

# Ocala/Marion County VCB

Economic Impact Estimate 2025  
Florida Huddle/Encounter  
February 2<sup>nd</sup> – 4<sup>th</sup>



# DIRECT SPENDING

# \$303,800<sup>1</sup>

People who **live outside** of Marion County spent \$303,800 during Florida Huddle/Encounter.

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

# TOTAL ECONOMIC IMPACT

# \$458,700

Total estimated economic impact from Florida Huddle/Encounter

Direct expenditures	\$303,800
Indirect & induced economic impact <sup>1</sup>	\$154,900
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$458,700</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

# 620<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 620 individuals from outside Marion County who attended Florida Huddle/Encounter .

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<sup>1</sup>An event participant figure of 637 attendees was reported by Visit Florida. Downs & St. Germain Research estimates there were 620 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

# 1,250

Attendees who live outside of Marion County spent 1,250 nights in hotels, motels, etc. while attending Florida Huddle/Encounter .

# METHODOLOGY

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

- Interviews conducted by Downs & St. Germain Research with 105 attendees of Florida Huddle/Encounter
- Attendance estimates provided by Visit Florida
- Marion County VCB Visitor Tracking Study
- Tourism database at Downs & St. Germain Research



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The logo for Florida Huddle features the word "florida" in a pink-to-orange gradient font, with a circular graphic element containing diagonal stripes in orange and pink. Below it, the word "huddle" is written in a solid orange font.

THE OFFICIAL TRAVEL TRADE SHOW FOR FLORIDA

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