

Ocala/Marion County VCB

Economic Impact Estimate
2023 JVC First in Show Volleyball
Tournament
January 14th – 16th



DIRECT SPENDING

\$943,400

People who **live outside** of Marion County spent \$943,400 during the 2023 JVC First in Show Volleyball Tournament.

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

TOTAL ECONOMIC IMPACT

\$1,462,300

Total estimated economic impact from the 2023 JVC
First in Show Volleyball Tournament.

Direct expenditures	\$943,400
Indirect & induced economic impact ¹	\$518,900
Total estimated economic impact²	\$1,462,300

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

3,303¹

Including overnight visitors, day trippers and participants, there were 3,303 individuals from outside Marion County who attended the 2023 JVC First in Show Volleyball Tournament.

¹An event participant figure of 1,900 participants and 8,850 total attendance was reported by 2023 JVC First in Show Volleyball Tournament. Downs & St. Germain Research estimates there were 3,303 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

1,858

Attendees who live outside of Marion County spent 1,858 nights in hotels, motels, etc. while attending the 2023 JVC First in Show Volleyball Tournament.

OUT-OF-COUNTY VISITOR PROFILE*

- » 2.8 out-of-town spectators per travel party
- » 3.3 nights stayed in Marion County by out-of-town spectators

*Demographic visitor profile represents spectators to the 2023 JVC First in Show Volleyball Tournament and does not reflect those participating.

METHODOLOGY

- » The economic impact was based on data from the following sources:
 - » Interviews conducted by Downs & St. Germain Research with 108 attendees of the 2023 JVC First in Show Volleyball Tournament
 - » Attendance estimates provided by the 2023 JVC First in Show Volleyball Tournament
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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