

Ocala/Marion County VCB

Economic Impact Estimate
2025 Florida Swimming FLAGS
Championship
July 10th – 14th



DIRECT SPENDING

\$1,892,500¹

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

¹For 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 ¹	\$ 965,200
Total estimated economic impact²	\$2,857,700

¹Indirect effects are increased business spending resulting from tourism dollars.

Induced effects are increased household spending resulting from tourism dollars.

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

OUT-OF-COUNTY VISITORS

2,470¹

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

¹An 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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