

STATS FOR HAULOVER BEACH PARK

11/2012

Total Annual Haulover Beach Park visitors: Annual naturist beach visitors:	1.5 million 1.4 million (fr. Lifeguard Ocean Rescue Service)
Tourists to naturist beach: Average Overnight Visitor Spending / Avg. Stay: Tourist Economic Impact Annually: Jobs Created from naturist beach	65-70% (approx. 925,000) \$ 264.58 per day / 5.82 nights* \$ 1 billion+ per year 11,375**
Avg. Annual Haulover Parking Revenues since 2000	\$ 1.4 million/yr (approx.\$24 million since 1992)
Annual Haulover Volunteer Hours / Hourly Rate	30,000 Hrs. / \$ 21.79 Hr.***
Annual Haulover Beach Value of Volunteers	\$ 653,700***

* Greater Miami Convention & Visitors Bureau – Report: 2011 Visitor Industry Overview
(Tourists average stay is 5.82 nights; Spending avg. \$1,539.85 pp)

** Visit Florida – (1 job is created for every 80 tourist visitors)

*** U.S. Department of Labor Statistics

o Haulover’s Naturist clothing optional beach has been picked by **Trip Advisors** as the No. 2 or 3 “Nude Beach” in the world for the past 5 years it ranks in the top 10 things to see/do and it garners positive global media attention for our community. It has also been recognized by dozens of publications including such prestigious publications as the *New York Times*, *Wall Street Journal*, *The New Yorker*, *Stern Magazine* and *Conde Nast*.

COMMENT/QUESTIONS

Haulover's 1/3 mile clothes-optional beach is the largest singular tourist destination facility in all of South Florida. It also ranks in the "Top Ten Things to Do" for tourists who visit Miami.

Naturists want to know why, with the incredible numbers of users to Haulover Beach and corresponding financial impact, is there not a nudist resort hotel facility on or near Miami Beach? It also seems that with the years of established historic traditional c/o beaches in North America, why entrepreneurs in the nude recreational industry continue to ignore this natural market (for their own business growth) and invest some of their marketing dollars to mentor the volunteer naturist "friends of" groups who mentor these awesome sites.

It's an untapped natural alliance and an incredibly smart business opportunity.