



# Marion County VCB

## Economic Impact Estimate for

### Live Oak International

### March 9-12, 2017

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# Direct Spending

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# \$1,645,600

## Dollars spent by out of town attendees of Live Oak International

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



# Total Economic Impact

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# \$2,501,300

Total estimated economic impact  
from Live Oak International

Direct expenditures \$ 1,645,600

Indirect & induced economic impact \$ 855,700

Total estimated economic impact \$ 2,501,300



# Direct Expenditures

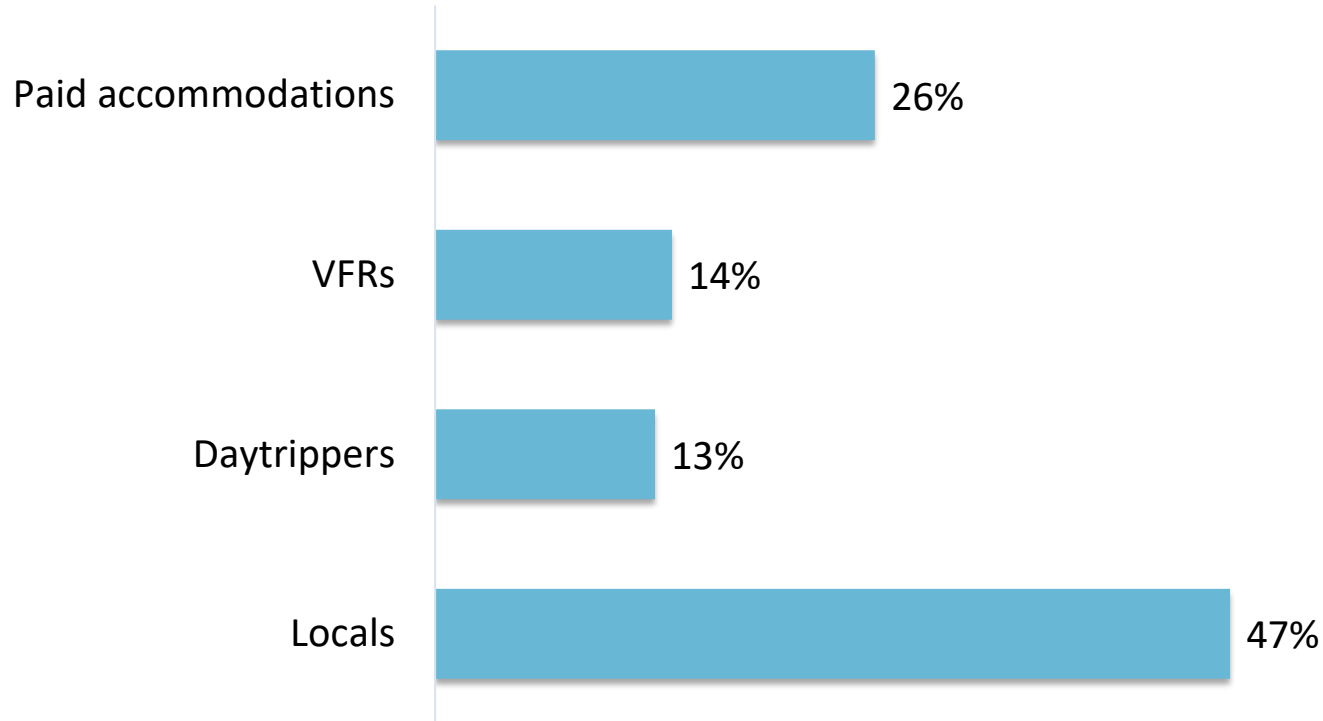
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## \$1,645,600

Accommodations	\$	504,500
Restaurants	\$	430,600
Groceries	\$	55,400
Shopping	\$	239,900
Entertainment/Attractions	\$	190,700
Transportation	\$	209,200
Other	\$	15,400
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Total direct expenditures	\$	1,645,600

# Room Nights and Attendees

- Live Oak International had 10,615\* attendees and generated 6,190\* room nights
- 26% of attendees of Live Oak International came from outside of Marion County:



\* Includes spectators, participants, sponsors, and officials

# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 216 attendees of Live Oak International
  - Attendance estimates provided by Live Oak International
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research

# Live Oak International Economic Impact Study

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