

Ocala/MARION COUNTY VCB

Economic Impact Study
July 2020 – June 2021



ECONOMIC IMPACT



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Visitor Spending in July 2020 – June 2021 generated a total economic impact of

\$1,094,854,200

in Marion County

An increase of **7.9%**
from April 2018 – March 2019



DIRECT SPENDING

Visitors who traveled to Ocala/Marion County in July 2020 – June 2021 spent

\$692,954,900

in Marion County on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping

An increase of **3.8%**

from April 2018 – March 2019



NET BENEFIT*

Visitors in July 2020 – June 2021
generated a net benefit of

\$8,919,058

to Marion County government



Visitors contribute revenue to Marion County government via taxes and user fees. Visitors, by using county services and infrastructure, cost Marion County government money. The net impact of local government revenue from visitors less the cost of servicing visitors is \$8,919,058

$$\$8,919,058 = \$30,975,895 - \$22,056,837$$

*Net benefit Local Taxes supported by visitor Cost to county to service visitors

JOBS & WAGES*

Tourism in Ocala/Marion County
supported

11,722 (-1.8%)

local jobs in July 2020 – June 2021,
generating

\$291,058,765 (+0.7%)

in wages and salaries



* Percent changes reflect July 2020 – June 2021 from April 2018 – March 2019

VISITORS SUPPORT JOBS

An additional Ocala/Marion County
job is supported by every

163

visitors



HOUSEHOLD SAVINGS

Visitors to Ocala/Marion County
save local residents

\$527

per household every year
using state and local taxes*



MARKETING SPENDING

Every dollar spent by the
Ocala/Marion County VCB on
marketing is associated with

\$440¹

in visitor spending in Marion County



VISITORS

Ocala/Marion County attracted

1,906,200

visitors in July 2020 – June 2021

An increase of **2.0%**

from April 2018 – March 2019



TOURISM SNAPSHOT: JULY 2020 – JUNE 2021

61.9%

Occupancy

↑ 0.2%

from July 2018 – June 2019

\$100.06

Average Daily Rate

↓ 0.7%

from July 2018 – June 2019

\$61.88

RevPAR

↓ 0.5%

from July 2018 – June 2019

ROOM NIGHTS

Ocala/Marion County visitors
generated

1,140,700

room nights in paid accommodations
in July 2020 – June 2021

An increase of 14.3%
from April 2018 – March 2019



TOURISM DEVELOPMENT TAX

Paid accommodations and vacation rentals by visitors to Ocala/Marion County in July 2020 – June 2021 generated

\$3,236,697

in TDT collected



TOURISM SNAPSHOT: KEY METRICS¹

Visitor Statistics	Apr 2018 – Mar 2019	Jul 2020 – Jun 2021	Percent Change
<i>Visitors</i>	1,869,600	1,906,200	+2.0%
<i>Direct Expenditures</i> ²	\$667,280,300	\$692,945,900	+3.8%
<i>Total Economic Impact</i> ³	\$1,014,266,100	\$1,094,854,200	+7.9%

Lodging Statistics ⁴	Apr 2018 – Mar 2019	Jul 2020 – Jun 2021	Percent Change
<i>Occupancy</i>	61.5% ⁵	61.9%	+0.7% ⁵
<i>Room Rates</i>	\$101.20 ⁵	\$100.06	-1.1% ⁵
<i>RevPAR</i>	\$62.26 ⁵	\$61.88	-0.6% ⁵
<i>Room Nights</i>	997,789	1,140,700	+14.3% ⁴
<i>TDT Collections</i>	\$2,884,063	\$3,232,101	+12.1% ⁴

¹ Due to the COVID-19 Pandemic the project was started 3 months later resulting in a different yearly cycle than previous years

² Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and “other” expenses

³ Multiplier changed from 1.52 in 2019 to 1.58 in 2021

⁴ Lodging figures now include vacation rental metrics from Key Data resulting in a larger number of units

⁵ 2018/2019 Occupancy, Room Rate and RevPAR have been updated to include additional Key Data metrics

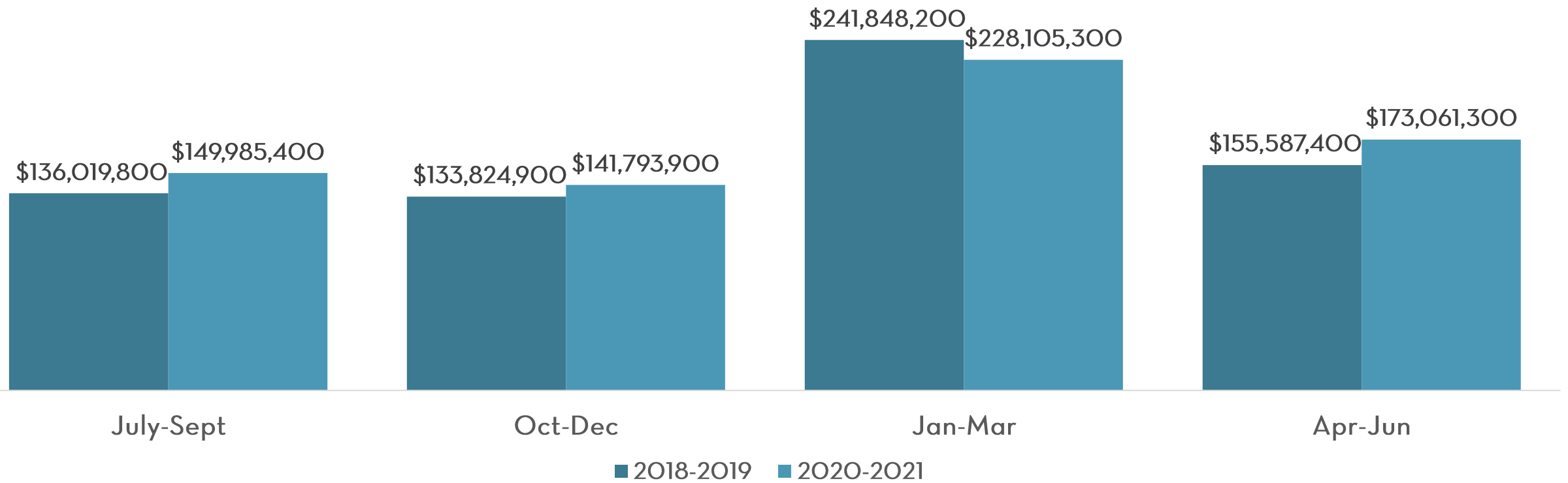
TOURISM SNAPSHOT: ECONOMIC METRICS

Economic Indicators	Apr 2018 – Mar 2019	Jul 2020 – Jun 2021	Percent Change
<i>Jobs supported</i> ¹	11,937	11,722	-1.8% ¹
<i>Wages paid</i> ¹	\$289,173,800	\$291,058,800	+0.7% ¹
<i>Taxes paid</i> ¹	\$72,924,400	\$73,375,900	+0.6% ¹

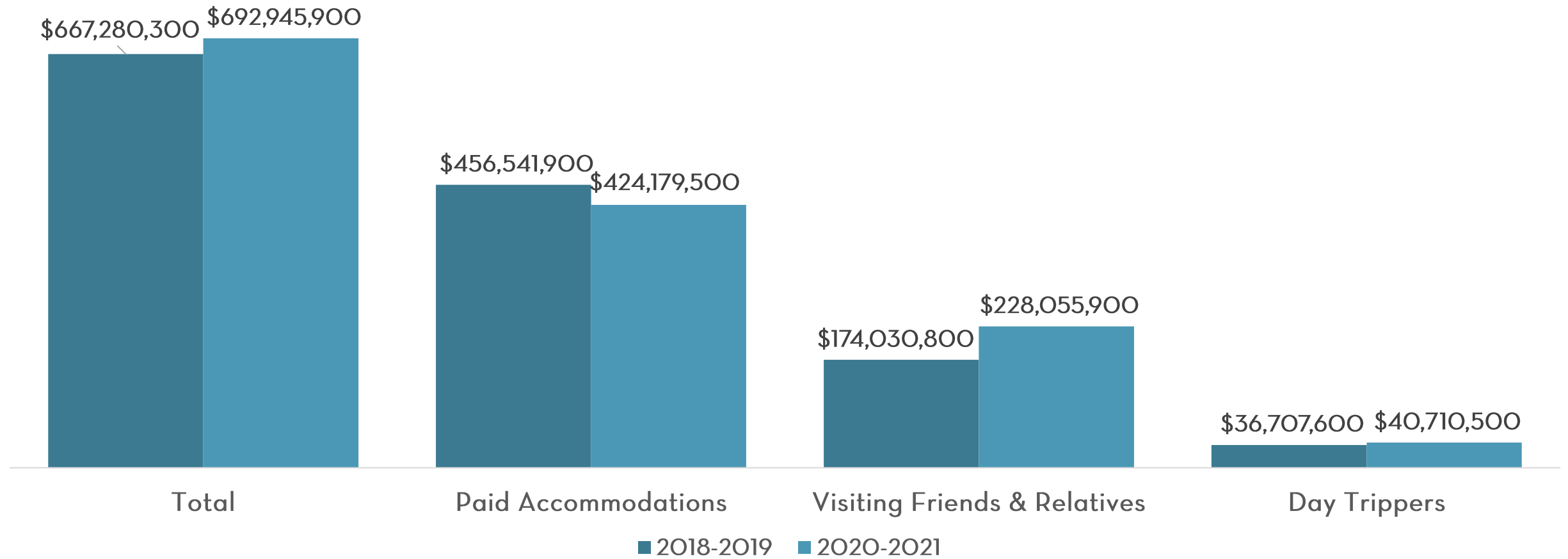
SPENDING



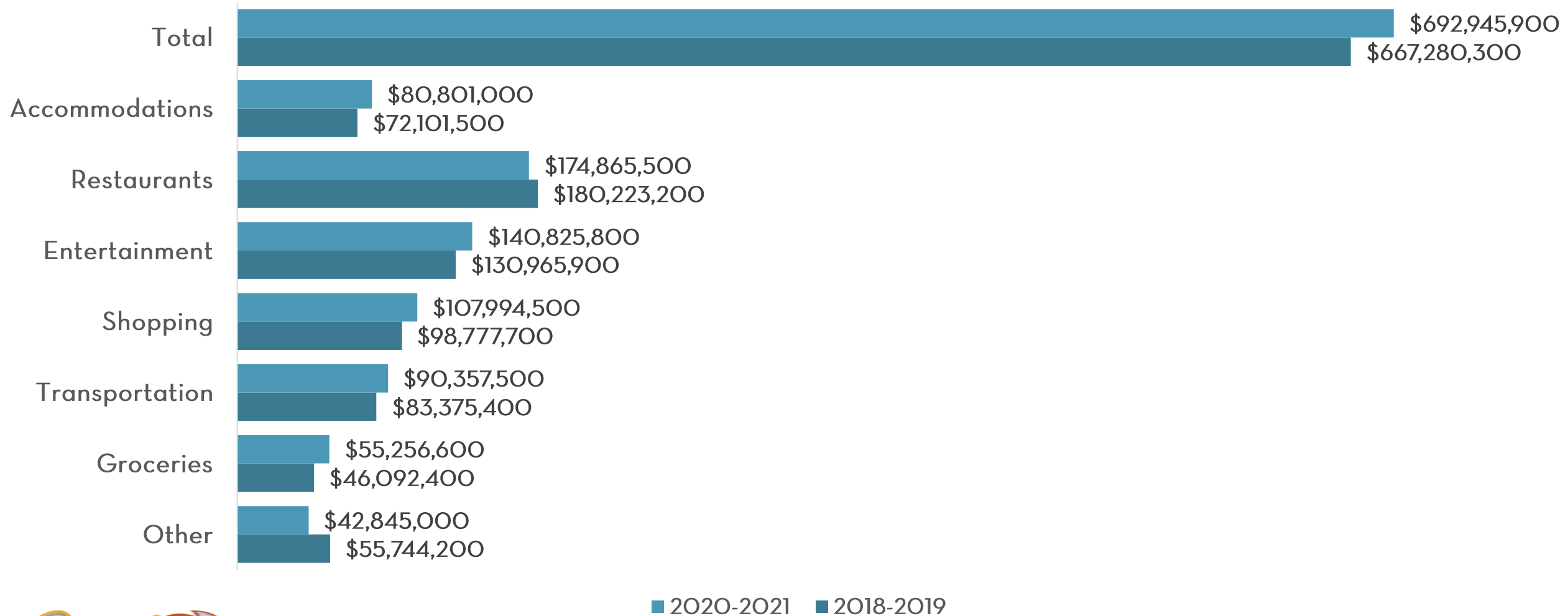
DIRECT SPENDING BY QUARTER



DIRECT SPENDING BY VISITOR TYPE



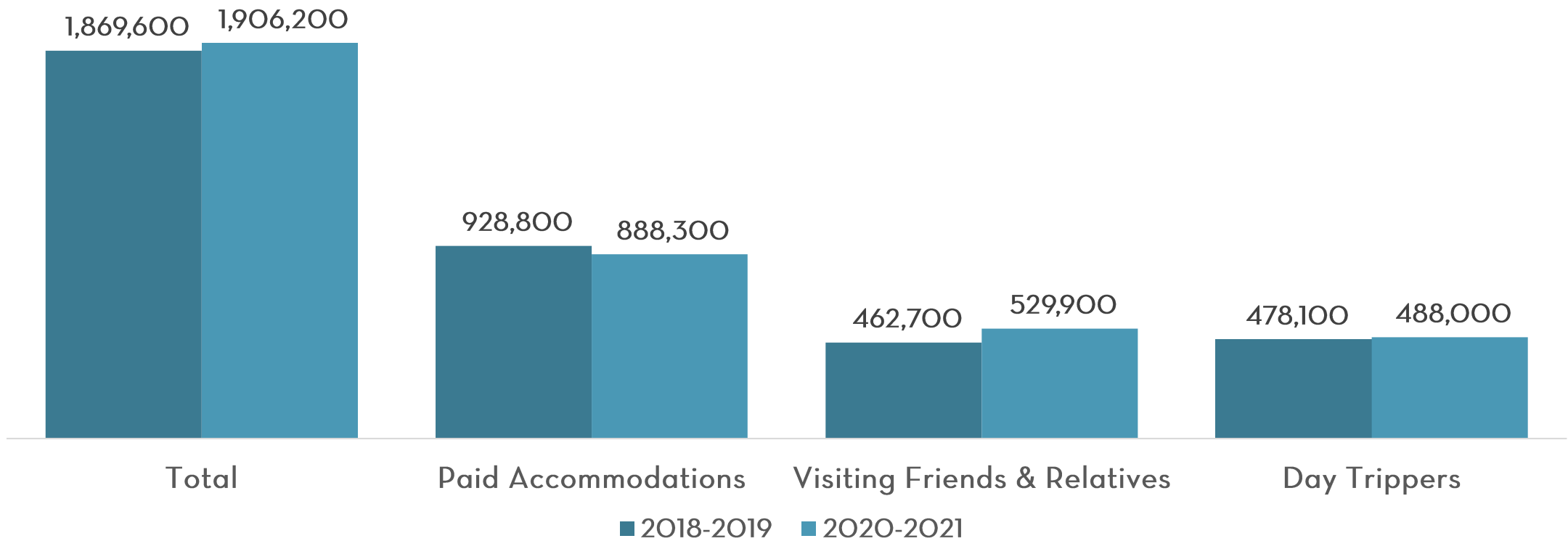
DIRECT SPENDING BY CATEGORY



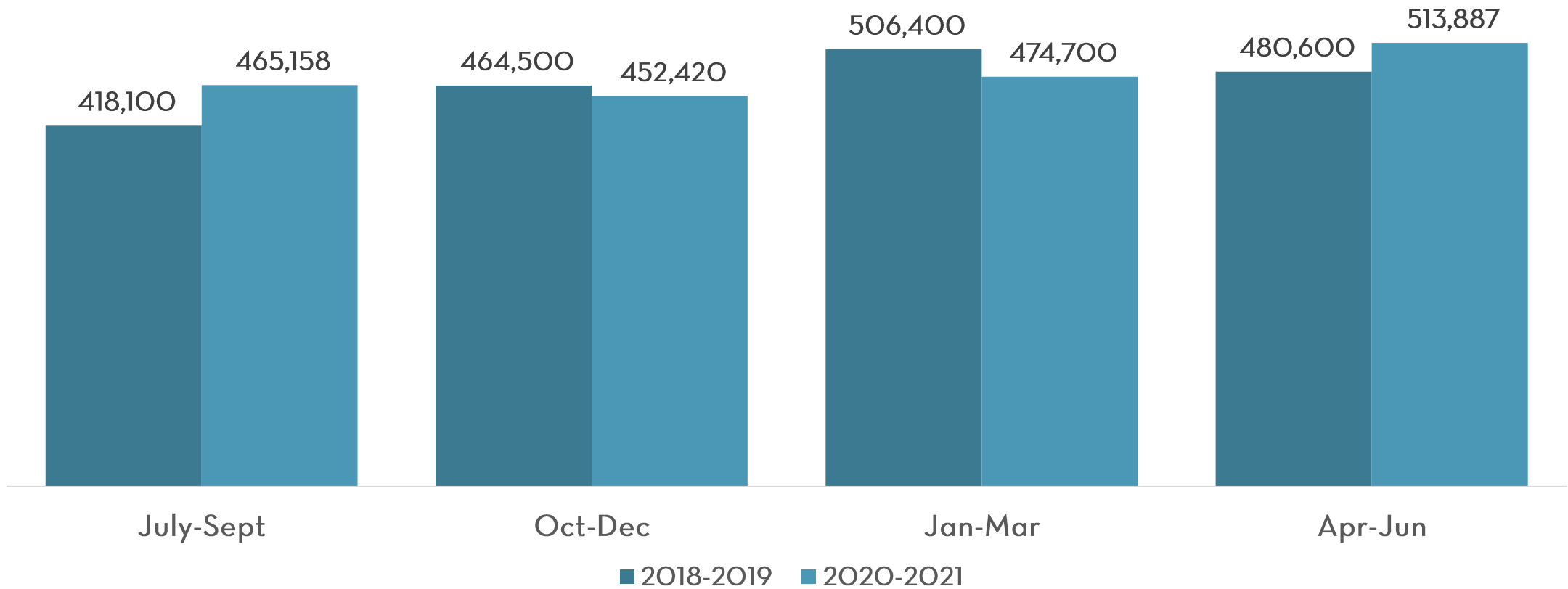
VISITORS



VISITOR TYPE



VISITORS BY QUARTER



METHODOLOGY



PARTNERS & EVENTS

Partner Involvement

- » Canyons Zip Line
- » KP Hole Park
- » Santos Bike Shop
- » Silver Springs State Park
- » Fort King National Historic Park
- » Southeastern Livestock Pavilion
- » Downtown Ocala Square

Event Participation

- » July Cal Ripken events
- » Dixie Softball State Championships
- » Ocala Summer II Horse Trials
- » Ocala Shrine Rodeo
- » Florida Horse Park Cross Country Invitational
- » Tom Powers Triple Challenge Horse Show
- » B3R Sports Cross Country Invitational
- » Florida Artist Blacksmith Association Conference
- » World Equestrian Winter Spectacular
- » HITS Ocala Winter Circuit
- » USSSA Ocala Returns
- » Southeastern Pro Rodeo
- » HITS Triathlon
- » Classic Rock Weekend on the Square

METHODOLOGY



Visitor Tracking

2,093 interviews were completed with visitors to the Ocala/Marion County area online and in-person at local attractions, in public areas and at events between July 1st 2020 and June 30th, 2021.

Economic Impact

Total economic impact of tourism on the Ocala/Marion County area is a function of direct spending by visitors to Marion County, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

Multiplier

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to the Ocala/Marion County area. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling.

Ocala/Marion County VCB

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