

Ocala/Marion County VCB

Economic Impact Estimate
2023 Winter Series at World
Equestrian Center
January 4th – March 26th



DIRECT SPENDING

\$36,713,200

People who **live outside** of Marion County spent \$36,713,200 during the 2023 Winter Series at World Equestrian Center.

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

TOTAL ECONOMIC IMPACT

\$56,905,500

Total estimated economic impact from the 2023 Winter Series
at World Equestrian Center

Direct expenditures	\$36,713,200
Indirect & induced economic impact ¹	\$20,192,300
Total estimated economic impact²	\$56,905,500

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

30,507¹

Including overnight visitors, day trippers and participants, there were 30,507 individuals from outside Marion County who attended the 2023 Winter Series at World Equestrian Center.

¹An event participant figure of 94,664 participants, attendees and volunteers was reported by 2023 Winter Series at World Equestrian Center. Downs & St. Germain Research estimates there were 30,507 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

31,092

Attendees who live outside of Marion County spent 31,092 nights in hotels, motels, etc. while attending the 2023 Winter Series at World Equestrian Center.

OUT-OF-COUNTY VISITOR PROFILE*

- » 3.2 people per travel party
- » 7.2 nights stayed in Marion County
- » 49 years old – median age
- » 67% female

*Demographic visitor profile represents spectators to the 2023 Winter Series at World Equestrian Center 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 154 attendees of the 2023 Winter Series at World Equestrian Center
 - » Attendance estimates provided by the 2023 Winter Series at World Equestrian Center
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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