



Marion County VCB

Economic Impact Estimate for Ocala Jockey Club International 3-Day Event November 24-27, 2016

Joseph St. Germain, Ph.D.

Phillip Downs, Ph.D.

Rachael Anglin

Downs & St. Germain Research



Direct Spending

\$766,900

Dollars spent by out of town
attendees of the Ocala
Jockey Club Int'l 3-Day Event

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



Total Economic Impact

\$1,165,700

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

Direct expenditures	\$ 766,900
<u>Indirect & induced economic impact</u>	<u>\$ 398,800</u>
Total estimated economic impact	\$ 1,165,700



Direct Expenditures

\$766,900

Accommodations	\$ 357,900
Restaurants	\$ 102,400
Groceries	\$ 59,800
Shopping	\$ 12,500
Entertainment/Attractions	\$ 5,000
Transportation	\$ 209,100
Other	\$ 20,200
Total direct expenditures	\$ 766,900



Room Nights and Attendees

- The Ocala Jockey Club Int'l 3-Day Event had 4,200* attendees and generated 2,381* room nights
- 26% of attendees stayed in hotels, motels, etc.
- 9% of attendees stayed with friends and relatives
- 7% of attendees were day trippers
- 58% of attendees were local residents

* Includes spectators, participants, sponsors, and officials



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 146 attendees of the Ocala Jockey Club Int'l 3-Day Event
 - Attendance estimates provided by Ocala Jockey Club Int'l 3-Day Event
 - Marion County VCB Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



Ocala Jockey Club Int'l 3-Day Event Economic Impact Study

Loretta Shaffer – Executive Director, Ocala/Marion County VCB
(352) 438-2804, Loretta.Shaffer@marioncountyfl.org

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com
Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Rachael Anglin, Project Director, rachael@dsg-research.com
Downs & St. Germain Research
1-800-564-3182: www.dsg-research.com

