

2017 ANNUAL ECONOMIC IMPACT and STATS of HAULOVER'S NATURIST (Clothing-Optional) BEACH

<u>Item</u>	<u>Annual</u>	<u>Average Per Diem</u>
Haulover Beach User visits (1)	1,384,091	3,792.03
Percentage Naturist beach users (1)	88%	
Net Naturist user visits	1,218,000	3,336.99

88% of Haulover Park's visitors from outside Miami-Dade County say that Haulover's naturists clothing optional beach is the primary reason for visiting the area. It's their vacation desination. (2)

Demographic Breakdown of Naturist Users by Residence (2)

	<u>Percent</u>	<u>Net User Visits</u>	<u>Annual Local Visits</u>
Miami-Dade County (local users)	13.9%	169,302	
Broward Co / Palm Beach Co. (6) (local users)	17.2%	209,496	
Monroe Co. / Martin Co. / St. Lucie Cc (7% local / 93% tourists)	8.7%	105,966	484,764
			<u>Annual Tourists Visits</u>
Elsewhere in Florida (tourists)	11.0%	133,980	
USA Outside of Florida (tourists)	26.3%	320,334	
Outside of USA - Foreign (tourists)	22.9%	278,922	733,236

Naturist Tourist Economic Impact (3)

	<u>Annual Naturists Tourist Visits</u>	<u>Per diem Benefit</u>	<u>Economic Impact Haulover Tourists</u>	<u>Average Night Stays</u>	<u>Economic Impact Annual Total</u>
Direct Revenue Impact (per person)	733,236	\$270.62	\$198,428,326	6.05	\$1,200,491,374
Hotel Food & Beverage Tax - 2%	733,236	\$5.41		6.05	\$0
Tourist Development Tax - 2%	733,236	\$5.41	\$3,968,567	6.05	\$24,009,827
Convention Development Tax - 3%	733,236	\$8.12	\$5,952,850	6.05	\$36,014,741
State & County Sales Tax - 7%	733,236	\$18.94	\$13,889,983	6.05	\$84,034,396

Employment: Leisure & Hospitality (4)

		<u>Jobs Created from Naturist Tourists</u>
80 Tourists = one job	733,236	9,165

NOTES:

1. Data Source: Miami-Dade Ocean Rescue Dept
2. Data Source: B.E.A.C.H.E.S. Foundation's July 14-15, 2012 Haulover Beach Visitor Survey
3. Data Source: Greater Miami Convention & Visitors Bureau's 2017 Annual Visitor Industry Overview Report
4. Data Source: Florida Dept. of Economic Opportunity (included in GMCVB Visitor Industry Overview)
5. Comments: Economic benefits of Broward and Palm Beach users not included due to lack of data. We are aware that many stay overnight at area hotels for mini weekend get-aways.
6. Comments: Miami-Dade Parks and Open Spaces estimates if Haulover Beach users do not include tourists and visitors who arrive at the beach using public transportation, private shuttles, disabled drivers, bikers or walk from nearby area hotels and residences.