

Visitor Survey and Economic Impact Assessment for The 2025 World Masters Athletics Indoor Championship



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Overview of 2025 World Masters Athletics Indoor Championships



- **Event:** 2025 World Masters Athletics Indoor Championships (WMAci25)
- **Location:** Gainesville, Alachua County, Florida
- **Dates:** March 23–30, 2025
- **Attendance:**
 - **5,132 official registrants from 98 countries**
 - **An estimated 17,433 total visitors during the event**
- **First time the WMA Indoor Championships in the US**
- **First international track and field event in Gainesville**



Source: WMAci25 Website (<https://wmaci2025.com>)

Purpose of Study

- To provide key stakeholders with insights about participant behaviors, perceptions, demographics, and expenditures
- Evaluate the direct and indirect economic impacts of hosting the **2025 World Masters Athletics Indoor Championships (WMACi25)** in Gainesville, Alachua County, and the State of Florida.

Objectives

1

Assess **economic impact of WMACi25** and estimate participant expenditures across key categories

2

Provide a **comprehensive profile** of event participants

3

Analyze **tourism behavior** within Alachua County and throughout Florida

4

Evaluate event experience, including **satisfaction and perceptions.**

Data Collection

Participants:

- Athletes, accompanying persons, officials, spectators, and vendors at the WMACi25.
- Included registered and unregistered attendees.
- Prioritized non-local respondents for impact analysis.

Questionnaire:

- 37 fixed-choice questions.
- Available in **17 languages**.
- Topics: Travel behaviors, expenditures, event evaluation, Florida tourism, demographics, etc.

Results 1: Economic Impact

Estimated visitors and visitor-days by participant type

Participant Type	Visitors	Visitor-days	Non-local Visitors	Non-local Visitor-days
Athletes	11,439	86,347	11,309	85,359
Accompanying Person	3,149	17,693	3,149	17,693
Officials	348	3,554	348	3,554
WMA Management	133	246	133	246
Local Management	1,028	1,898	31	58
Media	123	226	94	173
Spectators	1,399	2,409	1,312	2,260
Total	17,433*	112,054**	16,190***	109,024

* Total attendance includes unaffiliated spectators, estimated based on average group size for each participant type.

** Visitor days were calculated based on the average length of stay.

*** Non-local visitors are those from outside Alachua County.

Survey results for average non-resident visitor spending by expense category in Alachua County

Region, Expense Category	Average per Group	Average per Person (adults+ children)
Accommodations	\$1,076.76	\$332.26
Food service	\$380.84	\$117.52
Groceries	\$143.22	\$44.20
Sporting goods	\$110.15	\$33.99
Retail stores	\$90.92	\$28.06
Entertainment	\$23.77	\$7.34
Gasoline	\$100.09	\$30.89
Local transportation	\$149.28	\$46.06
Souvenirs	\$45.98	\$14.19
Miscellaneous other	\$12.66	\$3.91
Total	\$2,133.66	\$658.40

Survey results for average non-resident visitor spending by expense category in State of Florida

Region, Expense Category	Average per Group	Average per Person (adults+ children)
Accommodations	\$271.53	\$83.79
Food	\$599.71	\$185.06
Retail stores	\$57.86	\$17.86
Other tourism	\$43.68	\$13.48
Gas	\$24.62	\$7.60
Local transportation	\$32.68	\$10.08
Souvenirs	\$20.86	\$6.44
Miscellaneous other	\$11.35	\$3.50
Total	\$1,062.29	<u>\$327.80</u>

Results: Economic Impact

- Visitor spending totaled **\$10.66 million in Alachua County**, \$5.03 million in Florida.
- Event hosting expenditures totaled **\$1.11 million** in the County, \$0.26 million in the State.
- Overall spending for the event in the County/State totaled **\$15.69 million**
- Economic impacts of spending evaluated in IMPLAN regional

Region	Expense Category	Amount	IMPLAN Industry Sector
Alachua County	Accommodations	\$5,379,464	489-Hotels and motels
	Food service	\$1,902,642	491-Full service restaurants
	Groceries	\$715,541	389-Retail food and beverage stores
	Sporting goods	\$550,294	393-Retail sporting goods, hobby, musical instrument and book stores
	Retail stores	\$454,238	394-Retail general merchandise stores
	Entertainment	\$118,763	486-Other amusement and recreation industries
	Gasoline	\$500,062	391-Retail gasoline stores
	Local transportation	\$745,780	400-Transit and ground passenger transportation
	Souvenirs	\$229,690	395-Retail miscellaneous stores
	Other	\$63,225	394-Retail general merchandise stores
	Subtotal nonresident visitor expenditures	<u>\$10,659,700</u>	
	Event hosting expenses	\$1,106,677	479-Commercial sports, except racing
	Total local expenditures	<u>\$11,766,377</u>	
State of Florida	Accommodations	\$1,284,878	489-Hotels and motels
	Food	\$2,837,829	491-Full service restaurants
	Retail stores	\$273,811	394-Retail general merchandise stores
	Other tourism	\$206,681	486-Other amusement and recreation industries
	Gasoline	\$116,515	391-Retail gasoline stores
	Local transportation	\$154,643	400-Transit and ground passenger transportation
	Souvenirs	\$98,719	395-Retail miscellaneous store retailers
	Other	\$53,728	394-Retail general merchandise stores

Economic impacts of visitor and other spending in Alachua County

Activity, Multiplier Effect	Employment (Jobs)	Output (\$)	Value Added (\$)	Labor Income (\$)	Local Tax (\$)	State Tax (\$)
Accommodations	46	7,421,999	5,088,775	2,224,677	449,868	505,318
Entertainment	3	191,956	90,730	58,730	4,468	5,073
Food Service	25	2,810,115	1,512,140	872,046	79,253	90,687
Gasoline	1	139,681	89,404	43,371	7,811	8,751
Groceries	3	305,527	201,515	104,598	14,036	15,888
Local transportation	23	1,418,618	519,487	309,493	14,885	18,035
Retail Stores	2	184,051	118,449	66,962	12,151	13,404
Souvenirs	3	209,274	111,368	72,857	8,632	9,544
Sporting Goods	4	358,816	259,125	132,508	18,256	20,666
Other	0	25,618	16,487	9,320	1,691	1,866
Event hosting	25	2,075,655	1,402,427	1,278,356	70,297	75,926
Total	135	15,141,311	9,409,907	5,172,919	681,349	765,158
Direct	104	10,064,270	6,491,844	3,555,544	560,798	623,685
Indirect	17	2,614,561	1,377,021	894,023	49,015	57,174
Induced	14	2,462,479	1,541,042	723,352	71,536	84,299

Results: Economic Impact

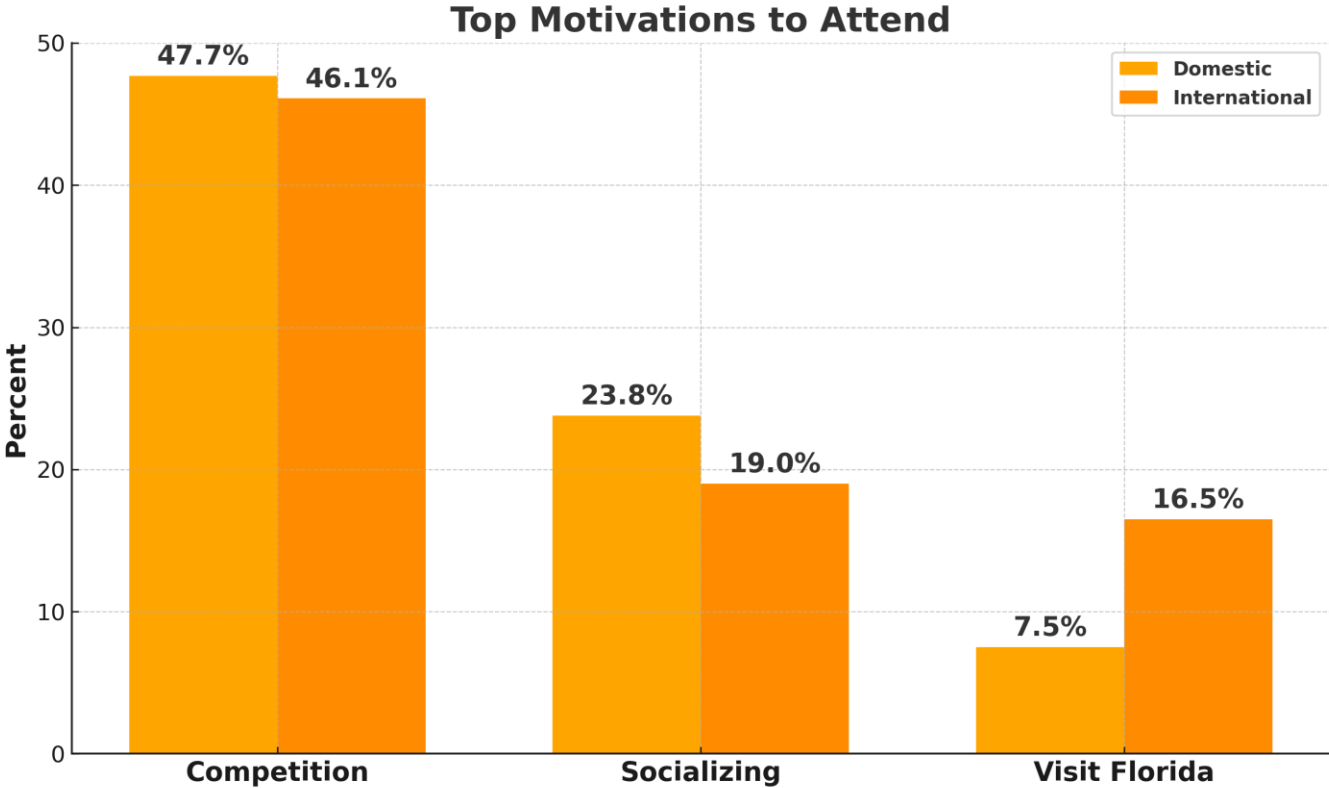
Economic impacts of visitor and other spending in State of Florida

Activity, Multiplier Effect	Employment (Jobs)	Output (\$)	Value Added (\$)	Labor Income (\$)	Local Tax (\$)	State Tax (\$)
Accommodations	12	2,098,930	1,420,913	664,626	115,368	115,932
Food	39	5,347,925	3,061,710	1,813,294	138,970	143,192
Gasoline	0	39,517	25,469	13,282	1,909	1,919
Local Transportation	5	360,798	160,750	101,346	4,782	5,090
Other Tourism	4	418,258	254,189	174,925	8,172	8,505
Retail Stores	1	137,776	87,776	50,510	8,043	7,961
Souvenirs	1	112,846	65,263	43,734	3,873	3,871
Other	0	27,035	17,224	9,911	1,578	1,562
Event hosting	6	597,734	392,815	347,683	19,537	19,019
Total	68	9,140,818	5,486,108	3,219,312	302,233	307,053
Direct	46	4,902,471	3,078,919	1,878,592	203,966	204,162
Indirect	10	1,930,621	1,014,190	623,311	34,198	36,079
Induced	12	2,307,726	1,393,000	717,409	64,069	66,812

Results 2: Visitor Survey

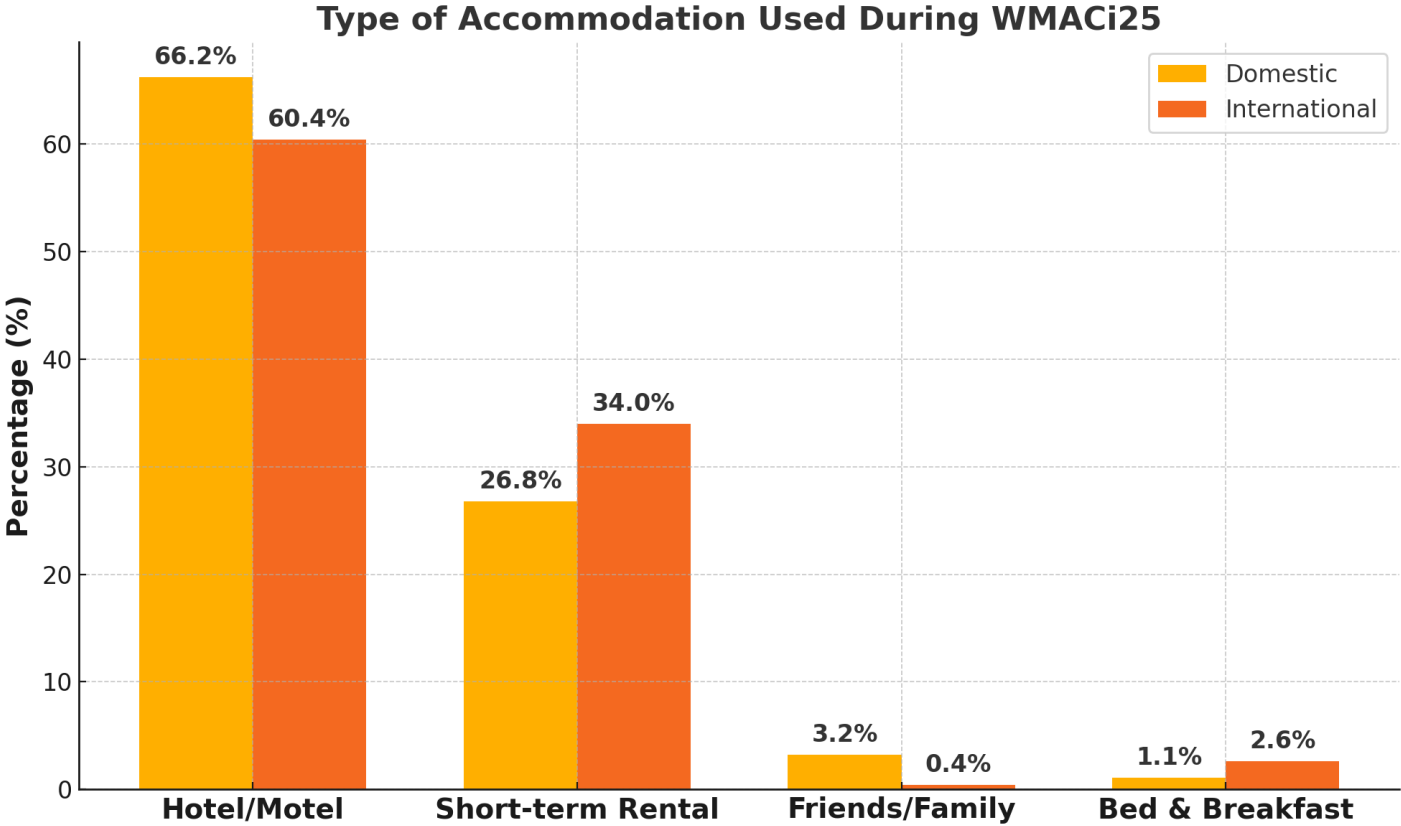
Results: Reasons for attending WMACi25

- The primary reasons for attending the WMACi25:
 - **Alachua County Residents:**
Competition (28.8%), trying something new (24.8%), and socializing (12.8%)
 - **Domestic visitors:**
Competition (47.7%), socializing (23.8%), and visiting Florida (7.5%)
 - **International visitors:**
Competition (46.1%), socializing (19.0%), and visiting Florida (16.5%).



Accommodation Types

- **Domestic visitors:**
 - Hotel/Motel (66.2%)
 - Short-term rentals (26.8%)
 - Staying with friends and family (3.2%)
 - The average length of stay was **6.04 nights**.
- **International visitors:**
 - Hotel/Motel (60.4%)
 - Short-term rentals (34.0%)
 - Bed and breakfast (2.6%)
 - The average length of stay was **7.56 nights**.



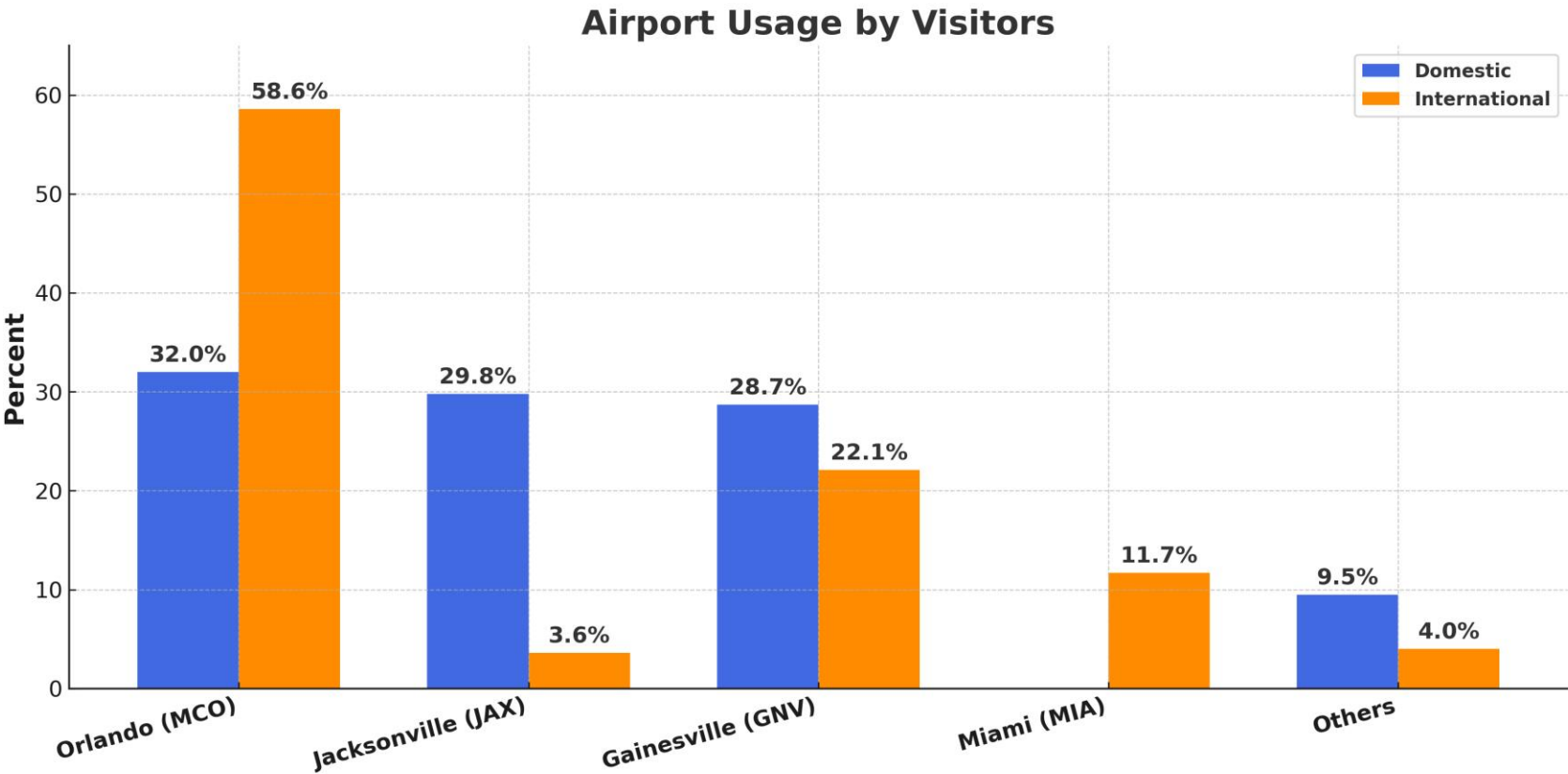
Airports used by those who flew into Florida

- **Domestic visitors (59.9%):**

- Orlando (32.0%)
- Jacksonville (29.8%)
- Gainesville (28.7%).

- **International visitors (85.4%):**

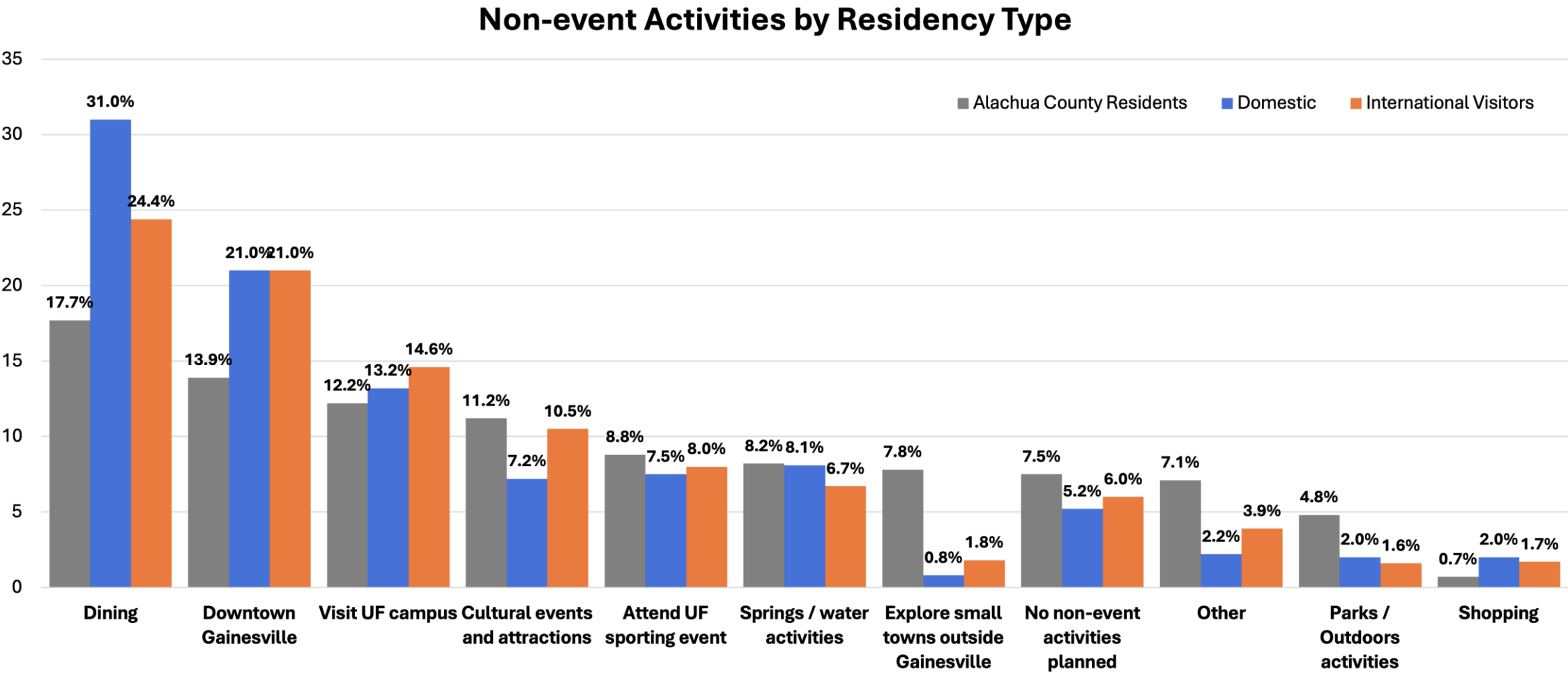
- Orlando (58.6%)
- Gainesville (22.1%)
- Miami (11.7%)



Note. No domestic visitors reported using Miami International Airport (MIA).

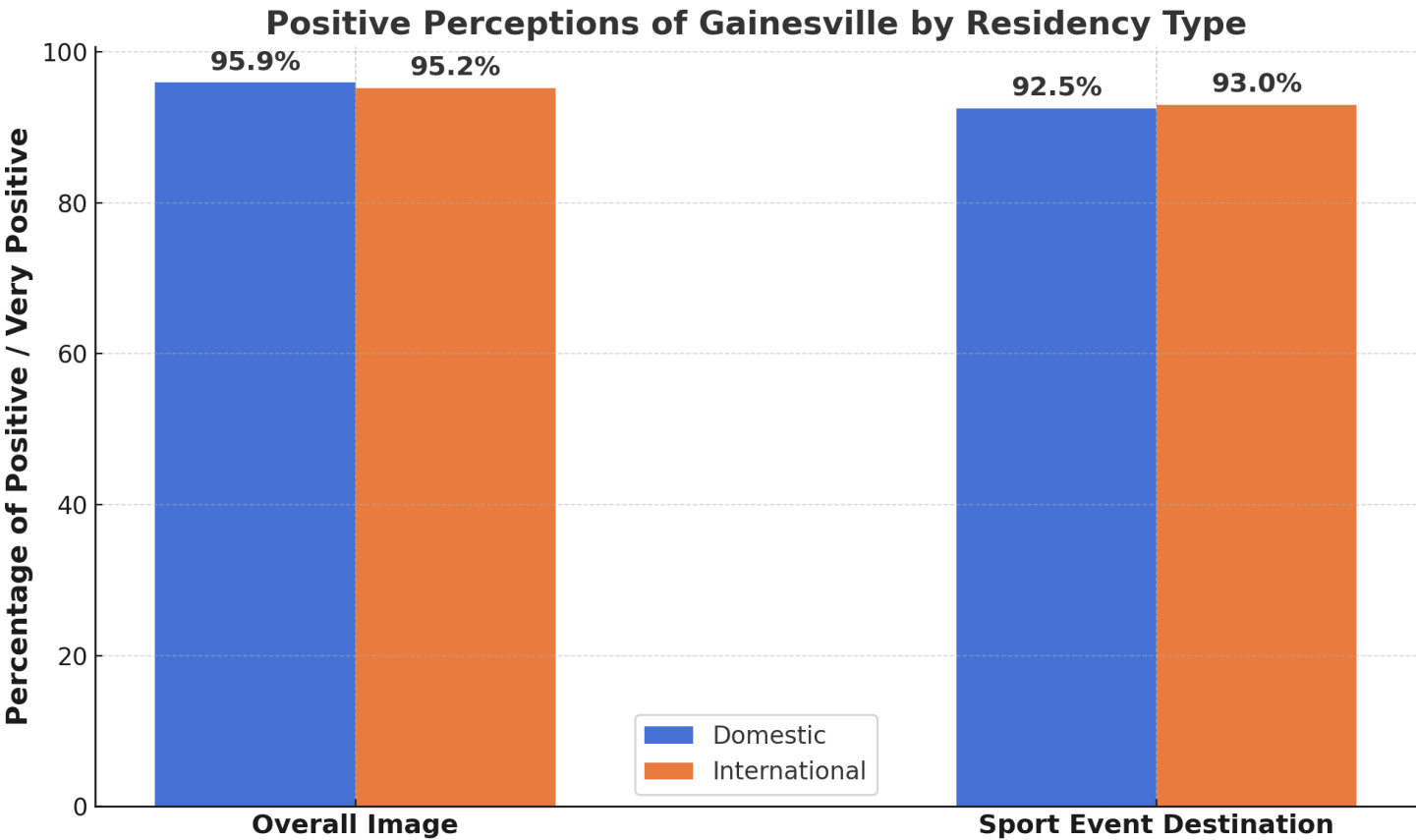
Results: Non-Event Activities

- **Top non-event activities** across all residency type:
1. Dining; 2. Visiting downtown Gainesville; 3. Visiting the University of Florida campus



Overall Perception of Gainesville

- **Overall image of the Gainesville area:**
 - Domestic visitors: **95.9%** positive
 - International visitors: **95.2%** positive
- **Gainesville as a sport event destination:**
 - Domestic visitors: **92.5%** positive
 - International visitors: **93.0%** positive



Results: Satisfaction

- **Overall event-related satisfaction levels were high across all groups and for all categories.**

- **Alachua County Residents:**

- Event location (**96.0%**)
- Overall event experience (**94.6%**)

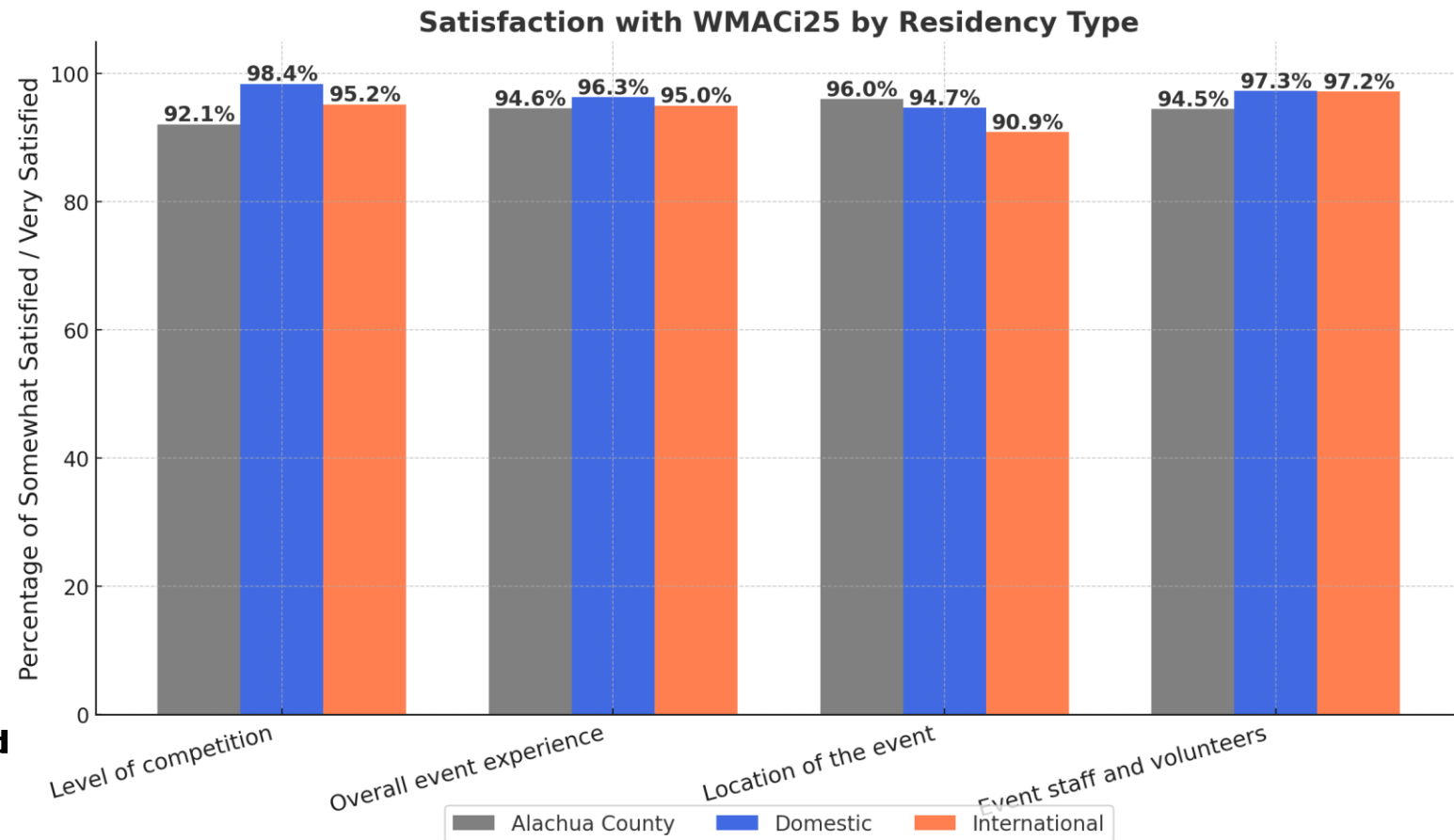
- **Domestic visitors:**

- The level of competition (**98.4%**)
- Event staff and volunteers (**97.3%**)

- **International visitors:**

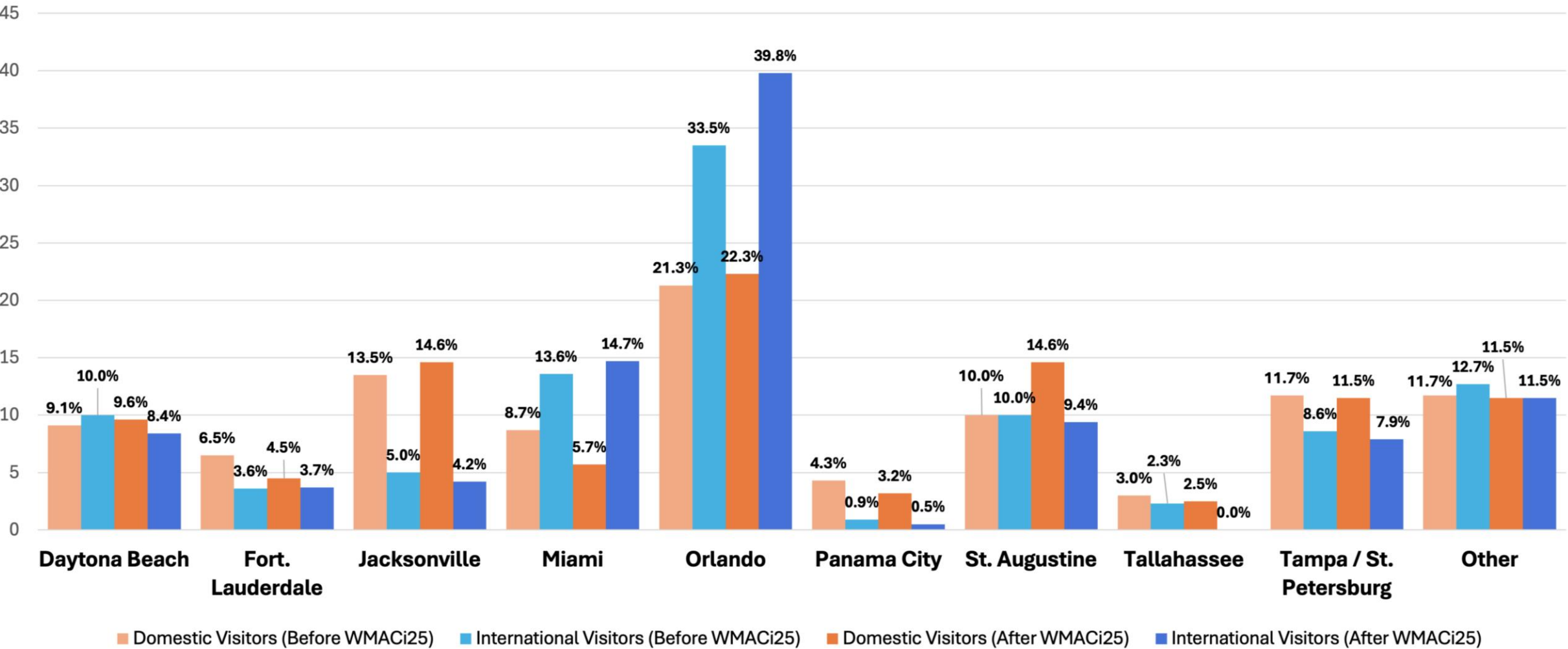
- Event staff and volunteers (**97.2%**)
- The level of competition (**95.2%**)

- Satisfaction ratings for the **quality of food/dining and accommodations** were **slightly lower** than other categories.



Results: Flow-on Tourism in Florida

Flow-on Tourism in Florida



Note. Specific Florida destinations visited by participants before and after attending the WMACi 25



THANK YOU

Visit 
GAINESVILLE
Alachua County, FL