



# Marion County VCB

## Economic Impact Estimate for LPGA Coates Golf Championship January 26-31, 2015

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# Economic Impact

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The LPGA Coates Golf Championship was held in Marion County January 26 to 31, 2015. One of 32 LPGA tournaments held throughout the world in 2015, the LPGA Coates Golf Championship brought 206 of the world's best golfers to Marion County.

“The immense economic impact and brand recognition to Marion County from the LPGA Coates Golf Championship was outstanding. The tournament brought tens of thousands of visitors to the community who spent over \$9.6 million throughout the county at local accommodations, restaurants, retail establishments, and attractions,” exclaimed Loretta Shaffer, CDME, Executive Director of the Ocala/Marion County VCB, the organization tasked with bringing visitors to Marion County.

Shaffer added, “The entire economic impact of the tournament was over \$18.3 million as direct expenditures from tournament attendees worked their way through the local economy.”



# Direct Spending

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\$9,690,800\*

Dollars spent by attendees of the  
LPGA Coates Golf Championship

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

\* Based on an estimate of 62,000 attendees provided by Octagon



# Total Economic Impact

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## \$18,390,600\*

Total estimated economic impact from  
the LPGA Coates Golf  
Championship

Direct expenditures	\$ 9,690,800
Indirect economic impact	\$ 4,449,400
<u>Induced economic impact</u>	<u>\$ 4,250,400</u>
Total estimated economic impact	\$18,390,600

\* Based on an estimate of 62,000 attendees provided by Octagon



# Direct Expenditures

## \$9,690,800\*

• Accommodations	\$ 1,474,300
• Restaurants	\$ 2,155,700
• Shopping	\$ 2,076,000
• Entertainment/Attractions	\$ 2,141,200
• Transportation	\$ 1,044,900
• Groceries	\$ 491,800
• Other	\$ 306,900
• Total direct expenditures	\$ 9,690,800

\* Based on an estimate of 62,000 attendees provided by Octagon

# Room Nights and Attendees

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- The LPGA Coates Golf Championship generated approximately 11,020\* room nights
- 20% of attendees stayed in hotels, motels, etc.
- 9% of attendees stayed with friends and relatives
- 71% of attendees were day trippers or local residents

\* Includes attendees, participants, volunteers and staff



# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Kerr & Downs Research with 201 attendees of the LPGA Coates Golf Championship
  - Estimates provided by Lenny Francoeur, Senior Director of Events with Octagon
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Kerr & Downs Research

# LPGA Coates Golf Championship Economic Impact Study

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