

ANNUAL ECONOMIC BENEFITS OF HAULOVER'S NATURIST (Clothing-Optional) BEACH - 2013

ITEM	Annual	Average per diem
Haulover Park user visits (1,5)	1,470,000	4,027
Percent naturist beach users (1,5)	88%	
Net naturist user visits	1,293,600	3,544

88% of Haulover Park naturist beach visitors from outside Miami-Dade County say that Haulover's naturist beach is the primary reason for their visit to Miami-Dade County. (2)

Demographic Breakdown of

Naturist Users by Residence (2)

	Percent	Net User Visits	
Miami-Dade (local users)	13.9%	179,810	
Broward / Palm Beach (6) (local users)	17.2%	222,499	<u>Annual Local Visits</u>
Monroe / Martin / St. Lucie counties (7% local; 93% tourist)	8.7%	112,543	514,853
Elsewhere in Florida (tourists)	11.0%	142,296	
USA outside Florida (tourists)	26.3%	340,217	<u>Annual Tourist Visits</u>
Outside USA (tourists)	22.9%	296,234	883,412

Naturist Tourist Economic Impact (3)	Annual Naturist Tourist Visits	Per diem Benefit	Economic Impact Haulover Tourists	Average Nights Stay	Economic Impact Annual Total
Direct Revenue Impact (per person)	883,412	\$273.19	\$241,339,427	5.88	\$1,419,075,831
Hotel Food & Beverage Tax - 2%	883,412	\$5.46	\$4,826,789	5.88	\$28,381,517
Tourist Development Tax - 2%	883,412	\$5.46	\$4,826,789	5.88	\$28,381,517
Convention Development Tax - 3%	883,412	\$8.20	\$7,240,183	5.88	\$42,572,275
State & Cnty Sales Tax - 7%	883,412	\$19.12	\$16,893,760	5.88	\$99,335,308
Employment: Leisure & Hospitality (4)				<u>Avg. Tourists</u>	<u>Total Jobs Created</u>
80 tourist = one job	883,412			80.0	11,043

NOTES:

- 1: Data Source: Miami-Dade Ocean Rescue (Lifeguard) Service and Park & Recreation Dept.
- 2: Data Source: B.E.A.C.H.E.S. Survey July 14-15, 2012 ° Haulover survey visitors: 119
- 3: Data Source: from Greater Miami Convention & Visitors Bureau Visitor Industry Overview (per diem benefit, average nights stay, taxes): *2013 Tourism Industry in Greater Miami & the Beaches; Hotel Industry Recap by Smith Travel Research*
- 4: Data Source: Florida Department of Economic Opportunity (included in GMCVB Visitor Industry Overview)
- 5: Data Source: Park Dept. user figures derived from daily parking revenue, reflect daily visits, not total individual visitors.
- 6: Economic benefit of Broward & Palm Beach users not included due to lack of data. We are aware that many stay overnight locally, averaging 2.3 nights.

NOTE: Park Dept.'s estimates of Haulover Beach users do not include tourists and visitors who come to the beach using public transportation, private shuttles, handicapped drivers, bikes, or walk from area hotels and residences.