



Marion County VCB

Economic Impact Estimate for the June OBS Sale June 13-17, 2018

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Direct Spending

\$354,800

Dollars spent by out-of-county attendees of the June OBS Sale for accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

NOTE: An attendance figure of 1,400 was reported by OBS. Figures supplied by OBS directly impact economic data contained in this report.



Total Economic Impact

\$539,400

Total estimated economic impact from
the June OBS Sale

Direct expenditures	\$ 354,800
<u>Indirect & induced economic impact</u>	<u>\$ 184,600</u>
Total estimated economic impact	\$ 539,400

Direct Expenditures

Direct spending by category by all **out-of-county** attendees who attended the June OBS Sale.

Accommodations	\$	96,600
Restaurants	\$	75,200
Groceries	\$	7,400
Shopping	\$	39,300
Entertainment	\$	73,900
Transportation	\$	51,600
Other	\$	10,800
Total	\$	354,800

Total Horse Sales plus Visitor Spending

Total gross horse sales: **\$15,096,400¹**

Total out-of-county attendee spending: **\$354,800²**

Total horse sales and out-of-county attendee spending at OBS June Sale: **\$15,451,200**

¹Total gross horse sales at the June sale provided by OBS.

²Dollars spent by out-of-county attendees for accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping in addition to total gross sales at the OBS June Sale.

Paid Room Nights Generated

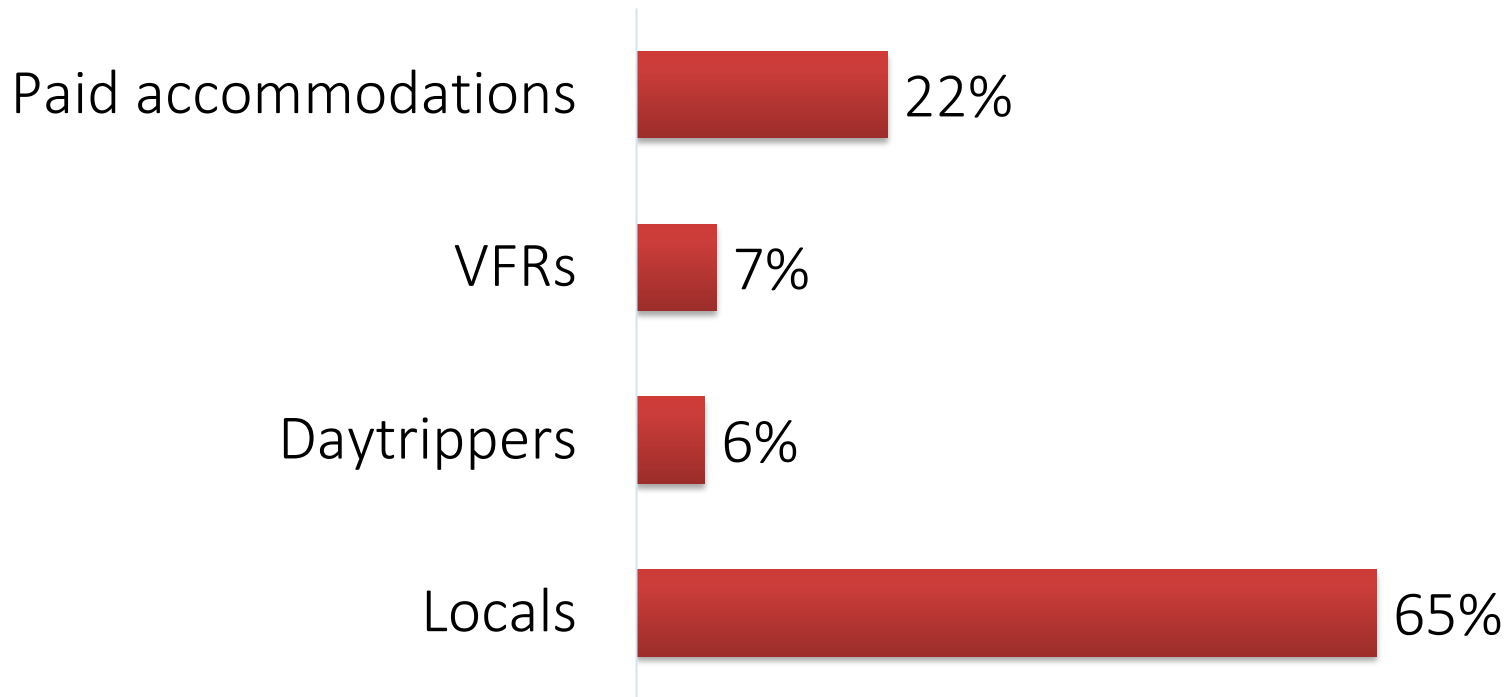
696 Room Nights

Attendees who live outside of Marion County spent 696 nights in our hotels, motels, etc., while attending the June OBS Sale.



Attendee Breakdown

- **22%** of attendees to the June OBS Sale stayed overnight in Marion County in paid accommodations:



Out of Town Visitor Profile

- 2.0 people per travel party
- 4.4 nights stayed in Marion County
- 57 years old – median age
- 72% Male

Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 184 attendees of the June OBS Sale
 - Attendance estimates provided by OBS
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research

June OBS Sale

Economic Impact Study

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