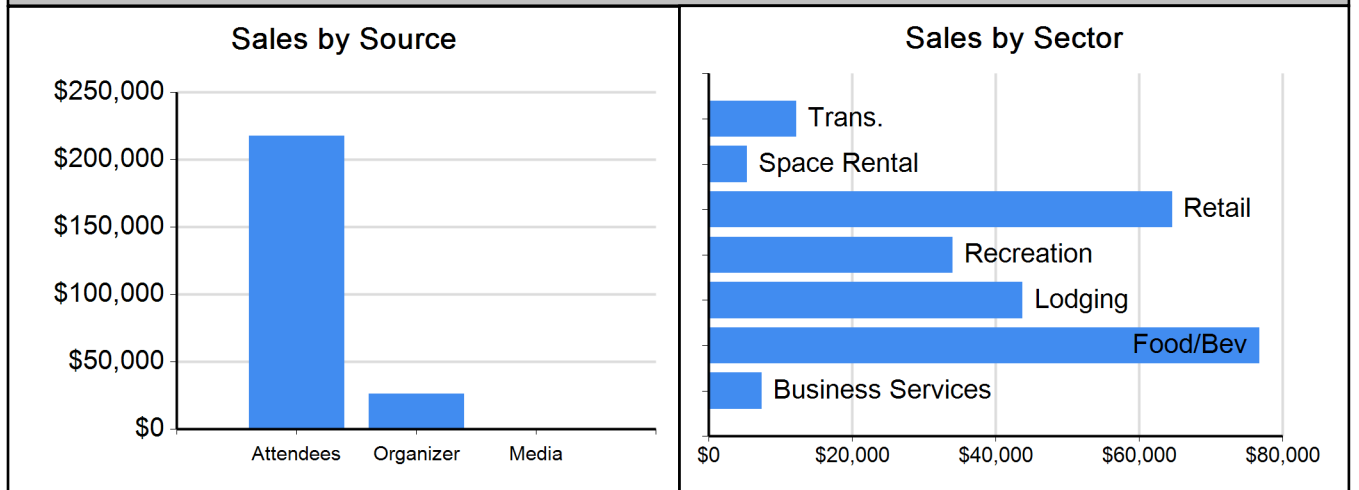


Event Impact Summary

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



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

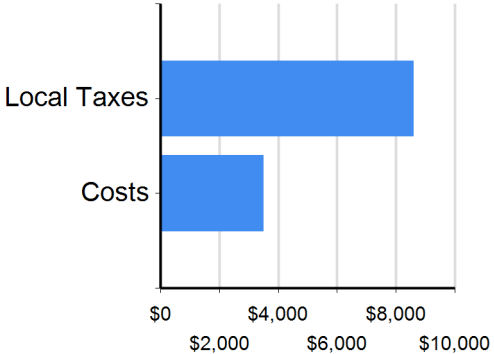
Event Impact Details

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			
<u>Federal Total</u>	<u>\$21,059</u>	<u>\$9,000</u>	<u>\$30,059</u>
<u>State Total</u>	<u>\$16,726</u>	<u>\$3,558</u>	<u>\$20,284</u>
sales	\$12,627	\$1,678	\$14,305
income	\$0	\$0	\$0
bed	\$0	-	\$0
other	\$4,099	\$1,879	\$5,978
<u>Local Total (excl. property)</u>	<u>\$7,156</u>	<u>\$1,451</u>	<u>\$8,607</u>
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 RO(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 RO(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