



Super Bowl LIX

Contact: GlobalInsightsTeam@everbridge.com

Executive Summary

Super Bowl LIX is set to take place at the Caesars Superdome in New Orleans, LA, on Sunday, February 9. The game will be played between the Kansas City Chiefs and the Philadelphia Eagles, with kickoff scheduled for 5:30 PM CST. In the week leading up to the game, multiple Super Bowl-related events will be held at several venues across New Orleans. Over 100,000 visitors are expected to travel to New Orleans. A significant security presence is expected throughout the city, particularly in response to the recent vehicle-ramming attack in the French Quarter on New Year's Day.

Venues, Transportation, and Road Closures

Super Bowl LIX will take place at the Caesars Superdome, while the Super Bowl Experience will take place at the Ernest N Morial Convention Center between Wednesday, February 5, and Saturday, February 8. The Super Bowl Experience will not cause any notable road closures but fans attending the event must pass through a security checkpoint. Meanwhile, varying levels of road closures will be in place surrounding the Superdome during and in the lead-up to the Super Bowl. Road closures related to the Super Bowl began on January 6 and will continue through February 10. There are ten phases of road closures. Currently, Phase 4 road closures are in effect. These include the closure of all roads immediately surrounding the Superdome, as well as parts of Howard Ave and Poydras St. Phase 5 closures will begin on February 1, while gameday road closures will be part of Phase 9 and include all previous closures, as well as the full closure of Poydras St between S Galvez St and Loyola Ave and the partial closure of Clairborne Ave. Full details on all Super Bowl-related road closures across the city and changes to RTA service, can be viewed at the following link:

<https://ready.nola.gov/superbowl/transportation/>.

Indeed, along with normal security perimeters surrounding Super Bowl event sites, a security zone will be in place surrounding the French Quarter neighborhood. The security zone will be in place between February 5 and February 10 and bordered by Canal St to the south, Dauphine St to the west, St Ann St to the north, and Royal St to the east. Within the security zone, backpacks and ice chests will be prohibited and all other bags will be subject to search upon entrance. Full details on the security zone can be viewed at the following link: <https://gohsep.la.gov/about/news/news-release-state-police-announce-safety-guidelines-in-the-french-quarter-for-super-bowl-lix/>.

Along with the security enhancements related to the recent attack, typical Super Bowl security restrictions will be in place, including bans on drones over Super Bowl event sites and enhanced security and bag checks for entrance to Super Bowl events. Details on those restrictions can be viewed at the following links: <https://www.faa.gov/superbowl/>; <https://www.nfl.com/super-bowl/event-info/super-bowl-experience/security-procedures>; <https://www.nfl.com/super-bowl/event-info/security-procedures>.

Protest activity is common during Super Bowl festivities; however, these are typically small actions that cause minimal disruptions to Super Bowl events. No significant protests have been planned in New Orleans during the Super Bowl as of this writing. Unrelated to the Super Bowl, a nurse's union with the University Medical Center has planned a two-day strike on February 5 and 6, but the strike is not expected to cause disruptions to medical care. Oftentimes activist groups use the high-profile nature of the Super Bowl to bring attention to specific causes. This year, groups may use the Super Bowl to protest recent actions by the Trump administration, including immigration raids and anti-trans and anti-DEI executive orders. Any demonstration that does occur is likely to cause minimal disruptions, with the most significant expected to be temporary road closures. Any protest activity will also be met with a significant law enforcement response to mitigate the potential of protests disrupting Super Bowl events.

Resilience

Individuals attending Super Bowl events or in New Orleans over the next week should anticipate a noticeable increase in law enforcement presence across the city along with security checkpoints at Super Bowl event locations and the French Quarter. With a major security presence in place, the most significant threat to individuals is likely to be petty crime, such as pickpocketing or theft. As such, the public is reminded to use increased vigilance while in public and avoid carrying valuable items that could be targeted. Moreover, the public is reminded to adhere to the U.S. Department of Homeland Security's "If You See Something, Say Something" campaign and alert authorities to suspicious objects or persons. All protest activity should be avoided due to the potential for escalation.

Organizations participating in Super Bowl activities or that have employees attending are advised to create and implement security and emergency plans. These should include ways to contact employees and the ability to assess and potentially mitigate disruptions to organizational operations or brand reputation. Moreover, businesses operating within New Orleans should anticipate road closures, increased law enforcement patrols, anti-human trafficking and intellectual property theft efforts, and impaired driving enforcement campaigns that will impact pedestrian and vehicular movement across the city, increasing travel times and interrupting the shipping and delivery of materials, parts, and products to area businesses. The City of New Orleans has a dedicated page on all Super Bowl-related closures, impacts, security zones, and advice that can be viewed at the following link: <https://ready.nola.gov/superbowl/>.