



# Marion County VCB

Economic Impact of Tourism Study  
April 2014 – March 2015

# Methodology

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- The economic impact of tourism was based on data from the following sources:
  - Twelve (12) monthly STR Reports
  - Twelve (12) monthly ADR Studies completed by Kerr & Downs Research with Marion County bed tax collectors
  - Four quarterly Marion County VCB Visitor Tracking Studies (1,184 internet and 2,053 in-person surveys, 3,237 total, completed by Kerr & Downs Research)

# Methodology

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- The economic impact of tourism was based on data from the following sources:
  - IMPLAN Economic Impact Modeling software
    - IMPLAN models the way tourism dollars is spent and re-spent in other sectors of the economy, generating waves of economic activity, called multiplier effects. The model uses national industry data and county-level economic data to generate a series of multipliers, which in turn estimate the total economic implications of economic activity.
    - Over 1,500 organizations use IMPLAN, including FEMA, EPA, Federal Reserve Bank, and Bureau of Land Management.
  - Various government agencies and data sources
  - TDT Collections provided by the Marion County VCB
  - Tourism database at Kerr & Downs Research

# Methodology

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• Visitor surveys were completed by internet and in-person at hotels and the following events:

- Frank Polack Memorial Bike Ride
- Diamond Rio Concert
- Cal Ripken Baseball Tournament
- Flick and Float
- Babe Ruth World Series
- August OBS Sale
- UF Football weekends
- Ocala Shriner's Rodeo
- KP Hole
- Travis Tritt Concert
- FAFO Art Festival
- Ocala Pumpkin Run
- 17th Annual All Corvette Car Show
- Equiventures 2014
- Kingdom of the Sun Basketball Tournament
- HITS Winter Circuit
- Coates Golf Championship
- FEI Nations Cup
- Rotary Discovery Festival Cracker Cattle Drive
- March OBS Sale
- Live Oak International
- Southern Pro Rodeo
- HITS Triathlon
- Fat Tire Festival

# Key Performance Indicators

Economic Indicators	2015
Visitors <sup>1</sup>	1,768,528
Direct expenditures <sup>2</sup>	\$600,207,348
Total economic impact <sup>2</sup>	\$912,068,303
Room nights generated <sup>3</sup>	914,097

<sup>1</sup> Source: STR Reports, Kerr & Downs Research ADR Studies and Kerr & Downs Research Visitor Tracking Studies

<sup>2</sup> Source: STR Reports, Kerr & Downs Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

<sup>3</sup> Source: STR Reports and Kerr & Downs Research ADR Studies

# Key Performance Indicators

Economic Indicators	2015
Jobs created <sup>1</sup>	10,591
Wages paid <sup>1</sup>	\$246,872,191
Taxes paid <sup>2*</sup>	\$62,695,102
Tourist Development Tax <sup>3</sup>	\$1,105,293

<sup>1</sup> Source: Kerr & Downs Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

<sup>2</sup> Source: Kerr & Downs Research Visitor Tracking Studies, Marion County Fiscal Manager, Department of Revenue, and IMPLAN

\* Sales, use, and property taxes.

<sup>3</sup> Source: Ocala/Marion County VCB

# Key Performance Indicators

Visitor Profile	2015
Occupancy <sup>1</sup>	62.5%
Avg. Room Rate <sup>1</sup>	\$77.20
RevPAR <sup>1</sup>	\$48.25
Travel party size <sup>2</sup>	3.2
Nights spent <sup>2</sup>	3.6
Will return <sup>3</sup>	92%
Visit Met or Exceeded Expectations <sup>3</sup>	94%

<sup>1</sup> Source: STR Reports and Kerr & Downs Research ADR Studies

<sup>2</sup> Source: Kerr & Downs Research ADR Studies and Kerr & Downs Research Visitor Tracking Studies

<sup>3</sup> Source: Kerr & Downs Research Visitor Tracking Studies



# Detailed Findings

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## Economic Impact of Visitors to Marion County



# Direct Spending

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\$600,207,348

Dollars spent by visitors to  
Marion County

For accommodations, restaurants, groceries, transportation,  
attractions, entertainment, and shopping

# Total Economic Impact

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# \$912,068,303

Total estimated economic impact from  
visitors to Marion Country

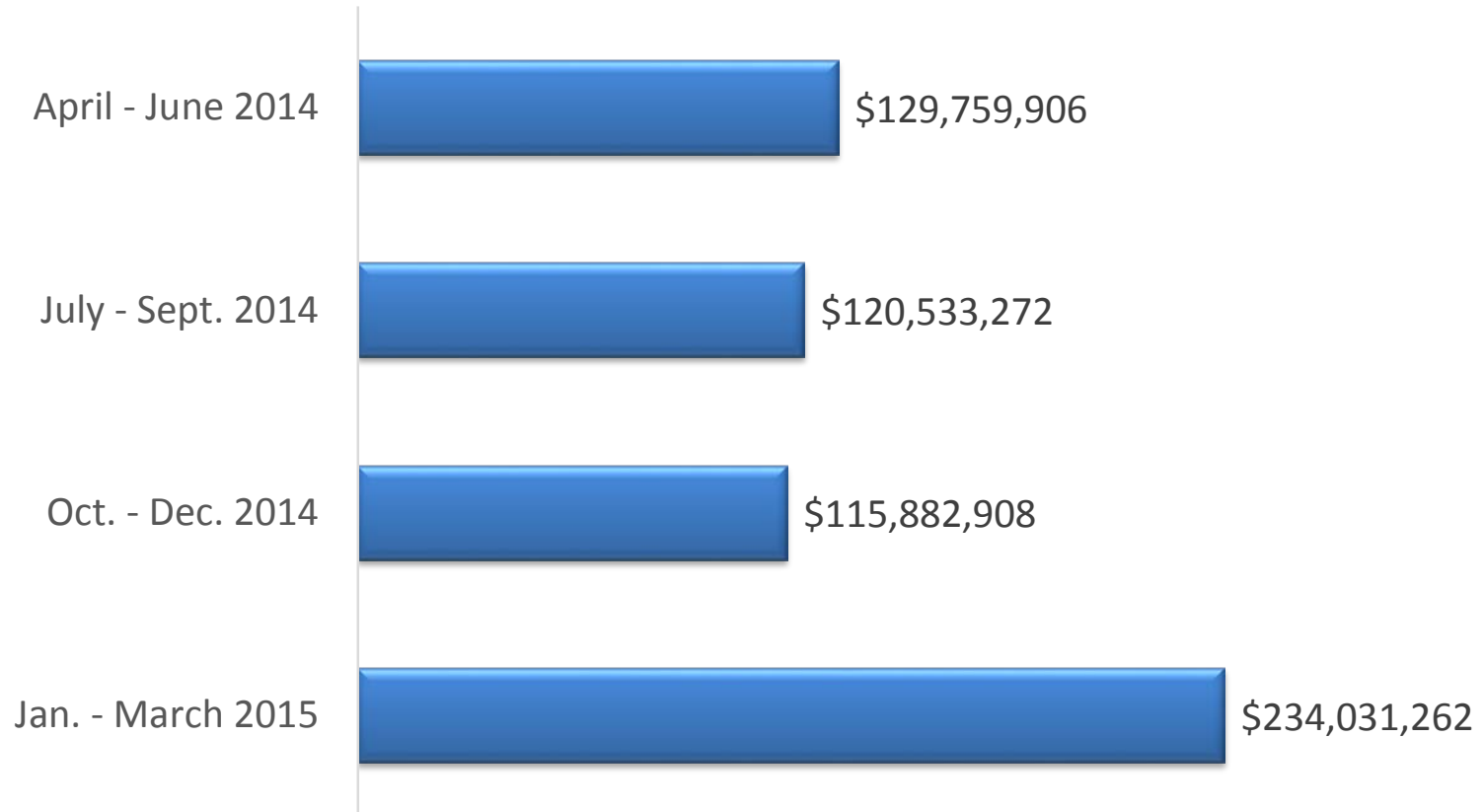
Direct expenditures	\$600,207,348
Indirect economic impact	\$155,618,982
<u>Induced economic impact</u>	<u>\$156,241,973</u>
Total estimated economic impact	\$912,068,303

Indirect effects are increased business spending resulting from tourism dollars.

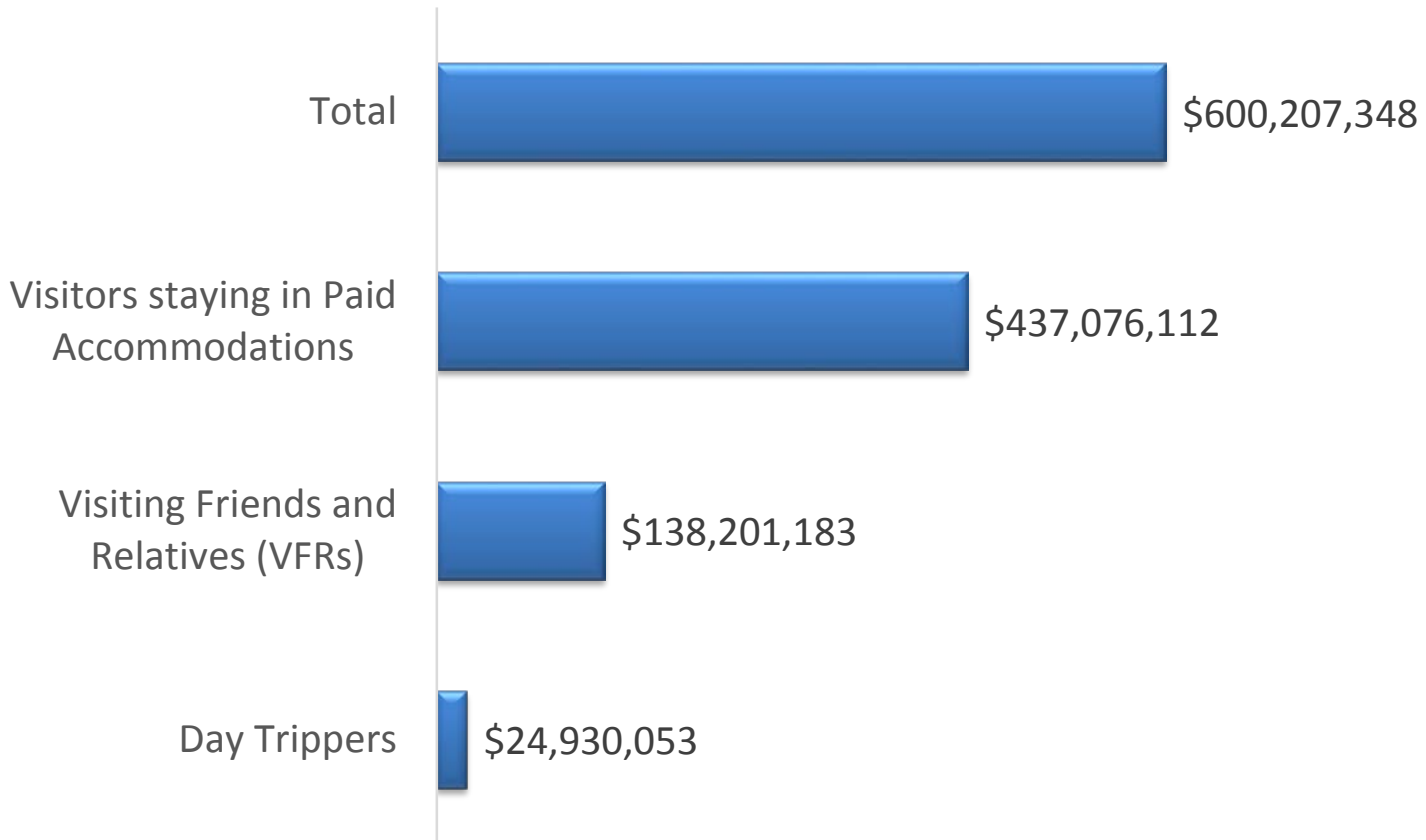
Induced effects are increased household spending resulting from tourism dollars.

# Direct Spending by Quarter

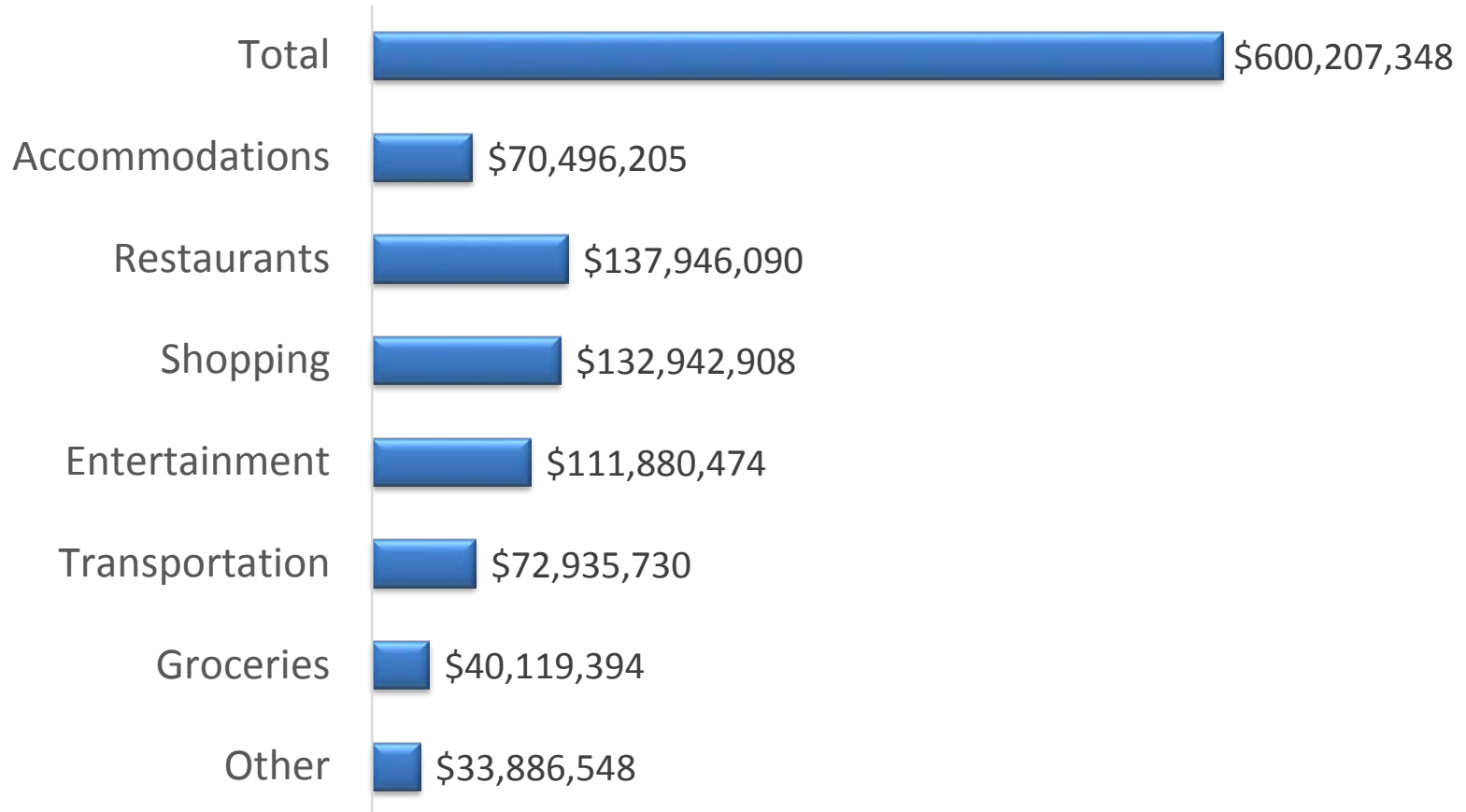
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# Direct Spending by Visitor Type

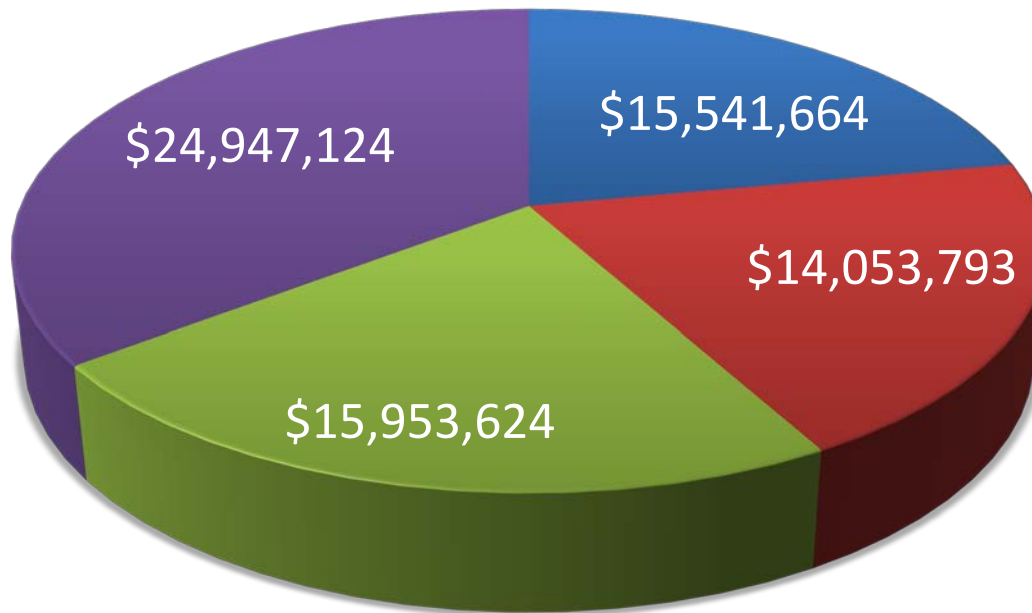


# Direct Spending by Type of Spend



# Accommodation Spending by Quarter

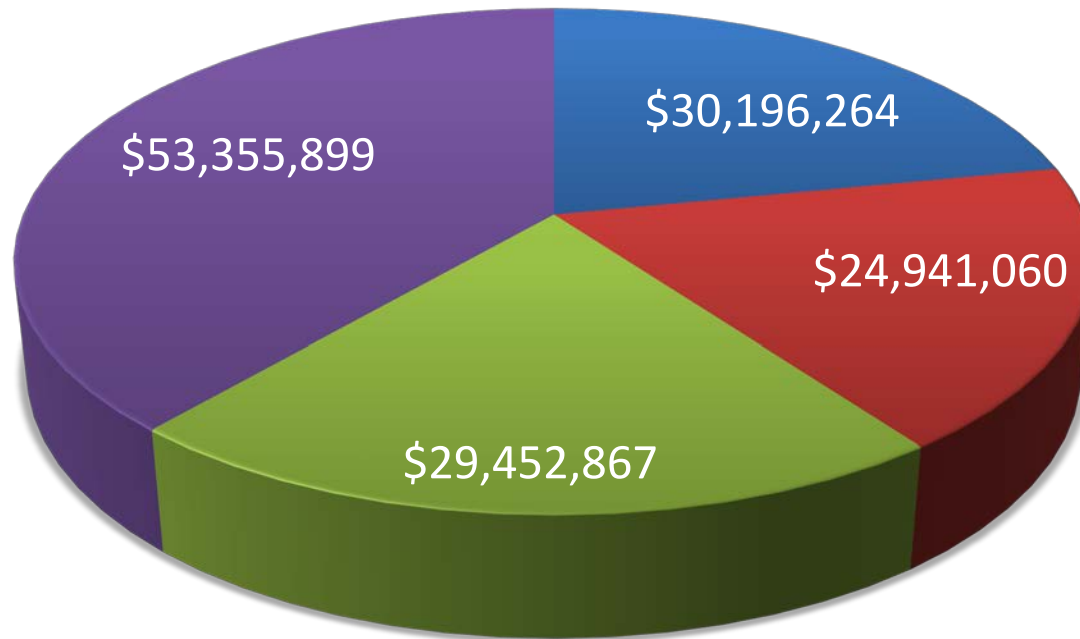
Total: \$70,495,205



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

# Restaurant Spending by Quarter

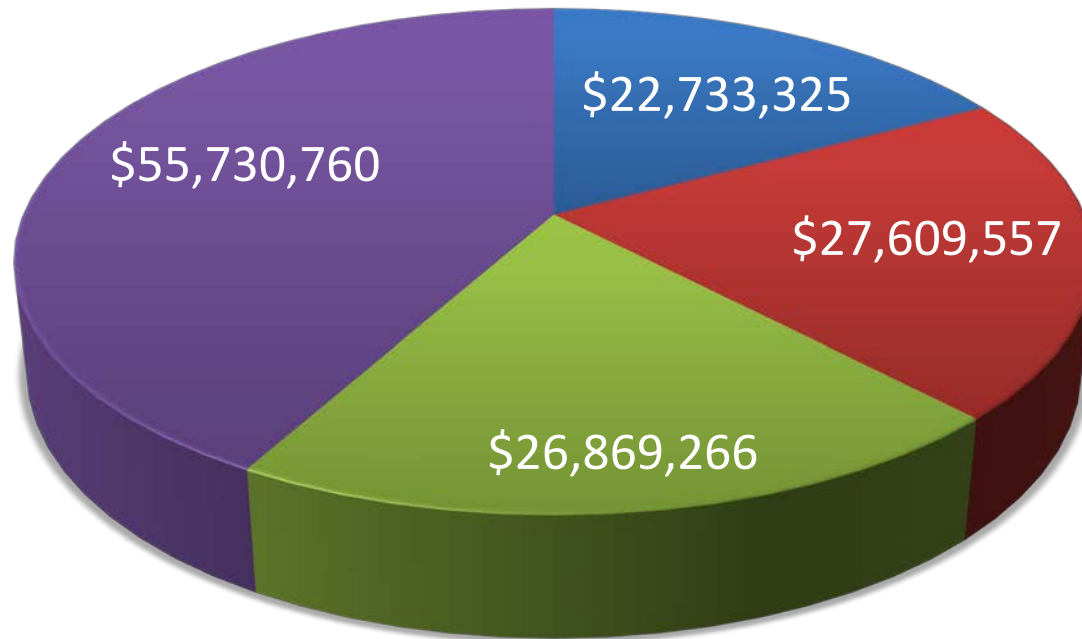
Total: \$137,946,090



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

# Shopping Spending by Quarter

Total: \$132,942,908

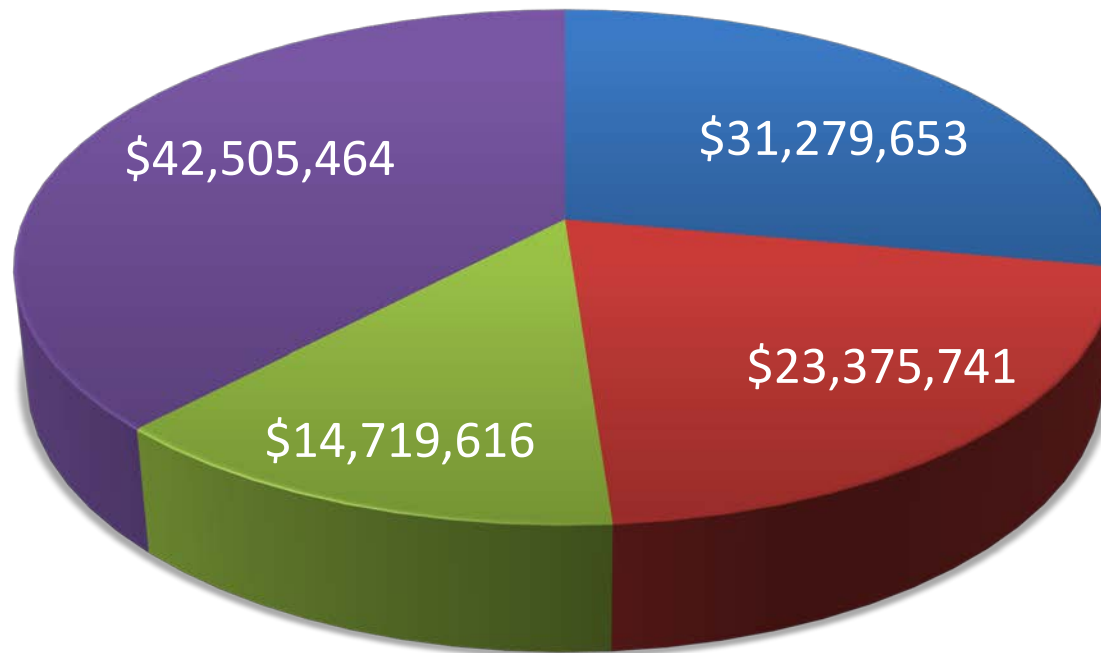


■ April - June 2014   ■ July - Sept. 2014   ■ Oct. - Dec. 2014   ■ Jan. - March 2015



# Entertainment Spending by Quarter

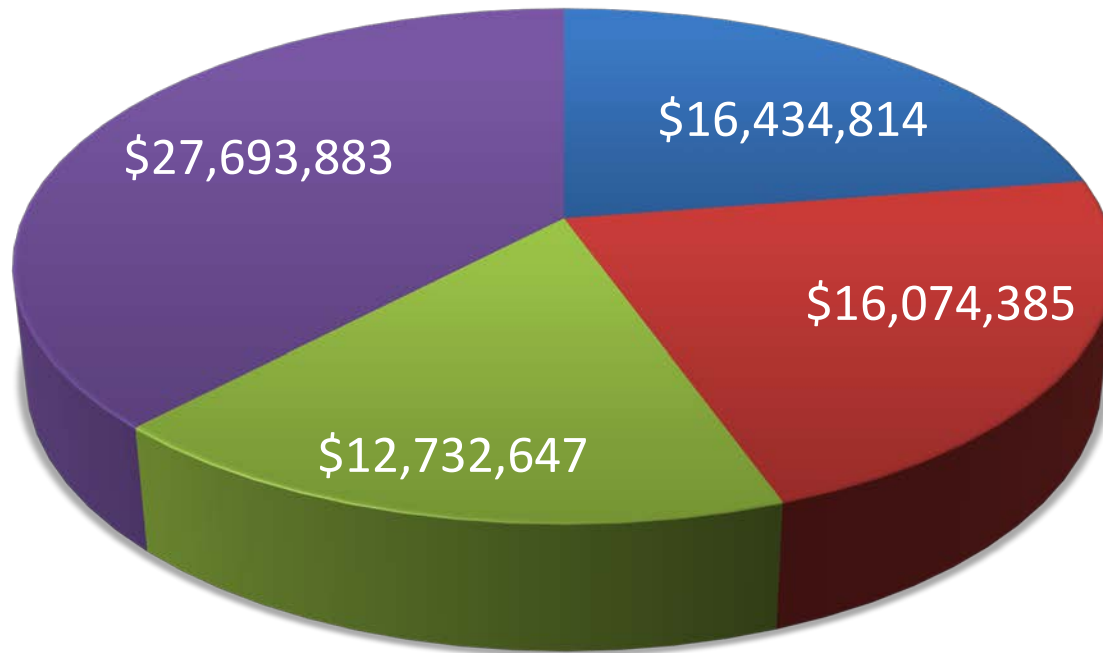
Total: \$111,880,474



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

# Transportation Spending by Quarter

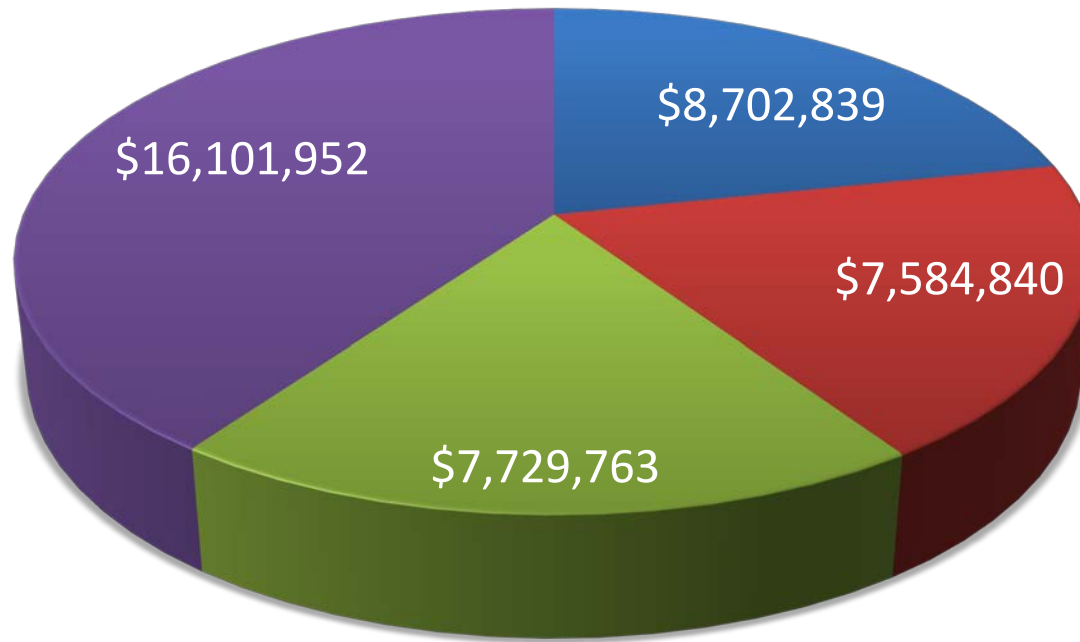
Total: \$72,935,729



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

# Grocery Spending by Quarter

Total: \$40,119,394



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

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# Visitors to Marion County

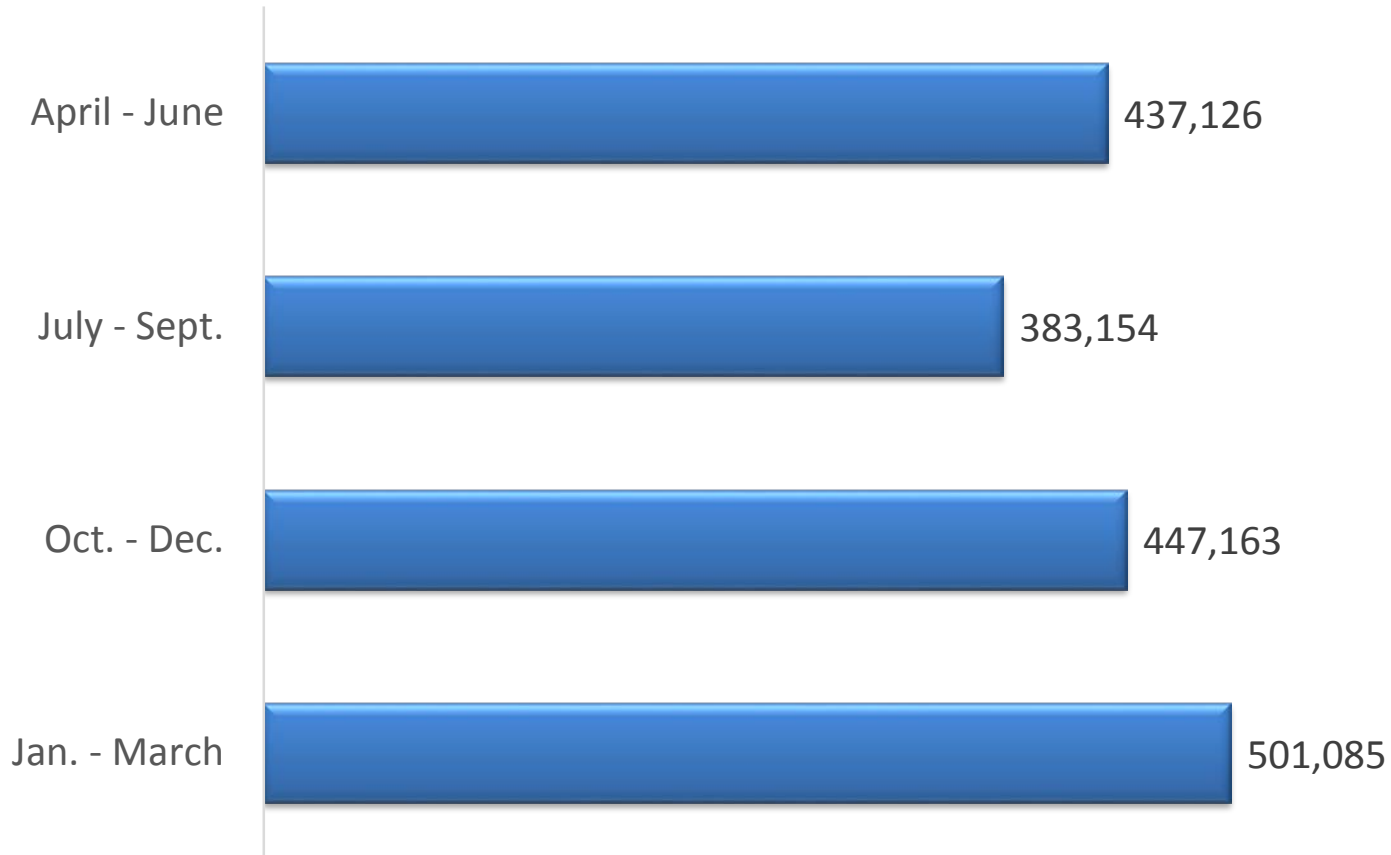
# Visitors to Marion County

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- **1,768,528** - Total Visitors to Marion County
- **967,384** – Visitors staying in paid accommodations
- **357,243** – Visiting friends and relatives (VFRs)
- **443,901** – Day visitors

# Visitors to Marion County by Quarter

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# Employment Impact of Visitors to Marion County

# Employment Impact

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**\$246,872,191**

Wages paid to employees serving visitors to  
Marion County

**10,591**

Jobs supported by revenue from visitors to  
Marion County



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# Visitor Survey Results

# Visitor Survey Results

	2 <sup>nd</sup> Quarter 2014	3 <sup>rd</sup> Quarter 2014	4 <sup>th</sup> Quarter 2014	1 <sup>st</sup> Quarter 2015	April 2014 – March 2015
Travel party	3.1	3.3	3.0	3.3	3.2
Kids	0.7	1.1	0.7	0.5	0.8
Median age	52	49	51	49	50
Median household income	\$91,000	\$70,000	\$77,400	\$83,300	\$81,100
From Southeast	90%	84%	86%	71%	81%
From Florida	79%	69%	70%	59%	68%
Drove	93%	91%	90%	85%	90%
Nights spent	1.8	3.1	1.7	6.8	3.9
Direct expenditures (entire trip)	\$521	\$974	\$570	\$2,638	\$1,287
1 <sup>st</sup> time visitor	30%	24%	29%	27%	28%

# Visitor Survey Results

	2 <sup>nd</sup> Quarter 2014	3 <sup>rd</sup> Quarter 2014	4 <sup>th</sup> Quarter 2014	1 <sup>st</sup> Quarter 2015	April 2014 – March 2015
Has smartphone	86%	90%	95%	94%	92%
Used smartphone on trip	66%	65%	67%	72%	68%
Viewed Visitors Guide	2%	3%	0%	4%	3%
Planned trip	A week or two out	A week or two out	A week or two out	A week or two out	A week or two out
Used OcalaMarion.com	9%	20%	12%	11%	13%
Used search sites	65%	63%	57%	56%	60%
Only travel destination	67%	64%	78%	79%	73%
Visit met or exceeded expectations	94%	93%	92%	97%	94%
Will return	87%	94%	90%	94%	92%

# Visitor Survey Results

Activities (Multiple Responses Accepted)	2 <sup>nd</sup> Quarter 2014	3 <sup>rd</sup> Quarter 2014	4 <sup>th</sup> Quarter 2014	1 <sup>st</sup> Quarter 2015	April 2014 – March 2015
Horse shows, sales, events	13%	31%	16%	46%	30%
Restaurants	54%	57%	39%	36%	44%
Relax and unwind	38%	48%	33%	25%	34%
Biking, hiking, nature walks, etc.	27%	22%	13%	23%	21%
Attractions	46%	30%	25%	21%	28%
Sporting events	18%	13%	9%	17%	14%
Shopping	18%	36%	22%	17%	22%
Bars and night clubs	5%	13%	9%	8%	9%
Golf or tennis	2%	4%	4%	6%	4%
Fishing or hunting	3%	15%	4%	4%	6%
Art galleries, museums, culture	4%	12%	9%	4%	7%
Business meetings or conferences	6%	6%	9%	3%	6%

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# Quadrant Analyses

# Quadrant Analysis: April 2014 – March 2015

## **Done Infrequently & Exceeds Expectations**

Sporting events  
Golf or tennis

## **Done Often & Exceeds Expectations**

Horse shows, sales, and events  
Relax and unwind  
Biking, hiking, nature walks, etc.  
Attractions

## **Done Infrequently & Meets/Below Expectations**

Bars and nightclubs  
Art galleries, museums, and cultural events  
Fishing and hunting  
Business meetings/conferences

## **Done Often & Meets/Below Expectations**

Restaurants  
Shopping

# Quadrant Analysis: 2nd Quarter 2014

## **Done Infrequently & Exceeds Expectations**

Fishing and hunting  
Art galleries, museums, etc.  
Horse shows, sales, and events  
Sporting events

## **Done Often & Exceeds Expectations**

Relax and unwind  
Attractions  
Biking, hiking, nature walks, etc.

## **Done Infrequently & Meets/Below Expectations**

Bars and nightclubs  
Business meetings/conferences  
Shopping  
Golf and tennis

## **Done Often & Meets/Below Expectations**

Restaurants

# Quadrant Analysis: 3rd Quarter 2014

## **Done Infrequently & Exceeds Expectations**

Fishing and hunting  
Art galleries, museums, etc.  
Golf and tennis

## **Done Often & Exceeds Expectations**

Relax and unwind  
Horse shows, sales, and events  
Attractions  
Biking, hiking, nature walks, etc.

## **Done Infrequently & Meets/Below Expectations**

Bars and nightclubs  
Sporting events  
Business meetings/conferences

## **Done Often & Meets/Below Expectations**

Restaurants  
Shopping



# Quadrant Analysis: 4th Quarter 2014

## **Done Infrequently & Exceeds Expectations**

Fishing and hunting

Sporting events

Business meetings/conferences

Biking, hiking, nature walks, etc.

## **Done Often & Exceeds Expectations**

Horse shows, sales, and events

Attractions

## **Done Infrequently & Meets/Below Expectations**

Bars and nightclubs

Art galleries, museums, and cultural events

Golf or tennis

## **Done Often & Meets/Below Expectations**

Restaurants

Shopping

Relax and unwind

# Quadrant Analysis: 1<sup>st</sup> Quarter 2015

## **Done Infrequently & Exceeds Expectations**

Sporting events  
Business meetings/conferences  
Golf or tennis

## **Done Often & Exceeds Expectations**

Horse shows, sales, and events  
Relax and unwind  
Biking, hiking, nature walks, etc.  
Attractions

## **Done Infrequently & Meets/Below Expectations**

Bars and nightclubs  
Art galleries, museums, and cultural events  
Fishing and hunting  
Shopping

## **Done Often & Meets/Below Expectations**

Restaurants

# April 2014 – March 2015 Marion County Economic Impact of Tourism Study

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