

Ocala/Marion County VCB

Economic Impact Estimate
Tom Powers Triple Challenge
December 12th - 20th



DIRECT SPENDING

\$2,627,400¹

People who live outside of Marion County spent \$2,627,400 during the Tom Powers Triple Challenge.

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



TOTAL ECONOMIC IMPACT

\$3,993,600

Total estimated economic impact from the Tom Powers Triple Challenge

Direct expenditures	\$2,627,400
<u>Indirect & induced economic impact¹</u>	<u>\$1,366,200</u>
Total estimated economic impact ²	\$3,993,600

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

3,002¹

Including overnight visitors and day trippers, there were 3,002 individuals from outside Marion County who attended the Tom Powers Triple Challenge.

¹An event participant figure of 2,000 exhibitors and 6,800 attendees was reported by Tom Power Triple Challenge. Downs & St. Germain Research estimates there were 4,146 total unique attendees, including spectators, exhibitors, sponsors, and officials. The number of unique attendees directly impacts the direct spending at the event.

ROOM NIGHTS

4,029

Attendees who live outside of Marion County spent 4,029 nights in hotels, motels, etc. while attending Tom Powers Triple Challenge.

OUT-OF-COUNTY VISITOR PROFILE

- » 2.7 people per travel party
- » 6.1 nights stayed in Marion County
- » 54 years old – median age
- » 51% female

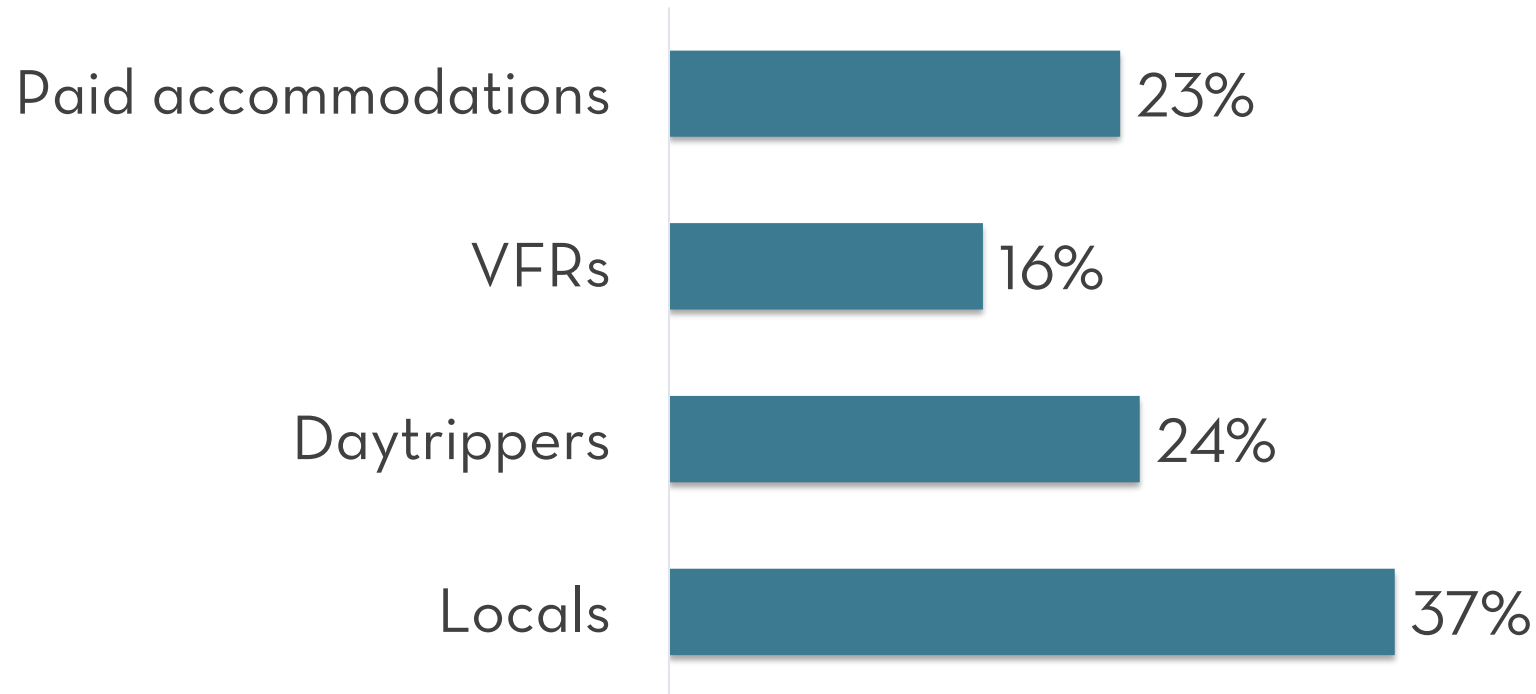
DIRECT EXPENDITURES

- » Direct spending by category by all out-of-county attendees who attended the Tom Powers Triple Challenge

Accommodations	\$	479,600
Restaurants	\$	550,000
Groceries	\$	233,500
Shopping	\$	697,400
Entertainment	\$	199,800
Transportation	\$	353,600
Other	\$	113,500
Total	\$	2,627,400

ATTENDEE BREAKDOWN

- » 23% of Tom Powers Triple Challenge 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 115 attendees of the Tom Powers Triple Challenge
 - » Attendance estimates provided by the Tom Powers Triple Challenge
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



Ocala/Marion County VCB

Economic Impact Estimate
Tom Powers Triple Challenge
December 12th – 20th

Joseph St. Germain, Ph.D., President
Phillip Downs, Ph.D., Senior Partner
Rachael Anglin, Director of Research
Erin Dinkel, Senior Project Director
Isiah Lewis, Project Director
Glencora Haskins, Project Director
Downs & St. Germain Research
850-906-3111 | www.dsg-research.com

