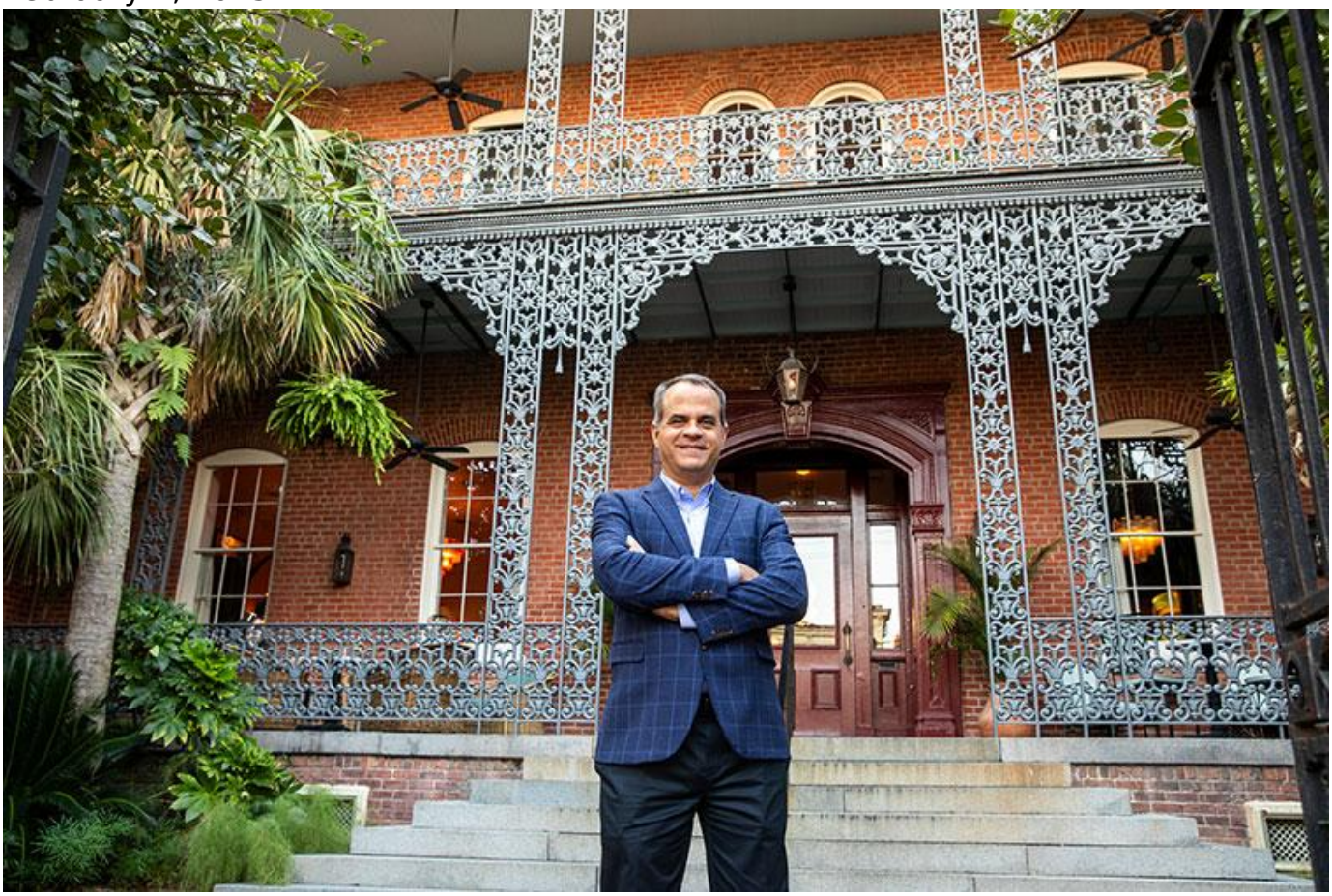
The Times-Picayune: As $1B Super Bowl party scene explodes, how corporate events, marketing plays are taking over New Orleans

February 2, 2025



Diego Bufquin, professor of practice in management and director of the undergraduate hospitality certificate program, was interviewed by The Times-Picayune for a story about the Super Bowl's economic impact on host cities.

> "The NFL is the big winner here, with ticket sales, millions of dollars from merchandising, official sponsor revenue and the broadcasting rights," said Bufquin, who specializes in the hospitality sector. "At the end of the day, the money that stays in New Orleans is a lot lower."

To read the story in its entirety, visit nola.com:

https://www.nola.com/sports/superbowl/super-bowl-corporate-party-scene-to-boost-new-orleans/article_d836be10-dfe7-11ef-ad13-ff336fea1c77.html