

Ocala/Marion County VCB

Economic Impact Estimate
2022 NCEA National Championships
April 14th – 16th



DIRECT SPENDING

\$724,100¹

People who **live outside** of Marion County spent \$724,100 during the 2022 NCEA National Championship.

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

TOTAL ECONOMIC IMPACT

\$1,122,400

Total estimated economic impact from the 2022 NCEA
National Championship

Direct expenditures	\$724,100
Indirect & induced economic impact ¹	\$398,300
Total estimated economic impact²	\$1,122,400

¹Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.

²For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.

OUT-OF-COUNTY VISITORS

1,244¹

Including overnight visitors, day trippers and participants, there were 1,244 individuals from outside Marion County who attended the 2022 NCEA National Championship.

¹An event participant figure of 4,500 attendees was reported by 2022 NCEA National Championship. Downs & St. Germain Research estimates there were 1,244 total unique attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

ROOM NIGHTS

978

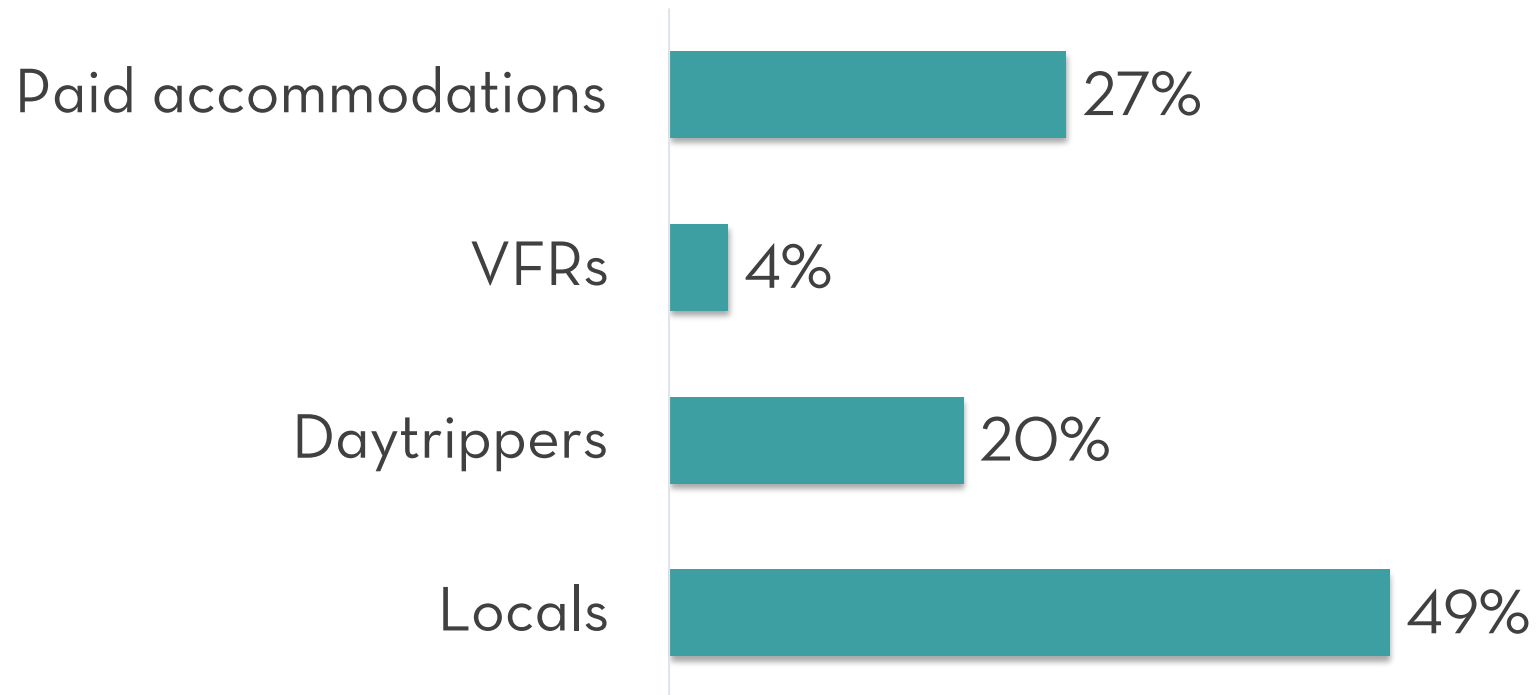
Attendees who live outside of Marion County spent 978 nights in hotels, motels, etc. while attending the 2022 NCEA National Championship.

OUT-OF-COUNTY VISITOR PROFILE*

- » 2.8 people per travel party
- » 3.5 nights stayed in Marion County
- » 46 years old – median age
- » 54% female

ATTENDEE BREAKDOWN

- » **27%** of the 2022 NCEA National Championship attendees stayed in Paid Accommodations



METHODOLOGY

- » The economic impact was based on data from the following sources:
 - » Interviews conducted by Downs & St. Germain Research with 107 attendees of the 2022 NCEA National Championship
 - » Attendance estimates provided by the 2022 NCEA National Championship
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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