OCALA/MARION COUNTY VCB

Economic Impact Study
FY2025
October 2024 – September 2025



Ocala
MARION COUNTY, FL
Visitors & Convention Bureau

downs & st. germain
RESEARCH

ECONOMIC IMPACT



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ECONOMIC SNAPSHOT

- Ocala, like much of the rest of US, is seeing a downtick of visitor statistics from FY2025. This normalization is due to a variety of factors, visitors being more price conscious in their travel decisions as they consider the overall economy, which has impacted lower income household to a greater extend than higher income households., and a struggling international perception of traveling to the US.
- Tourism Development Tax saw a sizeable increase compared to other lodging statistics; this is in part due to an increase in compliance led by the Marion County Tax Collector Office as well as an increase in units and average daily rate
- Decreases in spending were largely driven by decreases to entertainment and shopping
- The net impact of local government revenue from visitors less the cost of servicing visitors is $5,915,200
- Ocala residents save $453 in household state and local tax savings due to visitors staying in the area.

ECONOMIC IMPACT

Visitor Spending in FY 2025 (Oct 2024 – Sept 2025) generated a total economic impact of

$956,452,100

in Marion County

A decrease of **0.8%***

from FY2024 (Oct 2023 – Sept 2024)



*The economic impact analysis process has been updated to align with current IMPLAN data models. As a result, previous years' figures have been revised using the updated methodology. IMPLAN models are based on government data sources (e.g., BEA, BLS, Census, etc.) that lag behind this report's calendar year, therefore future updates may occur as newer datasets become available. This Economic Impact analysis does not accounts for leakage outside of Marion County (i.e., the cost of wholesale and retail trade services that do not continue to circulate within the county's economy).

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DIRECT SPENDING

Visitors who traveled to Ocala/Marion County in FY2025 spent

$664,798,900

in Marion County on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

A decrease of **0.2%**

from FY2024



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VISITORS

Ocala/Marion County attracted

1,329,800

visitors in FY2025

A decrease of **7.3%**

from FY2024



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ROOM NIGHTS*

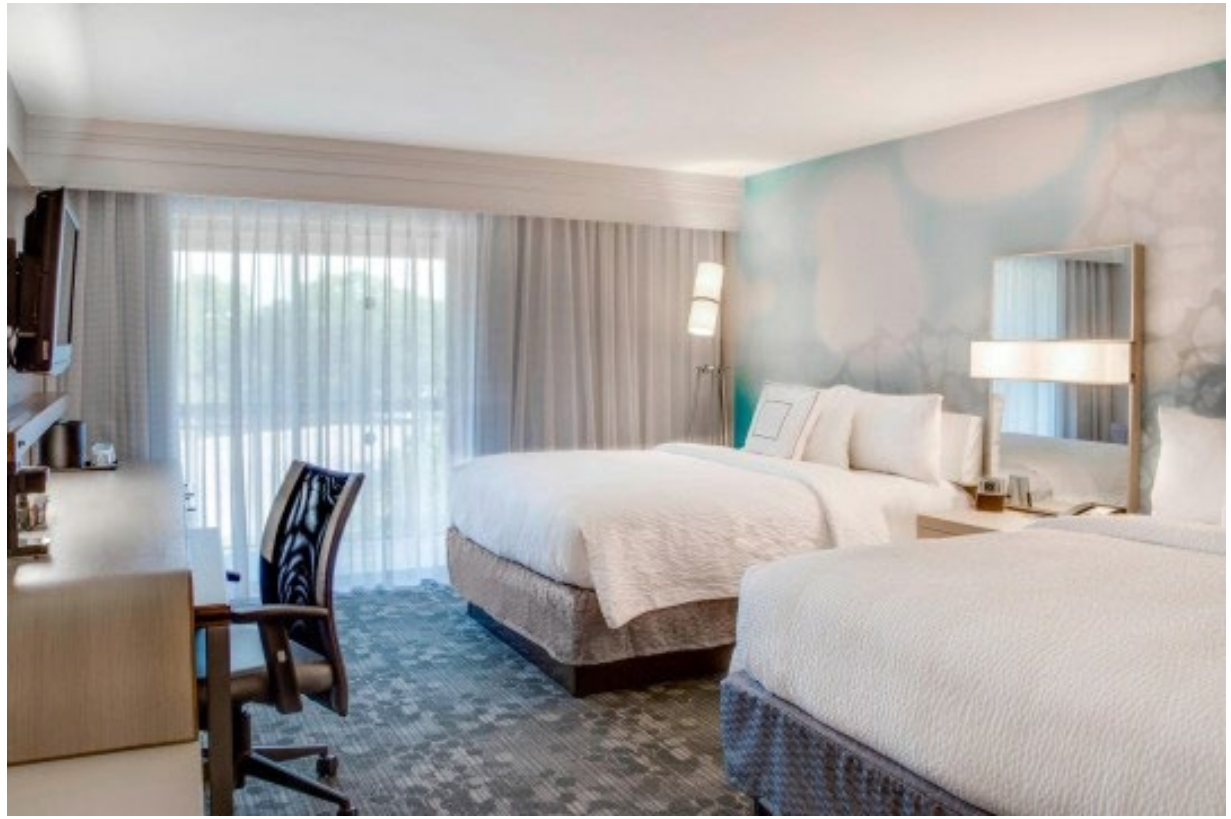
Ocala/Marion County visitors generated

1,172,400

room nights in paid accommodations in FY2025

An increase of **5.6%**

from FY2024



*Room nights increased while having fewer visitors due to a variety of factors including, an increase in the percentage of paid visitors compared to other visitor types, flat occupancy year over year, and a 5.8% (+1,190 units) increase in units compared to FY2024

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TOURISM DEVELOPMENT TAX*

Paid accommodations and vacation rentals by visitors to Ocala/Marion County in FY2025 generated

$6,789,255

in TDT collected

An increase of **23.9%***

from FY2024



*The increase in this figure is reflective of multiple factors including, an increase in room nights, units, ADR and the Marion County Tax Collector increased efforts on compliance amongst paid accommodations

TOURISM SNAPSHOT: FY2025

58.9%

Occupancy

0.0%

from FY2024

$126.21

Average Daily Rate

↑ 3.2%

from FY2024

$74.33

RevPAR

↑ 4.0%

from FY2024

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JOBS & WAGES*

Tourism in Ocala/Marion County supported

8,670 (-4.0%)

jobs in FY2025, supporting

$296,839,700 (-1.0%)

in wages and salaries



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VISITORS SUPPORT JOBS

An additional Ocala/Marion County job is supported by every

153

visitors



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NET TAX BENEFIT*

Visitors in FY2025 generated a net tax benefit of

$5,915,200

to Marion County government



Visitors contribute revenue to Marion County government via taxes and user fees. Visitors, by using county services and infrastructure, cost Marion County government money. The net impact of local government revenue from visitors less the cost of servicing visitors is $5,915,200

$5,915,200 = $28,378,600 - $22,463,400

*Net benefit Local Taxes supported by visitor Cost to county to service visitors

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HOUSEHOLD SAVINGS

Visitors to Ocala/Marion County
save local residents

$453

per household in
state and local taxes* every year



State & Local Taxes Supported = $82,005,813 / Total Households (181,155) = $453 in savings per household

*Economic impact models have been updated to account for IMPLAN 5-year updates that impact key economic figures. These updates effect previously reported Economic impact figures like Economic Impact, Jobs, Wages and Taxes. For direct comparisons, FY2024 and FY2023 have been updated using the most updated figures as well. This modeling does not account for leakages.

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MARKETING SPENDING

Every dollar spent by the Ocala/Marion County VCB on marketing is associated with

$49[1]

in visitor spending in Marion County



[1]The calculation is based visitor spending in Ocala/Marion County multiplied by the percent of total visitors who recalled advertisements and were influenced by said advertisements divided by the Ocala/Marion County VCB marketing spend

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TOURISM SNAPSHOT: KEY METRICS

Visitor Statistics	FY2023	FY2024	FY2025	Percent Change
Visitors	*1,530,200*	*1,435,100*	*1,329,800*	*-7.3%*
Direct Expenditures[1]	*$731,229,800*	*$666,399,300*	*$664,798,900*	*-0.2%*
Total Economic Impact[2]	*$1,048,291,100*	*$964,284,300*	*$956,452,100*	*-0.8%*

Lodging Statistics	FY2023	FY2024	FY2025	Percent Change
Occupancy	*63.9%*	*58.9%*	*58.9%*	*0.0%*
Room Rates	*$121.29*	*$122.30*	*$126.21*	*+3.2%*
RevPAR	*$77.50*	*$72.03*	*$74.33*	*+4.0%*
Room Nights[3]	*1,126,400*	*1,110,500*	*1,172,400*	*+5.6%*
TDT Collections	*$5,368,966*	*$5,481,186*	*$6,789,255*	*+23.9%*

[1] Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses

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[3] Room nights increased while having fewer visitors due to a variety of factors including, an increase in the percentage of paid visitors compared to other visitor types, flat occupancy year over year, and a 5.8% (+1,190 units) increase in units compared to FY2024

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TOURISM SNAPSHOT: ECONOMIC METRICS*

Economic Indicators	FY2023	FY2024	FY2025	Percent Change
Jobs supported	*10,750*	*9,030*	*8,670*	*-4.0%*
Wages supported	*$324,091,400*	*$299,925,200*	*$296,839,700*	*-1.0%*
State and local taxes supported	*$92,606,300*	*$80,844,100*	*$82,005,800*	*+1.4%*

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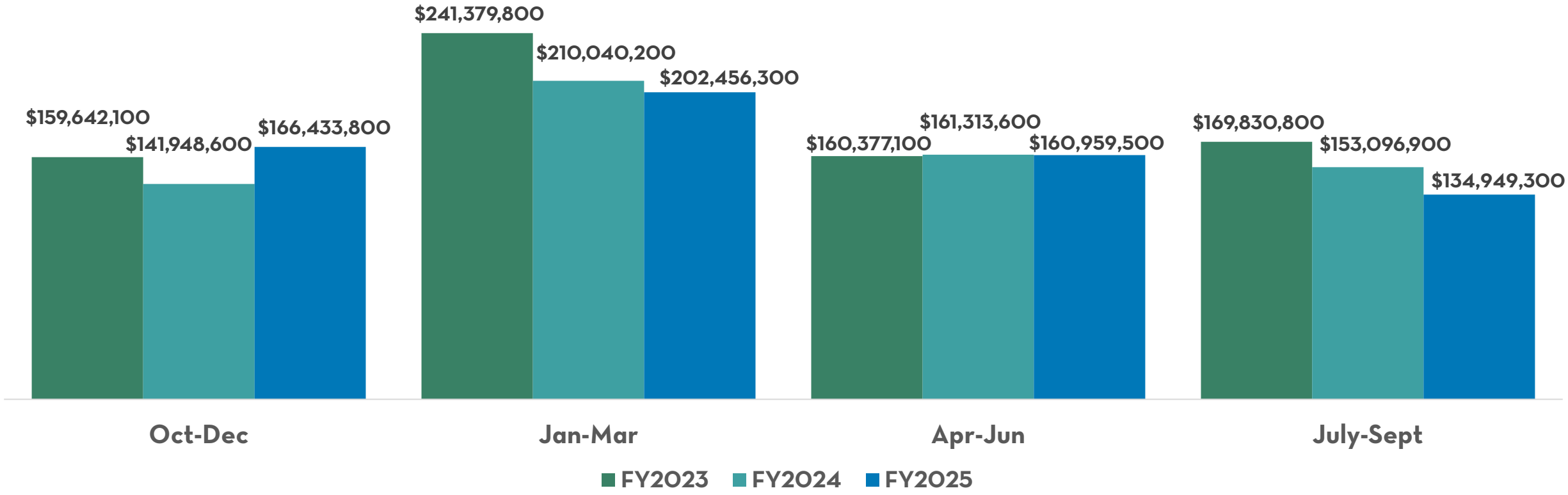
SPENDING



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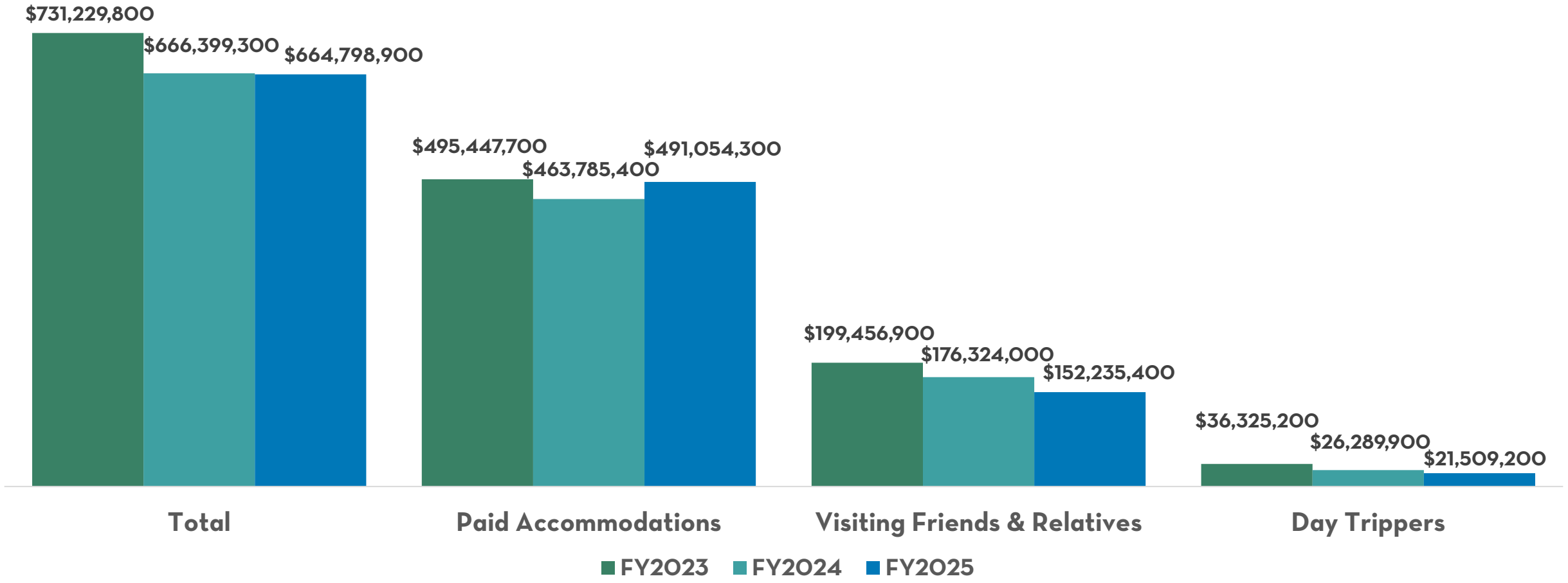
DIRECT SPENDING BY QUARTER



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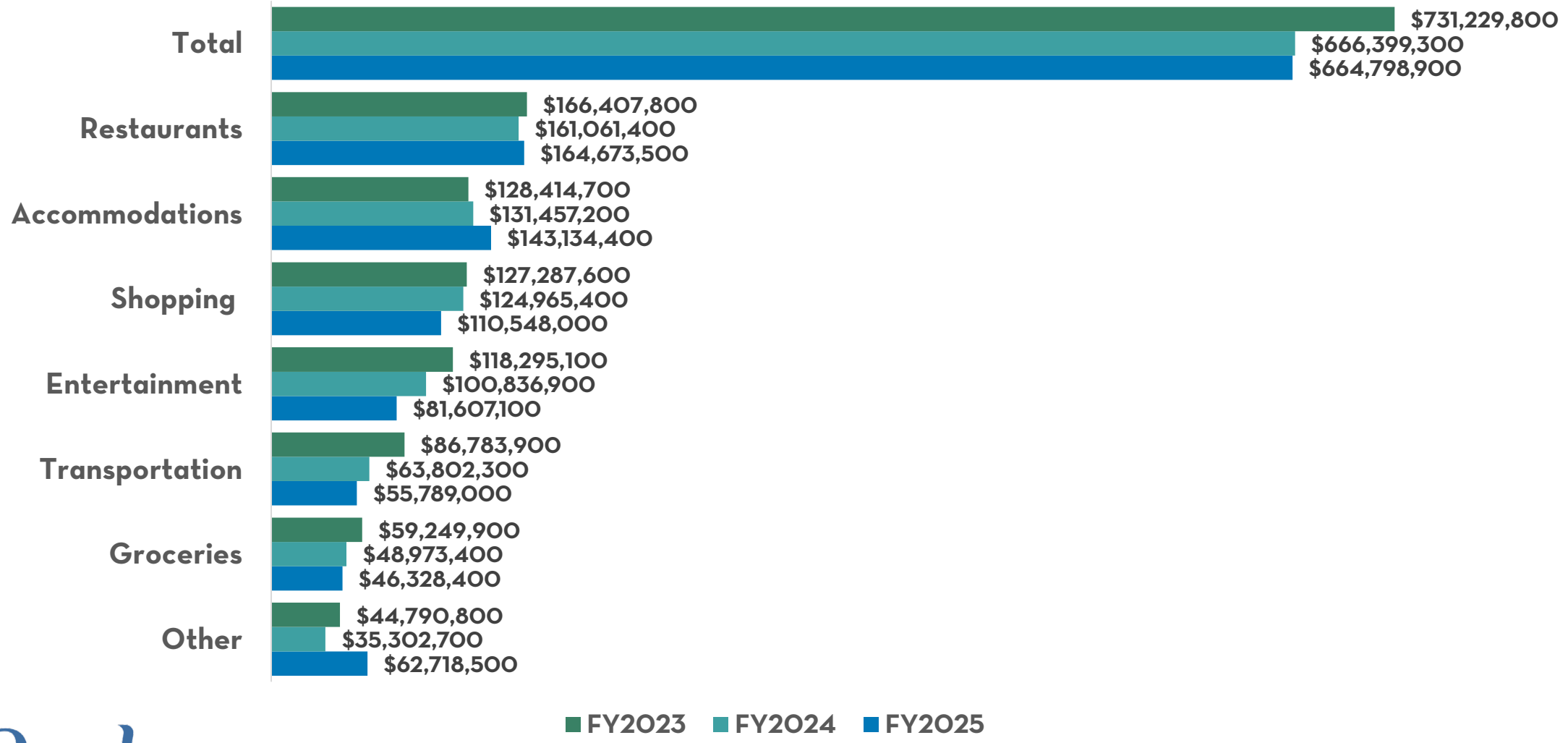
DIRECT SPENDING BY VISITOR TYPE



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DIRECT SPENDING BY CATEGORY



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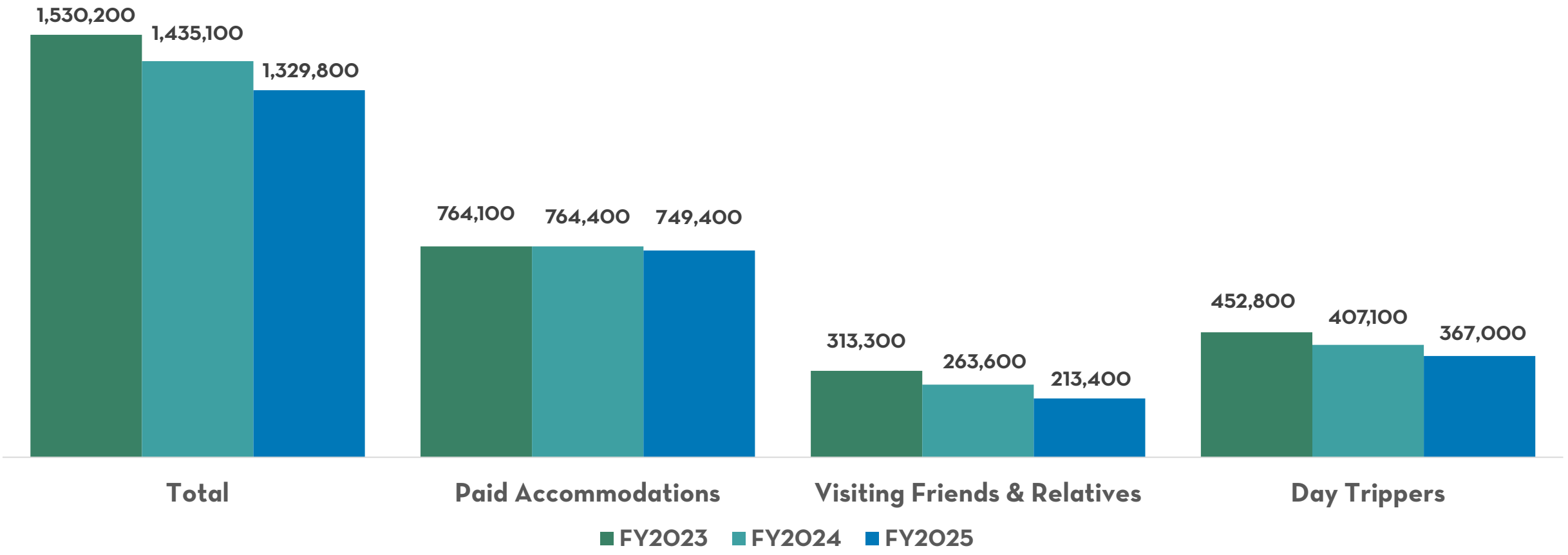
VISITORS



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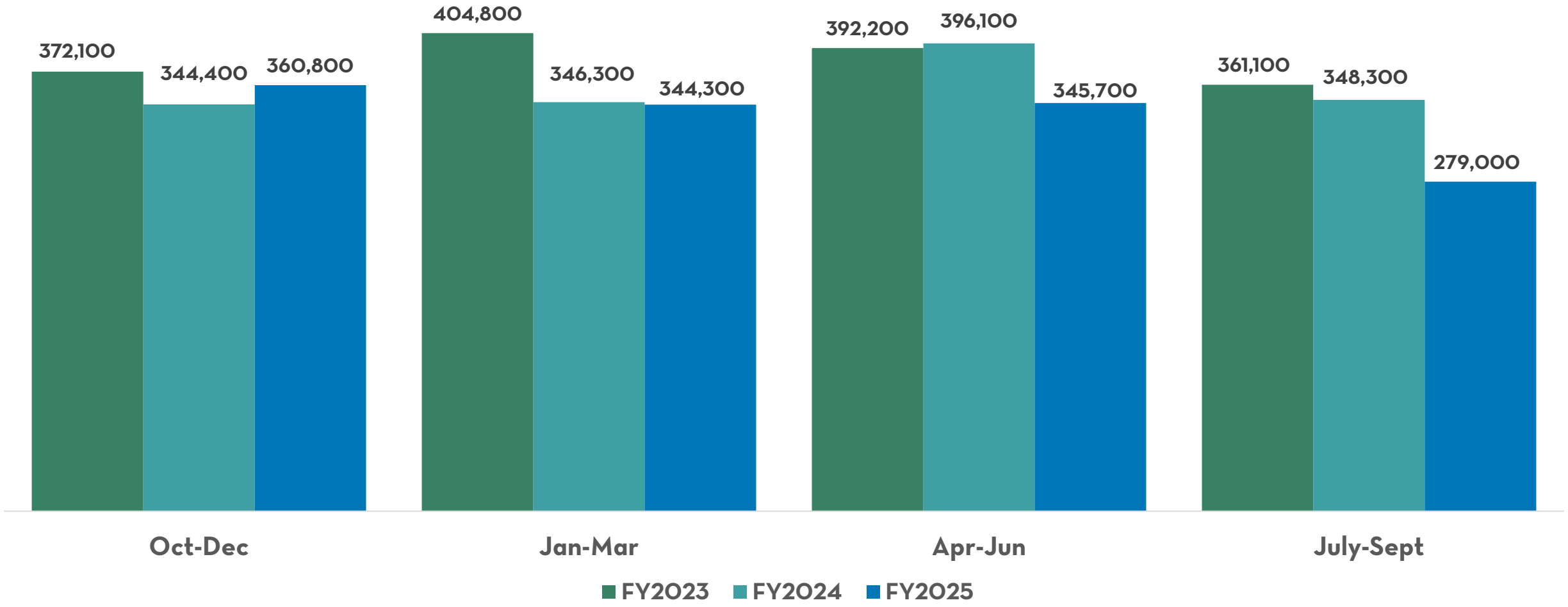
VISITOR TYPE



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VISITORS BY QUARTER



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METHODOLOGY



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METHODOLOGY

Visitor Tracking Study

» Interviews were completed in person and online with 2,891 visitors at local hotels, attractions, and events between October 1st, 2024 and September 31st, 2025.



Economic Impact

» Total economic impact of tourism on the Ocala/Marion County area is a function of direct spending by visitors to Marion County, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

» Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to the Ocala/Marion County area. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

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Partner and Event Involvement

- Winter Series at WEC
- Ocala International Horse Show
- Various WEC events over the course of the year
- FLAGS Long Course Championships
- Babe Ruth World Series
- Cal Ripken Rookie World Series
- WEC Summer Series
- FHSAA State Meet
- Various FAST events over the course of the year
- Grandview Invitational
- Live Oak International
- Florida Huddle/Encounter
- Rock the Country
- Ocala Comicon
- Outdoor Expo
- KP Hole Park
- Silver Springs State Park
- HDG Hotels
- Hampton Inn and Suites
- Circle Square Cultural Center
- MCA & Brick City Center for the Art
- Santos Bike Shop
- Ft. King National Historic Landmark
- Downtown Ocala Square
- Ocala Farmers Market

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Downs & St. Germain Research
850-906-3111 | www.dsg-research.com
contact@dsg-research.com



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