

## The Value of Beaches to State and Local Economies

Beaches are an important source of recreation for the American people and foreign tourists. It is estimated that each year approximately 180 million Americans make 2 billion visits to ocean, gulf, and inland beaches. This is almost twice as many visits as the combined 1.16 billion visits made to properties of the National Park Service, Bureau of Land Management, and all state parks and recreation areas. This recreational use of America's beaches results in \$45 billion to \$60 billion in direct federal tax revenues annually.

As important as beach tourism is to the national economy, it also has a significant impact on state and local economies. While the magnitude of this state and local impact is roughly one-third of the federal economic impact, the following data make it clear how important beach tourism is to tax revenues, business profits, and jobs at the state and local levels.

Information on these states follows:

**New Jersey**  
**Florida**  
**California**  
**South Carolina**  
**Delaware**  
**North Carolina**  
**Texas**



**New Jersey** is home to 127 miles of coastline which covers all or part of 17 of its 21 counties. New Jersey's beaches have been touted as some of the nation's finest. They serve as a recreational outlet for the nearly 30 million residents of the region who live within a two-hour drive of the coast. The New Jersey shore is the foundation for \$50 billion coastal economy that includes tourism, fisheries and aquaculture. One out of every six jobs in New Jersey is related to the coastal zone, making coastal revenues the state's largest economic sector.

### New Jersey Coastal Facts:

- It is estimated that 17.8 million trips are made to the New Jersey shore by visitors each year.
- Coastal tourism comprises more than half of New Jersey's \$27.7 billion tourism industry.
- Coastal tourism supports nearly 500,000 jobs while indirectly generating \$16.6 billion in wages and \$5.5 billion in state tax revenue.
- 61% of New Jersey's 8.4 million citizens live within 25 miles of the shoreline.



**Florida** has over 829 miles of beach along its shoreline. 40% (330.9 miles) of that is considered critically eroded. If federal beach funding is not provided there will be the potential of reduced state revenues and increased tax to cover the lost revenue and jobs due to the tourism industry declining. Without federal beach funding, the state's 706,825 jobs with earnings of \$16.3 billion will be threatened.

#### Florida Coastal Facts:

- The state had 75.6 million visitors in 2002, with beaches being the state's number one tourist attraction.
- Beach tourism generates about \$15 billion a year to the state's economy.
- In 2002, beaches contributed an estimated \$.8 billion in tourist-related sales tax.

#### Florida Localities

##### Beaches of South Walton County

- Visitors to the Beaches of South Walton generate \$257 million in annual income and support over 10,000 jobs.
- The average length of stay for visiting tourists is 10 days.
- Beaches of South Walton generate \$49 million in annual county and school taxes.
- In 2002-03 overnight visitors generated \$684.9 million in total sales.
- South Walton County tourism contributes 57.8% of the County's ad valorem tax revenues.

##### Broward County

- Broward County Beaches generate \$314 million dollars in direct spending annually and create 11,242 jobs.
- Broward County's beaches protect over \$4 billion in upland property, structures, and infrastructure.
- Broward's beaches add \$1.4 billion to county property values.
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##### Lee County

- In 2003 95.6% of the over 2 million visitors to Lee County came from somewhere other than Florida and generated over \$1.127 billion in direct expenditures.
- The average length of stay in 2003 was 7.5 days. Among those visitors 94.6% of them declared beaches in among their top three choices for visiting the county.
- In December of 2003, out of state visitors spent an average of \$1,422.57 during their trip to Lee County.

##### Sarasota County

- 96% of tourists cite the beach as the primary reason for visiting the county.
- Visitor spending generates \$856 million annually.

- 18% of the county's employment is directly or indirectly related to the tourism industry.
- Tourists contribute \$56 million in state and local tax revenues.

#### Pensacola

- Beach tourism generates \$277 million annually for the local economy.
- Pensacola Beach tourism supports over 4000 local jobs.
- 87% of visitors to Pensacola cited beaches as their primary reason for the visit.



**California's** beaches generate significant revenue for local, state and federal governments. Users of California beaches spent over \$61 billion in 2001, of which approximately 36% was spent by out of state visitors. Additionally, California's beaches generate over \$15 billion annually in tax revenue. In 1995, California's beaches contributed \$73 billion to the national economy.

#### California Coastal Facts:

- In 1998 California's beaches generated \$14 billion in direct revenue.
- Direct federal tax revenues generate \$2.6 billion from beach activity.
- California's beaches produce 883,000 jobs across the U.S.

#### California Localities

##### Huntington Beach

- The beaches of Huntington Beach generated \$135 million in federal tax revenues and \$25 million in state sales tax revenues in 1999.

##### San Clemente

- San Clemente beaches generate over \$1.5 million in total revenue annually.
- San Clemente beaches generate \$4.16 per beach visitor in direct State taxes and \$10.32 in direct Federal taxes.



Beaches are the prime reason non-residents choose **South Carolina** as a vacation destination. South Carolina attracted more than 28 million visitors to its 182 miles of ocean front beaches, in 1999. South Carolina's coastal resorts account for more than 60 percent of total state tourism revenues, with Myrtle Beach, Charleston, and Hilton Head rated as the favorite destinations.

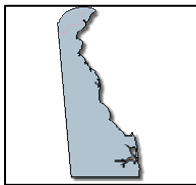
### South Carolina Coastal Facts:

- Visitor spending on travel and tourism in 1999 was well over \$8.8 billion, with \$6.6 billion coming from out-of-state and international visitors.
- In 1998, coastal tourism had a statewide economic impact that totaled \$7.5 billion in expenditures and output.
- South Carolina beaches generate \$1.54 billion in wages and earnings
- Visitors to the coast spend \$6.5 billion in the state and paid \$500 million in state and local taxes.

### South Carolina Localities

#### Myrtle Beach

- A 60-mile stretch of beaches accounts for 35% of the states' total tourism revenues.
- \$1 billion of taxpayer funds have been invested in new road infrastructure to improve access to the beaches.



**Delaware** is home to 381 miles of coast with a coastal population of 666,168. Tourism, agriculture, marine commerce, and chemical manufacturing are important industries for the state, making the coast vital to the state's economy. One-fourth of the shoreline in Delaware is publicly owned.

### Delaware Coastal Facts:

- Over 6 million coastal area visitors each year contribute a significant amount to the State's \$850 million travel industry.
- More than 57 million people are less than a day's drive from Delaware's 25 miles beaches.
- If there were no beaches in Delaware, the total loss of tourist revenue would be \$30.2 million and property values would decline \$43.3 million.
- In a study that compared the cost of retreat versus renourishment, it was estimated that between the year 2000 and 2049 the cost of retreat would be nearly \$291 million dollars compared to approximately \$60 million needed to keep the state's beaches nourished.



**North Carolina** has 320 miles of coastline. However, more than half of this coastline is perpetually precluded from development. North Carolina beaches created about \$3.0 million in economic value in 2000 along with creating 50,000 jobs. In Brunswick and Carteret

counties alone, the beaches contributed about \$200 million in tourist related revenues.

#### North Carolina Coastal Facts:

- Without beach revenue, property taxes in Carteret County would have to be increased nearly 75%.
- In 2001, North Carolina's 20 coastal counties had an economic impact of \$1.76 billion due to tourism.
- In 2002, the 8 counties directly bordering the Atlantic Ocean contributed \$15.226 billion in tourism revenues of which approximately \$12.538 billion is directly generated from the beaches.
- The 8 counties directly bordering the Atlantic Ocean created more than 27,600 jobs in 2002, generating \$405.77 million in payroll

#### North Carolina Localities

##### Currituck County

- In 2002 Currituck County had a county tourism revenue of \$453.56 million in which 340.17 million was generated from the beaches
- More than 1,460 jobs in Currituck County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$20.9 million payroll in 2002.

##### Dare County

- In 2002 Dare County had a county tourism revenue of \$4.953 billion in which \$4.458 billion was generated from the beaches
- More than 10,980 jobs in Dare County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$149.52 million payroll in 2002.

##### Hyde County

- In 2002 Hyde County had a county tourism revenue of \$225.52 million in which \$169.14 million was generated from the beaches
- More than 420 jobs in Hyde County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$5.73 million payroll in 2002.

##### Carteret County

- In 2002 Carteret County had a county tourism revenue of \$2.402 billion in which \$1.801 billion was generated from the beaches
- More than 3,170 jobs in Carteret County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$47.03 million payroll in 2002.

##### Onslow County

- In 2002 Onslow County had a county tourism revenue of \$1.138 billion in which \$853.87 million was generated from the beaches
- More than 1,300 jobs in Onslow County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$24.11 million payroll in 2002.

#### Pender County

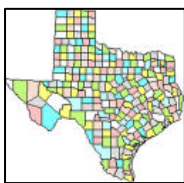
- In 2002 Pender County had a county tourism revenue of \$549.86 million in which \$412.40 million was generated from the beaches
- More than 700 jobs in Pender County were directly attributed to travel and tourism in 2002
- Travel and tourism generated an \$11.04 million payroll in 2002.

#### New Hanover County

- In 2002 New Hanover County had a county tourism revenue of \$3.049 billion in which \$2.287 billion was generated from the beaches.
- More than 5,230 jobs in New Hanover County were directly attributed to travel and tourism in 2002
- Travel and tourism generated an \$84.7 million payroll in 2002.

#### Brunswick County

- In 2002 Brunswick County had a county tourism revenue of \$2.454 billion in which \$2.208 billion was generated from the beaches.
- More than 4,340 jobs in Brunswick County were directly attributed to travel and tourism in 2002
- Travel and tourism generated a \$62.74 million payroll in 2002.



**Texas** is home to 600 miles of coastline on the Gulf of Mexico. Over the past decade the Gulf Coast Region of Texas has seen double digit increases in total spending (47%), employment (12%) along with benefits from state (47%) and local (63%) tax receipts directly from the travel and tourism industry. According to the Texas Department of Economic Development, without local, state and federal tax revenues generated by travel spending, each Texas household would have faced an additional tax burden of \$780 to maintain existing government services.

#### Texas Coastal Facts:

- In 2002, travelers to the Gulf Coast Region of Texas spent nearly \$10.5 billion. This is an increase of nearly 47% over the last decade.
- The Texas Gulf Coast Region employs over 99,000 people and garnishes over \$490 million in state tax receipts and over 160 million in local tax receipts.

#### Texas Localities

## Galveston Island

- In a survey of leisure guests to Galveston Island, beaches were the number one reason for them coming to the area.
- The Galveston Island-Texas City area employs 7,070 people who are directly associated with the travel and tourism.
- The average visitor to Galveston Island spends around \$105 per day.