



Marion County VCB

Economic Impact Estimate for

Furusiyya FEI Nations Cup Jumping Series

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Direct Spending

\$6,629,000

Dollars spent by attendees of the
Furusiyya FEI Nations Cup
Jumping Series

For accommodations, restaurants, groceries, transportation, attractions,
entertainment, and shopping



Total Economic Impact

\$10,072,700

Total estimated economic impact from
the Furusiyya FEI Nations Cup
Jumping series

Direct expenditures	\$ 6,629,000
Indirect economic impact	\$ 1,718,200
<u>Induced economic impact</u>	<u>\$ 1,725,500</u>
Total estimated economic impact	\$10,072,700

Direct Expenditures

\$6,629,000

Accommodations	\$1,529,600
Restaurants	\$1,492,300
Shopping	\$1,166,300
Entertainment/Attractions	\$ 912,600
Transportation	\$ 527,000
Groceries	\$ 815,200
Other	\$ 186,000
Total direct expenditures	\$6,629,000

Room Nights and Attendees

- The Furusiyya FEI Nations Cup Jumping series had 9,955* attendees and generated 8,709* room nights
- 39% of spectators stayed in hotels, motels, etc.
- 13% of spectators stayed with friends and relatives
- 48% of spectators were day trippers or local residents

* Includes spectators, participants, sponsors, and officials

Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Kerr & Downs Research with 182 attendees of the Furusiyya FEI Nations Cup Jumping series
 - Attendance estimates provided by HITS
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Kerr & Downs Research

Furusiyya FEI Nations Cup Jumping Series Economic Impact Study

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