

Ocala/Marion County VCB

Economic Impact Estimate 2022
Cal Ripken Rookie World Series
July 29th – August 6th



DIRECT SPENDING

\$231,500¹

People who **live outside** of Marion County spent \$231,500 during the 2022 Cal Ripken Rookie World Series.

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

TOTAL ECONOMIC IMPACT

\$359,000

Total estimated economic impact from the 2022 Cal Ripken Rookie World Series

Direct expenditures	\$231,500
Indirect & induced economic impact ¹	\$127,500
Total estimated economic impact²	\$359,000

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

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

OUT-OF-COUNTY VISITORS

331¹

Including overnight visitors, day trippers and participants, there were 331 individuals from outside Marion County who attended the 2022 Cal Ripken Rookie World Series.

¹An event participant figure of 150 spectators per day and 96 participants was reported by the 2022 Cal Ripken World Series. Downs & St. Germain Research estimates there were 331 total unique attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

702

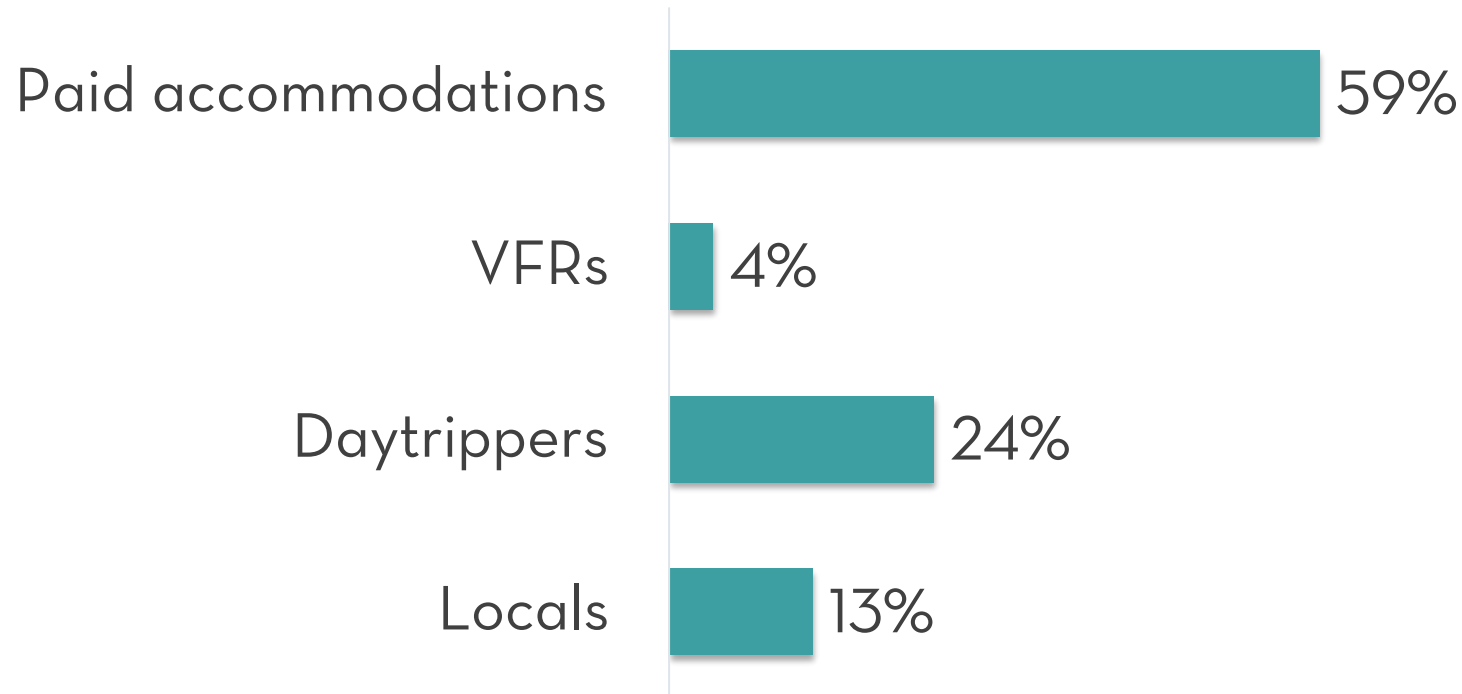
Attendees who live outside of Marion County spent 702 nights in hotels, motels, etc. while attending the 2022 Cal Ripken Rookie World Series.

OUT-OF-COUNTY SPECTATOR PROFILE*

- » 4.7 people per travel party
- » 6.2 nights stayed in Marion County
- » 41 years old – median age
- » 65% female

ATTENDEE BREAKDOWN

» **59%** of the 2022 Cal Ripken Rookie World Series 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 103 attendees of 2022 Cal Ripken Rookie World Series
 - » Attendance estimates provided by the 2022 Cal Ripken Rookie World Series
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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