

# Ocala/Marion County VCB

Economic Impact Estimate 2023  
Cal Ripken Rookie World Series  
July 29<sup>th</sup> – August 6<sup>th</sup>



# DIRECT SPENDING

\$630,900<sup>1</sup>

People who **live outside** of Marion County spent \$630,900 during the 2023 Cal Ripken Rookie World Series.

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

# TOTAL ECONOMIC IMPACT

# \$977,800

Total estimated economic impact from the 2023 Cal Ripken Rookie World Series

Direct expenditures	\$630,900
Indirect & induced economic impact <sup>1</sup>	\$346,900
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$977,800</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

# 1,430<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 1,430 individuals from outside Marion County who attended the 2023 Cal Ripken Rookie World Series.

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<sup>1</sup>An event participant figure of 1,650 unique attendees was reported by the 2023 Cal Ripken World Series. Downs & St. Germain Research estimates there were 1,430 total unique attendees from out of town, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

# ROOM NIGHTS

# 1,450

Attendees who live outside of Marion County spent 1,450 nights in hotels, motels, etc. while attending the 2023 Cal Ripken Rookie World Series.

# METHODOLOGY

- » The economic impact was based on data from the following sources:
  - » Interviews conducted by Downs & St. Germain Research with 110 attendees of 2023 Cal Ripken Rookie World Series
  - » Attendance estimates provided by the 2023 Cal Ripken Rookie World Series
  - » Marion County VCB Visitor Tracking Study
  - » Tourism database at Downs & St. Germain Research



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