



Marion County VCB

Economic Impact of Tourism Study

April 2014 – March 2015

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 Kerr & Downs Research with Marion County bed tax collectors
 - Four quarterly Marion County VCB Visitor Tracking Studies (1,184 internet and 2,053 in-person surveys, 3,237 total, completed by Kerr & Downs 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 is 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 Kerr & Downs Research

Methodology

• Visitor surveys were completed by internet and in-person at hotels and the following events:

- Frank Polack Memorial Bike Ride
- Diamond Rio Concert
- Cal Ripken Baseball Tournament
- Flick and Float
- Babe Ruth World Series
- August OBS Sale
- UF Football weekends
- Ocala Shriner's Rodeo
- KP Hole
- Travis Tritt Concert
- FAFO Art Festival
- Ocala Pumpkin Run
- 17th Annual All Corvette Car Show
- Equiventures 2014
- Kingdom of the Sun Basketball Tournament
- HITS Winter Circuit
- Coates Golf Championship
- FEI Nations Cup
- Rotary Discovery Festival Cracker Cattle Drive
- March OBS Sale
- Live Oak International
- Southern Pro Rodeo
- HITS Triathlon
- Fat Tire Festival

Key Performance Indicators

Economic Indicators	2015
Visitors ¹	1,768,528
Direct expenditures ²	\$600,207,348
Total economic impact ²	\$912,068,303
Room nights generated ³	914,097

¹ Source: STR Reports, Kerr & Downs Research ADR Studies and Kerr & Downs Research Visitor Tracking Studies

² Source: STR Reports, Kerr & Downs Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

³ Source: STR Reports and Kerr & Downs Research ADR Studies

Key Performance Indicators

Economic Indicators	2015
Jobs created ¹	10,591
Wages paid ¹	\$246,872,191
Taxes paid ^{2*}	\$62,695,102
Tourist Development Tax ³	\$1,105,293

¹ Source: Kerr & Downs Research Visitor Tracking Studies, Department of Revenue, and IMPLAN

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

* Sales, use, and property taxes.

³ Source: Ocala/Marion County VCB

Key Performance Indicators

Visitor Profile	2015
Occupancy ¹	62.5%
Avg. Room Rate ¹	\$77.20
RevPAR ¹	\$48.25
Travel party size ²	3.2
Nights spent ²	3.6
Will return ³	92%
Visit Met or Exceeded Expectations ³	94%

¹ Source: STR Reports and Kerr & Downs Research ADR Studies

² Source: Kerr & Downs Research ADR Studies and Kerr & Downs Research Visitor Tracking Studies

³ Source: Kerr & Downs Research Visitor Tracking Studies



Detailed Findings

Economic Impact of Visitors to Marion County

Direct Spending

\$600,207,348

Dollars spent by visitors to
Marion County

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

Total Economic Impact

\$912,068,303

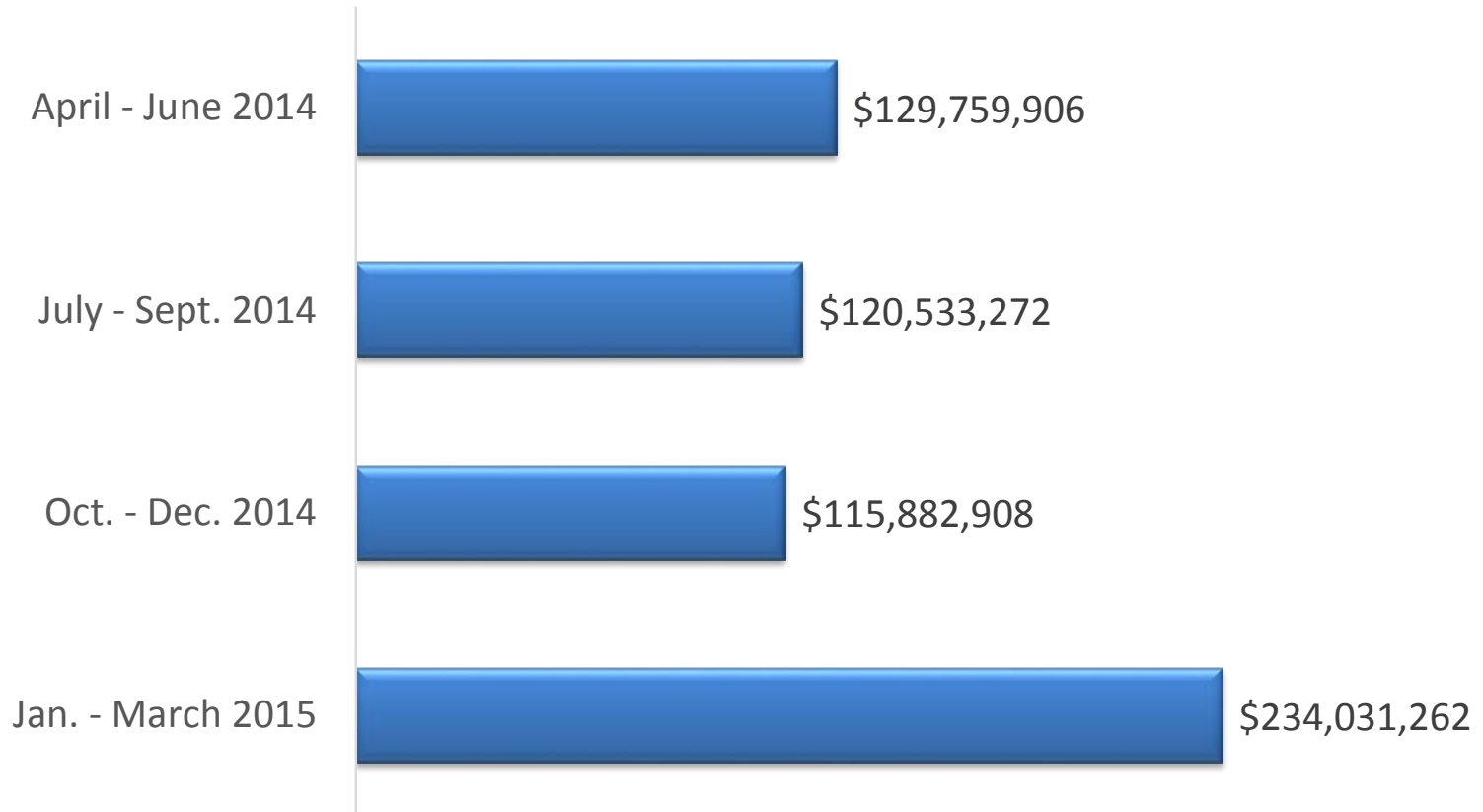
Total estimated economic impact from
visitors to Marion County

Direct expenditures	\$600,207,348
Indirect economic impact	\$155,618,982
<u>Induced economic impact</u>	<u>\$156,241,973</u>
Total estimated economic impact	\$912,068,303

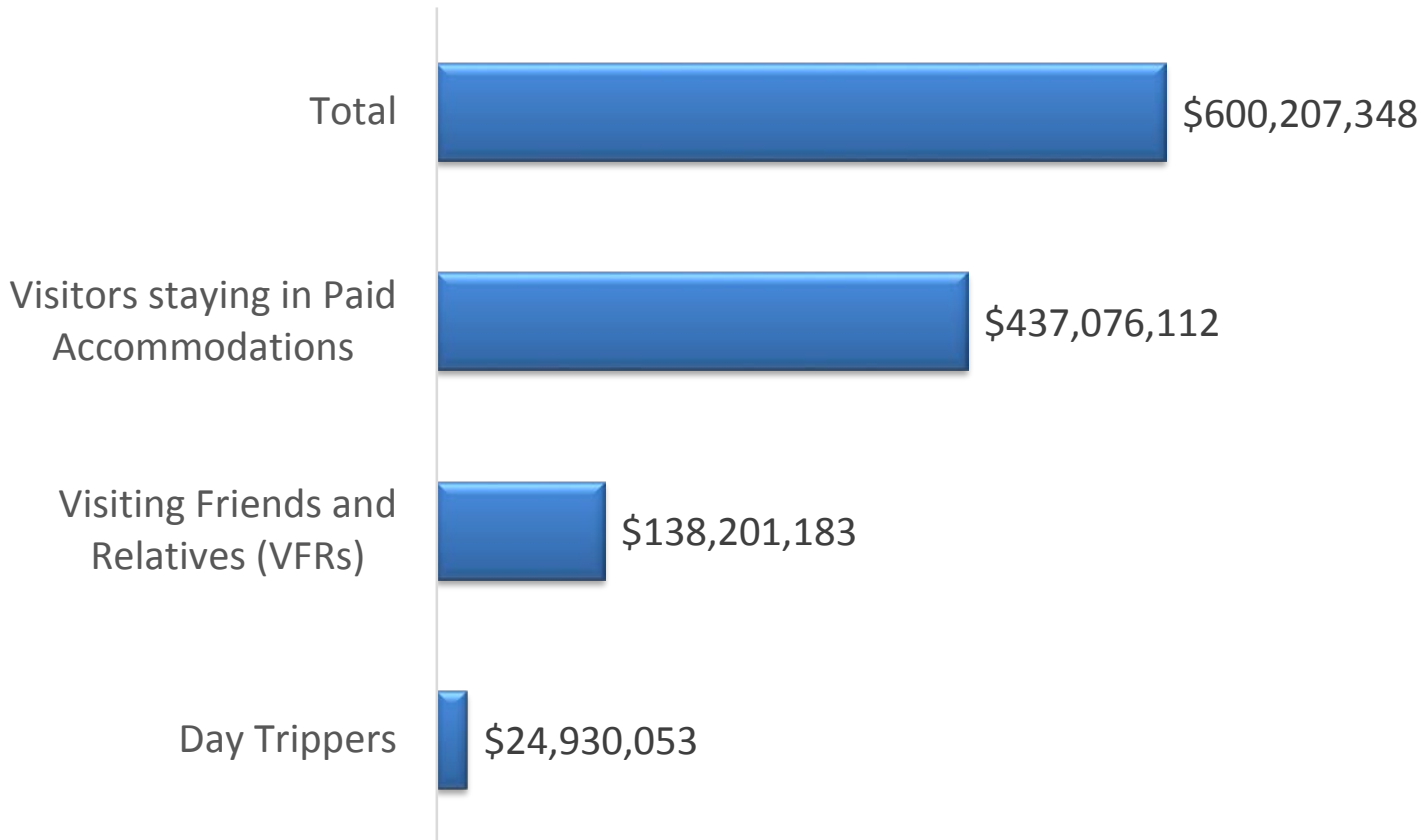
Indirect effects are increased business spending resulting from tourism dollars.

Induced effects are increased household spending resulting from tourism dollars.

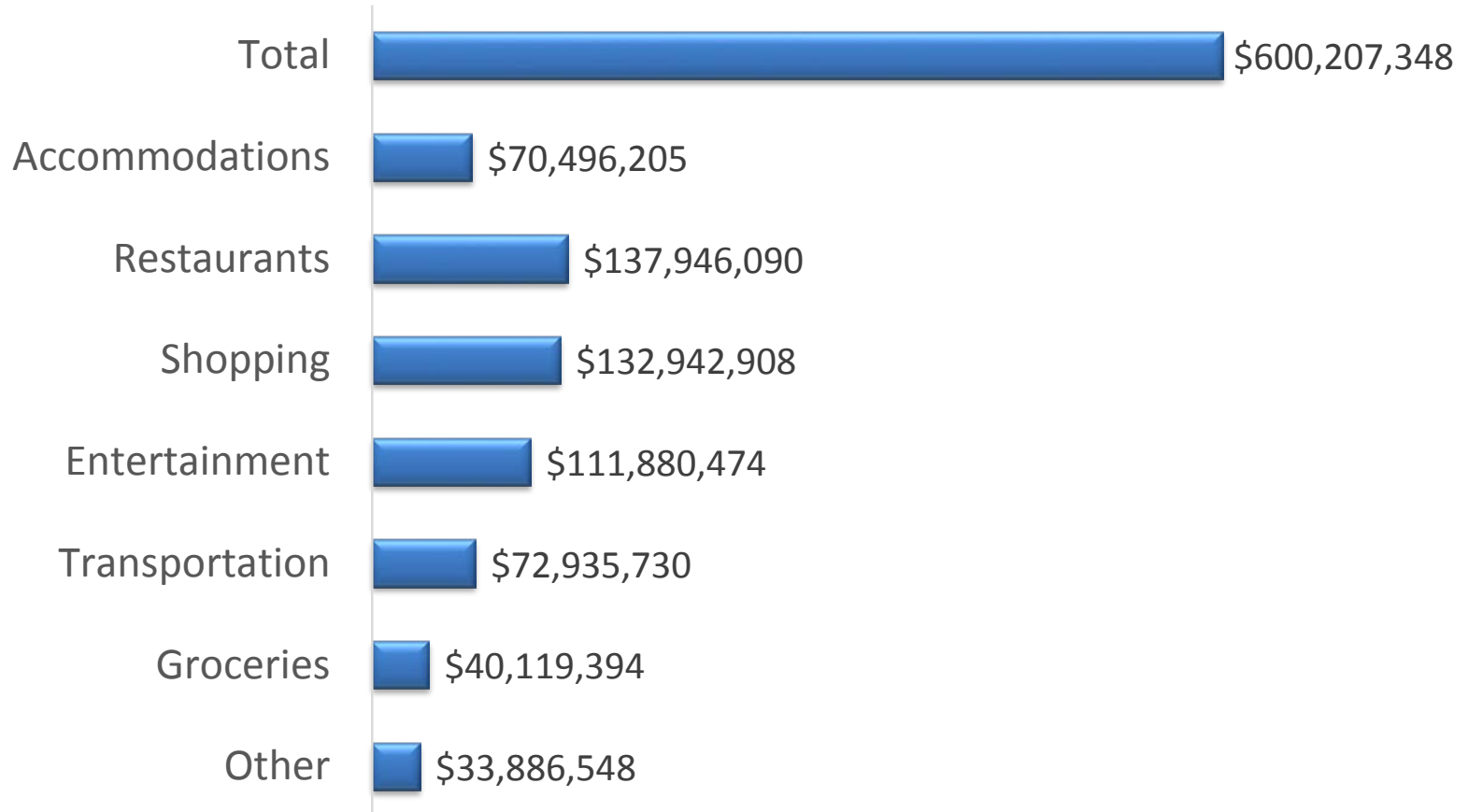
Direct Spending by Quarter



Direct Spending by Visitor Type

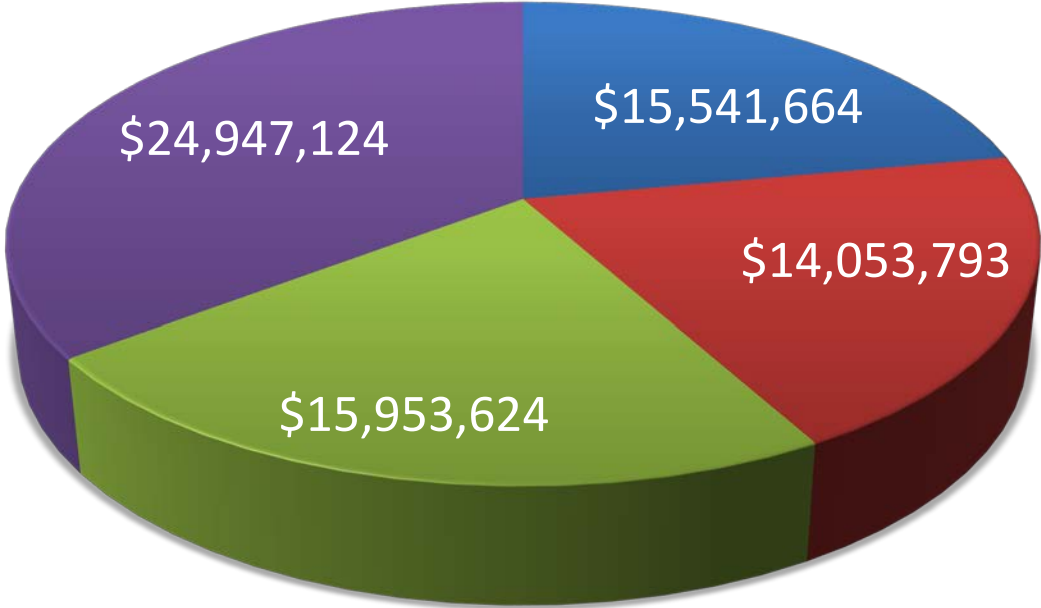


Direct Spending by Type of Spend



Accommodation Spending by Quarter

Total: \$70,495,205

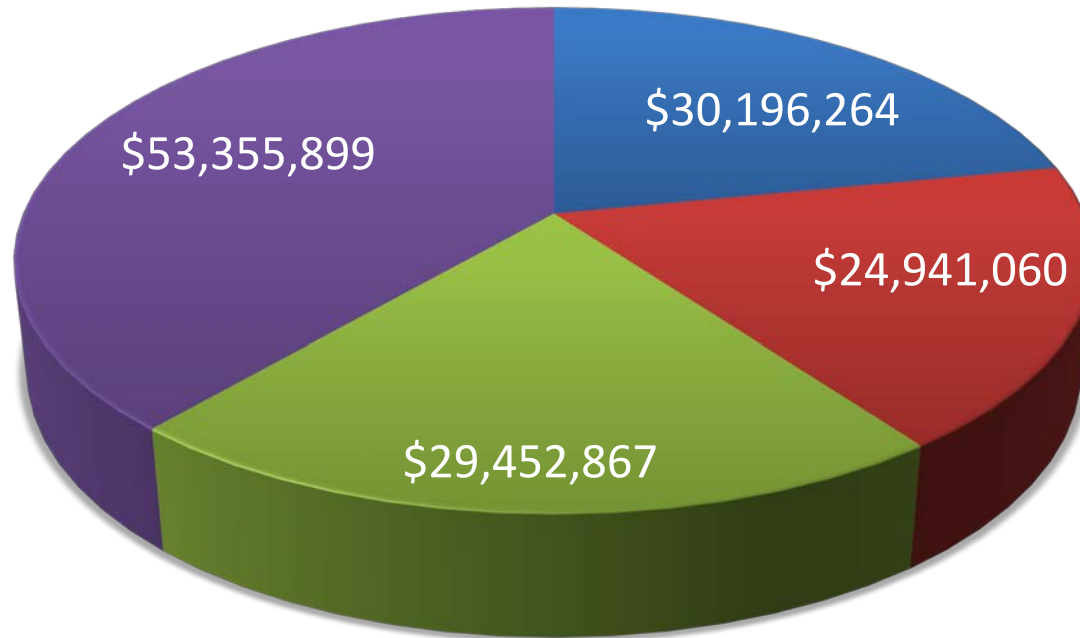


■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015



Restaurant Spending by Quarter

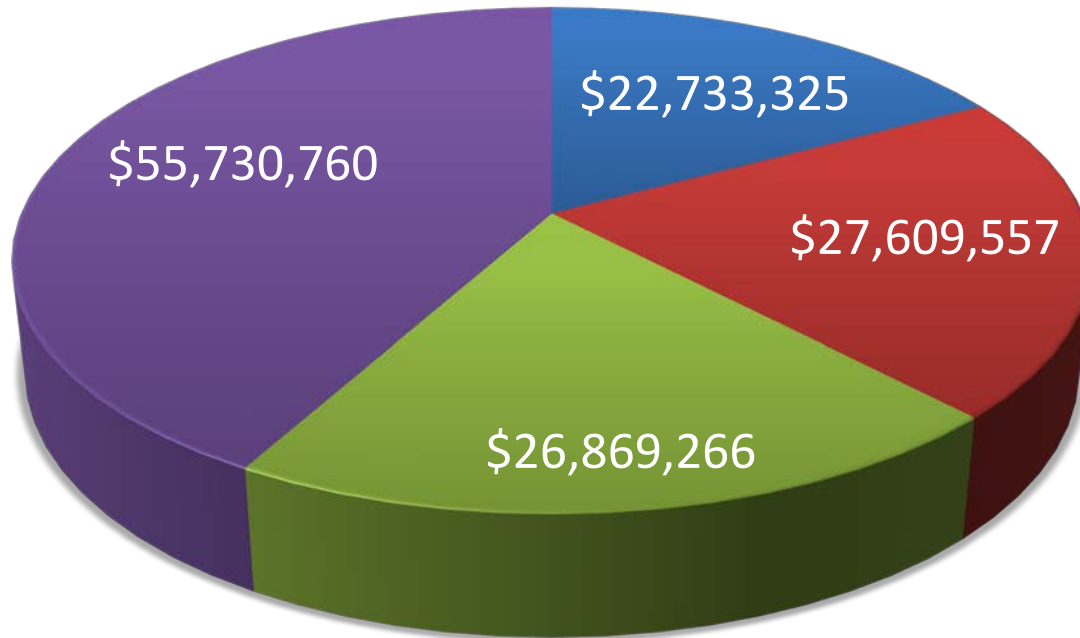
Total: \$137,946,090



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

Shopping Spending by Quarter

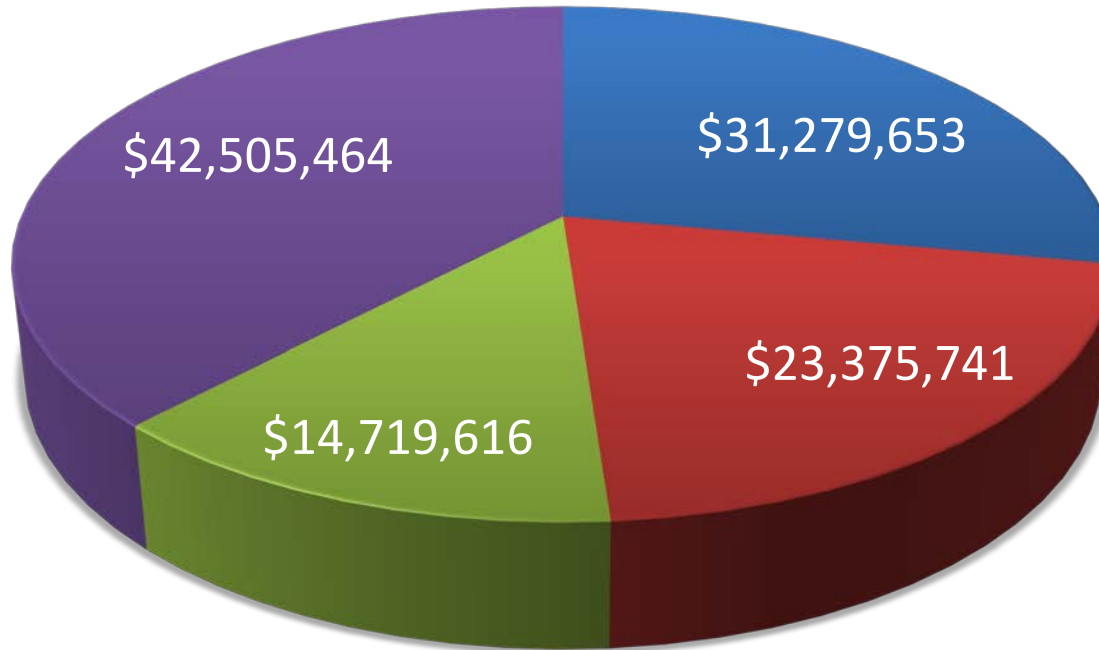
Total: \$132,942,908



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

Entertainment Spending by Quarter

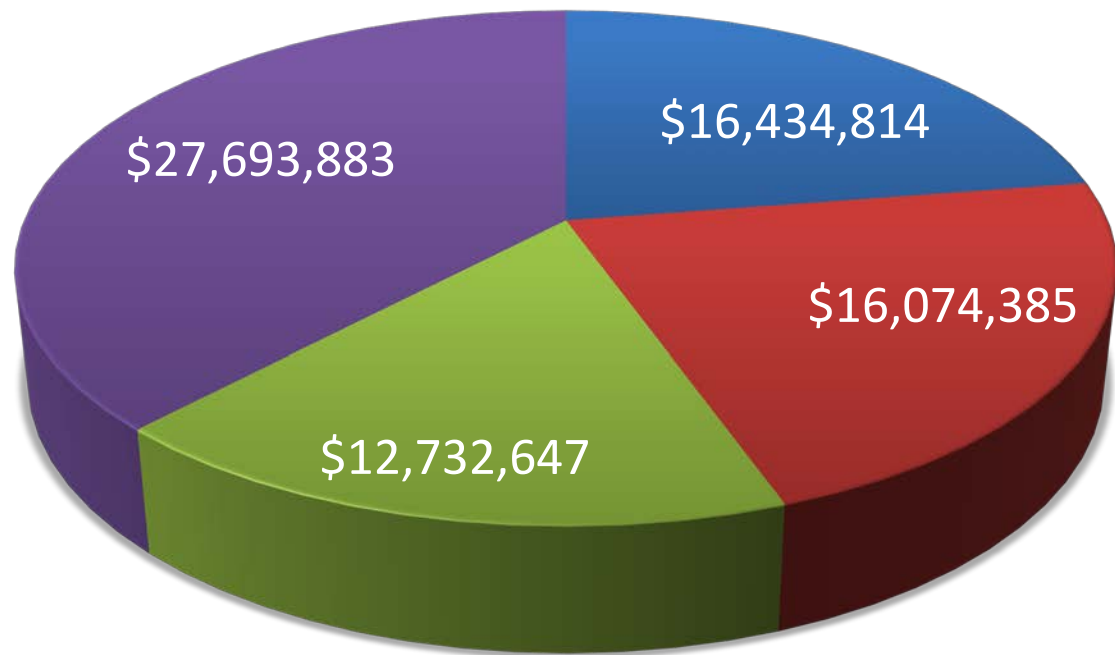
Total: \$111,880,474



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

Transportation Spending by Quarter

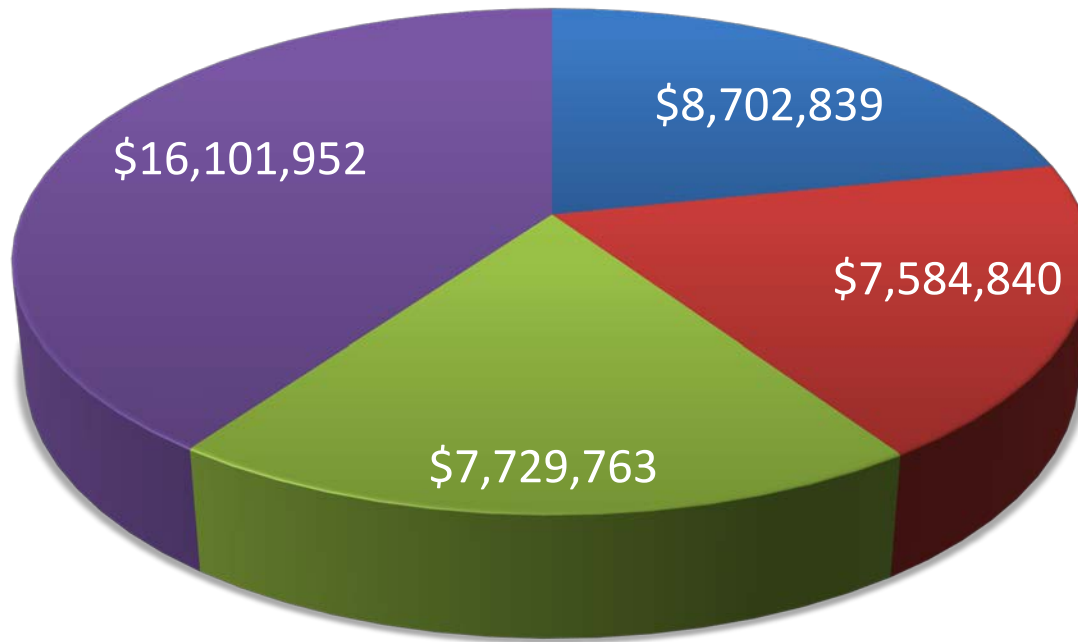
Total: \$72,935,729



■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

Grocery Spending by Quarter

Total: \$40,119,394



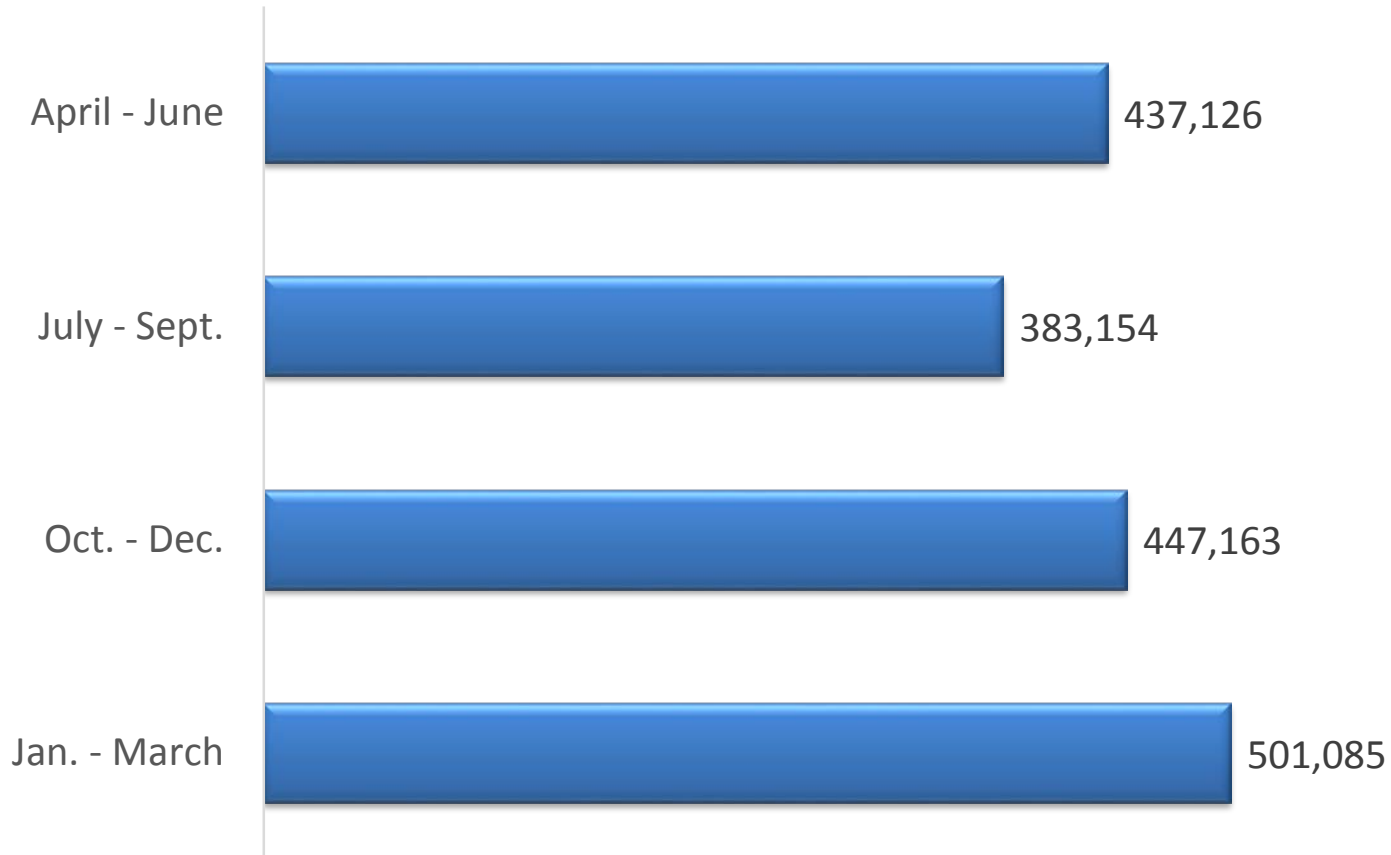
■ April - June 2014 ■ July - Sept. 2014 ■ Oct. - Dec. 2014 ■ Jan. - March 2015

Visitors to Marion County

Visitors to Marion County

- **1,768,528** - Total Visitors to Marion County
- **967,384** – Visitors staying in paid accommodations
- **357,243** – Visiting friends and relatives (VFRs)
- **443,901** – Day visitors

Visitors to Marion County by Quarter



Employment Impact of Visitors to Marion County

Employment Impact

\$246,872,191

Wages paid to employees serving visitors to
Marion County

10,591

Jobs supported by revenue from visitors to
Marion County

Visitor Survey Results

Visitor Survey Results

	2 nd Quarter 2014	3 rd Quarter 2014	4 th Quarter 2014	1 st Quarter 2015	April 2014 – March 2015
Travel party	3.1	3.3	3.0	3.3	3.2
Kids	0.7	1.1	0.7	0.5	0.8
Median age	52	49	51	49	50
Median household income	\$91,000	\$70,000	\$77,400	\$83,300	\$81,100
From Southeast	90%	84%	86%	71%	81%
From Florida	79%	69%	70%	59%	68%
Drove	93%	91%	90%	85%	90%
Nights spent	1.8	3.1	1.7	6.8	3.9
Direct expenditures (entire trip)	\$521	\$974	\$570	\$2,638	\$1,287
1 st time visitor	30%	24%	29%	27%	28%

Visitor Survey Results

	2 nd Quarter 2014	3 rd Quarter 2014	4 th Quarter 2014	1 st Quarter 2015	April 2014 – March 2015
Has smartphone	86%	90%	95%	94%	92%
Used smartphone on trip	66%	65%	67%	72%	68%
Viewed Visitors Guide	2%	3%	0%	4%	3%
Planned trip	A week or two out	A week or two out	A week or two out	A week or two out	A week or two out
Used OcalaMarion.com	9%	20%	12%	11%	13%
Used search sites	65%	63%	57%	56%	60%
Only travel destination	67%	64%	78%	79%	73%
Visit met or exceeded expectations	94%	93%	92%	97%	94%
Will return	87%	94%	90%	94%	92%



Visitor Survey Results

Activities (Multiple Responses Accepted)	2 nd Quarter 2014	3 rd Quarter 2014	4 th Quarter 2014	1 st Quarter 2015	April 2014 – March 2015
Horse shows, sales, events	13%	31%	16%	46%	30%
Restaurants	54%	57%	39%	36%	44%
Relax and unwind	38%	48%	33%	25%	34%
Biking, hiking, nature walks, etc.	27%	22%	13%	23%	21%
Attractions	46%	30%	25%	21%	28%
Sporting events	18%	13%	9%	17%	14%
Shopping	18%	36%	22%	17%	22%
Bars and night clubs	5%	13%	9%	8%	9%
Golf or tennis	2%	4%	4%	6%	4%
Fishing or hunting	3%	15%	4%	4%	6%
Art galleries, museums, culture	4%	12%	9%	4%	7%
Business meetings or conferences	6%	6%	9%	3%	6%

Quadrant Analyses

Quadrant Analysis: April 2014 – March 2015

Done Infrequently & Exceeds Expectations

Sporting events
Golf or tennis

Done Often & Exceeds Expectations

Horse shows, sales, and events
Relax and unwind
Biking, hiking, nature walks, etc.
Attractions

Done Infrequently & Meets/Below Expectations

Bars and nightclubs
Art galleries, museums, and cultural events
Fishing and hunting
Business meetings/conferences

Done Often & Meets/Below Expectations

Restaurants
Shopping

Quadrant Analysis: 2nd Quarter 2014

Done Infrequently & Exceeds Expectations

Fishing and hunting
Art galleries, museums, etc.
Horse shows, sales, and events
Sporting events

Done Often & Exceeds Expectations

Relax and unwind
Attractions
Biking, hiking, nature walks, etc.

Done Infrequently & Meets/Below Expectations

Bars and nightclubs
Business meetings/conferences
Shopping
Golf and tennis

Done Often & Meets/Below Expectations

Restaurants

Quadrant Analysis: 3rd Quarter 2014

Done Infrequently & Exceeds Expectations

Fishing and hunting
Art galleries, museums, etc.
Golf and tennis

Done Often & Exceeds Expectations

Relax and unwind
Horse shows, sales, and events
Attractions
Biking, hiking, nature walks, etc.

Done Infrequently & Meets/Below Expectations

Bars and nightclubs
Sporting events
Business meetings/conferences

Done Often & Meets/Below Expectations

Restaurants
Shopping

Quadrant Analysis: 4th Quarter 2014

Done Infrequently & Exceeds Expectations

Fishing and hunting

Sporting events

Business meetings/conferences

Biking, hiking, nature walks, etc.

Done Often & Exceeds Expectations

Horse shows, sales, and events

Attractions

Done Infrequently & Meets/Below Expectations

Bars and nightclubs

Art galleries, museums, and cultural events

Golf or tennis

Done Often & Meets/Below Expectations

Restaurants

Shopping

Relax and unwind

Quadrant Analysis: 1st Quarter 2015

Done Infrequently & Exceeds Expectations

Sporting events

Business meetings/conferences

Golf or tennis

Done Often & Exceeds Expectations

Horse shows, sales, and events

Relax and unwind

Biking, hiking, nature walks, etc.

Attractions

Done Infrequently & Meets/Below Expectations

Bars and nightclubs

Art galleries, museums, and cultural events

Fishing and hunting

Shopping

Done Often & Meets/Below Expectations

Restaurants

April 2014 – March 2015 Marion County Economic Impact of Tourism Study

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