

# Ocala/MARION COUNTY VCB

Economic Impact Study  
April 2022 – March 2023





# ECONOMIC IMPACT



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Visitor Spending in April 2022 – March 2023 generated a total economic impact of

**\$1,141,188,900**

in Marion County

An increase of **18.3%**  
from July 2020 – June 2021





# DIRECT SPENDING

Visitors who traveled to Ocala/Marion  
County in April 2022 – March 2023  
spent

**\$736,250,900**

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

An increase of **20.6%**  
from July 2020 – June 2021



# VISITORS

Ocala/Marion County attracted

**1,591,800**

visitors in April 2022 – March 2023

A decrease of **3.4%**

from July 2020 – June 2021





# ROOM NIGHTS

Ocala/Marion County visitors  
generated

**1,174,000**

room nights in paid accommodations  
in April 2022 – March 2023

An increase of **19.0%**  
from July 2020 – June 2021



# TOURISM SNAPSHOT: APRIL 2022 – MARCH 2023

66.7%

Occupancy

↑ 0.6%

from April 2021 – March 2022

\$119.90

Average Daily Rate

↑ 9.4%

from April 2021 – March 2022

\$80.03

RevPAR

↑ 9.9%

from April 2021 – March 2022

# JOBS & WAGES\*

Tourism in Ocala/Marion County  
supported

**11,041 (+5.8%)**

local jobs in April 2022 – March  
2023, generating

**\$313,055,536 (+16.3%)**

in wages and salaries





# VISITORS SUPPORT JOBS

An additional Ocala/Marion County  
job is supported by every

**144**

visitors



# NET BENEFIT\*

Visitors in April 2022 – March 2023  
generated a net benefit of

**\$11,896,579**

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 \$11,896,579

$$\$11,896,579 = \$30,166,736 - \$18,270,157$$

\*Net benefit

Local Taxes supported by visitor

Cost to county to service visitors



# HOUSEHOLD SAVINGS

Visitors to Ocala/Marion County  
save local residents

**\$453**

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

**\$119<sup>1</sup>**

in visitor spending in Marion County



<sup>1</sup>The calculation method of marketing spending changed in this iteration to include the percentage who saw advertisements making the calculation more accurate but not comparable to the previous years study. The calculation is based on Ocala/Marion County VCB marketing spend from April 2022 – March 2023 and multiplied by the percent of total visitors who saw advertisements and were influenced by said advertisements.



# TOURISM DEVELOPMENT TAX

Paid accommodations and vacation rentals by visitors to Ocala/Marion County in April 2022 – March 2023 generated

**\$5,279,685**

in TDT collected



# TOURISM SNAPSHOT: KEY METRICS<sup>1</sup>

Visitor Statistics	Jul 2020 - Jun 2021	Apr 2022 - Mar 2023	Percent Change
<i>Visitors</i>	<i>1,648,100</i>	<i>1,591,800</i>	<i>-3.4%</i>
<i>Direct Expenditures</i> <sup>2</sup>	<i>\$610,615,600</i>	<i>\$736,250,900</i>	<i>+20.6%</i>
<i>Total Economic Impact</i> <sup>3</sup>	<i>\$964,614,400</i>	<i>\$1,141,118,900</i>	<i>+18.3%</i>

Lodging Statistics <sup>4</sup>	Jul 2020 - Jun 2021	Apr 2022 - Mar 2023	Percent Change
<i>Occupancy</i>	<i>63.9%</i>	<i>66.7%</i>	<i>+4.4%</i> <sup>5</sup>
<i>Room Rates</i>	<i>\$87.28</i>	<i>\$119.99</i>	<i>+37.4%</i> <sup>5</sup>
<i>RevPAR</i>	<i>\$55.73</i>	<i>\$80.03</i>	<i>+43.6%</i> <sup>5</sup>
<i>Room Nights</i>	<i>986,489</i>	<i>1,174,000</i>	<i>+19.0%</i> <sup>4</sup>
<i>TDT Collections</i>	<i>\$3,232,039</i>	<i>\$5,279,685</i>	<i>+63.4%</i> <sup>4</sup>

<sup>1</sup> Due to the COVID-19 Pandemic the project was started 3 months later resulting in a different yearly cycle than this year's iteration

<sup>2</sup> Includes spending for: accommodations, restaurants, entertainment, shopping, transportation, groceries, and "other" expenses

<sup>3</sup> Multiplier changed from 1.58 in 2021 to 1.55 in 2022

<sup>4</sup> DBPR's estimate of vacation rental units was used in January-March 2023 as this estimate aligns closer to TDT collections.

The January-March 2022 metrics have been recalculated using DBPR units for comparative purposes.



# TOURISM SNAPSHOT: ECONOMIC METRICS

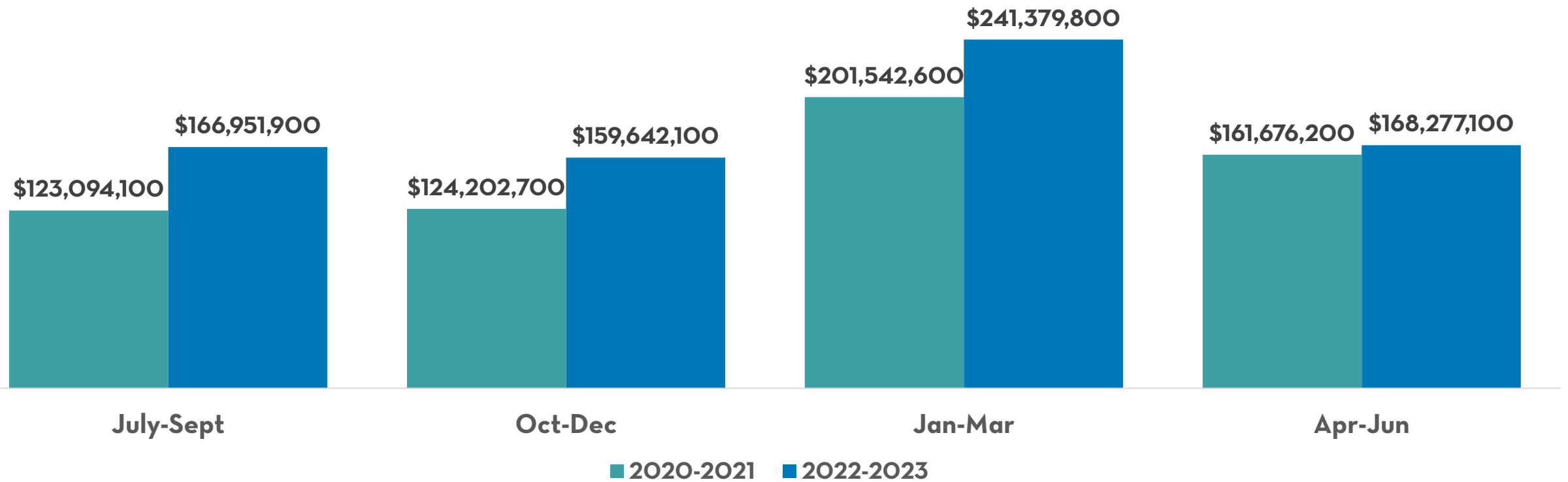
Economic Indicators	Jul 2020 - Jun 2021	Apr 2022 - Mar 2023	Percent Change
<i>Jobs supported</i>	<i>10,434</i>	<i>11,041</i>	<i>+5.8%</i>
<i>Wages paid</i>	<i>\$269,203,992</i>	<i>\$313,055,536</i>	<i>+16.3%</i>
<i>Taxes paid</i>	<i>\$68,770,281</i>	<i>\$68,317,782</i>	<i>-0.7%</i>

# SPENDING

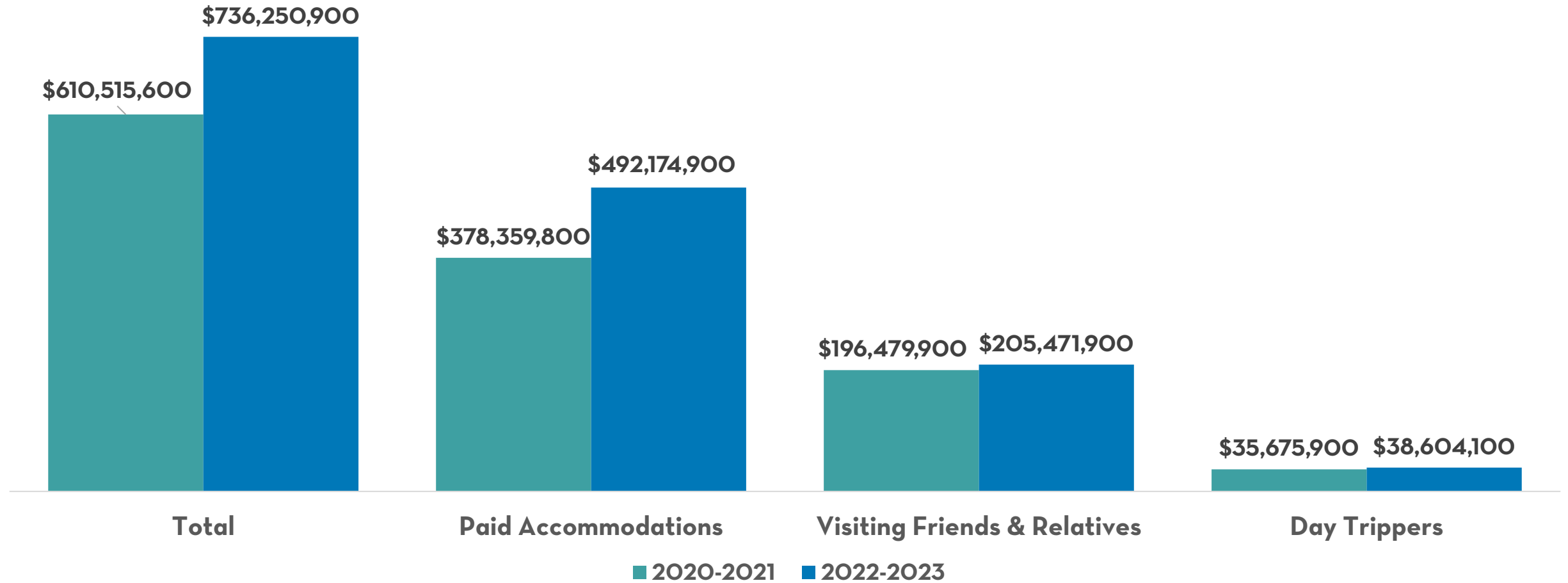




# DIRECT SPENDING BY QUARTER

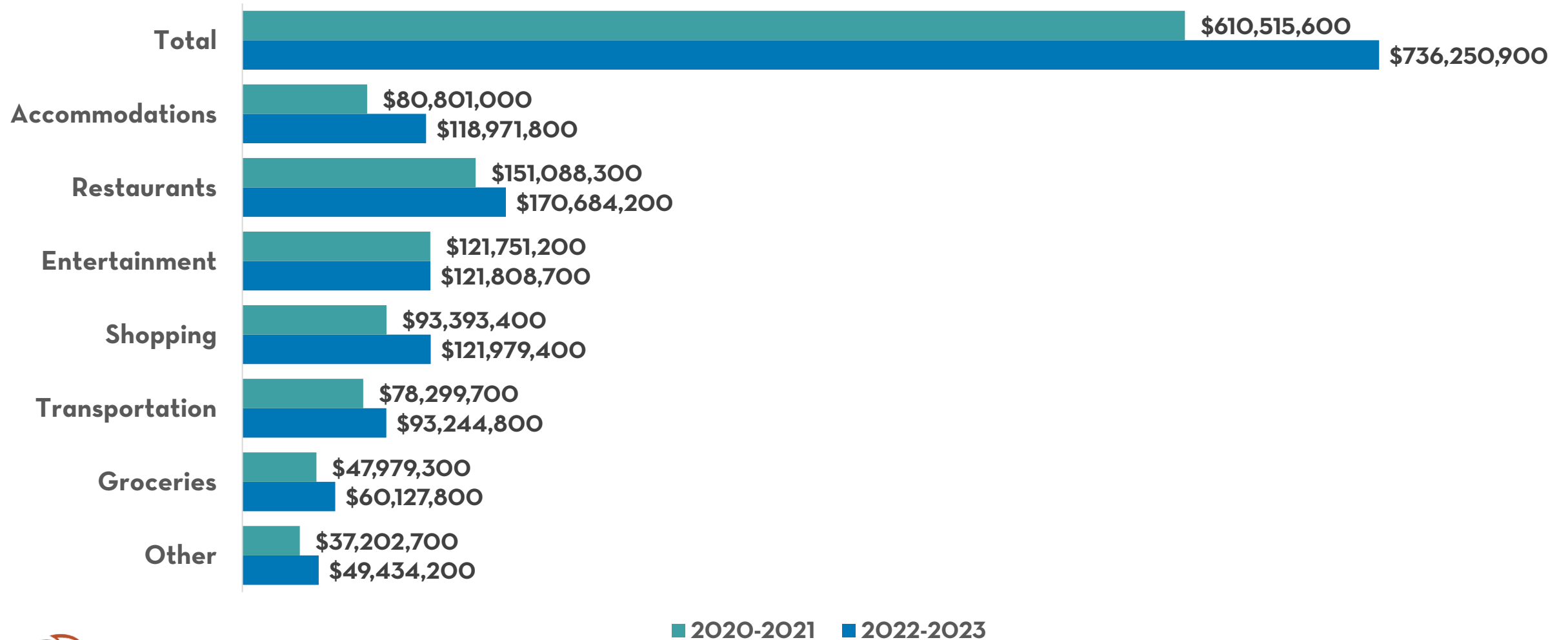


# DIRECT SPENDING BY VISITOR TYPE





# DIRECT SPENDING BY CATEGORY

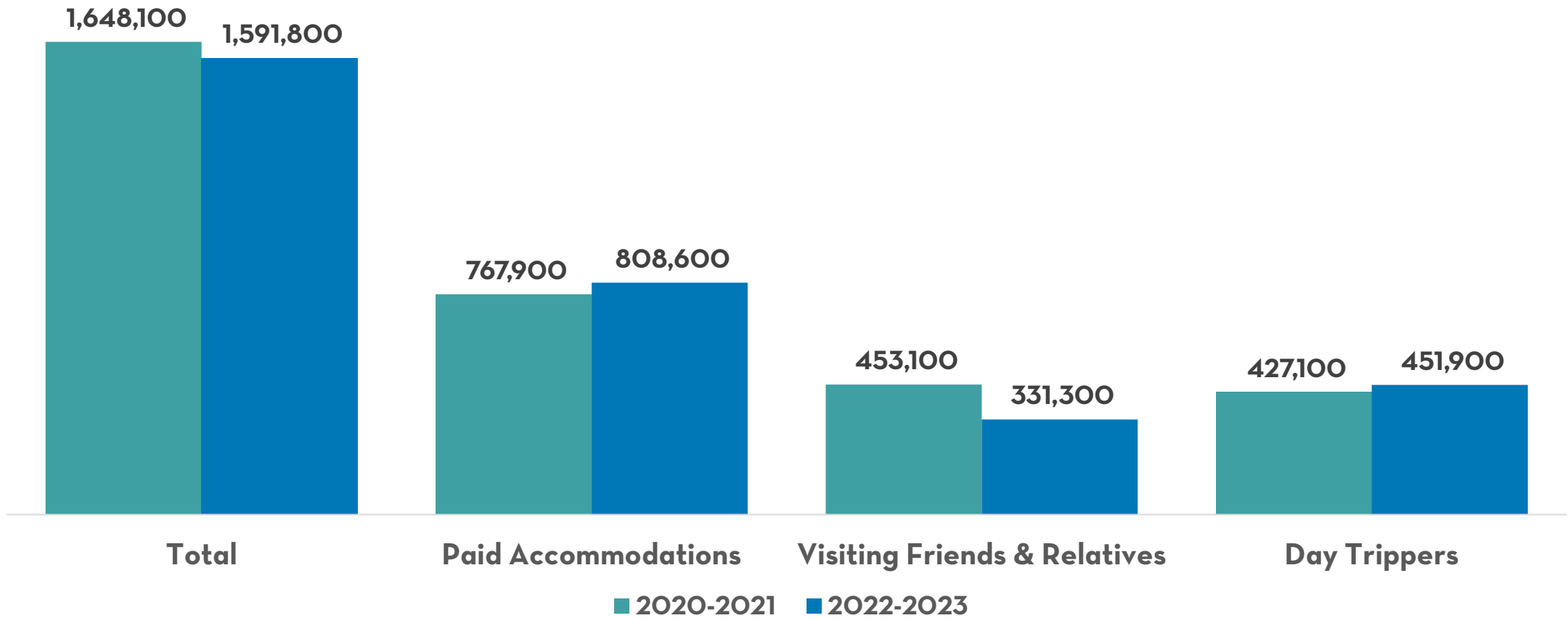


# VISITORS

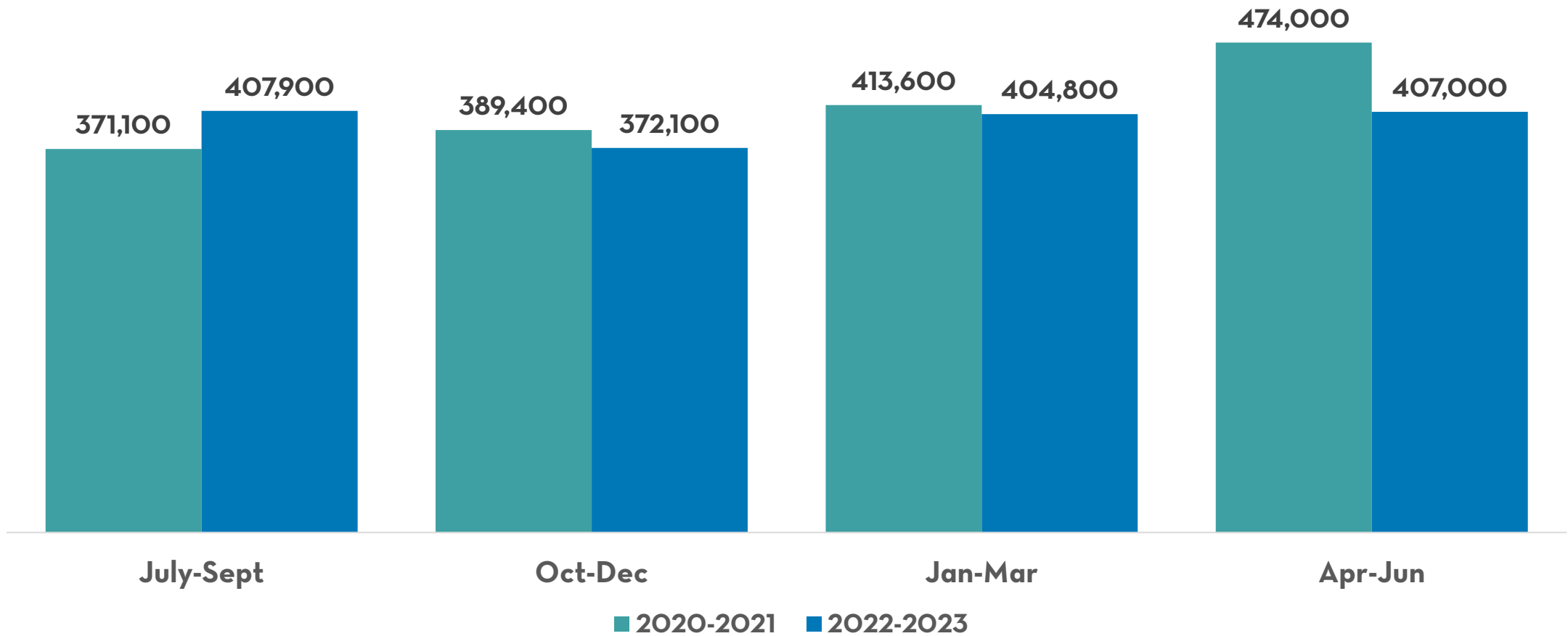




# VISITOR TYPE



# VISITORS BY QUARTER





# METHODOLOGY



## Visitor Tracking Study

- » Interviews were completed in person and online with 2,304 visitors at local hotels, attractions, and events between April 1, 2022 and March 31, 2023



## 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.

# PARTNER AND EVENT INVOLVEMENT

## Partner Involvement

- » Appleton Museum of Art
- » KP Hole Park
- » Silver Springs State Park
- » HDG Hotels
- » Hampton Inn and Suites
- » Circle Square Cultural Center
- » MCA & Brick City Center for the Arts
- » Canyon Zipline & Adventure Park
- » Santos Bike Shop
- » Ft. King National Historic Landmark

## Event Involvement

- » Winter Series at WEC
- » HITS
- » JVC Volleyball
- » Grandview Invitational
- » Various WEC events over the course of the year
- » German Shepard Dog Club of America National Specialty
- » FLAGS Long Course Championships
- » Babe Ruth World Series
- » North American Reigning Stakes
- » WEC Summer Series
- » A Sudden Impulse NSBA and Futurity Show
- » National Collegiate Equestrian Association



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