

## **Tourism Revenue for Greater Miami Generated by Naturist Visitors**

Miami-Dade County operates two large oceanfront parks, Crandon and Haulover. Naturist (clothing-optional) use of an area of Haulover Park began July, 1991. Within 3 years, by 1994, parking revenue from Haulover increased **120%** (\$258K to \$587K), while parking revenue from Crandon increased only **6%** (\$343K to \$363K). This startling difference can only be attributed to the quickly increasing popularity of the naturist area at Haulover Beach Park. By 2008, parking revenue had increased to **\$1,770,834** at Haulover (with revenue at Crandon at \$876,166).

In 2004, the Miami-Dade Park & Recreation Department estimated Haulover Park had **1.3 million** annual visits, and that **85%** of beach use was at the clothing-optional beach area.\* In 2004, a survey by B.E.A.C.H.E.S. Foundation revealed that of the visitors to the clothing-optional beach, **51.2%** can be classed as tourists (from outside tri-county area; see pie chart for breakdown). This yields **565,760** naturist tourist day visits per year.

The Greater Miami Convention and Visitor Bureau (GMCVB) has calculated that on average a tourist to Miami spends \$244.54 per day. This yields an economic benefit of **\$135,108,350** for 2004 from naturist tourists to Haulover Beach.

Haulover visits have increased an average of 10% each year from 1991 onward. Therefore, from the 2004 estimate we can project an economic benefit of **\$229,684,190** for 2012.

The GMCVB has determined that, on average, a tourist to Miami visits for 5.85 days, and the above tourist benefit assumes each naturist tourist spends each of the 5.85 days at Haulover Beach, as the calculation is for day visits, not individual visitors. This is unlikely.

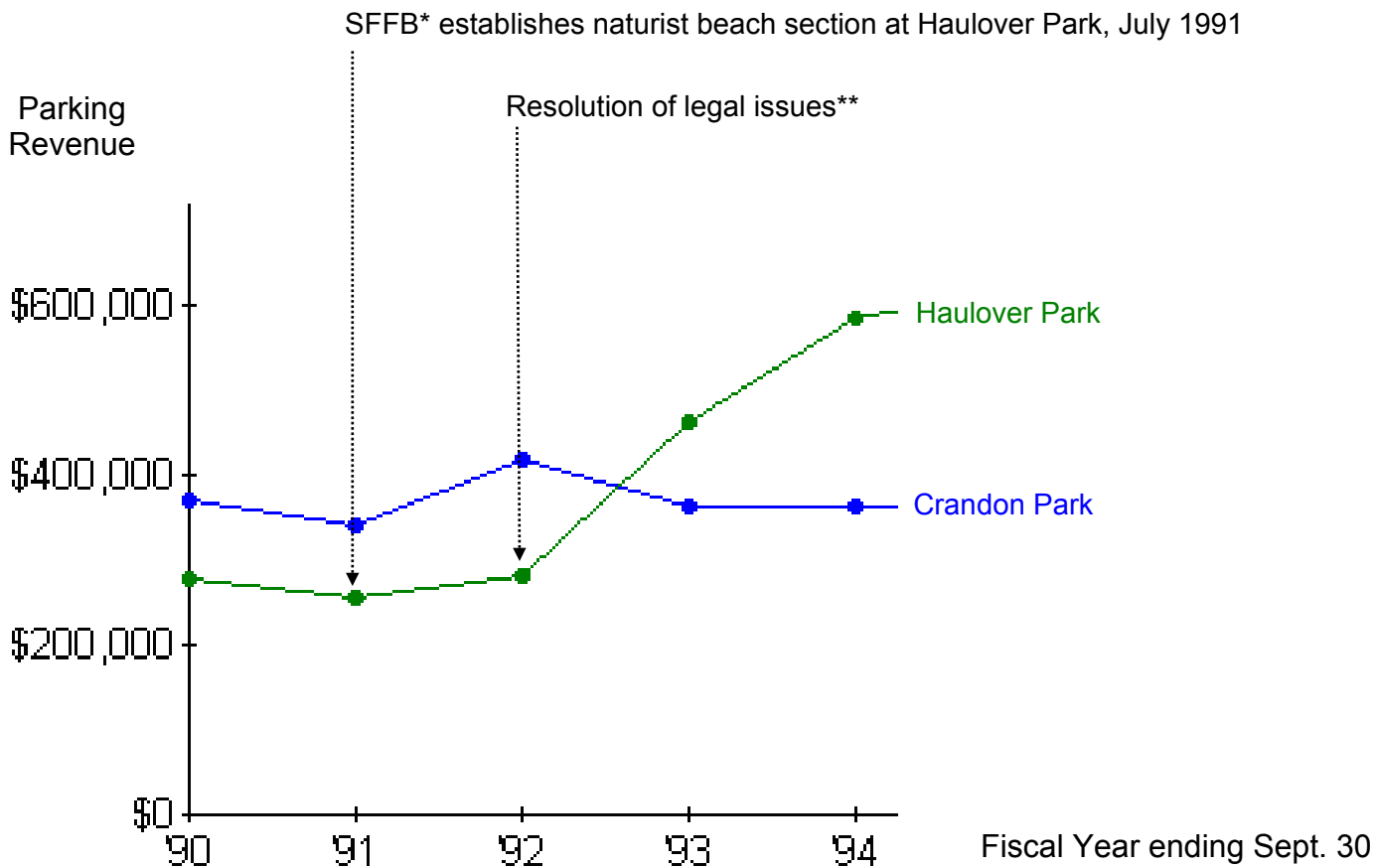
If we assume that each naturist tourist spends only one day at Haulover Beach during his/her stay, the naturist tourists may represent a maximum 2012 tourism benefit of **\$1,343,652,000**. This is also unlikely. However, this factor suggests the lower figure is an underestimate.

While some uncertainties militate against an exact estimate, we believe the available data clearly indicate a substantial and unarguable economic benefit.

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\*given to concession bidders; visitor estimates may vary with methodology; factors include estimate of visitors per vehicle and estimate of visitors arriving by public transportation and on foot.

# Parking Revenue from Miami-Dade's Two Regional Oceanfront Parks



\*South Florida Free Beaches [www.sffb.com](http://www.sffb.com)

\*\*Arrest of 5 skinny-dippers February 2002; dismissal of charges; Dade Police Department Legal Note 92-4: "The mere act of being nude in public is not a violation..." (April 2002).

## Question: "Where do you live?"

Haulover naturist beach user demographic survey, January 11, 2004

