

Ocala/Marion County VCB

Economic Impact Estimate
2023 HITS Ocala Winter Circuit
January 18th – March 26th



DIRECT SPENDING

\$30,859,100

People who **live outside** of Marion County spent \$30,859,100 during the 2023 HITS Ocala Winter Circuit.

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

TOTAL ECONOMIC IMPACT

\$47,831,500

Total estimated economic impact from the 2023 HITS Ocala
Winter Circuit

Direct expenditures	\$30,859,100
Indirect & induced economic impact ¹	\$16,972,400
Total estimated economic impact²	\$47,831,500

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

9,599¹

Including overnight visitors, day trippers and participants, there were 9,599 individuals from outside Marion County who attended the 2023 HITS Ocala Winter Circuit.

¹An event participant figure of 16,200 attendees and participants was reported by 2023 HITS Ocala Winter Circuit. Downs & St. Germain Research estimates there were 9,599 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

36,390

Attendees who live outside of Marion County spent 36,390 nights in hotels, motels, etc. while attending the 2023 HITS Ocala Winter Circuit.

OUT-OF-COUNTY VISITOR PROFILE*

- » 4.4 people per travel party
- » 20.6 nights stayed in Marion County
- » 50 years old – median age
- » 61% female

METHODOLOGY

- » The economic impact was based on data from the following sources:
 - » Interviews conducted by Downs & St. Germain Research with 132 attendees of the 2023 HITS Ocala Winter Circuit
 - » Attendance estimates provided by the 2023 HITS Ocala Winter Circuit
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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