

V.F. MIAMI BEACH - HISTORY

APR 15 1964 ✓

# *Selling Vacations*

## ON **MIAMI BEACH**



**MIAMI BEACH**

PUBLIC LIBRARY

Reference Department



Copyright 1949

THE MIAMI BEACH HOTEL OWNERS ASSOCIATION  
1655 Drexel Avenue  
Miami Beach, Florida

*Printed in the United States*



**T**he Miami Beach Hotel Owners Association presents in this booklet a synopsis of facts and figures which have been collected by the University of Miami under the direction of Dr. Reinhold P. Wolff, Professor of Economics, for the year ending October 1, 1949.

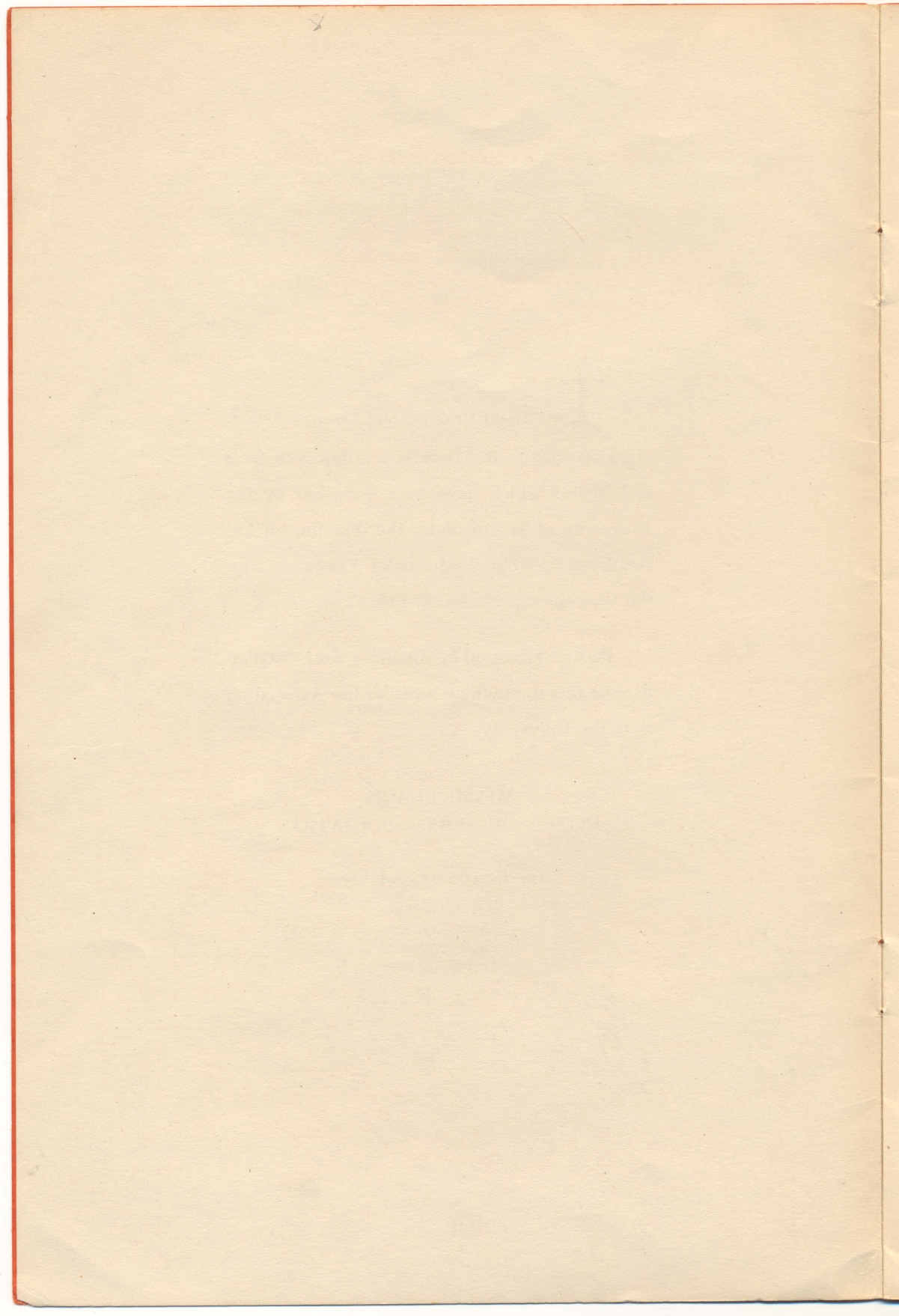
Parties interested in obtaining more detailed data of this survey may write to the Association or to the University.

MIAMI BEACH  
HOTEL OWNERS ASSOCIATION

*The Research Committee*

SAMUEL RIVKIND  
SAM KAPLAN  
BEN TURCHIN  
DAVID ANDRON











## Vacations Are our Greatest Industry

The resort trade brought \$170,500,000 during this past year to Miami Beach, \$243,000,000 to Dade County, and \$770,000,000 to the State of Florida. By grossing this income the tourist industry has undisputedly maintained its rank as the number one breadwinner of the community. We note that the tourist trade of Florida is nearly equal to the combined income derived from manufacturing and from fruit and vegetable growing. In Dade County the tourist trade is responsible for about one-third of all income.

The level of consumption maintained in Florida reflects the prosperity generated by the tourist dollar's quick turnover. The spending of the Miami Beach visitor accounted for almost three-quarters of all consumption in Miami Beach, almost one-fourth of the spending of the Greater Miami area, and nearly six percent of all expenditure in the State of Florida.

To the City of Miami Beach the resort trade is more vital than to other areas. Tourists spend two and one-half times as much as residents. In the whole of Greater Miami tourists spend only 52 cents for each resident dollar and in the State of Florida only 36 cents of tourist money matches the resident dollar.

INCOME FROM MAJOR INDUSTRIES 1948		FLORIDA	GREATER MIAMI
Tourist Trade (Gross)		\$770,000,000	\$243,000,000*
Tourist Trade (Net)		\$577,000,000	\$170,000,000
Fruit and Vegetable Growing		\$307,000,000	\$13,700,000
Airline Operations and Repair		Not Available	\$105,000,000
Manufacturing		\$350,000,000	\$45,000,000

\* \$170,500,000 spent at Miami Beach











## Florida Leads the Way as a Vacation Land

Among the world's outstanding vacation centers Florida takes a prominent place. The state's tourist spending of \$770,000,000 exceeds Southern California, Texas, Washington, Wisconsin, the British Isles and France.

Miami Beach is located in the southeastern part of Florida which is popularly called the "Gold Coast." The section amply deserves this name because it alone attracts over one-third of the tourist money that enters the state and in turn better than half of this amount is brought in by the crowds that throng Miami Beach.

Yet Florida has not reached its maximum potential of tourist travel. In the past travelers have spent \$11,000,000,000 in the United States. Florida has only received seven per cent of this total and Miami Beach only one and a half percent. The state with its marvelous recreational resources should strive to attain a larger share in the total travel purse of the nation.

WHAT THE TOURIST SPENT LAST YEAR

							
United States \$11,000,000,000	Florida \$770,000,000 (Greater Miami) \$243,000,000	Southern California \$457,800,000	Wisconsin \$300,000,000	Washington \$116,000,000	Texas \$114,000,000	England \$72,000,000	France \$50,000,000

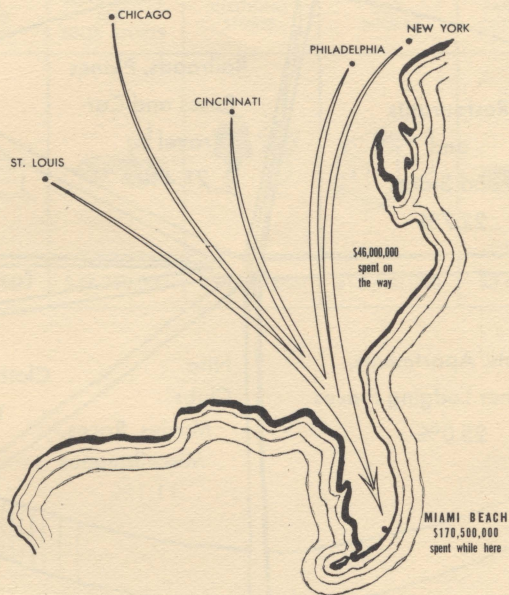
Miami Beach  
\$170,500,000



## Follow the Vacation Dollar!

Over 1,000 miles separate Miami Beach from the population centers in the Northeast and Middle West. As a consequence tourists will spend part of their vacation dollars on their way to and from Miami Beach. Thus only \$170,500,000 out of the total \$217,000,000 of vacation money is spent in the community; \$46,000,000 goes to travel agencies and to other communities that the tourist visits en route to Miami.

Railroad companies, airlines and buses are not the only beneficiaries of that part of the tourist dollar that is spent outside Miami Beach. All along the main highways linking Florida's resort areas with the northern cities tourist hotels, tourist courts, restaurants and stores have sprung up, servicing the traveler and spreading the tourist dollar over wide areas of the hinterland. It has been found that many motorists visiting Miami Beach take extended trips through the other cities of Florida. This way the enormous funds which Miami Beach hotels and other interests spend in advertising benefit not only Miami but the rest of the state as well.

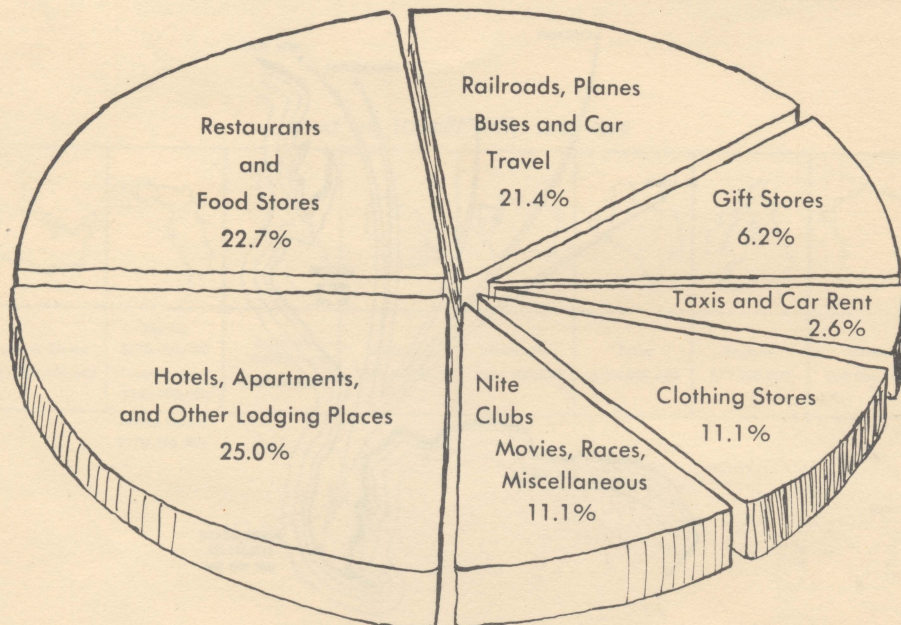




## Where the Tourist Dollar Goes

In 1948-49 Miami Beach hotels, apartments and other lodgings received 25 cents out of the vacation dollar. This is far less than the average person would expect. Although a sizeable amount by itself, it is proportionately small in comparison to the shares that go to other members of the community. For every dollar taken by the hotel, the community received \$2.15 and 86 cents was spent on means of transportation.

For every hotel dollar restaurants and food stores received 91 cents; clothing stores, 46 cents; establishments selling gifts, souvenirs and similar items, 25 cents; about 10 cents was received by taxicabs and rental car companies and 44 cents by night clubs, theaters, race tracks, miscellaneous stores and service establishments.

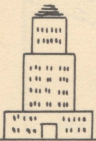
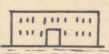


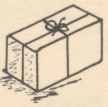






## The Tourist Dollar Benefits the Whole Community

After the tourist dollar has entered Miami Beach through the establishments which house, feed and service the tourist, it spreads over the whole community. The tourist dollar flows into the pockets of employers and their workers—retailers, wholesalers and manufacturers. Through other circuits it reaches the suppliers of utilities, services and entertainment. It contributes a vast share to the tax load of the state, the county and the city and thus supports schools, roads and welfare, and lightens the tax load of the resident.

Here are some of the channels through which in the past year the 170.5 million tourist dollars of Miami Beach flowed into the community.

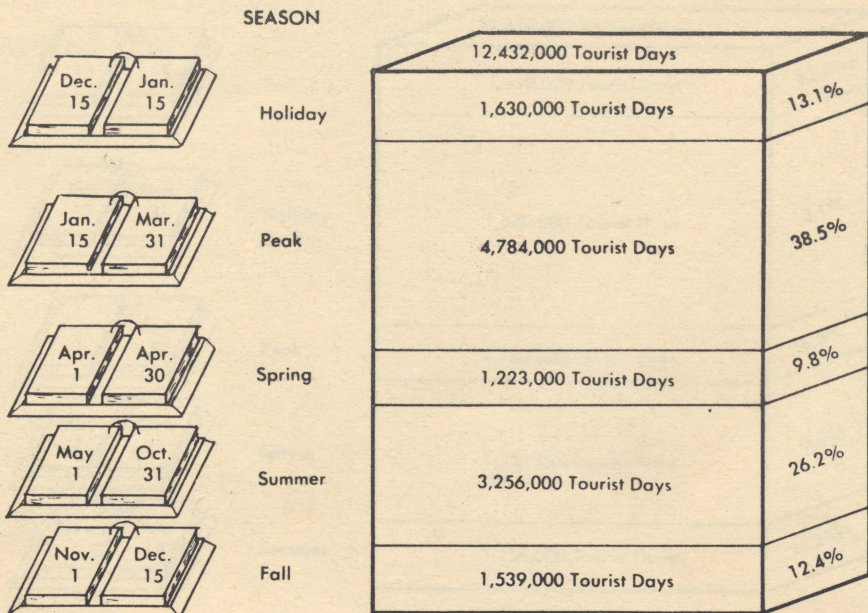
HOTELS	OTHER LODGING PLACES	RESTAURANTS AND FOOD STORES	CLOTHING STORES	GIFT SHOPS	TAXIS AND CAR RENTAL	ENTERTAINMENT AND MISCELLANEOUS
						
\$37,970,000	\$16,270,000	\$49,250,000	\$24,080,000	\$13,450,000	\$5,640,000	\$24,080,000



## Vacations on Miami Beach Are a Year-round Business

It is fortunate for the economy of Greater Miami that the Miami Beach hotel industry provides a year-round payroll for the community. Vacations on Miami Beach used to be a 75-day affair between mid-January and Easter. This pattern has radically changed since the end of the war and spring, fall and summer vacations match the winter season.

By the large spending of the summer visitors — many of them from Latin America—a considerable number of payrolls has been generated. An estimated \$38,000,000 is spent between May and October, exactly half of the expenditure of the winter season. The holiday, spring and fall seasons add another \$56,000,000 to make an impressive total of \$170,500,000.



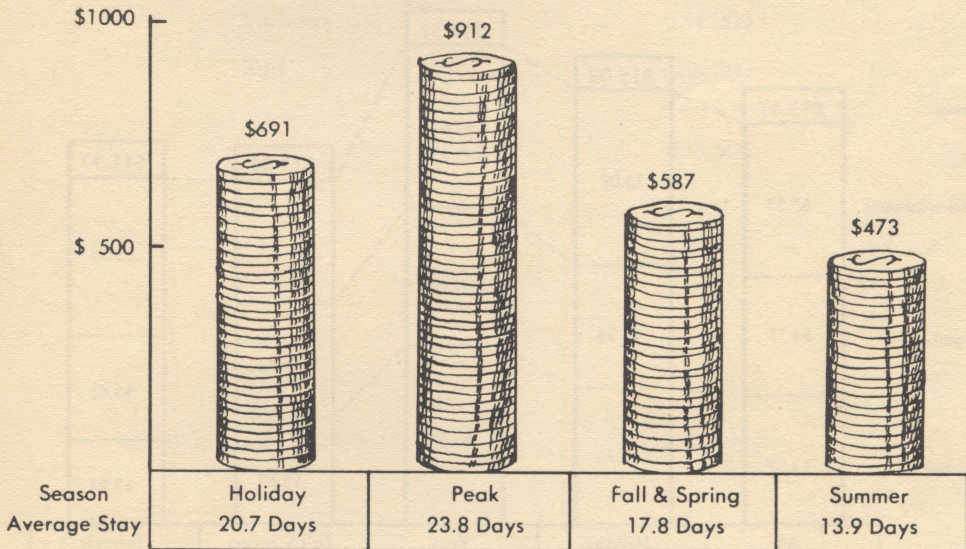


## How Expensive Are Vacations on Miami Beach?

Miami Beach is no longer the exclusive domain of the rich. The resort attracts visitors from nearly all income groups, reaching deep into the white collar and wage earner class.

The businessman selling vacations at Miami Beach has to tailor his services according to the demand of the people. As a consequence the cost of a vacation on Miami Beach covers a wide range. While low cost accommodations and services are available for the person with moderate income, the fact remains that the average quality of services and lodgings is high. It is this high quality of the service offered which makes the average expenditure in Miami Beach higher than in the rest of the Greater Miami Area. Costs vary according to the size of the traveling party, the length of the trip and the season of the year, as well as the duration of the stay here.

AVERAGE FAMILY COST OF VACATION TRIP  
TO MIAMI BEACH

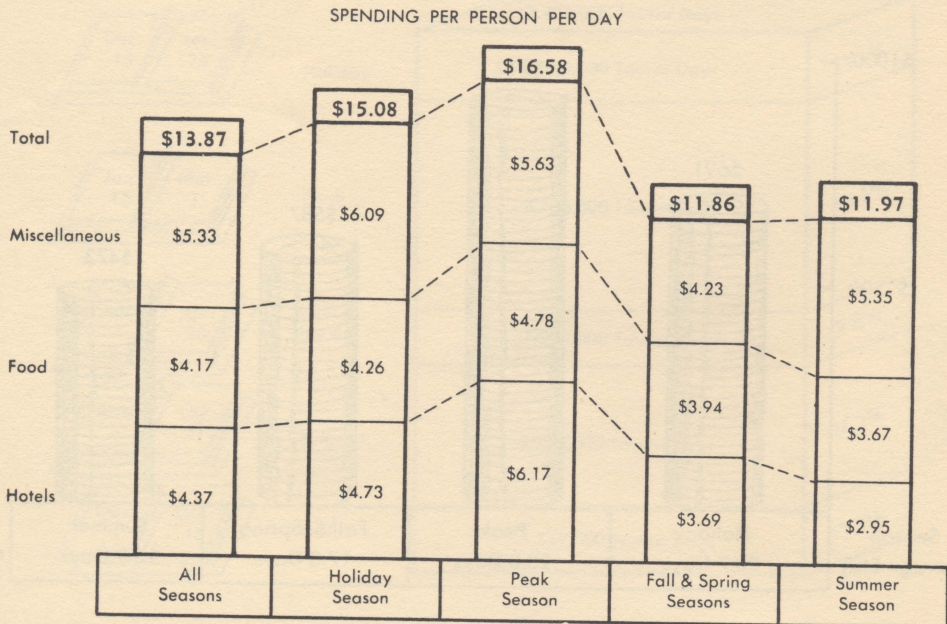




## The Cost per Day per Person

Per day and per person the Miami Beach tourist spends far less on the average than is generally believed. Even during the peak season, the daily expenditure averages only \$16.58 and it declines to \$11.86 in spring and fall.

Of these amounts, the average that goes to hotels is only \$6.17 in the peak season and \$2.95 during the summer. While the spending for lodging is subject to great variation — the summer price is only half of the peak season average — expenditures for food and miscellaneous items are more consistent. Even at the time when race tracks and other places of winter amusement are closed, the average tourist party does not spend much less per day for its entertainment and other miscellaneous items than in the peak season of the year.





## How Many People Come to Miami Beach?

More individual tourists come to Miami Beach in the summer than in the winter. This may surprise those who have known Miami Beach in the days before the war when it was almost exclusively a winter resort. Numerous families since have discovered the advantages of vacations in South Florida's fine year-round climate at other seasons when prices are lower, accommodations easier to obtain, and crowds fewer. Constant publicity of the resort hotels tended to develop first a summer trade and more recently, the inter-season business. Since the War visitors from Latin America, especially from Cuba and Puerto Rico, have added quantity and variety to the summer trade.

### NUMBER OF TOURISTS COMING TO MIAMI BEACH

<u>Season</u>	<u>Number</u>
Holiday . . . . .	78,000
Peak . . . . .	201,000
Spring . . . . .	69,000
Summer . . . . .	234,000
Fall . . . . .	86,500
	<hr/>
TOTAL . . . . .	668,500



## Facts about Miami Beach Hotels

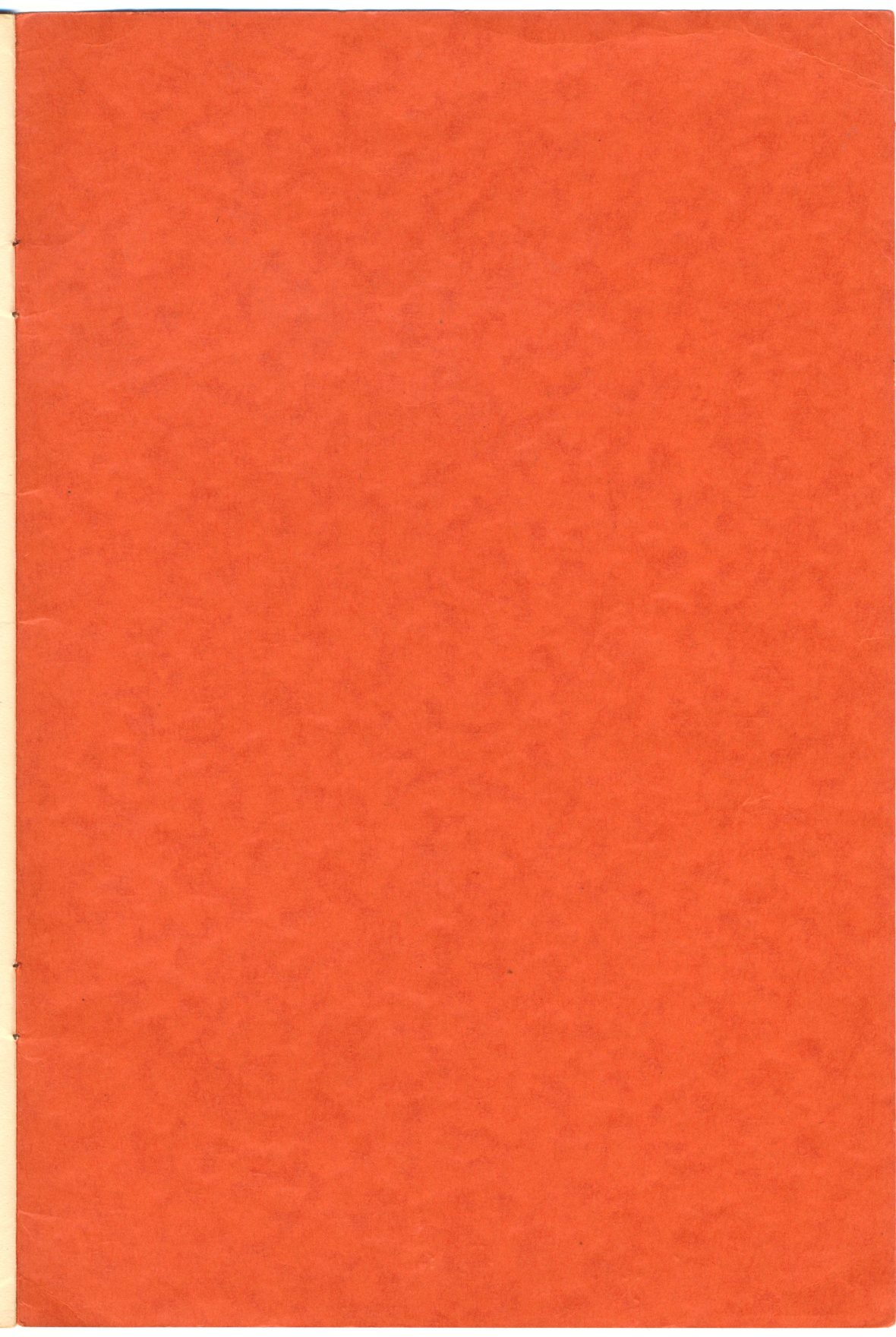
There are 365 hotels in Miami Beach with approximately 26,000 rooms. Of these 72 are located on the oceanfront containing 8,700 rooms.

Most hotels are small in size: 70 per cent have less than 100 rooms; only 3 per cent have more than 200 rooms.

In 1949, 235 hotels with about 16,000 rooms were operated on a year-round basis; the rest were closed during the summer. There were 3,000 air conditioned hotel rooms.

The assessed valuation of hotels in 1949 was \$70,000,000. Hotels are assessed at about half of the current sales price.







962.1