



# Marion County VCB

## Economic Impact Estimate for

Babe Ruth Baseball 14-Year-Old World Series

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# Economic Impact

# Direct Spending

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# \$973,700

## Dollars spent by attendees of the Babe Ruth Tournament

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



# Total Economic Impact

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## \$1,903,600

Total estimated economic impact  
from the Babe Ruth Tournament

Direct expenditures	\$ 973,700
Indirect economic impact	\$ 475,300
<u>Induced economic impact</u>	<u>\$ 454,600</u>
Total estimated economic impact	\$1,903,600

# Direct Expenditures

## \$973,700

• Accommodations	\$ 197,500
• Restaurants	\$ 221,600
• Shopping	\$ 148,600
• Entertainment/Attractions	\$ 192,400
• Transportation	\$ 111,800
• Groceries	\$ 65,900
• Other	\$ 35,900
• Total direct expenditures	\$ 973,700

# Attendees

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- Many individuals attended multiple games so total attendance was much higher, but there were approximately 2,700 unique visitors to the Babe Ruth Baseball 14-Year-Old World Series
- 59% of attendees stayed in hotels, motels, etc.
  - Most of these individuals stayed 7 to 10 nights
  - Approximately 1,500 room nights
- 10% of attendees stayed with friends and relatives
  - Most of these individuals stayed 4 to 7 nights
- 31% of attendees were day trippers or local residents

# Methodology

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- The economic impact was based on data from the following sources:
  - Marion County VCB Spring Visitor Tracking Study
  - Estimates provided by Corry Locke, Sports Marketing Specialist for Marion County VCB
  - Tourism database at Kerr & Downs Research
  - Interviews conducted by Kerr & Downs Research with 78 attendees of the Babe Ruth Tournament