

# OCALA/MARION COUNTY VCB

Economic Impact Estimate  
2025 Florida Swimming FLAGS  
Championship  
July 10<sup>th</sup> - 14<sup>th</sup>



# DIRECT SPENDING

**\$1,892,500<sup>1</sup>**

People who **live outside** of Marion County spent \$1,892,500 during the 2025 Florida Swimming FLAGS Championship.

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

# TOTAL ECONOMIC IMPACT

**\$2,857,700**

Total estimated economic impact from the 2025 Florida Swimming FLAGS  
Championship

Direct expenditures	\$ 1,892,500
Indirect & induced economic impact <sup>1</sup>	\$ 965,200
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$2,857,700</b>

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<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

2,470<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 2,470 individuals from outside Marion County who attended the 2025 Florida Swimming FLAGS Championship .

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<sup>1</sup>An event participant figure of 2,730 attendees was reported by Florida Aquatics Swimming and Training. Downs & St. Germain Research estimates there were 2,470 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

4,400

Attendees who live outside of Marion County spent 4,400 nights in hotels, motels, etc. while attending the 2025 Florida Swimming FLAGS Championship .

# METHODOLOGY

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

- Interviews conducted by Downs & St. Germain Research with 116 attendees of the 2025 Florida Swimming FLAGS Championship
- 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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