

Ocala/Marion County VCB

Economic Impact Estimate

World Equestrian Center

Winter Spectacular

January 5th – March 28th, 2021



DIRECT SPENDING

\$24,449,700¹

People who live outside of Marion County spent \$24,449,700 during the World Equestrian Center Winter Spectacular.

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

TOTAL ECONOMIC IMPACT

\$37,163,700

Total estimated economic impact from the World Equestrian Center Winter Spectacular

Direct expenditures	\$24,449,700
<u>Indirect & induced economic impact¹</u>	<u>\$12,714,000</u>
Total estimated economic impact ²	\$37,163,700

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

26,775¹

Including overnight visitors and day trippers, there were 26,775 individuals from outside Marion County who attended the World Equestrian Center Winter Spectacular.

¹An event attendance figure of 36,000 participants and 15,000 spectators was reported by the World Equestrian Center Winter Spectacular. The number of attendees directly impacts the direct spending at the event.

ROOM NIGHTS

28,882

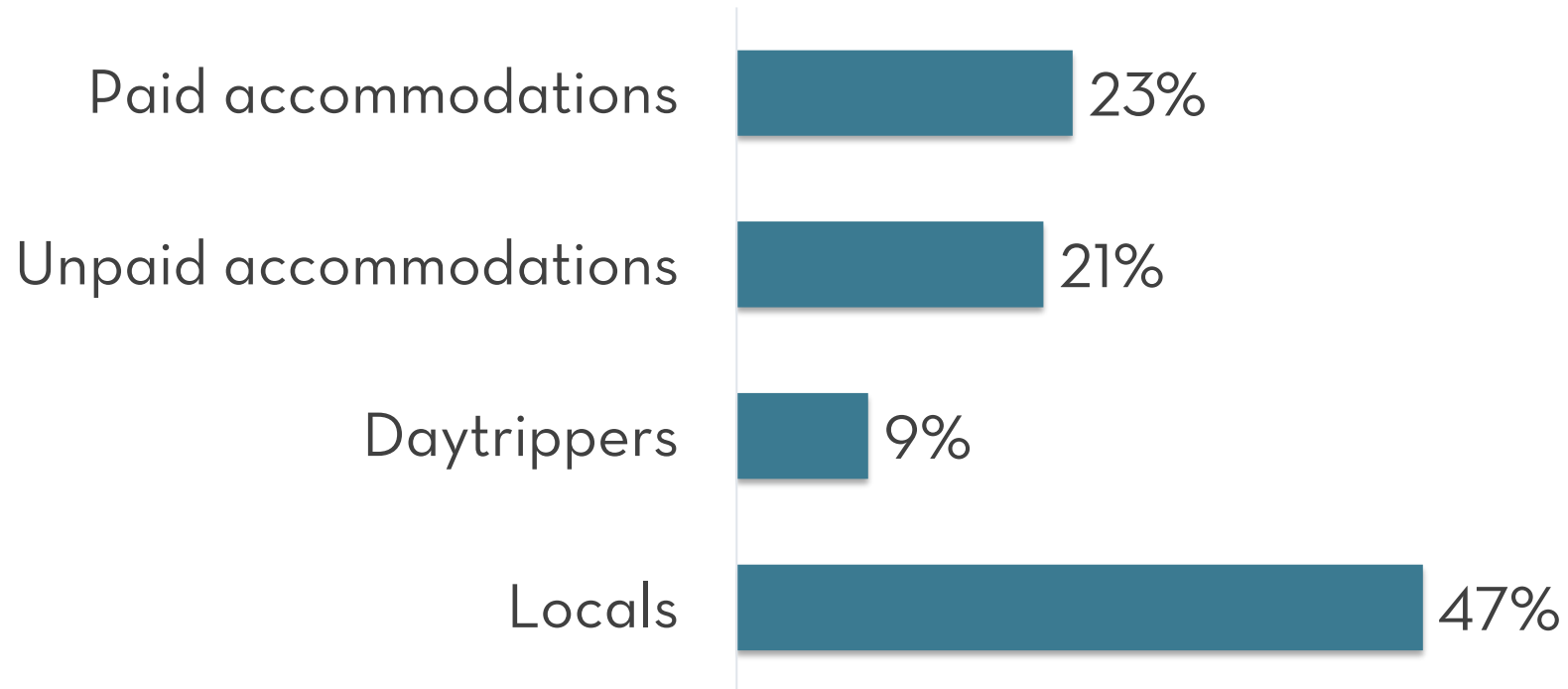
Attendees who live outside of Marion County spent 28,882 nights in hotels, motels, etc. while attending World Equestrian Center Winter Spectacular.

OUT-OF-COUNTY VISITOR PROFILE

- » 3.1 people per travel party
- » 7.6 nights stayed in Marion County
- » 48 years old – median age
- » 51% female

ATTENDEE BREAKDOWN

- » 23% of World Equestrian Center Winter Spectacular 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 373 attendees of the World Equestrian Center Winter Spectacular
 - » Attendance estimates provided by the World Equestrian Center Winter Spectacular
 - » Marion County VCB Visitor Tracking Study
 - » Tourism database at Downs & St. Germain Research



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