

# Ocala/Marion County VCB

Economic Impact Estimate  
2022 North American Reining Stakes  
July 30<sup>th</sup> – August 7<sup>th</sup>



# DIRECT SPENDING

# \$917,700<sup>1</sup>

People who **live outside** of Marion County spent \$917,700 during the 2022 North American Reining Stakes.

---

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

# TOTAL ECONOMIC IMPACT

# \$1,442,400

Total estimated economic impact from the 2022 North American Reigning Stakes

Direct expenditures	\$917,700
Indirect & induced economic impact <sup>1</sup>	\$524,700
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$1,442,400</b>

<sup>1</sup>Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

<sup>2</sup>For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

# OUT-OF-COUNTY VISITORS

# 1,245<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 1,245 individuals from outside Marion County who attended the 2022 North American Reigning Stakes.

---

<sup>1</sup>An event participant figure of 7,850 attendees and 550 participants was reported by 2022 North American Reigning Stakes. Downs & St. Germain Research estimates there were 1,245 total unique attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

# ROOM NIGHTS

# 839

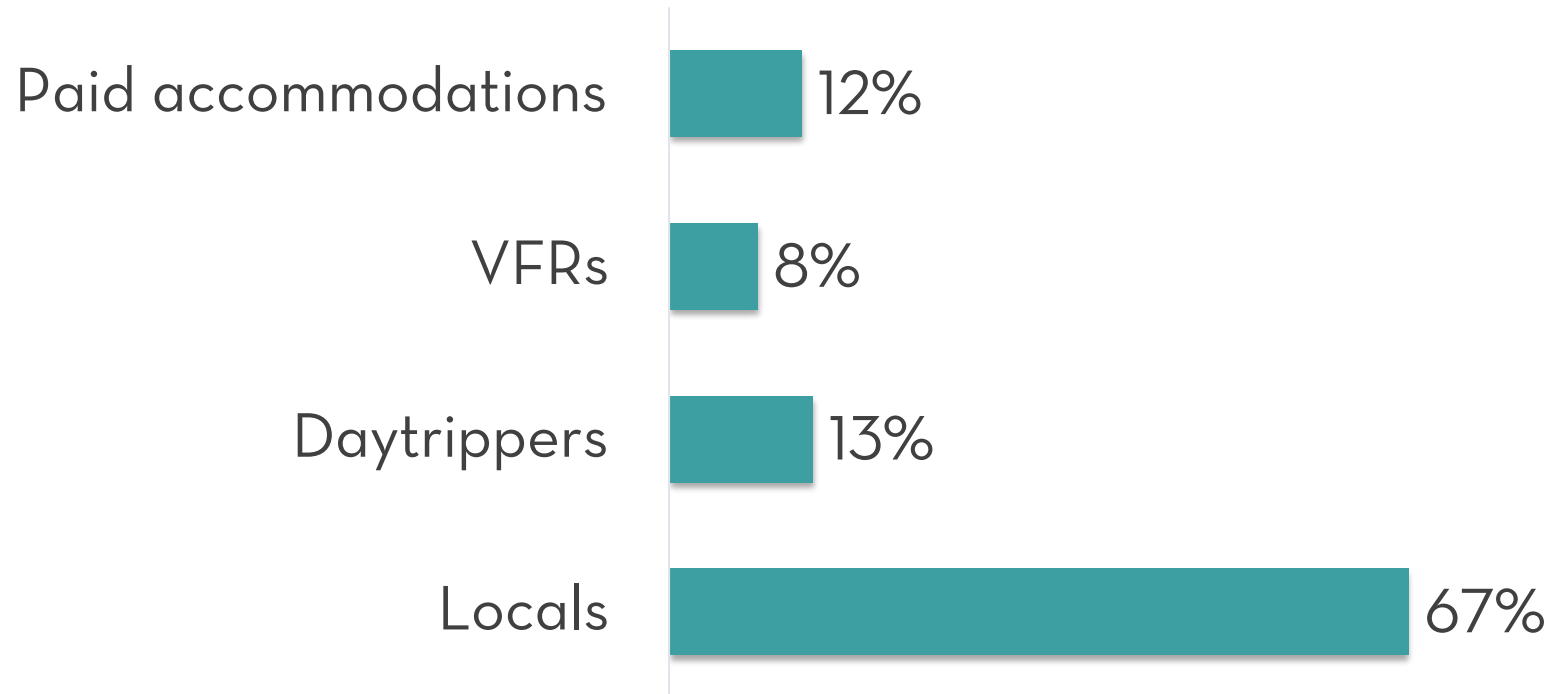
Attendees who live outside of Marion County spent 839 nights in hotels, motels, etc. while attending the 2022 North American Reigning Stakes.

# OUT-OF-COUNTY VISITOR PROFILE\*

- » 3.4 people per travel party
- » 3.8 nights stayed in Marion County
- » 52 years old – median age
- » 68% female

# ATTENDEE BREAKDOWN

- » **12%** of the 2022 North American Reigning Stakes attendees stayed in Paid Accommodations





# METHODOLOGY

- » The economic impact was based on data from the following sources:
  - » Interviews conducted by Downs & St. Germain Research with 115 attendees of the 2022 North American Reining Stakes
  - » Attendance estimates provided by the 2022 North American Reining Stakes
  - » Marion County VCB Visitor Tracking Study
  - » Tourism database at Downs & St. Germain Research





# OCALA/MARION COUNTY VCB

Economic Impact Estimate  
2022 North American Reining Stakes  
July 30<sup>th</sup> – August 7<sup>th</sup>

