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MARDI GRAS 2023 ATTENDANCE COMPETES WITH PRE-COVID NUMBERS

Shreveport-Bossier, LA – The economic impact of the 2023 Shreveport-Bossier Mardi Gras parades was nearly \$20 million dollars, according to a new study conducted by the Shreveport-Bossier Convention and Tourist Bureau. The research performed by Wysong Brand solutions showed the impact of the Krewes of Sobek, Harambee, Centaur, Gemini, and Highland competed with pre-covid numbers.

- Krewe of Sobek Parade total attendance increased by 300% (2,000 attendees)
- Krewe of Harambee Parade total attendance increased by 100% (8,000 attendees)
- Krewe of Highland Parade total attendance increased by 59% (35,000 attendees)

The study also revealed a higher percentage of out-of-town visitors attended parades in 2023 than in 2019. An estimated 225,000 people attended the five parades, and 41% of them came from outside the area.

	2023	2019
Total Economic Impact	\$19.6 Million	\$22.9 Million
Attendees	225,000	244,500
(%) Out-of-town Attendees	41%	36%

Shreveport Mardi Gras parades generated \$19.6 million dollars in economic impact in 2023. This was slightly down from the economic impact in 2019, nevertheless, the Shreveport-Bossier area had more visitors from outside the area stay overnight for the 5 parades.

“We are excited that the Mardi Gras season continues to bring visitors from outside the area, and the economic impact is on the upswing from 2019,” said Stacy Brown, Shreveport-Bossier Convention and Tourist Bureau president and CEO. “We are two cities offering something you truly cannot experience anywhere else, and we love to see that these numbers reflect that.”

For more information on Shreveport-Bossier, Louisiana, visit www.shreveport-bossier.org.

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The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization for Caddo and Bossier Parishes in North Louisiana. For more information about Shreveport-Bossier, visit www.Shreveport-Bossier.org.