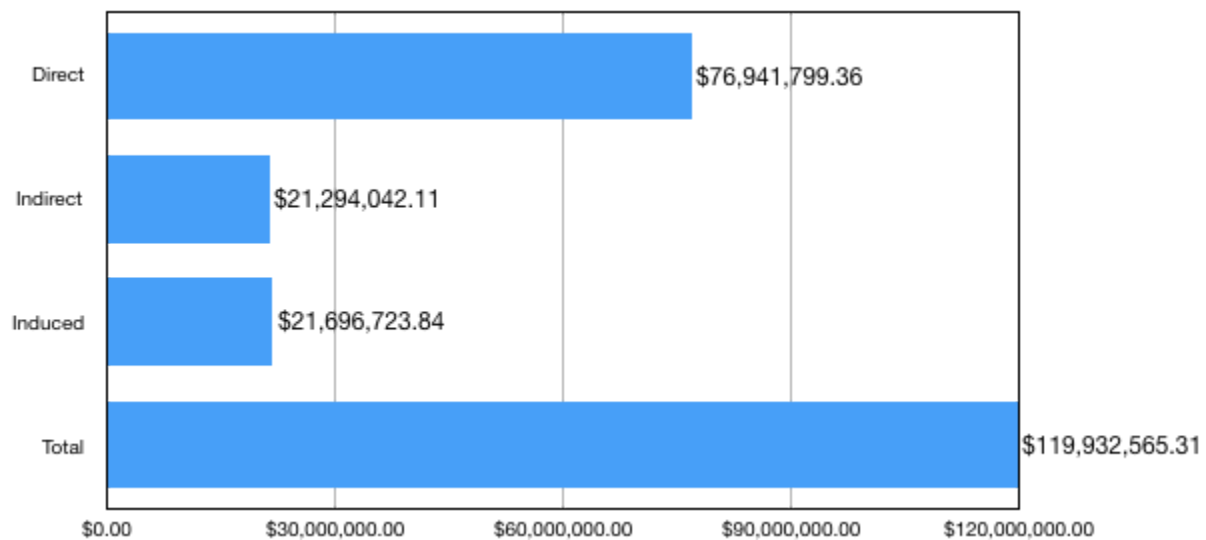
Industry	Direct	Indirect	Induced	Total Impact Employment
Transit and ground passenger transportation	929	6	7	942
Full-service restaurants	866	9	27	902
Hotels and motels, including casino hotels	416	0	0	416
Retail - Miscellaneous store retailers	394	2	8	403
Retail - General merchandise stores	86	1	12	100
Other real estate	0	55	17	72
All other food and drinking places	0	42	13	54
Air transportation	42	1	1	43
Employment services	0	23	10	33
Management of companies and enterprises	0	28	4	32
Limited-service restaurants	0	3	26	29
Hospitals	0	0	26	26
Offices of physicians	0	0	21	21
Local government passenger transit	21	0	0	21
Services to buildings	0	17	3	20
Scenic and sightseeing transportation	1	14	2	18
Warehousing and storage	0	14	4	17
Retail - Food and beverage stores	0	1	13	14
Monetary authorities and depository credit	0	8	5	13
Advertising, public relations, and related services	0	11	2	13

*employment figures rounded to whole numbers

Labor Income

Labor Income represents all forms of Employment income paid, including Employee Compensation (wages, salaries, and benefits) and Proprietor Income. The employee compensation is the total payroll cost of wages and salary employees to the employer. This includes wages and salaries, all benefits, and payroll taxes. Proprietor income represents the current production income of sole proprietorships, partnerships and tax-exempt cooperatives. In this analysis, Labor Income represents the ratio of the Industry’s Labor Income to Output. The total Labor Income output generated by Essence Fest 2022 was **\$120 million**.

Total Labor Income

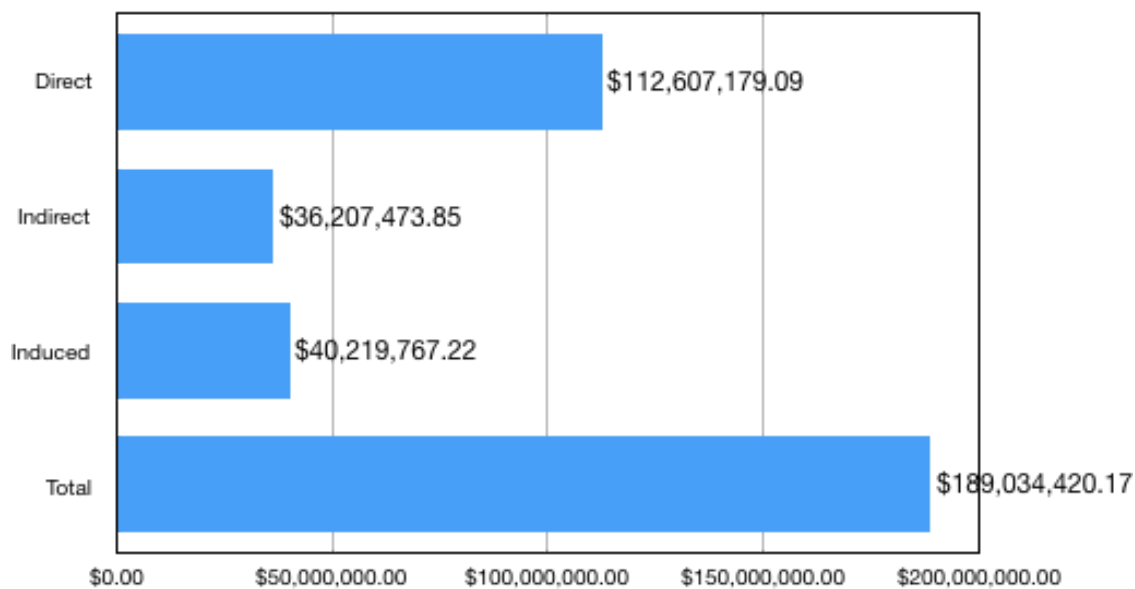


- Direct Labor Income is the initial income earned by those directly employed due to Essence Fest.
- Indirect Labor Income is the Employee Compensation and Proprietor Income associated with business-to-business transactions.
- Induced Labor Income is the amount of Employee Compensation and Proprietor Income that is associated with household spending as a result of the economic activity generated by Essence Fest.

Value Added

Value Added is equivalent to the Industry's contribution to GDP. Value added encompasses Labor Income, Proprietor Income, Employee Compensation, Other Property Income and Taxes on Production and Imports. Essence Fest 2022 contributed **\$189,034,420 in total Value Added.**

Total Value Added



Value added represents the difference between Output and the cost of Intermediate Inputs throughout the economy during a specified period of time. It equals gross Output (sales or receipts and other operating income, plus inventory change) minus intermediate inputs (consumption of goods or services purchased from other industries or imported). The charts below provide more detail on value added toward Employee Compensation and Proprietor Income.

Employee Compensation

- The industries that experienced the biggest value added toward employee compensation were full-service restaurants, hotels and motels, transit and ground passenger transportation and store retailers.
- The top five industries totaled **\$61.3 million** in value added compensation for employees who work within those industries.

Employment Compensation: Top 5 Industries by Direct Impact

	Direct	Indirect	Induced	Total
Full-service restaurants	\$21,917,583.24	\$221,561.72	\$695,591.36	\$22,834,736.32
Hotels and motels	\$15,824,719.65	\$1,711.62	\$4,473.11	\$15,830,904.38
Transit and ground passenger transportation	\$10,603,920.77	\$65,001.05	\$83,716.73	\$10,752,638.55
Retail - Miscellaneous store retailers	\$8,591,796.98	\$35,184.08	\$173,565.89	\$8,800,546.95
Retail - General merchandise stores	\$2,684,834.52	\$41,240.82	\$386,418.12	\$3,112,493.46
Total	\$59,622,855.16	\$364,699.29	\$1,343,765.21	\$61,331,319.66

Proprietor Income

Many business owners experience additional income because of Essence attendees. Essence attendees contributed to a total of **\$19.6 million in value added to Proprietor Income** in the New Orleans area. Proprietor's income for hotels and motels, full-service restaurants, retailers, and transit and ground passenger services received direct value added to their income in the amount of **\$11.5 million**.

Proprietor Income for Largest Tourist Spending Categories

	Direct	Indirect	Induced	Total
Hotels and motels	\$4,276,497.45	\$462.55	\$1,208.82	\$4,278,168.83
Full-service restaurants	\$2,821,350.65	\$28,520.63	\$89,540.31	\$2,939,411.59
Transit and ground passenger transportation	\$2,782,967.23	\$17,059.33	\$21,971.20	\$2,821,997.76
Retail - Miscellaneous store retailers	\$1,435,069.40	\$5,876.72	\$28,990.34	\$1,469,936.46
Total	\$11,315,884.73	\$51919.23	\$141,710.67	\$11,509,514.64

Taxes

The tax impact captures all tax revenue across all levels of government that exist within the New Orleans MSA for the specific industries affected by Essence Festival. Essence Fest 2022 generated a total of **\$48.6 million in federal, state and local taxes**. The total tax impacts and the tax impacts by tourism categories are outlined in the tables below:

Tax Impact Totals

Impact	City	Special District	Parish	State	Federal	Total
Direct	\$2,231,706.07	\$4,054,819.00	\$3,178,958.30	\$8,419,505.13	\$14,666,086.33	\$32,551,074.83
Indirect	\$369,612.15	\$671,265.71	\$526,269.04	\$1,602,413.84	\$4,144,559.39	\$7,314,120.13
Induced	\$533,345.65	\$968,927.61	\$759,634.52	\$2,131,088.01	\$4,418,201.65	\$8,811,197.44
Total	\$3,134,663.87	\$5,695,012.32	\$4,464,861.86	\$12,153,006.99	\$23,228,847.36	\$48,676,392.40

Note that the study area data used in the tax impact analysis model includes the New Orleans Metropolitan Statistical area as defined by the U.S. Census Bureau, which encompasses a geographic footprint beyond the boundaries of the City of New Orleans or Orleans Parish. Each column represents a distinct type of tax (state-levied taxes; parish levied taxes; city-levied taxes; and special district-levied taxes).

Tax Impact by Category

Category	Impact	City	Special Districts	Parish	State	Federal	Total
Air Travel	Direct	\$188,998.68	\$343,487.82	\$269,292.78	\$665,461.24	\$738,612.49	\$2,205,853.02
	Indirect	\$42,805.63	\$77,748.92	\$60,954.77	\$180,149.18	\$436,978.85	\$798,637.35
	Induced	\$32,435.74	\$58,925.82	\$46,197.56	\$129,659.86	\$269,233.44	\$536,452.42
Food and Restaurant	Direct	\$511,966.11	\$929,974.57	\$729,095.52	\$2,065,559.72	\$4,623,512.84	\$8,860,108.76
	Indirect	\$100,507.02	\$182,498.23	\$143,077.72	\$458,084.20	\$1,319,461.40	\$2,203,628.58
	Induced	\$169,555.23	\$308,030.68	\$241,494.55	\$677,411.19	\$1,403,819.78	\$2,800,311.43
Hotel and Lodging	Direct	\$789,757.48	\$1,435,150.85	\$1,125,151.26	\$2,879,371.85	\$4,133,796.55	\$10,363,227.98
	Indirect	\$85,052.09	\$154,458.54	\$121,094.74	\$370,380.76	\$983,717.87	\$1,714,704.00
	Induced	\$138,275.46	\$251,204.57	\$196,943.16	\$552,557.16	\$1,145,943.61	\$2,284,923.96
Misc. Retail Sales	Direct	\$212,234.12	\$385,761.62	\$302,435.23	\$710,437.06	\$628,575.22	\$2,239,443.25
	Indirect	\$8,957.17	\$16,252.99	\$12,742.26	\$47,535.50	\$177,100.64	\$262,588.55
	Induced	\$20,032.62	\$36,393.25	\$28,532.13	\$80,016.50	\$165,684.19	\$330,658.68
Shopping	Direct	\$508,083.44	\$923,386.06	\$723,930.16	\$1,761,352.01	\$2,021,950.57	\$5,938,702.24
	Indirect	\$32,448.13	\$58,900.31	\$46,177.56	\$160,943.60	\$529,558.58	\$828,028.18
	Induced	\$70,313.34	\$127,738.08	\$100,146.03	\$280,940.06	\$582,368.32	\$1,161,505.83
Transit	Direct	\$20,666.24	\$37,058.08	\$29,053.36	\$337,323.25	\$2,519,638.66	\$2,943,739.58
	Indirect	\$99,842.12	\$181,406.73	\$142,221.99	\$385,320.60	\$697,742.04	\$1,506,533.47
	Induced	\$102,733.25	\$186,635.20	\$146,321.09	\$410,503.26	\$851,152.31	\$1,697,345.12
Total		\$3,134,663.87	\$5,695,012.32	\$4,464,861.86	\$12,153,006.99	\$23,228,847.36	\$48,676,392.40

Leakages and Displaced Economic Impacts

Displaced economic benefits were taken into consideration in the analysis of economic impact. Leakages are economic activity associated with Essence Festival 2022 that does not generate additional effects in the region. Just under **\$49,656,144** in leakages occurred in this analysis.

Leakages by Type

Institutional Commodity Sales	Margin	Imports to Region
\$357,046.67	\$34,979,237.02	\$14,319,860.52

- Institutional Commodity Sales: Total output of commodities sold by institutions
- Margin: The margin shows the producer, transportation, wholesale, or retail portion of the Value Chain that is not analyzed when margins are applied. These leakages represent the value of the wholesale and retail trade services produced in delivering commodities from producers establishments to purchasers.
- Imports to Region: indicates the goods and services that were produced or sourced from outside of the region.

Economic Activity Indicators In Context

Visitor Expenditures

The largest visitor expenditures statewide in Louisiana are lodging, restaurants, and shopping. The average visitor to New Orleans spends **\$181 per person per day**. Spending tends to be higher among tourists whose purpose of visiting is a convention, special event, or festival, with a per party per visit average spend as high as **\$925**. The visitor profile of the Essence Fest tourist skews towards a higher percentage of women, higher household incomes, and longer average number of nights each traveler stays in New Orleans compared to the average New Orleans visitor. However, spending mimics the same patterns with largest average expenditures going to lodging, restaurants and shopping.

Hotel Room Occupancies

Essence Festival boosted room occupancy rates in the New Orleans area. In July 2022, New Orleans had an overall occupancy of 57.2%, putting New Orleans among the Top 25 markets. **For the week ending July 2, 2022 New Orleans occupancy rate was 73.7%** (a +16.5% increase over 2019). This was the largest occupancy increase from 2019 among the Top 25 U.S. markets. Average occupancy for this week among the top 25 markets was 67.3%. The hotel industry overall for the Top 25 markets reported record-high monthly room rates with an **average daily rate of \$159.08**. (STR: U.S. hotel performance for July 2022)

Hotel and Motel tax revenue for the City of New Orleans in July, 2022 exceeded **\$12.5 million**. Room occupancy attributed to conventions and special events spiked dramatically during Essence Fest (June 30, and July 1, 2, 3).

Transportation and Airport Travel

The New Orleans Louis Armstrong International **airport welcomed 512,187 arriving passengers** in July 2022. On average, 17% of visitors to New Orleans arrive via air transportation, meaning over **3 million** people traveled to New Orleans in the month of July. Tourism officials estimate that Essence Fest attracts approximately **500,000** of those visitors.

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- United States Bureau of Transportation Statistics
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