

**Alachua County Sports and Event Center Tourism Key Performance Indicators Tracking**

**Operator Reported Hotel Rooms**

	KPI Hotel Rooms	Reported Room Nights	% of Annual	% of 117,000
Partial Year 2023	32,175	8,617	26.7%	7.4%
Full Year 1   2024	64,350	18,957*	29.5%	16.2%
Year 2   2025	76,050			
Year 3   2026	87,750			
Year 4   2027	99,450			
Year 5   2028	111,150			
Years 6-30	117,000			

*\*7 months of hotel reporting data (January 2024 – July 2024)*

**Estimated Direct Visitor Spending for Each Booked Room**

In 2023, Alachua County in total had 1,456,500 room nights sold and \$474,450,800 in direct visitor spending. The average direct visitor spend for each room sold in Alachua County can be calculated at \$325. \$138 (average hotel rate) + \$187 (food, retail, gas, attractions, etc.) = \$325

**Estimated Direct Visitor Spending Associated with Sports and Event Center Paid Overnight Stays**

2023 (8,617 rooms x \$325) = **\$2,800,525**

2024 (18,957 rooms x \$325) = **\$6,161,025**

**2023 Estimated hotel revenue** \$1,111,593.00 (6-months of operations)

Tourist Development Tax (5%)	\$ 55,579.65
Alachua County Sales Tax (1.5%)	\$ 16,673.89
State Sales Tax (6%)	\$ 66,695.58
<b>Total Taxes 2023</b>	<b>\$138,949.12</b>

**2024 Estimated hotel revenue** \$2,616,479.80 (7-months reporting)

Tourist Development Tax (5%)	\$130,823.99
Alachua County Sales Tax (1.5%)	\$ 39,247.19
State Sales Tax (6%)	\$156,988.78
<b>Total Taxes 2023</b>	<b>\$327,059.96</b>

**Source of Visitation by Percent of Total Devices**

Visitor Market Area	Percent of Total Devices		
	This Year	Last Year	Average
Gainesville, FL	42.3%	50.2%	46.2%
Orlando-Daytona Beach-Melbourne, FL	12.2%	10.3%	11.3%
Jacksonville, FL	11.5%	11.0%	11.2%
Tampa-St. Petersburg (Sarasota), FL	9.6%	5.9%	7.7%
Tallahassee FL-Thomasville, GA	4.2%	4.2%	4.2%
West Palm Beach-Ft. Pierce, FL	2.6%	1.5%	2.0%
Miami-Ft. Lauderdale, FL	2.4%	2.1%	2.2%
Atlanta, GA	1.8%	1.6%	1.7%
Mobile AL-Pensacola (Ft. Walton Beach), FL	1.6%	1.0%	1.3%
Ft. Myers-Naples, FL	0.7%	0.8%	0.7%