



# Marion County VCB

## Economic Impact Estimate for Cal Ripken Major/60 World Series

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# Direct Spending

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# \$817,000

Dollars spent by out of town  
attendees of the Cal Ripken  
Major/60 World Series

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



# Total Economic Impact

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# \$1,241,800

Total estimated economic impact from  
the Cal Ripken Major/60 World Series

Direct expenditures	\$ 817,000
<u>Indirect &amp; induced economic impact</u>	<u>\$ 424,800</u>
Total estimated economic impact	\$ 1,241,800



# Direct Expenditures

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## \$817,000

Accommodations	\$ 201,600
Restaurants	\$ 187,100
Groceries	\$ 101,400
Shopping	\$ 93,400
Entertainment/Attractions	\$ 126,700
Transportation	\$ 105,300
Other	\$ 1,500
Total direct expenditures	\$ 817,000



# Room Nights and Attendees

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- The Cal Ripken Major/60 World Series had 1,965\* attendees and generated 1,474\* room nights
- 30% of spectators stayed in hotels, motels, etc.
- 7% of spectators stayed with friends and relatives
- 63% of spectators were day trippers or local residents

\* Includes spectators, participants, sponsors, and officials



# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 221 attendees of the Cal Ripken Major/60 World Series
  - Attendance estimates provided by Cal Ripken Major/60 World Series
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# Cal Ripken Major/60 World Series Economic Impact Study

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