



Ocala/Marion County VCB

Economic Impact of Tourism Study:
April 2018 – March 2019

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Key Performance Indicators⁴

When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

Economic Indicators	2016-2017	2018-2019	% change
Visitors ¹	1,880,100	1,869,600	-0.6%
Room nights generated ²	971,779	997,789	+2.7%
Direct expenditures ³	\$658,557,200	\$667,280,300	+1.3%
Total economic impact ³	\$1,001,006,900	\$1,014,266,100	+1.3%

¹ Source: STR Reports and Downs & St. Germain Research Visitor Tracking Studies

² Source: STR Reports

³ Source: STR Reports, Downs & St. Germain Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

Key Performance Indicators⁴

Economic Indicators	2016-2017	2018-2019	% change
Jobs supported ¹	11,862	11,937	+0.6%
Wages paid ¹	\$281,434,300	\$289,173,800	+2.8%
Taxes paid ^{2*}	\$72,726,300	\$72,974,400	+0.3%
Tourist Development Tax ³	\$2,667,013	\$2,884,063	+8.1%

¹ Source: Downs & St. Germain Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

² Source: Downs & St. Germain Research Visitor Tracking Studies, Marion County Fiscal Manager, Department of Revenue, and IMPLAN

*Sales, use, and property taxes

³ Source: Ocala/Marion County VCB

⁴ When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.



Key Performance Indicators³

Lodging Statistics	2016-2017	2018-2019	% change
Occupancy ¹	65.7%	66.4%	+1.1%
Avg. Room Rate ¹	\$82.10	\$84.89	+3.4%
RevPAR ¹	\$53.94	\$56.37	+4.5%

Visitor Profile	2016-2017	2018-2019
Travel party size ²	2.9	2.8
Nights spent ²	3.9	4.1
Will return ²	96%	97%
Visit Met or Exceeded Expectations ²	97%	98%

¹ Source: STR Reports

² Source: Downs & St. Germain Research Visitor Tracking Studies

³ When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

Inside Story

- 156 visitors = 1 job in Marion County
- \$1 in marketing spend¹= \$520 in visitor spending
- \$1 in marketing spend¹ = \$57 in taxes paid by visitors
- Visitors save each Marion County household \$542 in taxes

¹ Based on Ocala/Marion County VCB marketing spend from April 2018 – March 2019.



Detailed Findings

Economic Impact of Visitors to Marion County

Direct Spending

\$667,280,300

Dollars spent by visitors to
Marion County

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

Total Economic Impact

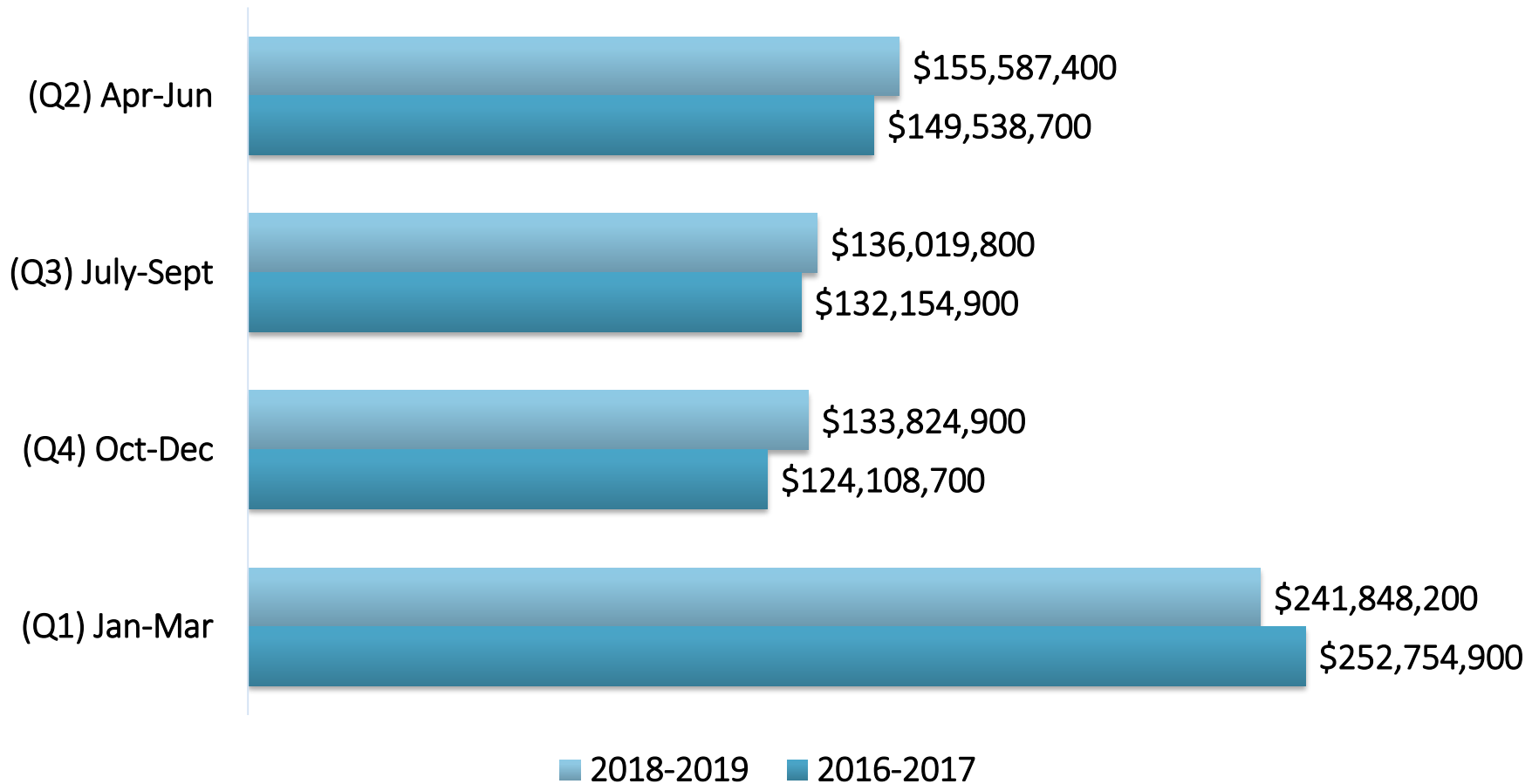
\$1,014,266,100

Total estimated economic impact from visitors to Marion County

Direct expenditures	\$ 667,280,300
Indirect economic impact	\$ 170,659,900
<u>Induced economic impact</u>	<u>\$ 176,325,900</u>
Total estimated economic impact	\$1,014,266,100

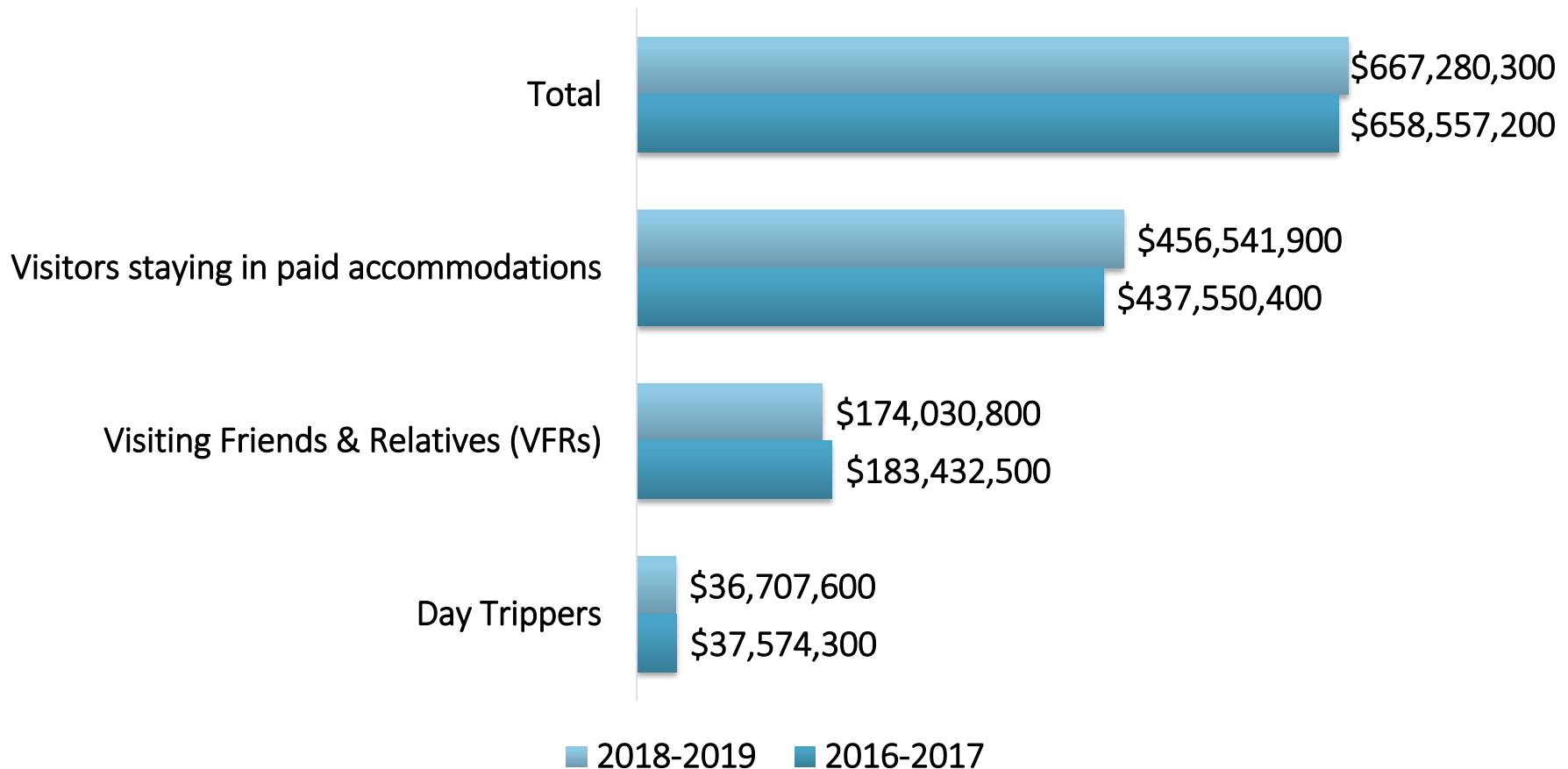
Indirect effects are increased business spending resulting from tourism dollars.
Induced effects are increased household spending resulting from tourism dollars.

Direct Spending by Quarter¹



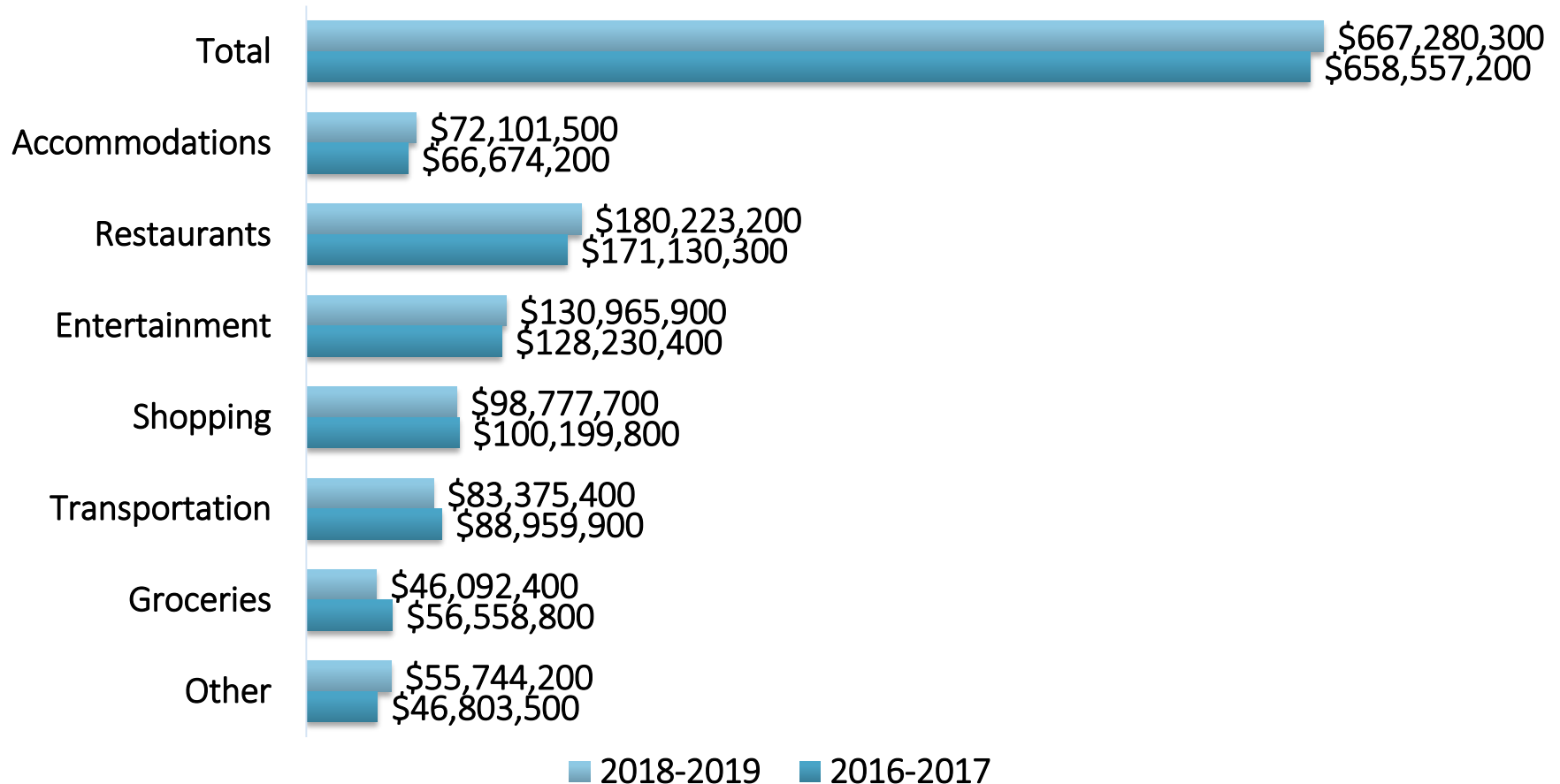
¹When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

Direct Spending by Visitor Type¹



¹ When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

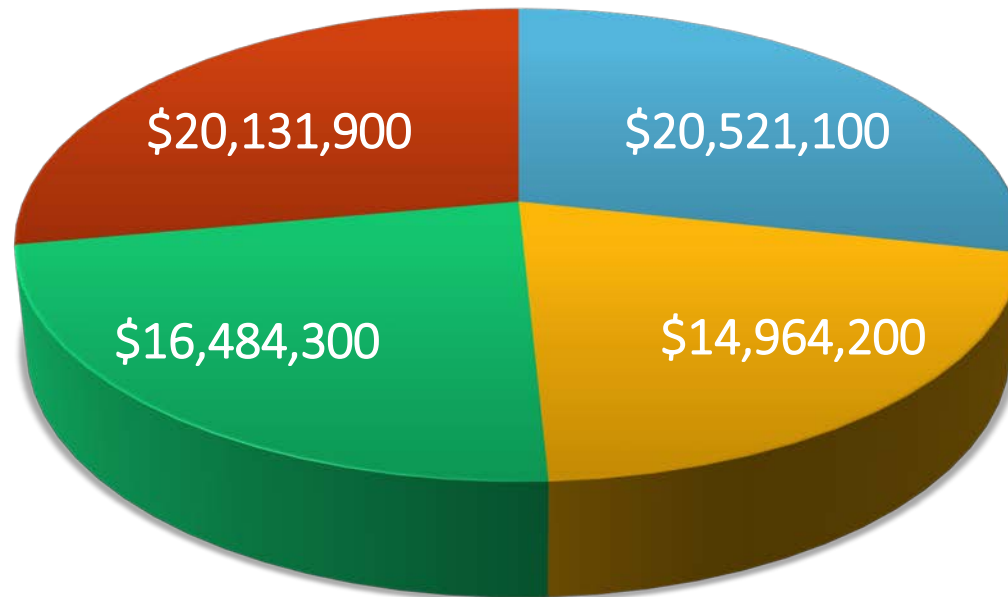
Direct Spending by Type of Spend¹



¹ When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

Accommodation Spending by Quarter

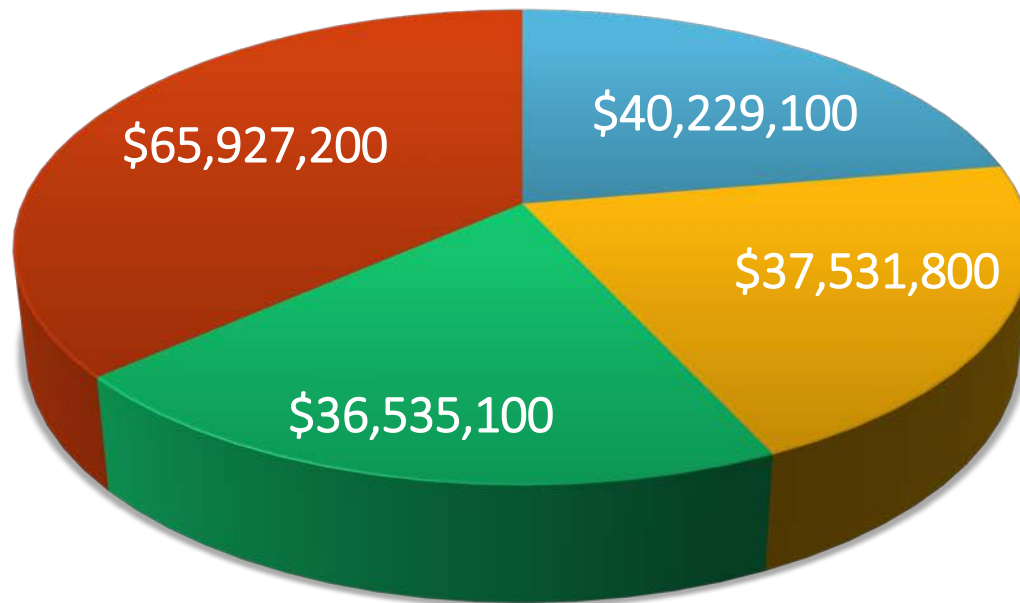
Total: \$72,101,500



■ April-June 2018 ■ July-Sept 2018 ■ Oct-Dec 2018 ■ Jan-Mar 2019

Restaurant Spending by Quarter

Total: \$180,223,200



■ April-June 2018

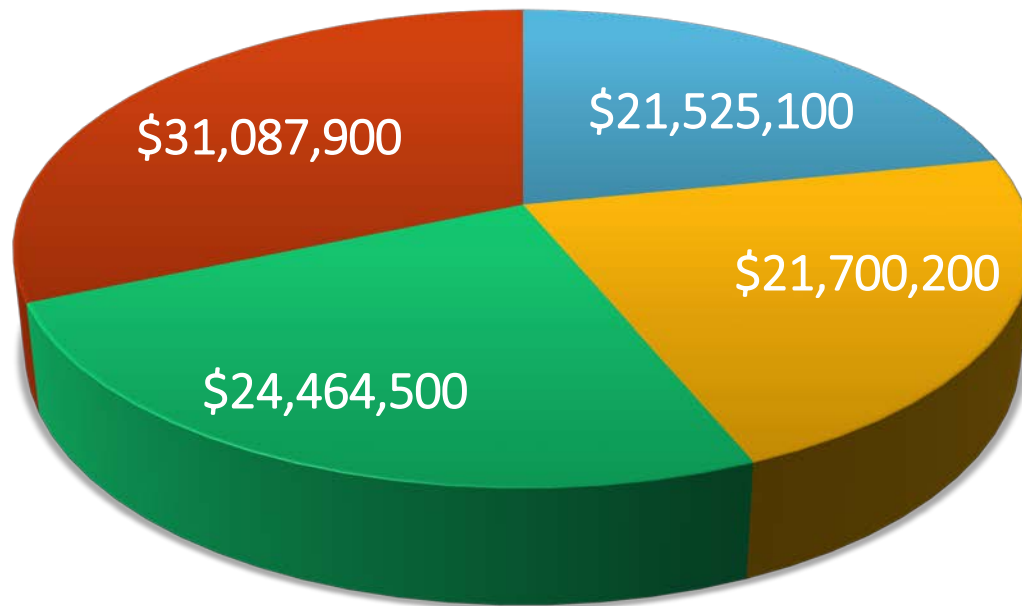
■ July-Sept 2018

■ Oct-Dec 2018

■ Jan-Mar 2019

Shopping Spending by Quarter

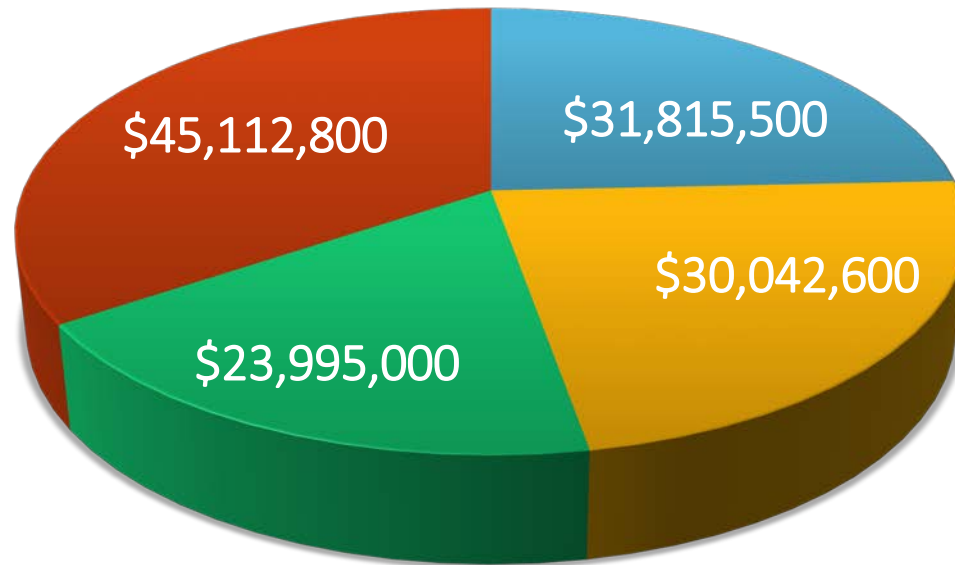
Total: \$98,777,700



■ April-June 2018 ■ July-Sept 2018 ■ Oct-Dec 2018 ■ Jan-Mar 2019

Entertainment Spending by Quarter

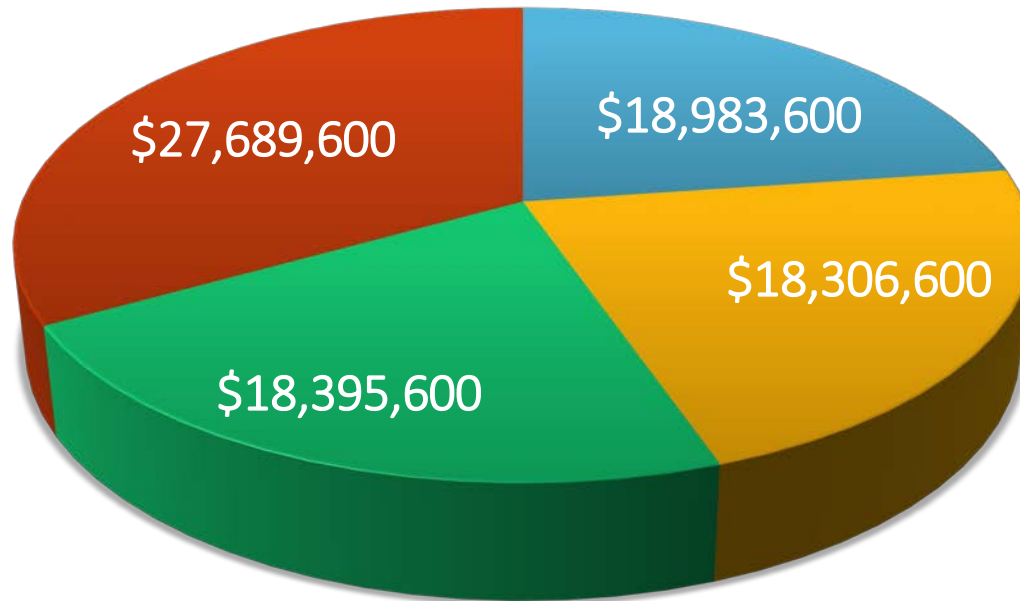
Total: \$130,965,900



■ April-June 2018 ■ July-Sept 2018 ■ Oct-Dec 2018 ■ Jan-Mar 2019

Transportation Spending by Quarter

Total: \$83,375,400



■ April-June 2018

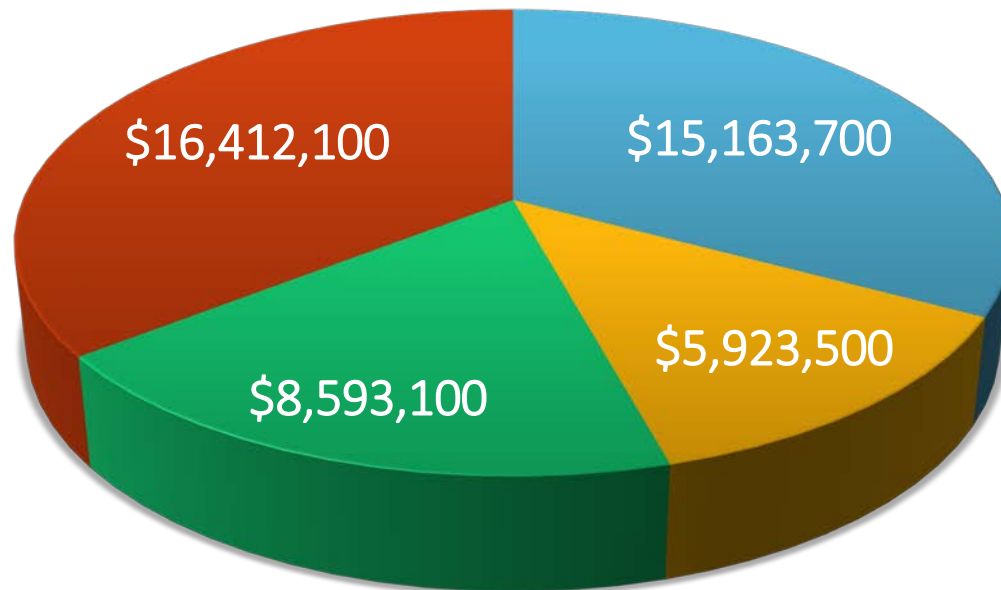
■ July-Sept 2018

■ Oct-Dec 2018

■ Jan-Mar 2019

Grocery Spending by Quarter

Total: \$46,092,400



■ April-June 2018

■ July-Sept 2018

■ Oct-Dec 2018

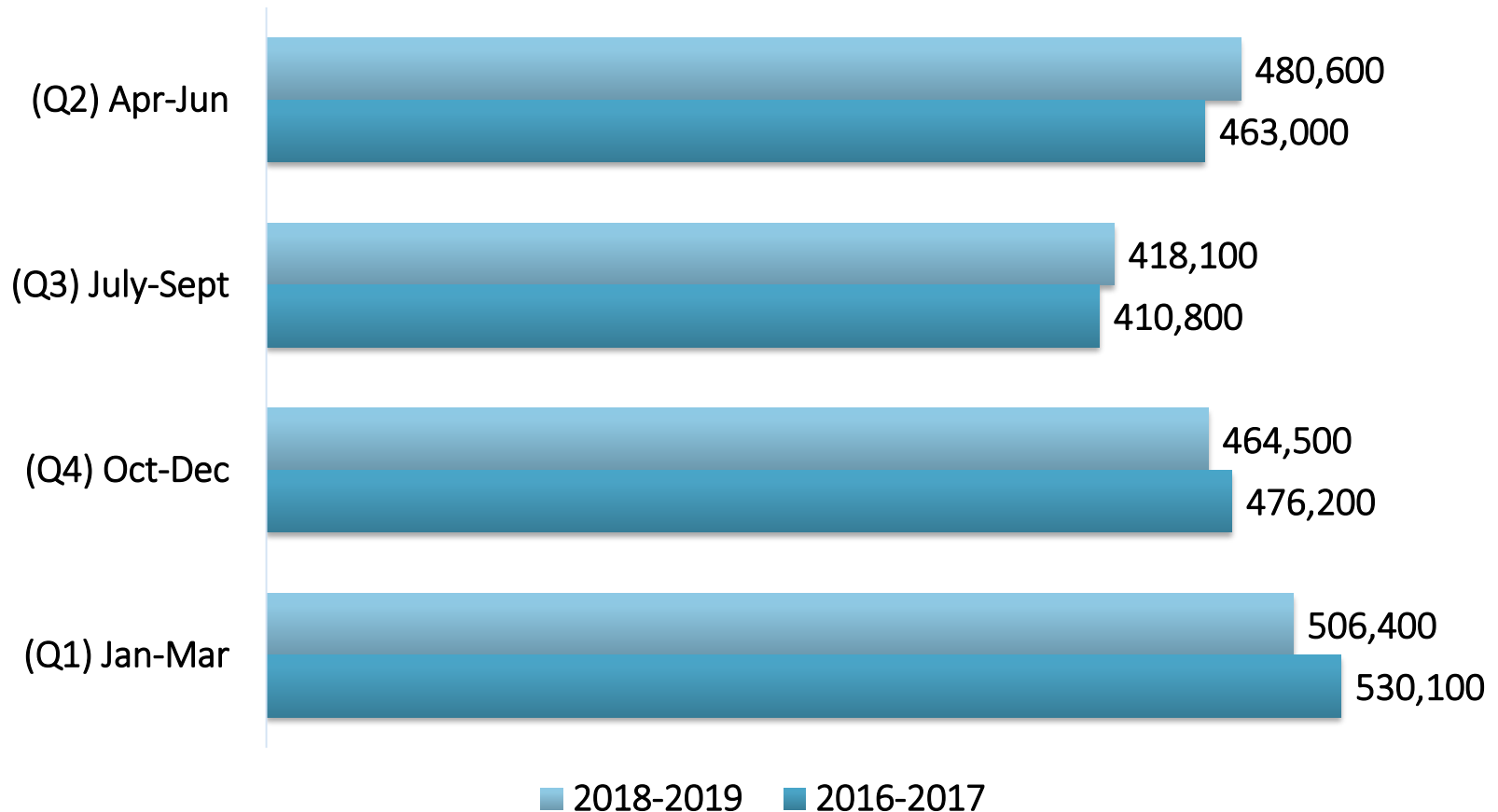
■ Jan-Mar 2019

Visitors to Marion County

Visitors to Marion County

- 1,869,600 - Total Visitors to Marion County
- 928,800 – Visitors staying in paid accommodations
- 462,700 – Visiting friends and relatives (VFRs)
- 478,100 – Day visitors

Visitors to Marion County by Quarter¹



¹When making comparisons throughout this report, it should be noted that Hurricane Matthew (October 2016) contributed to unprecedented surges in visitation and other economic indicators in 2016-2017.

Employment Impact of Visitors to Marion County

Employment Impact

\$289,173,800

Wages paid to employees serving visitors to
Marion County

11,937

Jobs supported by revenue from visitors to
Marion County

Visitor Survey Results: Quarterly Comparisons

Visitor Survey Results

	April – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	Apr 2018 – Mar 2019
Travel party size	2.7	2.9	2.7	3.0	2.8
% of visitors with kids	28%	27%	19%	18%	23%
Median age	54	57	53	51	54
Median household income	\$62,500	\$82,600	\$70,000	\$72,300	\$71,900
From Southeast	19%	28%	16%	14%	19%
From Florida	53%	45%	44%	41%	46%
Drove	89%	93%	85%	84%	88%
Nights spent	2.6	3.3	3.2	6.0	4.1
Direct expenditures (entire trip)	\$874	\$1,264	\$1,078	\$2,028	\$1,311
1 st time visitor	36%	33%	33%	18%	30%



Visitor Survey Results

	April – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	Apr 2018 – Mar 2019
Has smartphone	93%	97%	94%	94%	95%
Used smartphone on trip	65%	29%	54%	64%	53%
Viewed Visitors Guide	2%	3%	2%	2%	2%
Planned trip	1 month in advance	Less than one week	Less than one week	1 month in advance	1-3 weeks in advance
Used OcalaMarion.com	4%	6%	6%	6%	6%
Used search sites	20%	14%	24%	27%	21%
Marion is the only travel destination	71%	53%	61%	68%	63%
Visit met or exceeded expectations	95%	99%	98%	99%	98%
Will return	93%	95%	99%	98%	97%



Visitor Survey Results

Activities (Multiple Responses Accepted)	April – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	Apr 2018 – Mar 2019
Restaurants	46%	51%	57%	48%	51%
Horse shows, sales, events	20%	16%	26%	43%	26%
Business meetings or conferences	16%	27%	15%	8%	17%
Relax and unwind	17%	18%	15%	12%	16%
Sporting events	16%	11%	10%	8%	11%
Shopping	6%	5%	11%	13%	9%
Attractions	13%	3%	4%	7%	7%
Nature, environment	9%	4%	3%	7%	6%
Biking, hiking, running	8%	1%	2%	4%	4%
Golf or tennis	2%	1%	5%	4%	3%
Art galleries, museums, culture	2%	3%	1%	1%	2%
Fishing or hunting	1%	1%	3%	2%	2%



Visitor Survey Results: Origin Data

Visitor Origin: Region

Regional Origin	Apr – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	April 2018- March 2019
Southeast	72%	73%	60%	55%	66%
Northeast	11%	9%	17%	20%	14%
Midwest	10%	9%	12%	15%	11%
West	3%	3%	3%	2%	3%
International	4%	7%	8%	8%	6%

Visitor Origin: International

International Origin	Apr – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	April 2018- March 2019
United States	96%	93%	92%	92%	94%
Canada	1%	1%	3%	4%	2%
South America	<1%	3%	<1%	<1%	1%
Caribbean	1%	2%	2%	1%	1%
Europe	1%	1%	2%	2%	1%
Asia	1%	<1%	1%	<1%	1%
Australia/New Zealand	<1%	<1%	<1%	1%	<1%

Visitor Origin: State

State Origin	Apr – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	April 2018- March 2019
Florida	53%	45%	44%	41%	46%
Georgia	8%	10%	4%	4%	6%
Pennsylvania	4%	3%	2%	3%	3%
New York	3%	2%	3%	5%	3%
North Carolina	2%	4%	3%	2%	3%
Texas	3%	3%	2%	2%	2%
Kentucky	2%	1%	2%	2%	2%
Alabama	2%	2%	2%	1%	2%
Tennessee	2%	3%	1%	3%	2%
Illinois	2%	2%	3%	2%	2%
Michigan	2%	1%	2%	3%	2%
Ohio	2%	3%	1%	3%	2%
South Carolina	1%	4%	3%	1%	2%
Massachusetts	1%	0%	3%	4%	2%
Virginia	1%	1%	3%	2%	2%
New Jersey	1%	1%	2%	4%	2%



Visitor Origin: Market

Market Origin	Apr – June 2018	July – Sept 2018	Oct – Dec 2018	Jan – Mar 2019	April 2018- March 2019
Orlando	13%	6%	12%	11%	11%
Tampa-Clearwater-St. Petersburg	10%	6%	5%	7%	7%
Miami-Ft. Lauderdale	9%	10%	4%	5%	7%
Atlanta	5%	7%	3%	3%	5%
New York City	3%	3%	3%	7%	4%
Surrounding areas (Citrus, Sumter, Lake Counties)	3%	3%	6%	7%	4%
Jacksonville	5%	2%	3%	4%	3%
Naples-Ft. Myers	3%	6%	2%	1%	3%
Tallahassee	3%	2%	2%	3%	2%
Sarasota-Bradenton	3%	2%	1%	<1%	2%
Gainesville	1%	2%	4%	4%	2%
Boston	1%	0%	2%	3%	2%
Washington D.C.-Baltimore	<1%	1%	3%	2%	2%
Pensacola-Mobile	1%	2%	1%	<1%	1%
Charlotte	1%	1%	1%	1%	1%
Dallas-Ft. Worth	1%	1%	1%	1%	1%
Nashville	1%	1%	<1%	<1%	1%
Birmingham	1%	1%	1%	1%	1%
Detroit	1%	<1%	1%	2%	1%
Lakeland, FL	1%	2%	1%	<1%	1%
Melbourne-Vero Beach	1%	2%	1%	<1%	1%
Houston	1%	1%	1%	<1%	1%
Panama City-Destin	1%	1%	<1%	2%	1%
Denver-Aurora-Broomfield, CO	1%	1%	<1%	<1%	1%
Chicago	1%	1%	2%	2%	1%



Quadrant Analyses

Quadrant Analysis: April 2018 – March 2019

Done Infrequently & Exceeds Expectations

Nature, environment, bird watching
Biking, hiking, running
Canoeing, kayaking, tubing
Visit area springs

Done Often & Exceeds Expectations

Relax and unwind
Horse-related event
Attend or participate in sporting
event

Done Infrequently & Meets/Below Expectations

Visit art galleries, museums
Shopping, antiquing
Bars & nightclubs
Attractions
Golf, tennis

Done Often & Meets/Below Expectations

Visit Downtown Ocala
Restaurants
Business, conference, meeting

Quadrant Analysis: April – June 2018

Done Infrequently & Exceeds Expectations

Nature, environment, bird watching
Biking, hiking, running
Canoeing, kayaking, tubing
Golf, tennis

Done Often & Exceeds Expectations

Visit friends & family
Horse-related event
Visit area springs
Attractions
Attend or participate in sporting event

Done Infrequently & Meets/Below Expectations

Visit art galleries, museums
Shopping, antiquing
Bars & nightclubs

Done Often & Meets/Below Expectations

Business, conference, meeting
Relax & unwind
Visit Downtown Ocala
Restaurants

Quadrant Analysis: July – September 2018

Done Infrequently & Exceeds Expectations

Nature, environment, bird watching
Biking, hiking, running
Fishing, hunting, etc.
Canoeing, kayaking, tubing

Done Often & Exceeds Expectations

Horse-related event
Visit area springs
Attend or participate in sporting event
Restaurants

Done Infrequently & Meets/Below Expectations

Visit art galleries, museums
Shopping, antiquing
Bars & nightclubs
Attractions
Golf, tennis

Done Often & Meets/Below Expectations

Business, conference, meeting
Relax & unwind
Visit Downtown Ocala
Restaurants

Quadrant Analysis: October – December 2018

Done Infrequently & Exceeds Expectations

Attractions

Visit art galleries, museums

Visit area springs

Canoeing, kayaking, tubing

Done Often & Exceeds Expectations

Relax and unwind

Horse-related event

Attend or participate in sporting event

Visit friends and family

Done Infrequently & Meets/Below Expectations

Fishing, hunting, etc.

Golf, tennis, etc.

Biking, hiking, etc.

Bars & nightclubs

Nature, environment, bird watching

Done Often & Meets/Below Expectations

Business, conference, meeting

Restaurants

Shopping, antiquing

Visit Downtown Ocala

Quadrant Analysis: January – March 2019

Done Infrequently & Exceeds Expectations

Biking, hiking, etc.
Visit area springs
Canoeing, kayaking, tubing
Attend or participate in sporting event

Done Often & Exceeds Expectations

Relax and unwind
Horse-related event

Done Infrequently & Meets/Below Expectations

Fishing, hunting, etc.
Golf, tennis, etc.
Bars & nightclubs
Nature, environment, bird watching
Business, conference, meeting etc.
Attractions
Visit art galleries, museums
Special occasion

Done Often & Meets/Below Expectations

Restaurants
Shopping, antiquing
Visit Downtown Ocala

Methodology

- The economic impact of tourism was based on data from the following sources:
 - Twelve (12) monthly STR Reports
 - Twelve (12) monthly ADR Studies completed by Downs & St. Germain Research with Marion County bed tax collectors
 - Four quarterly Marion County VCB Visitor Tracking Studies (2,495 surveys completed by Downs & St. Germain Research)

Methodology

- The economic impact of tourism was based on data from the following sources:
 - IMPLAN Economic Impact Modeling software
 - IMPLAN models the way tourism dollars are spent and re-spent in other sectors of the economy, generating waves of economic activity, called multiplier effects. The model uses national industry data and county-level economic data to generate a series of multipliers, which in turn estimate the total economic implications of economic activity.
 - Over 1,500 organizations use IMPLAN, including FEMA, EPA, Federal Reserve Bank, and Bureau of Land Management.
 - Various government agencies and data sources
 - TDT collections provided by the Marion County VCB
 - Tourism database at Downs & St. Germain Research

Methodology

•Visitors were surveyed by internet and in-person at hotels, attractions and the following events:

- Ocala Culinary Festival
- 100 Years of Leonard Bernstein
- MCA Ride for the Arts Gran Fondo
- Vietnam Traveling Memorial Wall
- OBS June sales
- Cal Ripken Rookie Qualifier Tournament
- CONFEPASO
- Cal Ripken
- Levitt AMP Ocala Concert – Squirrel Nut Zippers
- Ocala Shrine Rodeo
- Oktoberfest
- Ocala Pumpkin Run
- 52nd Annual Ocala Arts Festival by Fine Arts for Ocala
- Jeeptoberfest
- Wanna Go Fast?
- HarvestFest featuring Daughtry
- Florida Mopar Association State Mopar Show and Swap Meet
- Ocala Jockey Club International 3-Day Event
- OBS Sale
- A Fight for Freedom: Attack on Ft. King
- Kingdom of the Sun Basketball Tournament
- HITS Holiday Series
- HITS
- The Ocala Marathon
- Florida Association of Equine Practitioners
- For the Birds and Youth, Too!
- Habitat for Humanity Strawberry Festival
- Florida Springs Festival
- Parade of Nations
- Live Oak International
- Southeastern Pro Rodeo
- HITS Triathlon





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