

# OCALA/MARION COUNTY VCB

Economic Impact Estimate  
2024 NCAA CSCAA  
National Invitational  
Championships  
March 14<sup>th</sup> - 17<sup>th</sup> 2024



# DIRECT SPENDING

**\$593,600<sup>1</sup>**

People who **live outside** of Marion County spent \$593,600 during the 2024 NCAA CSCAA National Invitational Championships .

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<sup>1</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping and “other” expenses.

# TOTAL ECONOMIC IMPACT

**\$896,300**

Total estimated economic impact from the 2024 NCAA CSCAA National  
Invitational Championships

Direct expenditures	\$593,600
Indirect & induced economic impact <sup>1</sup>	\$302,700
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$896,300</b>

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars.

Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

# OUT-OF-COUNTY VISITORS

1,410<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 1,410 individuals from outside Marion County who attended the 2024 NCAA CSCAA National Invitational Championships .

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<sup>1</sup>An event participant figure of 1,640 attendees was reported by Florida Aquatics Swimming and Training. Downs & St. Germain Research estimates there were 1,410 total unique attendees from out of town, including spectators, Vendors and staff. The number of unique attendees directly impacts the direct spending at the event.

# ROOM NIGHTS

1,580

Attendees who live outside of Marion County spent 1,580 nights in hotels, motels, etc. while attending the 2024 NCAA CSCAA National Invitational Championships.

# METHODOLOGY

» The economic impact was based on data from the following sources:

- Interviews conducted by Downs & St. Germain Research with 101 attendees of 2024 NCAA CSCAA National Invitational Championships
- Attendance estimates provided by Florida Aquatics Swimming and Training
- Marion County VCB Visitor Tracking Study
- Tourism database at Downs & St. Germain Research



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