Event Impact Summary

Destination: Ocala/Marion County Visitors & Convention Bureau

| Event Parameters		Key Results	
Event Name:	AHAF Holiday Festival Arabian Horse Show	Business Sales (Direct):	$243,984
Organization:	Arabian Horse Association of Florida, INC	Business Sales (Total):	$355,856
Event Type:	Adult Amateur	Jobs Supported (Direct):	80
Start Date:	11/26/2025	Jobs Supported (Total):	92
End Date:	11/29/2025	Local Taxes (Total):	$8,607
Overnight Attendees:	225	Net Direct Tax ROI:	$3,656
Day Attendees:	1275	Estimated Room Demand:	350

Direct Business Sales

Sales by Source

Sales by Sector
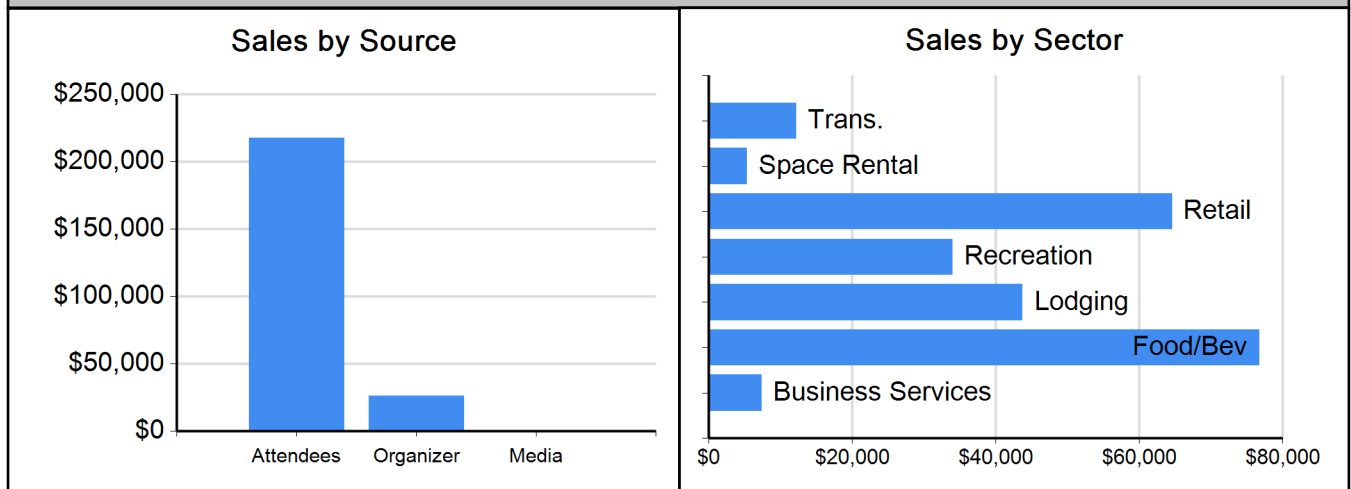
Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	$43,750	$0	$0	$43,750
Transportation	$10,453	$1,708	$42	$12,204
Food & Beverage	$64,976	$11,760	$0	$76,736
Retail	$64,618	$0	$0	$64,618
Recreation	$33,962	$0	$0	$33,962
Space Rental	$0	$5,338	$0	$5,338
Business Services	$0	$7,353	$24	$7,376
TOTAL	$217,759	$26,159	$66	$243,984

Event Impact Details
Destination: Ocala/Marion County Visitors & Convention Bureau

Event Name: AHAF Holiday Festival Arabian Horse Show 2025
Organization: Arabian Horse Association of Florida, INC

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	$243,984	$111,872	$355,856
Personal Income	$72,798	$27,623	$100,421
Jobs Supported			
Persons	80	11	92
Annual FTEs	3	0	3
Taxes and Assessments			
Federal Total	$21,059	$9,000	$30,059
State Total	$16,726	$3,558	$20,284
sales	$12,627	$1,678	$14,305
income	$0	$0	$0
bed	$0	-	$0
other	$4,099	$1,879	$5,978
Local Total (excl. property)	$7,156	$1,451	$8,607
sales	$3,157	$420	$3,576
income	$0	$0	$0
bed	$1,750	-	$1,750
per room charge	$0	-	$0
tourism district	$0	-	$0
restaurant	$0	$0	$0
other	$2,250	$1,031	$3,281
property tax	$4,426	$1,312	$5,738

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	$7,156	
DMO Hosting Costs	$3,500	
Direct ROI	$3,656	
Net Present Value	$3,656	
Direct ROI (%)	104%	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	$8,607	
Total ROI	$5,107	
Net Present Value	$5,107	
Total ROI (%)	146%	
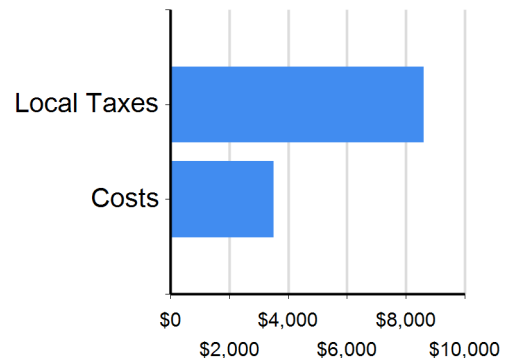
Estimated Room Demand Metrics	
Room Nights (total)	350
Room Pickup (block only)	350
Peak Rooms	98
Total Visitor Days	1,570