NOLA.Com: Mardi Gras contributed $465 million to economy

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From NOLA.com, Feb. 9, 2014:

> A new study on the economic value of the 2014 Mardi Gras season showed a total contribution to the New Orleans economy of $465 million, with a total of $17.5 million in tax revenues going to local government entities. The study, conducted by Tulane economics professor Toni Weiss with help from the Freeman Consulting Group, determined that the direct expenditures during the 2014 Mardi Gras season -- accounting for things like hotels, food and alcohol, and krewe memberships -- came to $164 million.

To read the article in its entirety, visit NOLA.com.

http://www.nola.com/business/index.ssf/2015/02/2014_mardi_gras_season_contrib.html