



Marion County VCB

Economic Impact Estimate for

HITS Ocala

December – March, 2017

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Direct Spending

\$20,782,900

Dollars spent by out of county attendees of HITS Ocala

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



Total Economic Impact

\$31,590,000

Total estimated economic impact
from HITS Ocala

Direct expenditures	\$ 20,782,900
<u>Indirect & induced economic impact</u>	<u>\$ 10,807,100</u>
Total estimated economic impact	\$ 31,590,000



Direct Expenditures

\$20,782,900

Accommodations	\$ 7,147,900
Restaurants	\$ 4,220,700
Groceries	\$ 745,800
Shopping	\$ 1,294,600
Entertainment/Attractions	\$ 1,108,800
Transportation	\$ 3,210,300
Other	\$ 3,054,800
Total direct expenditures	\$ 20,782,900



Room Nights and Attendees

- HITS Ocala had 33,000* unique attendees and generated 44,500* room nights
- 38% of attendees stayed in hotels, motels, etc.
- 6% of attendees stayed with friends and relatives
- 4% of attendees were day trippers
- 52% of attendees were local residents

* Includes spectators, participants, sponsors, and officials



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 535 attendees of HITS Ocala
 - Attendance estimates provided by HITS
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



HITS Ocala Economic Impact Study

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