



# Marion County VCB

## Economic Impact Estimate for

### Ocala Culinary Festival

March 1-5, 2017

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# Direct Spending

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# \$85,400

## Dollars spent by out of town attendees of the Ocala Culinary Festival

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



# Total Economic Impact

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# \$129,800

Total estimated economic impact  
for the Ocala Culinary Festival

Direct expenditures \$ 85,400

Indirect & induced economic impact \$ 44,400

Total estimated economic impact \$ 129,800



# Direct Expenditures

## \$85,400

Accommodations	\$ 17,000
Restaurants	\$ 11,300
Groceries	\$ 2,700
Shopping	\$ 6,700
Entertainment/Attractions	\$ 33,200
Transportation	\$ 11,500
Other	\$ 3,000
<u>Total direct expenditures</u>	<u>\$ 85,400</u>

# Direct Spending Including Locals

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\$174,900

Dollars spent by out of town  
+ local attendees + sponsors  
of the Ocala Culinary Festival

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



# Economic Impact Including Locals

# \$265,900

Total estimated economic impact for the Ocala Culinary Festival including out of town spending, local spending, and sponsorships

Direct expenditures	\$ 174,900
<u>Indirect &amp; induced economic impact</u>	<u>\$ 91,000</u>
Total estimated economic impact	\$ 265,900



# Room Nights and Attendees

- The Ocala Culinary Festival had 792\* attendees and generated 121\* room nights
- 8% of attendees stayed in hotels, motels, etc.
- 7% of attendees stayed with friends and relatives
- 16% of attendees were day trippers
- 69% of attendees were local residents

\* Estimates provided by the Ocala Culinary Festival; includes attendees, talent and their staff.



# Methodology

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- The economic impact was based on data from the following sources:
  - Interviews conducted by Downs & St. Germain Research with 186 attendees of the Ocala Culinary Festival
  - Attendance estimates provided by the Ocala Culinary Festival
  - Marion County VCB Visitor Tracking Study
  - Tourism database at Downs & St. Germain Research



# Ocala Culinary Festival Economic Impact Study

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