



Marion County VCB

Economic Impact Estimate for CONFEPASO Youth Equitation Mundial

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Direct Spending

\$969,100

Dollars spent by out-of-county attendees of the CONFEPASO Youth Equitation Mundial for accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

NOTE: An attendance figure of 3,646 was reported by CONFEPASO Youth Equitation Mundial. Figures supplied by CONFEPASO Youth Equitation Mundial directly impact economic data contained in this report.



Total Economic Impact

\$1,473,000

Total estimated economic impact from
the CONFEPASO Youth Equitation Mundial

Direct expenditures	\$ 969,100
<u>Indirect & induced economic impact</u>	<u>\$ 503,900</u>
Total estimated economic impact	\$ 1,473,000

Direct Expenditures

Direct spending by category by all **out-of-county** attendees who attended the CONFEPASO Youth Equitation Mundial.

Accommodations	\$	225,000
Restaurants	\$	181,100
Groceries	\$	48,100
Shopping	\$	137,500
Entertainment	\$	223,700
Transportation	\$	112,700
Other	\$	41,000
Total	\$	969,100



Paid Room Nights Generated

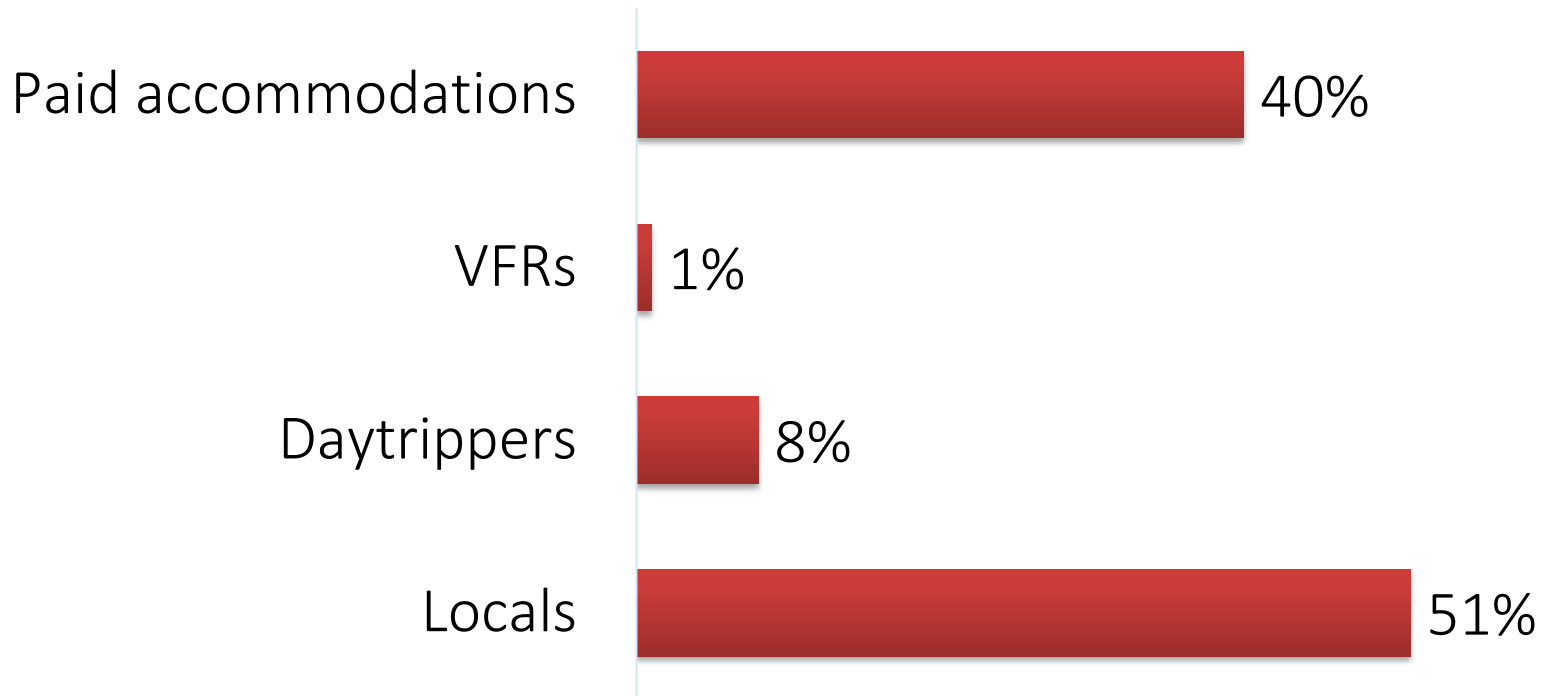
1,548

Attendees who live outside of Marion County spent 1,548 nights in our hotels, motels, etc., while attending the CONFEPASO Youth Equitation Mundial.



Attendee Breakdown

- **40%** of attendees to the CONFEPASO Youth Equitation Mundial stayed overnight in Marion County in paid accommodations:



Out of Town Visitor Profile

- 6.2 people per travel party
- 6.9 nights stayed in Marion County
- 45 years old – median age
- 66% Male



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 141 attendees of the CONFEPASO Youth Equitation Mundial
 - Attendance estimates provided by the CONFEPASO Youth Equitation Mundial
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research

CONFEPASO Youth Equitation Mundial Economic Impact Study

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