



Marion County VCB

Economic Impact of Tourism Study
April 2016 – March 2017

Methodology

- 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 Downs & St. Germain Research with Marion County bed tax collectors
 - Four quarterly Marion County VCB Visitor Tracking Studies (3,260 surveys completed by Downs & St. Germain Research)

Methodology

- The economic impact of tourism was based on data from the following sources:
 - IMPLAN Economic Impact Modeling software
 - IMPLAN models the way tourism dollars are 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 Downs & St. Germain Research

Methodology

•Visitors were surveyed by internet and in-person at hotels, attractions and the following events:

- HITS Triathlon
- Silver Springs International Film Festival
- Equiventures - April
- Brick City Beer and Wine Festival
- PBR Show
- Cal Ripken Qualifier
- OBS Sale
- 7 v 7 Tournament
- Florida Watercolor Society Conference
- Ocala Arts Festival
- Cal Ripken World Series
- Ocala Shrine Rodeo
- Ocala Jockey Club 3-Day Event
- Florida Artists and Blacksmith Association Conference
- Southern Cowboy Classic Rodeo and Stock Show
- Harvest Fest ft. Blues Traveler
- HITS - December
- Kingdom of the Sun Basketball Tournament
- Equiventures – January
- HITS - January
- Ocala Marathon
- FEI Nations Cup
- HITS - February
- Live Oak International
- Ocala Culinary Festival
- Habitat Strawberry Festival
- Florida Springs Festival
- HITS - March

Key Performance Indicators

Economic Indicators	2016-2017	2014-2015 (Previously Reported)	2014-2015 (Revised Methodology)	% change (vs. Revised Methodology)
Visitors ¹	1,880,061	1,768,528	1,768,528	+6.3%
Direct expenditures ²	\$658,557,200	\$600,207,348	\$584,975,800 ⁴	+12.6%
Total economic impact ²	\$1,001,006,900	\$912,068,303	\$889,163,200 ⁴	+12.6%
Room nights generated ³	971,779	914,097	914,097	+6.3%

¹ Source: STR Reports, Downs & St. Germain Research ADR Studies and Downs & St. Germain Research Visitor Tracking Studies

² Source: STR Reports, Downs & St. Germain Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

³ Source: STR Reports and Downs & St. Germain Research ADR Studies

⁴ Revised estimate due to utilizing a more conservative approach for estimating accommodation spending

Key Performance Indicators

Economic Indicators	2016-2017	2014-2015	% change
Jobs created ¹	11,862	10,591	+12.0%
Wages paid ¹	\$281,434,300	\$246,872,191	+14.0%
Taxes paid ^{2*}	\$72,726,300	\$62,695,102	+16.0%
Tourist Development Tax ³	\$2,667,013	\$1,105,293	+141.3%

¹ Source: Downs & St. Germain Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

² Source: Downs & St. Germain Research Visitor Tracking Studies, Marion County Fiscal Manager, Department of Revenue, and IMPLAN

* Sales, use, and property taxes.

³ Source: Ocala/Marion County VCB



Key Performance Indicators

Visitor Profile	2016-2017	2014-2015	% change
Occupancy ¹	65.7%	62.5%	+5.1%
Avg. Room Rate ¹	\$82.10	\$77.20	+6.4%
RevPAR ¹	\$53.94	\$48.25	+11.8%
Travel party size ²	2.9	3.2	
Nights spent ²	3.9	3.9	
Will return ³	96%	92%	
Visit Met or Exceeded Expectations ³	97%	94%	

¹ Source: STR Reports and Downs & St. Germain Research ADR Studies

² Source: Downs & St. Germain Research ADR Studies and Downs & St. Germain Research Visitor Tracking Studies

³ Source: Downs & St. Germain Research Visitor Tracking Studies



Inside Story

- 158 visitors = 1 job in Marion County
- \$1 in marketing = \$397 in visitor spending
- \$1 in marketing = \$25 in taxes paid by visitors
- Visitors save each Marion County household \$550 in taxes
- 41.8% of all visitor spending (\$275,276,900) can be attributed to visitors who engaged in ecotourism/recreation*

* Visitor who engaged in at least one of the following activities: "Fishing, hunting, etc.", "golf, tennis, etc.", "nature, environment, birdwatching, etc.", "biking, hiking, running", "attend or participate in a sporting event", "canoeing, kayaking, tubing"

Detailed Findings

Economic Impact of Visitors to Marion County

Direct Spending

\$658,557,200

Dollars spent by visitors to
Marion County

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

Total Economic Impact

\$1,001,006,900

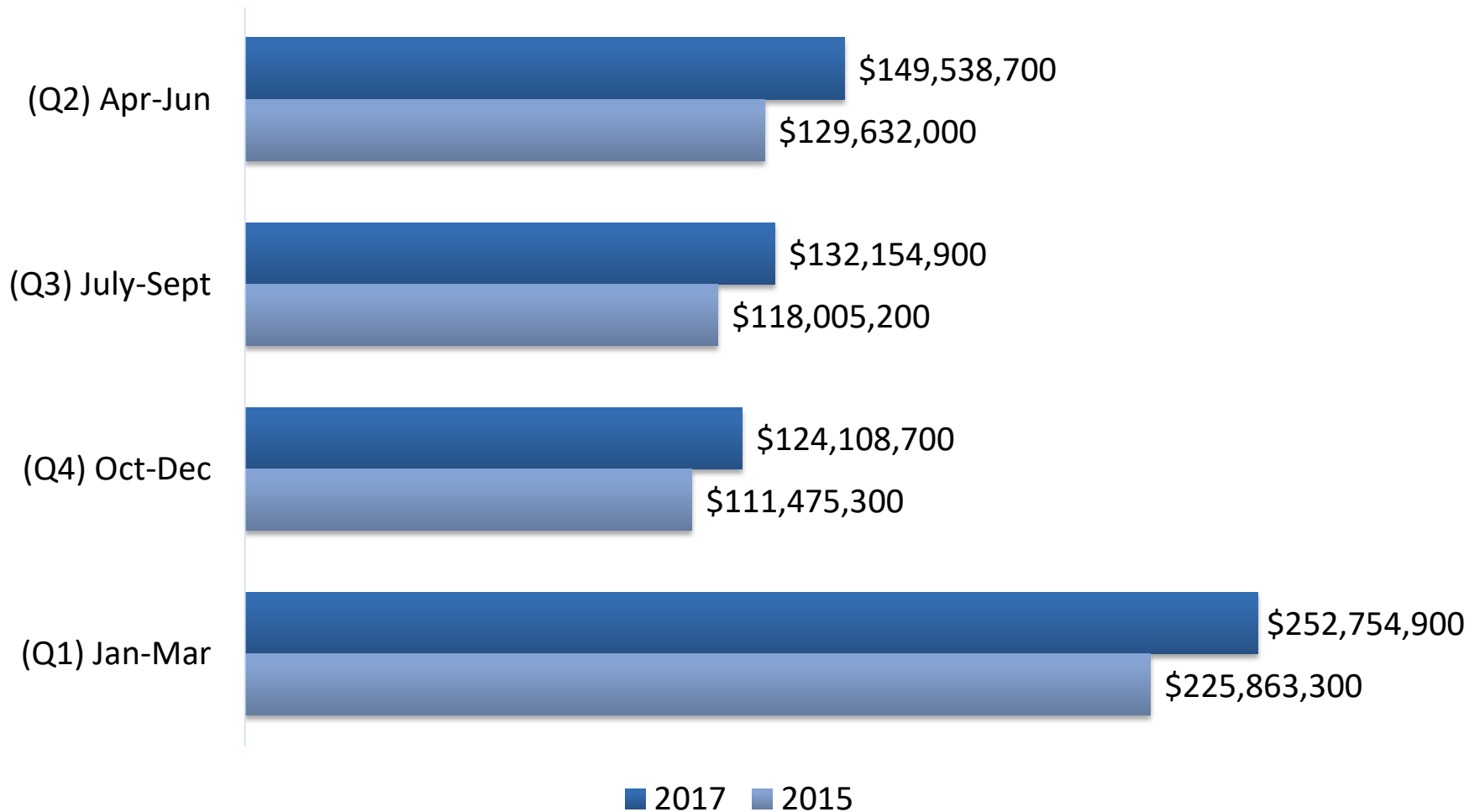
Total estimated economic impact from
visitors to Marion Country

Direct expenditures	\$ 658,557,200
Indirect economic impact	\$ 169,512,600
<u>Induced economic impact</u>	<u>\$ 172,937,100</u>
Total estimated economic impact	\$1,001,006,900

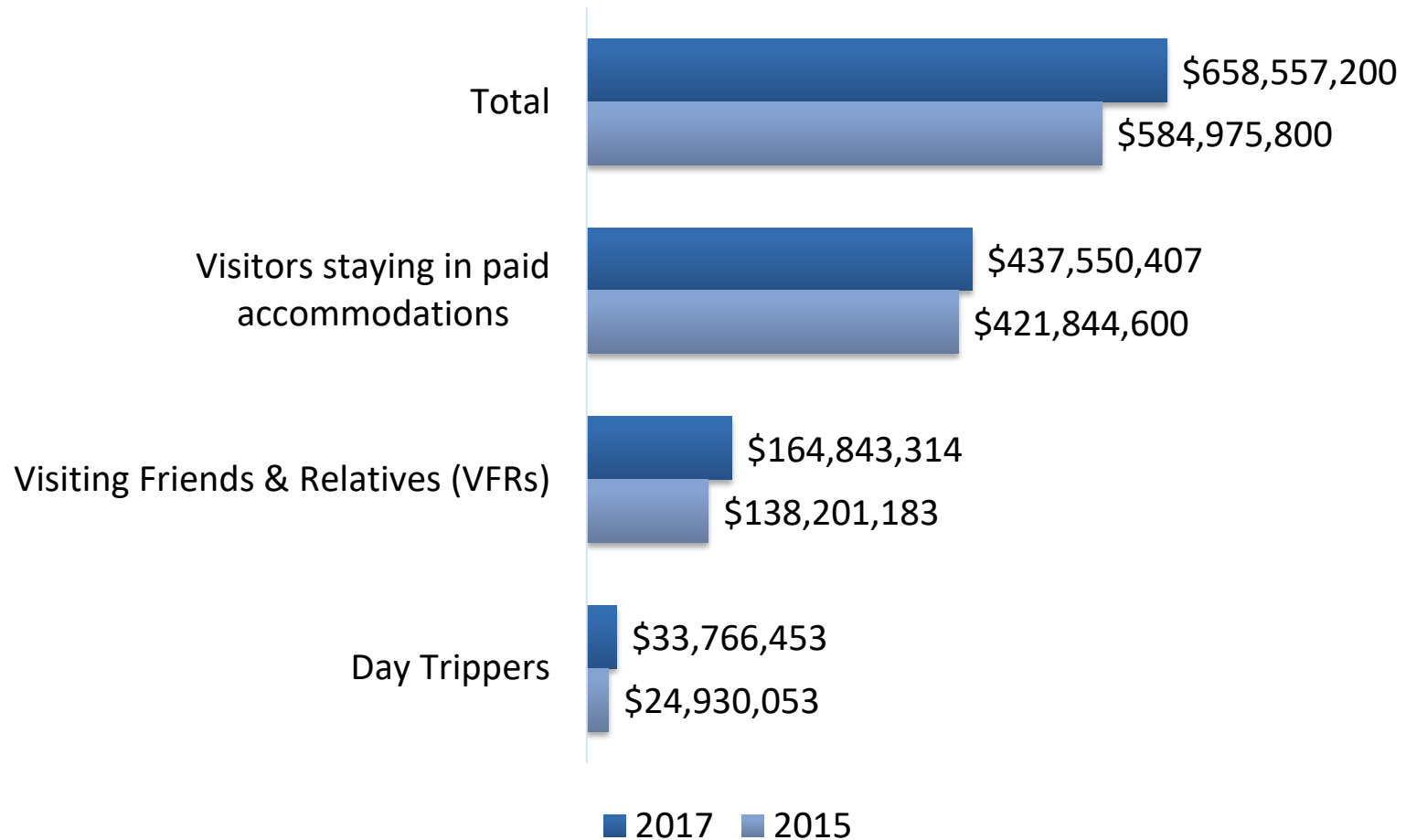
Indirect effects are increased business spending resulting from tourism dollars.

Induced effects are increased household spending resulting from tourism dollars.

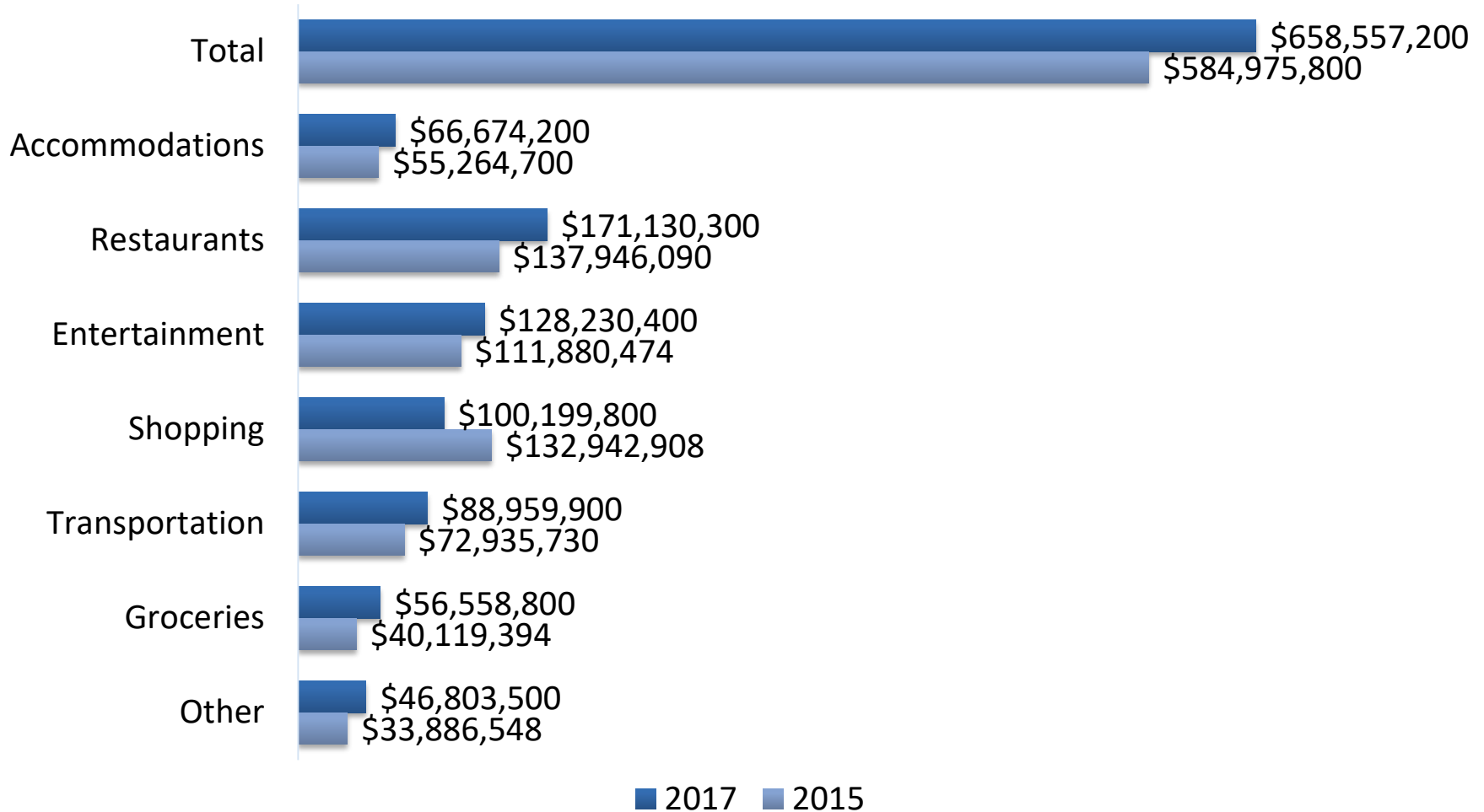
Direct Spending by Quarter*



Direct Spending by Visitor Type*



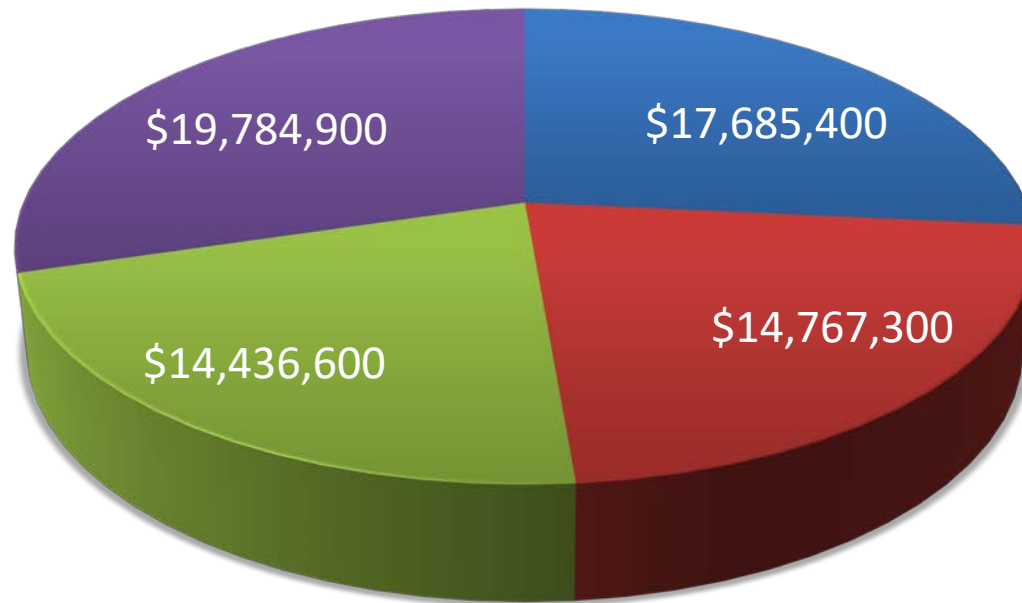
Direct Spending by Type of Spend*



* Revised FY 2015 estimates due to utilizing a more conservative approach for estimating accommodation spending

Accommodation Spending by Quarter

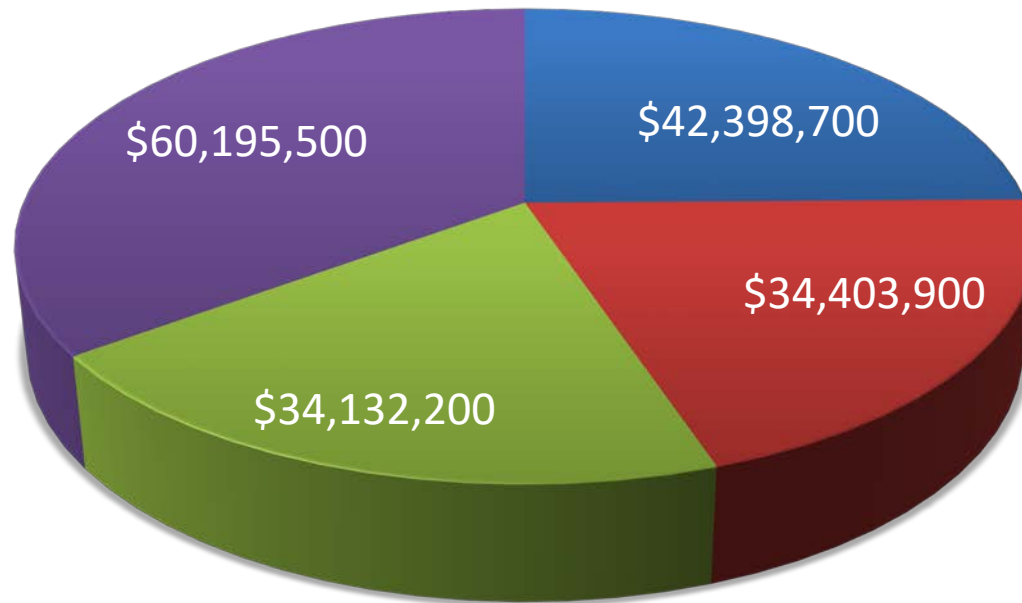
Total: \$66,674,200



■ Spring ■ Summer ■ Fall ■ Winter

Restaurant Spending by Quarter

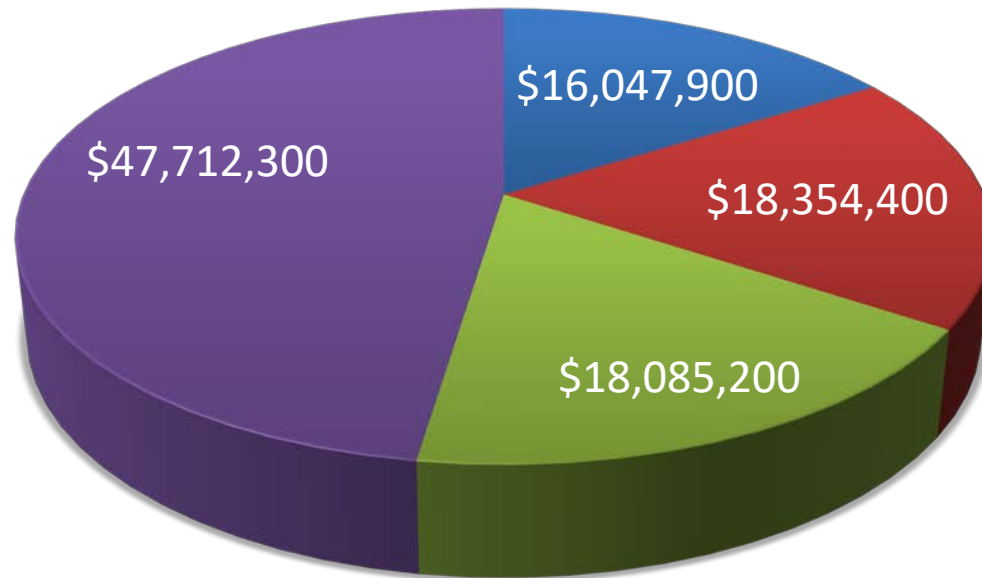
Total: \$171,130,300



■ Spring ■ Summer ■ Fall ■ Winter

Shopping Spending by Quarter

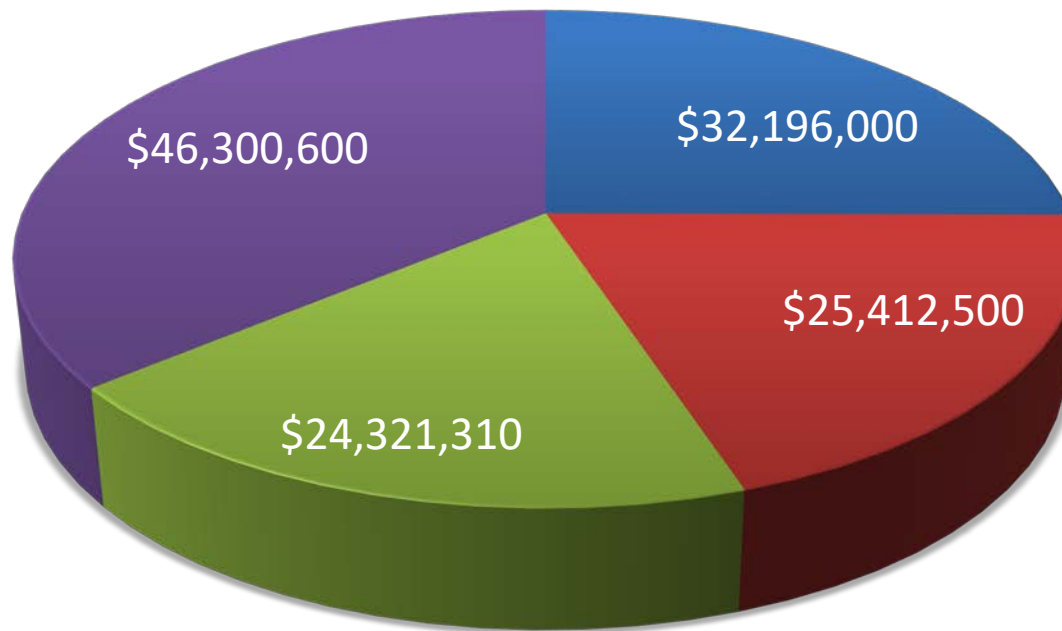
Total: \$100,199,800



■ Spring ■ Summer ■ Fall ■ Winter

Entertainment Spending by Quarter

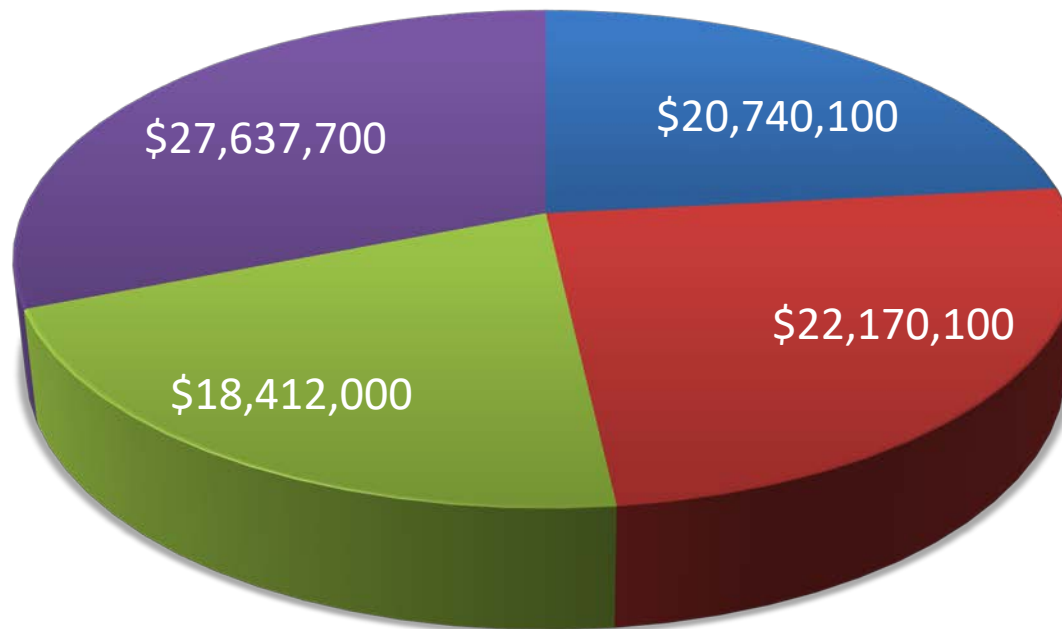
Total: \$128,230,400



■ Spring ■ Summer ■ Fall ■ Winter

Transportation Spending by Quarter

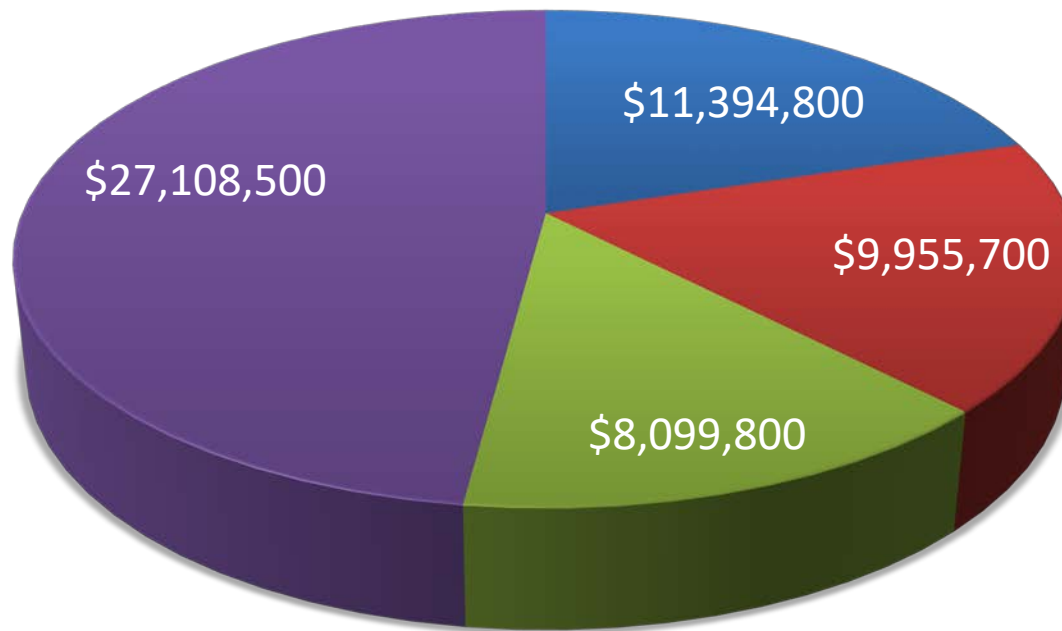
Total: \$88,959,900



■ Spring ■ Summer ■ Fall ■ Winter

Grocery Spending by Quarter

Total: \$56,558,800



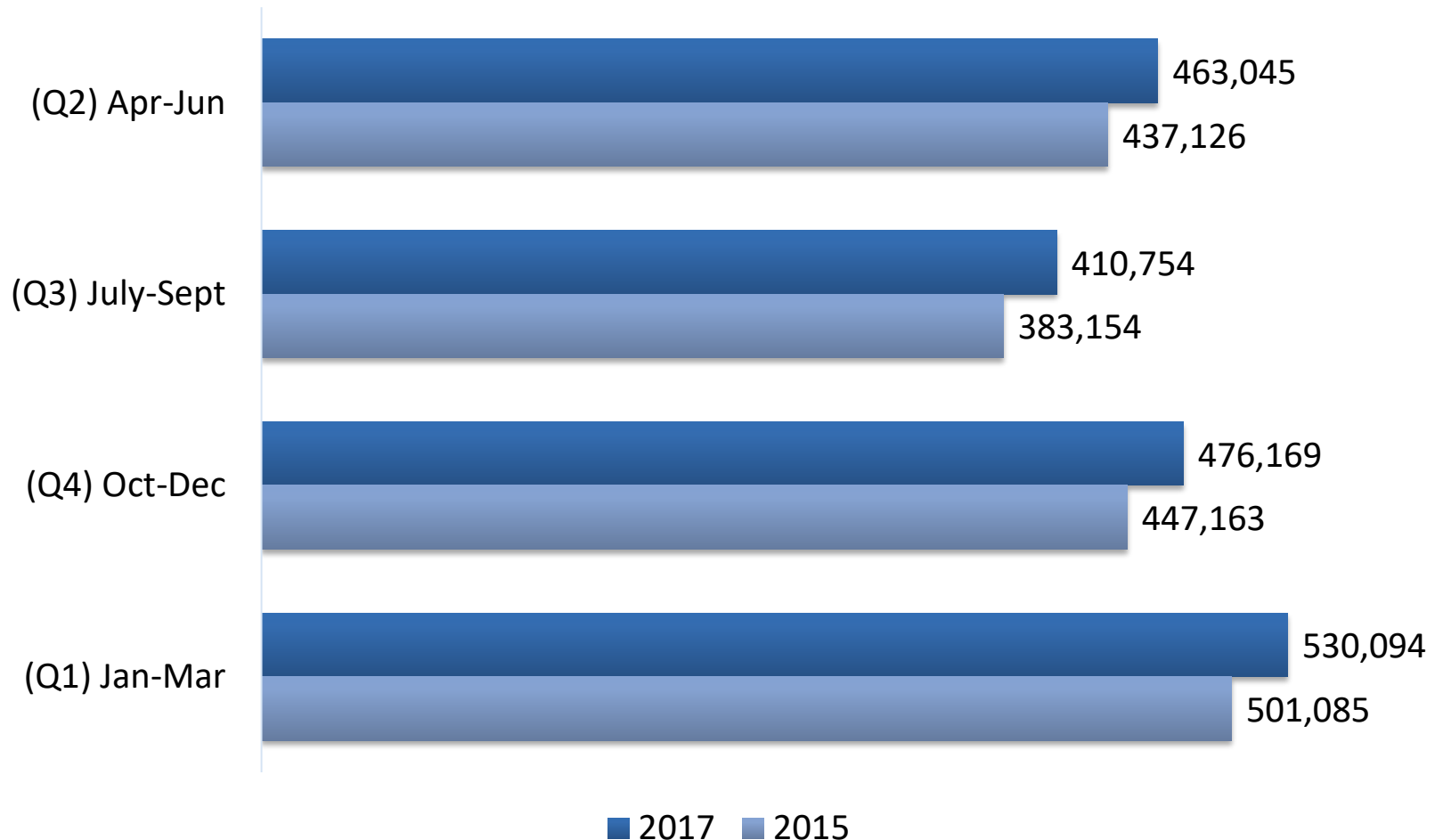
■ Spring ■ Summer ■ Fall ■ Winter

Visitors to Marion County

Visitors to Marion County

- **1,880,061** - Total Visitors to Marion County
- **996,809** – Visitors staying in paid accommodations
- **432,579** – Visiting friends and relatives (VFRs)
- **450,673** – Day visitors

Visitors to Marion County by Quarter



Employment Impact of Visitors to Marion County

Employment Impact

\$281,434,300

Wages paid to employees serving visitors to
Marion County

11,862

Jobs supported by revenue from visitors to
Marion County

Visitor Survey Results

Visitor Survey Results

	2 nd Quarter 2016	3 rd Quarter 2016	4 th Quarter 2016	1 st Quarter 2017	Apr 2016 – Mar 2017
Travel party size	3.0	2.9	2.8	2.9	2.9
% of visitor with kids	37%	46%	30%	20%	33%
Median age	46	47	47	46	47
Median household income	\$65,800	\$61,100	\$84,700	\$96,200	\$77,000
From Southeast	11%	16%	18%	12%	14%
From Florida	58%	58%	56%	51%	56%
Drove	78%	80%	77%	80%	79%
Nights spent	2.9	3.2	2.8	6.1	3.9
Direct expenditures (entire trip)	\$1,012	\$1,024	\$907	\$2,422	\$1,341
1 st time visitor	40%	47%	28%	23%	34%

Visitor Survey Results

	2 nd Quarter 2016	3 rd Quarter 2016	4 th Quarter 2016	1 st Quarter 2017	Apr 2016 – Mar 2017
Has smartphone	96%	93%	94%	97%	95%
Used smartphone on trip	78%	49%	54%	79%	65%
Viewed Visitors Guide	4%	3%	3%	3%	3%
Planned trip	1 month in advance	1-3 weeks in advance	3 months in advance	1 month in advance	1 month in advance
Used OcalaMarion.com	9%	8%	3%	7%	7%
Used search sites	31%	20%	19%	13%	21%
Marion is the only travel destination	84%	77%	79%	81%	80%
Visit met or exceeded expectations	91%	99%	98%	98%	97%
Will return	93%	94%	98%	97%	96%

Visitor Survey Results

Activities (Multiple Responses Accepted)	2 nd Quarter 2016	3 rd Quarter 2016	4 th Quarter 2016	1 st Quarter 2017	Apr 2016 – Mar 2017
Restaurants	54%	61%	68%	76%	65%
Horse shows, sales, events	25%	10%	23%	52%	29%
Relax and unwind	21%	41%	26%	23%	28%
Sporting events	25%	33%	6%	8%	18%
Attractions	21%	21%	15%	11%	17%
Shopping	10%	17%	8%	8%	11%
Business meetings or conferences	6%	12%	14%	7%	10%
Nature, environment	12%	12%	4%	4%	8%
Biking, hiking, running	11%	5%	2%	1%	5%
Art galleries, museums, culture	6%	7%	3%	3%	5%
Fishing or hunting	7%	5%	2%	2%	4%
Golf or tennis	4%	2%	1%	2%	2%

Quadrant Analyses

Quadrant Analysis – Apr 2016 – Mar 2017

Done Infrequently & Exceeds Expectations

Attractions

Biking, hiking, running

Fishing, hunting, etc.

Nature, environment, bird watching

Visit Downtown Ocala

Sporting events

Done Often &

Exceeds Expectations

Horse shows, sales, and events

Relax and unwind

Done Infrequently & Meets/Below Expectations

Golf, tennis, etc.

Business, conference, meeting etc.

Shopping

Visit art galleries, museum, cultural events

Bars and nightclubs

Done Often &

Meets/Below Expectations

Restaurants

Quadrant Analysis: April 2014 – March 2015

Done Infrequently & Exceeds Expectations

Sporting events
Golf, tennis, etc.

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
Visit art galleries, museum, cultural events
Fishing, hunting, etc.
Business, conference, meeting etc.

Done Often & Meets/Below Expectations

Restaurants
Shopping

Quadrant Analysis – 2nd Quarter 2016

Done Infrequently & Exceeds Expectations

Nature, environment, bird watching
Biking, hiking, running
Business, conference, meeting etc.

Done Often & Exceeds Expectations

Sporting events
Attractions
Relax and unwind
Horse shows, sales, and events

Done Infrequently & Meets/Below Expectations

Shopping
Fishing, hunting, etc.
Golf, tennis, etc.
Visit art galleries, museums, cultural events
Bars and nightclubs

Done Often & Meets/Below Expectations

Restaurants

Quadrant Analysis – 3rd Quarter 2016

Done Infrequently & Exceeds Expectations

Golf, tennis, etc.

Biking, hiking, running

Nature, environment, bird watching

Fishing, hunting, etc.

Business, conference, meeting etc.

Done Often & Exceeds Expectations

Attractions

Sporting events

Done Infrequently & Meets/Below Expectations

Shopping

Visit art galleries, museum, cultural events

Horse shows, sales, and events

Bars and nightclubs

Done Often & Meets/Below Expectations

Restaurants

Relax and unwind

Quadrant Analysis – 4th Quarter 2016

Done Infrequently & Exceeds Expectations

Attractions

Visit Downtown Ocala

Biking, hiking, running

Golf, tennis, etc.

Fishing, hunting, etc.

Visit art galleries, museum, cultural events

Done Often &

Exceeds Expectations

Horse shows, sales, and events

Relax & unwind

Done Infrequently & Meets/Below Expectations

Shopping

Sporting events

Business, conference, meeting etc.

Bars and nightclubs

Nature, environment, bird watching

Done Often &

Meets/Below Expectations

Restaurants

Quadrant Analysis – 1st Quarter 2017

Done Infrequently & Exceeds Expectations

Fishing, hunting, etc.

Attractions

Biking, hiking, running

Nature, environment, bird watching

Sporting events

Visit Downtown Ocala

Done Often &

Exceeds Expectations

Horse shows, sales, and events

Relax and unwind

Done Infrequently & Meets/Below Expectations

Golf, tennis, etc.

Bars and nightclubs

Shopping

Business, conference, meeting etc.

Visit art galleries, museum, cultural events

Done Often &

Meets/Below Expectations

Restaurants

April 2016 – March 2017 Marion County Economic Impact of Tourism Study

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