

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

Benefits of 0.4 mile Haulover naturist beach, revised 2006 based on most recent available statistics

ITEM					
Haulover Park annual visits (1)	1,300,000				
Percent naturist beach users (2)	85%				
Net naturist beach visits	1,105,000				

## Demographic Breakdown of

Naturist Visitors by Residence (3)		Percent	Net Visits		
Miami-Dade	(local users)	17.9%	197,795		
Broward	(local users)	20.2%	223,210	Annual local visits (5)	
Palm Beach County	(local users)	10.7%	118,235		539,240
Elsewhere in Florida	(tourists)	6.0%	66,300		
USA outside Florida	(tourists)	27.3%	301,665	Annual tourist visits	
Outside USA	(tourists)	17.9%	197,795		565,760

Naturist Tourist Economic Impact Breakdown:			Annual Naturist	Per diem	Extension
			Tourist Visits	Benefit (4)	
Direct Revenue Impact	.....		565,760	\$197.00	\$111,454,720
<i>(Lodging, food, entertainment)</i>					
Indirect Revenue Impact	.....		565,760	\$109.00	\$61,667,840
<i>(Retail, real estate, etc.)</i>					
Tourist Tax Revenue	.....		565,760	\$1.50	\$848,640
State Sales Tax Revenue	.....		565,760	\$9.79	\$5,538,790
<b>Total Tourist Benefit to Government &amp; Local Economy:</b>					<b>\$179,509,990</b>

## NOTES:

1. Data source: Miami-Dade Parks & Recreation Dept. Information given to bidders on Haulover concession contract by regional manager Tim Byrnes. Calculation based on parking lot revenue. (Fiscal year 2004)
2. Data source: Miami-Dade Parks Department, Haulover Park Concession RFP 374, page 14.
3. Data source: B.E.A.C.H.E.S. Foundation Survey, Sunday January 11, 2004
4. Data source: calculated from 2005 statistics of Greater Miami Convention & Visitors Bureau: *Twenty-One Reasons Why the Visitor Industry is the Number One Industry in Greater Miami & the Beaches*
5. Economic benefit of Broward & Palm Beach users not included due to lack of data.

## ADDITIONAL NOTE:

The actual economic benefit may be higher than the calculated figure for the following reason: the only available Haulover Park usage figures are of *visits*, not unique *visitors*. The calculation therefore assumes that each naturist tourist visits Haulover Beach each and every day of his/her stay in the area. On average, a tourist visiting South Florida spends six days there. If the average naturist tourist spends only three of those days visiting Haulover, the 565,760 tourist *visits* actual represents double that number of tourist *visitors*, and the Tourism Benefit approaches \$400 million annually.