

Ocala/Marion County VCB

Economic Impact Estimate
2023 Grandview Invitational
February 3rd – 5th



DIRECT SPENDING

\$600,000

People who **live outside** of Marion County spent \$600,000 during the 2023 Grandview Invitational.

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

TOTAL ECONOMIC IMPACT

\$930,000

Total estimated economic impact from the 2023
Grandview Invitational

Direct expenditures	\$600,000
Indirect & induced economic impact ¹	\$330,000
Total estimated economic impact²	\$930,000

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

945¹

Including overnight visitors, day trippers and participants, there were 945 individuals from outside Marion County who attended the 2023 Grandview Invitational.

¹An event participant figure of 225 participants and 8,000 attendees and volunteers was reported by 2023 Grandview Invitational. Downs & St. Germain Research estimates there were 945 total unique out of town attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

ROOM NIGHTS

1,271

Attendees who live outside of Marion County spent 1,271 nights in hotels, motels, etc. while attending the 2023 Grandview Invitational.

OUT-OF-COUNTY VISITOR PROFILE*

- » 3.4 people per travel party
- » 5.2 nights stayed in Marion County
- » 61 years old – median age
- » 54% female

METHODOLOGY

- » The economic impact was based on data from the following sources:
 - » Interviews conducted by Downs & St. Germain Research with 118 attendees of the 2023 Grandview Invitational
 - » Attendance estimates provided by the 2023 Grandview Invitational
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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