



Marion County VCB

Economic Impact Estimate for the Ocala Jockey Club 3-Day Event November 15-18, 2018

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Anglin

Isiah Lewis

Downs & St. Germain Research



Direct Spending

\$764,600

Dollars spent by out-of-county attendees of the Ocala Jockey Club 3-Day Event for accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping.

NOTE: An attendance figure of 6,385 was reported by Ocala Jockey Club. In interviewing attendees, Downs & St. Germain Research estimates there were 3,500 unique attendees, and that many attendees counted in the 6,385 figure attended more than 1 day of the event. The number of unique attendees directly impacts the direct spending at the event.

Total Economic Impact

\$1,162,200

Total estimated economic impact from
the Ocala Jockey Club 3-Day Event

Direct expenditures	\$	765,600
<u>Indirect & induced economic impact</u>	<u>\$</u>	<u>397,600</u>
Total estimated economic impact	\$	1,162,200

Direct Expenditures

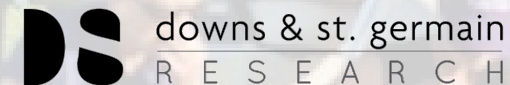
Direct spending by category by all **out-of-county** attendees who attended the Ocala Jockey Club 3-Day Event.

Accommodations	\$	135,900
Restaurants	\$	166,200
Groceries	\$	46,600
Shopping	\$	76,800
Entertainment	\$	131,400
Transportation	\$	84,100
Other	\$	123,600
Total	\$	764,600

Paid Room Nights Generated

1,365 Room Nights

Attendees who live outside of Marion County spent 1,365 nights in our hotels, motels, etc., while attending the Ocala Jockey Club 3-Day Event.



Attendee Breakdown

•**31%** of attendees to the Ocala Jockey Club 3-Day Event stayed overnight in Marion County in paid accommodations:

Paid accommodations 31%

VFRs 24%

Daytrippers 19%

Locals 26%



Out of Town Visitor Profile

- **2.6** people per travel party
- **4.5** nights stayed in Marion County
- **46** years old – median age
- **61%** female

Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 158 attendees of the Ocala Jockey Club 3-Day Event
 - Attendance estimates provided by the Ocala Jockey Club
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research

Comparison of 2016 & 2018 Events

- The economic impact for the 2018 report was based on the number of unique attendees (3,500), not on total reported attendance (6,385).
- The 2016 report was based on the total reported attendance.
- A direct comparison of the events in 2016 and 2018 using the same method of counting unique attendees results in the following figures:

	2016 Event	2018 Event
Direct spending	\$480,400	\$764,600
Economic Impact	\$730,300	\$1,162,200

Ocala Jockey Club 3-Day Event Economic Impact Study

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com

Rachael Anglin, Senior Project Director, rachael@dsg-research.com

Isiah Lewis, Project Director, isiah@dsg-research.com

Downs & St. Germain Research

1-800-564-3182: www.dsg-research.com

