

# Ocala/Marion County VCB

Economic Impact Estimate  
2025 YMCA Long Course  
National Championships  
July 28<sup>th</sup> – August 2<sup>nd</sup>



# DIRECT SPENDING

# \$1,198,300<sup>1</sup>

People who **live outside** of Marion County spent \$1,198,300 during the 2025 YMCA Long Course National Championships.

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

# TOTAL ECONOMIC IMPACT

# \$1,809,400

Total estimated economic impact from the 2025 YMCA Long Course National Championships

|                                                    |                    |
|----------------------------------------------------|--------------------|
| Direct expenditures                                | \$ 1,198,300       |
| Indirect & induced economic impact <sup>1</sup>    | \$ 611,100         |
| <b>Total estimated economic impact<sup>2</sup></b> | <b>\$1,809,400</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

# 1,560<sup>1</sup>

Including overnight visitors, day trippers and participants, there were 1,560 individuals from outside Marion County who attended the 2025 YMCA Long Course National Championships .

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<sup>1</sup>An event participant figure of 1,726 attendees was reported by Florida Aquatics Swimming and Training. Downs & St. Germain Research estimates there were 1,560 total unique attendees from out of town, including spectators, Vendors and staff. The number of unique attendees directly impacts the direct spending at the event.

# ROOM NIGHTS

# 2,790

Attendees who live outside of Marion County spent 2,790 nights in hotels, motels, etc. while attending the 2025 YMCA Long Course National Championships .

# METHODOLOGY

- » The economic impact was based on data from the following sources:
- Interviews conducted by Downs & St. Germain Research with 116 attendees of the 2025 YMCA Long Course National Championships
  - Attendance estimates provided by Florida Aquatics Swimming and Training
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research





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