

# Ocala/Marion County VCB

Economic Impact Estimate  
2022 Flags Tournament at FAST  
July 14<sup>th</sup> – 17<sup>th</sup>



# DIRECT SPENDING

# \$276,000<sup>1</sup>

People who **live outside** of Marion County spent \$276,000 during the 2022 Flags Tournament at FAST.

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

# TOTAL ECONOMIC IMPACT

# \$427,600

Total estimated economic impact from the 2022 Flags  
Tournament at FAST

Direct expenditures	\$276,000
Indirect & induced economic impact <sup>1</sup>	\$151,600
<b>Total estimated economic impact<sup>2</sup></b>	<b>\$427,600</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

# 926<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 926 individuals from outside Marion County who attended the 2022 Flags Tournament at FAST.

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<sup>1</sup>An event participant figure of 636 participants and 1,536 attendees and volunteers was reported by 2022 Flags Tournament at FAST. Downs & St. Germain Research estimates there were 926 total unique attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

# ROOM NIGHTS

# 640

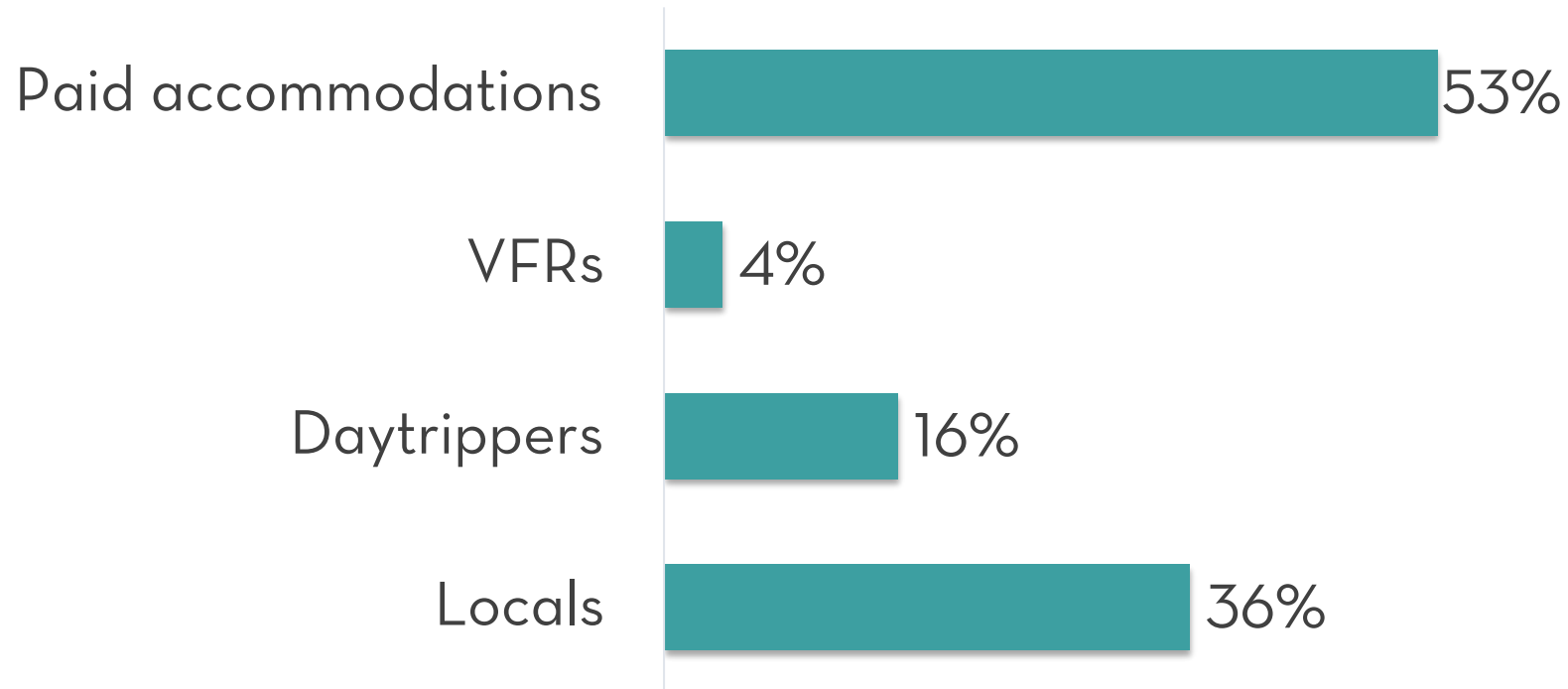
Attendees who live outside of Marion County spent 640 nights in hotels, motels, etc. while attending the 2022 Flags Tournament at FAST.

# OUT-OF-COUNTY VISITOR PROFILE\*

- » 3.3 people per travel party
- » 2.6 nights stayed in Marion County
- » 46 years old – median age
- » 63% female

# ATTENDEE BREAKDOWN

- » **53%** of the 2022 Flags Tournament at FAST 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 107 attendees of the 2022 Flags Tournament at FAST
  - » Attendance estimates provided by the 2022 Flags Tournament at FAST
  - » Marion County VCB Visitor Tracking Study
  - » Tourism database at Downs & St. Germain Research





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