

## **ANALYSIS OF DECLINING TRENDS IN TOURISM DADE COUNTY, MIAMI, FLORIDA**

**Ahmet Ferda SEYMEN**

orcid:0000-0001-5708-1559



**Article Type** : Research Article/ Araştırma Makalesi

**Doi Number** : <http://dx.doi.org/10.26449/sss.1097>

**Reference** : Seymen, A.F. (2018). "Analysis Of Declining Trends In Tourism Dade County, Miami, Florida", International Social Sciences Studies Journal, 4(28): 6284-6297

### **ABSTRACT**

Greater Miami is a blending of many elements--a sunlit resort, an international center for trade and banking, and a home for more, than. 1,719,200 people. Approximately a third of Greater Miami's economy is based on tourism, and from the early days, its climate has captivated both domestic and international tourists. But since 1980, Dade County has experienced a continuous decline in both domestic and international tourists to the area. It is important to note that there were some problems in the process of gathering the statistical data from the private sector agencies since the information is kept confidential. On the other hand, the information gathered from the public sector (Dade County Department of Tourism) was not up-to-date; the Research Department claims that this is due primarily to funding limitations. The study aims to investigate the data in hand to better understand the reasons behind the declines in tourism.

**Key Words:** Tourism, Destination, Source Countries, Economic Impact

### **INTRODUCTION**

#### **The History Of The City Of Miami**

The name Miami originally was an Indian name "Maama" until 1877, when it officially became Miami. Before that and way back in the 1500s, it was known as Mayaimi and encom-passed the entire Lake Okeechobee area. (Protko, 1976)

The first settlers in South Florida were, however, not pioneers in the traditional sense, but mutineers from the Spanish army. After some altercations between the Spanish military and the local Indians (Teguestians), a co-existence was formulated, and the Indians in South Florida became expert salvagers of many shipwrecks.

In 1763, Florida became a British colony. Up to this point South Florida did not appear to have had a permanent settlement and recordings indicated that the area to be inhospitable, infested with mosquitoes, and unbearable/ in the summer months. (Luytjes, 1983, p. 13)

Bahamian wreckers and fishermen established some quarters in South Florida, more for rendezvous places than anything else. The British were eager to populate Florida for strategic reasons and enticed prospective settlers to relocate in the "most precious jewel of his Majesty's American Dominion. 11 Free land would be given to immigrants. This information appeared in news- paper advertisements in London around the 1760s. The efforts, however, failed miserably. The war or independence drove many Loyalists to the Bahamas, and it was from there that settlers started to establish themselves in South Florida, particularly during the second Spanish period from 1784 to 1821. The settlements were small. However, the economic activity consisted primarily of fishing, hunting, and salvaging ship-wrecks. (Luytjes, 1983, p. 13)

It was not until the late 1820's that the image of South Florida started to alter as the result of land clearing and the planting of sugar cane, corn, sweet potatoes, pumpkins, limes, and coconut groves. This prosperity, however, was seriously threatened when Indian uprisings occurred during the 1830s and the newly named Dade County was abandoned. The establishment of military installations in 1836 restored some confidence, and new settlements started to emerge. The 1840s saw the emergence of a village and the establishment of the county set on the banks of the Miami River. New settlers, however, contributed to the image that the area was infested with insects and uncomfortable as a permanent living area. The Government, however, continued to promote the development of the city and sold land at \$1.25 an acre.

During the 1850s developers became prominent in the region and schemes were drawn up to sell land to prospective buyers from the north. During the period from 1860 to 1875, the developers were engaged in land speculation. The primary economic activity was still in agriculture and horticulture, although trading started to become a significant activity as well.

During the late 1880s, an exciting development took place, when a man named Ralph Munroe from New York wanted to establish a public lodging for the tourists to take advantage of South Florida's recuperative climate. (Luytjes, 1983, p. 14)

Julia Tuttle became the next force in the promotion of Miami. The Miami Hotel was built by Mrs. Julia Tuttle in 1896 and was the city's first hotel. It occupied a site east of South Miami Avenue and Southeast Third Street. This persuaded Henry Flagler to build the railroad from Jacksonville to Miami. When the first train arrived in 1896, "the entire town of about 300 people came out to greet the new age. (Luytjes, 1983, p. 15)

The establishment of the Royal Palm Hotel, with 550 guest rooms, was the first indication of Miami's potential as a tourist-mecca. The lavish inauguration greatly assisted in creating an image of Miami as a tourist attraction, particularly for the more affluent tourists. In 1886, the business leaders in Miami organized the Miami Board of Trade, which later became the Greater Miami Chamber of Commerce. The committee on Tourism attempted to collectively promote the area as a viable tourist center. (Luytjes, 1983).

Miami's population in 1900 was 1,600, just over half the number that had been counted in June 1896. However, these were permanent residents. The boom that accompanied the founding of Miami had passed, and many had departed. The Spanish-American War had given the community a boost, but a yellow fever epidemic in 1899 put an end to that bit of prosperity. As Miami entered the twentieth century, it was beginning to settle down as a picturesque touristic town at the end of Henry M. Flagler's railroad. And, there is no evidence that anyone at that time foresaw the development of Miami as one of the great cities of the world. Extensions of the railroad to Cutler in 1903, and Homestead in 1904 opened a potential rich agricultural area; however, it was not until Flagler began work on the extension to Key West, in 1905, that Miami's population began to soar in. By 1910, the population had reached 5,500--only to gain another two or three thousand by 1912, when the overseas railroad was opened. (Smiley, 1975, p. 27).

In World War I, the city became an aviation training center for the Army, Navy, and the Marine Corps. Miami drew thousands--not merely the wealthy tourists and the more adventurous, but young men who would stay awhile and then go away with unforgettable memories that were to bring them back after the war.

And so, Miami began a surge of growth that would continue for the next half-century. The settlement which Flagler's engineers had laid out with the expectation of it remaining a tourist village was at the beginning of 1920, a thriving city of 30,000. (Smiley, 1975, p. 28)

Although prosperous and growing rapidly as it entered the 1920s, everything seemed reasonable, and there were no signs to indicate that Miami was about to experience one of the wildest booms in the history. (Luytjes, 1983, p. 16)

Private developers continued to extol the virtues of South Florida, and several investors from the North started to invest in the area. Although agriculture still played an important role the potential of tourism became more and more a true realization. Improvements in highways opened the city as tourists and settlers started to flock to Miami. (Luytjes, 1983, p. 59).

It was more than enthusiasm that built the land boom. However, it was a fever that spread from Miami throughout the State, then throughout a large portion of the United States.

Then, more quickly than it had developed, the boom was over, the last believer's hopes blown away by the 1926 hurricane. (Smiley, 1975, p. 60)

Despite the Depression, with business failures, bankruptcies and unemployment, the decade of the 1930s were one of Miami's delightful eras. The area enjoyed a certain serenity and charm. That would disappear with World War II.

Miami post population during the late 1920s and early 1930s, resulting from readjustments after the boom, and as a result of a reshuffling of people about the country as they went about looking for jobs and new opportunities. But the population began to stabilize in 1933, and for the next eight years, the city and the county multiplied. Miami had increased from 30,000 in 1920 to 110,500 in 1930. But during the 1930s Miami grew at a slower pace. It was the county, and especially the communities, particularly Miami Beach, that gained. Dade's population nearly doubled from 172,000 in 1930 to 268,000 in 1940. In the meantime, Miami Beach grew from 6,500 to 28,000.

But while the area grew in population, the number of winter tourists grew even more significant. The approval by the state legislature in 1931 of pari-mutuel betting for horse and dog tracks and jai-alai, together with the building of a new and beautiful horse track at Hialeah, gave Miami the most significant lift it had received since the Boom. The significant economic gains occurred after 1935, however, with the extension of Miami Beach's oceanfront hotel row, north of Twenty-Third Street. One luxury hotel after another began to rise, with an increasing number of tourists each year to fill them. The Depression was felt throughout most of the country, but not at Miami Beach. And Miami, which supplied the building material, labor, and banking facilities, together with the increasing service, enjoyed this prosperous period too. (Smiley, 1975, pp. 107-108)

The Second World War altered the picture drastically and Miami, once again, was recognized for its strategic importance. By the end of 1942, thousands of Air Corps officers were in training at Miami Beach.

With the end of the war in 1945, the area faced a reversal of wartime developments. In 1942, it had changed from a tourist center to a military center. Now it had to switch back to a tourist center, and it did as the area got most of its old friends again, and a countless number of new ones. During the decade of the 1940s, the county's population virtually doubled from 268,000 to 495,000 in 1950. (Smiley, 1975, p. 108)

During the 1960s tourists continued to flock to the region. In 1962, the strategic position of South Florida, from a military perspective, was recognized once again (Bay of Pigs, Cuban missile crises), and the impact was felt. (Luytjes, 1983, p. 18).

The riots of 1968 had a pronounced effect on Miami's image. The rapid growth of the area had started to impact upon the "space" traditionally allocated to tourists. Generally, the more affluent tourists tend to prefer "space" and the increased crowds of South Florida and its beaches resulted in the disappearance of the more affluent, forcing the need to promote the area as a resort for families and younger people. This factor led to tourists with more modest means and to the beginning of the reduction of South Florida, particularly Dade County, as a tourist mecca. Miami Beach was able to sustain its tourist thrust somewhat longer, but images such as a grey-haired retirement area started to appear in several national and International news media. The advancement of the condominium contributed to the deterioration of the hotel facilities and influence the image again, negatively. The recession of 1974/75 hit the area hard, as Greater Miami was going to acquire a new model (Protko, 1976).

Through international trade which had become more and more critical to the region, Miami slowly emerged as an international city. Tourists came not only to vacation but to do business as well. Foreign tourists became an increasing portion of the number of tourists to South Florida. During the period from the 1950s to the present, the promotion of the area was relatively uncoordinated, mainly due to private developer's interests, as well as specific vested municipal interests. While tourism became the secondary importance to many in the Dade County area, it continued to play an essential role on Miami Beach, Surfside, Bal Harbour, and other seaside communities. The City of Miami started to promote the commercial and trade sectors. The quality of service provided by the hotels and restaurants steadily declined at the mid-the 1960s. During the late 1960s, Miami started to receive national and international publicity concerning illegal drug-related activities and crimes. Miami was pictured as a highly volatile and unsafe place to be. Tourism declined, and the need to find alternative ways to attain "full occupancy" led to efforts to keep retirees in South Florida. The riots of 1980 dealt an enormous blow to Miami's image; shortly after that, the full

impact of the Mariel boat- lift became known to the world. To this date, Miami (Dade County) has not been able to recover from that image. (Luytjes, 1983, pp. 19-20).

## GREATER MIAMI'S TOURISM ASSETS

The successful development of any community as a resort location for tourists or as a site for business meetings and conventions is predicated on the city has the necessary facilities and supporting services to accommodate the needs of the end user. The types of services required include convention centers, adequate lodging accommodations, visitor activities, and attractions, and quality travel related services. (Luytjes, 1983, p. 24)

### Convention Facilities

There are presently six convention centers located in Dade County. Table 1.1 presents the significant characteristics of these convention centers. Miami Beach Convention Center and the James L. Knight International Center are the two major convention facilities of Greater Miami. The size and scope of facilities contained in these two centers prevent them from being efficient and competitive convention facilities for national and regional conventions, and international congresses.

Table. 1.1. Major Characteristics Of Greater Miami Convention Centers

Facility	Total Exhibit Space Sq.Ft.	Largest Single Floor	Number of Meeting rooms
<b>Miami Beach Convention Center</b>	238.500	238.500	30
<b>Coconut Grove Exhibition Center</b>	105.000	100.000	4
<b>Miami Expo Center</b>	82.000	50.000	20
<b>James L. Knight Int. Center</b>	30.000	16.000	22
<b>Miami Municipal Auditorium</b>	19.743	19.743	2
<b>Dade County Auditorium</b>	10.000	5.000	9

Source: "Meetings & Conventions" March 1984

The other four centers are even smaller in size and scope. Thus, they primarily attract state associations and local events. Additional exhibition space can be found in several hotels in Dade County.

Table. 1.1. Continued, Major Characteristics Of Greater Miami Convention Centers

Facility	Capacity of Largest Room	Planned Expansion Sq. Ft.	Facility Services	Number of Nearby Rooms	Distance from Downtown
<b>Miami Beach Convention Center</b>	3,023	250,000	Food Services	4,000	½ block, Miami Beach
<b>Coconut Grove Exhibition Center</b>	400	28,000	Food Services & Restaurants	Many	5 Miles
<b>Miami Expo Center</b>	2,000	N/A	Food Services, Restaurant, Recreation Facilities	2,200	9 Miles
<b>James L. Knight Int. Center</b>	5,000	N/A	Food Services, AV Facilities, Simultaneous Translation	3,000	Downtown
<b>Miami Municipal Auditorium</b>	3,000	N/A	Food Services	5,000	Downtown
<b>Dade County Auditorium</b>	2,501	N/A	Food Services	N/A	29 blocks, Downtown

Source: "Meetings & Conventions" March 1984

Table 1.2 denotes these lodging establishments with at least 10,000 square feet of exhibition space

City	Hotel - Motel	Exhibit Space Sq. Ft.	Number of Meeting rooms	The capacity of Largest Rooms
<b>Miami</b>	Doral	10,000	30	1,300
	Dupont Plaza	19,372	7	1,200
	Four Ambassadors	17,000	15	2,200

	Hyatt Regency	40,000	34	5,000
	Pavillion	13,580	14	1,700
	Turnberry Isle	12,000	6	680
	Omni International	16,684	21	2,200
<b>International Airport</b>	Miami Springs Villas	14,518	11	1,000
	Radisson Mart Plaza	16,500	16	1,000
<b>Miami Beach</b>	Carillon	13,000	24	1,500
	Deauville	27,000	22	3,500
	DiLido	10,000	10	1,500
	Doral	12,000	24	1,200
	Eden Roc	10,000	11	1,000
	Fountainbleau Hilton	150,000	23	4,800
	Konover	50,000	16	2,000
	Seville	10,500	5	1,800
	Sheraton Beach	12,000	9	1,600
<b>Harbour</b>	Sheraton	27,000	27	2,500

Source: "Meetings & Conventions" March 1984

As a result of not expanding its convention facilities, Dade County, at this time, is not a major convention location like it used to be, just decade ago. Greater Miami must expand not only its convention facilities but, at the same time build quality hotel rooms within walking distance to the expanded center. In the Annual Conference of the Greater Miami Chamber of Commerce, which was held in May 1984, the private and the public sectors agreed to join forces with the Miami Beach Chamber of Commerce to expand convention facilities and promote tourism. Representatives of Dade County hotels, restaurants, cruise lines, and airlines who will be working with the public sector to revive tourism and bring convention business to the County. Table 1.3 gives an insight to the convention's annual summary of Dade County.

Table 1.3. Convention Annual Summary

Years	Locations	Number of Conventions	Number of Delegates	Expenditures US Dollars \$
1980	Miami Beach	300	325,000	60,000,000
	Miami	248	115,000	34,600,000
	<b>Total Dade County</b>	<b>548</b>	<b>440,000</b>	<b>94,600,000</b>
1981	Miami Beach	285	275,000	55,000,000
	Miami	282	177,000	68,700,000
	<b>Total Dade County</b>	<b>567</b>	<b>452,000</b>	<b>123,700,000</b>
1982	Miami Beach	300	380,000	68,000,000
	Miami	288	175,000	66,500,000
	<b>Total Dade County</b>	<b>588</b>	<b>555,000</b>	<b>134,500,000</b>
1983	Miami Beach	275	300,000	62,000,000
	Miami	363	272,000	81,600,000
	<b>Total Dade County</b>	<b>638</b>	<b>572,000</b>	<b>143,600,000</b>

Source; Miami Beach Visitor and Convention Authority and the City of Miami Convention Bureau.

## 2.2. Lodging Facilities

The lodging industry in Greater Miami had experienced severe economic difficulties and still has not recovered. Some hotels on Miami Beach closed during the summer of 1983, and profit margins for the hotels in the area, particularly in downtown and on Miami Beach, declined sharply. Occupancy rates also dropped this year in Greater Miami, from a high of 78,17 % in February to 48,08 % in September (Table 1.4)

Table 1.4. Average Occupancy Rates Hotels/Motels In Dade County - 1983

Month	Miami Beach	Surfside-Bal Harbour	Sunny Isles	North Dade	Airport
Percentage	%	%	%	%	%
January	71,13	82,89	55,47	64,36	79,02
February	83,81	88,11	86,72	73,09	85,50
March	57,05	74,66	62,50	63,79	77,70
April	65,29	57,74	42,31	52,44	70,45
May	34,71	48,95	30,28	47,39	62,39
June	35,20	46,00	32,20	46,79	52,91
July	50,30	45,69	47,12	53,59	67,77
August	43,80	55,11	44,87	60,16	67,26

<b>September</b>	33,00	47,05	28,92	55,27	59,49
<b>October</b>	38,25	60,96	34,33	57,44	66,58
<b>November</b>	43,69	65,32	47,00	55,06	62,63
<b>December</b>	45,00	42,47	47,00	50,92	61,72
<b>Total</b>	<b>50,12</b>	<b>59,58</b>	<b>46,71</b>	<b>56,69</b>	<b>67,78</b>

Source; Metro Dade Department of Tourism Division

Table 1.4 Continued, Average Occupancy Rates Hotels/Motels In Dade County - 1983

<b>Month</b>	<b>Downtown</b>	<b>Key Biscayne</b>	<b>South Dade</b>	<b>All Areas TOTAL</b>
<b>Percentage</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>January</b>	60,42	76,68	67,70	<b>69,70</b>
<b>February</b>	60,62	83,30	68,09	<b>78,71</b>
<b>March</b>	64,97	76,75	70,28	<b>68,46</b>
<b>April</b>	56,42	65,47	69,19	<b>59,29</b>
<b>May</b>	51,80	58,34	65,95	<b>49,81</b>
<b>June</b>	55,30	55,30	62,00	<b>49,16</b>
<b>July</b>	46,79	68,40	74,80	<b>54,16</b>
<b>August</b>	53,48	54,02	69,73	<b>55,64</b>
<b>September</b>	46,66	53,40	63,25	<b>48,08</b>
<b>October</b>	53,39	60,95	44,61	<b>52,00</b>
<b>November</b>	55,94	69,71	43,74	<b>54,95</b>
<b>December</b>	57,18	70,41	53,14	<b>53,49</b>
<b>Total</b>	<b>55,24</b>	<b>66,06</b>	<b>62,70</b>	<b>57,79</b>

Source; Metro Dade Department of Tourism Division

There is a total of 57,731 tourist accommodation facilities in Dade County, as compared. To 58,812 in 1982. This indicates that some hotels and motels have either gone out of and modernizing its business or were turned into condominiums. Table 1.5 shows the distribution of hotel rooms by geographic area.

Table 1.5 Dade County Tourist Accommodation Facilities By Type - 1983

<b>Area</b>	<b>Hotels</b>		<b>Motels</b>		<b>Total</b>	
	<b>Number</b>	<b>Units</b>	<b>Number</b>	<b>Units</b>	<b>Number</b>	<b>Units</b>
<b>Miami Beach</b>	285	26,211	18	1,372	303	27,585
<b>Surfside / Bal Harbour</b>	11	1,671	23	1,104	23	2,775
<b>Sunny Isle</b>	5	913	50	5,673	55	6,586
<b>North Dade</b>	17	1,322	103	4,700	120	6,022
<b>Airport</b>	10	2,585	12	1,661	22	4,246
<b>Downtown</b>	47	5,318	8	563	55	5,881
<b>Key Biscayne</b>	3	604	4	231	7	835
<b>South Dade</b>	21	1,178	91	2,623	112	3,801
<b>Total</b>	<b>399</b>	<b>39,802</b>	<b>309</b>	<b>17,927</b>	<b>708</b>	<b>57,731</b>

Source; Dade County Department of Tourism

The supply of hotel rooms in Dade County will increase throughout this year (1984) by 6,000 as two more hotels are expected to complete construction. The opening of more new hotels is not likely to bring any new business; instead, there will be a tougher competition to capture the already existing market. By the opening of large chain hotels, the analysts predict that smaller, middle-of-the-road hotels will be first to disappear from the market.

### Transportation

Miami is a city easily accessible by air from both domestic and international points of departure. It is, however, difficult to reach by auto from out of state. Local transportation includes rental cars, taxis, buses, and the recently completed rapid transit system. Road networks within the county limits are adequate. Dade County is the first major metropolitan area in Florida to not only recognize, but to find comprehensive solutions to the complex problems of moving large numbers of people safely, quickly, and economically, with Metrobus and Metrorail Rapid Transit System.

### Dining

Dade County has an excellent selection of restaurants in terms of decorum, menus, and prices. This area has an excellent reputation for seafood and various international dishes, particularly Spanish.

## Attractions

Table 2.1 lists the major attractions, cultural facilities, night life, recreational facilities, and sports activities, which avail themselves to the tourist or convention delegate. The community has no single tourist attraction which, by itself, draw tourists to the area. The city has no symphony or regional ballet company.

Table 2-1 Ma Jor Attractions, Cultural Facilities Night Life, Recreational Facilities, Sports In Miami

Attractions:	Crandon Park Planet Ocean Seaquarium Marine Stadium Orange Bowl Metro Zoo Parrot Jungle Monkey Jungle Orchid Jungle Coconut Grove Little Havana Vizcaya Serpentarium Wax Museum Fairchild Tropical Garden Everglades National Park
P Cultural:	Greater Miami Opera Guild Miami Ballet Company Ballet Concerts Fusion Dade Company Chamber Music Concerts Civic Music Series Bass Museum of Art Parks - Multiple
Night Life:	Night Entertainment - Las Vegas Style Ethnic Entertainment
Recreation:	Golf Tennis All Water Sports Fishing Beaches Skiing
Sailing Sports:	Pro-Football Horse Racing Greyhound Racing Jai-alai

### 3. DEMOGRAPHIC ANALYSIS OF DADE COUNTY TOURISTS

A tourist is defined as a person who travels 100 miles or more from one area of origin to destination and/or stays one night in a destination hotel/motel or other transient accommodation facility. To meet the demand for marketing intelligence and for effective decision making by business and government agencies, statistical and technical data is vital to measuring the economic and demographic impact of tourism. The need for a statistical data is also very important in the analysis of the tourism in Dade County.

This chapter will concentrate in the analysis of both the domestic and international tourists arriving to Dade County. It is important to mention that the data that had been gathered from both government and private sector agencies are not consistent when compared to one another, since these agencies use different methodologies when collecting the information. The Dade County Department of Tourism is the only local government tourist agency that has allocated personnel and funds for the gathering and dissemination of research information. But although it is summer of 1984, the data for 1983 is not complete yet, due primarily to funding limitations. (Mathieson, 1982)

### Economic Impact of Tourism

In Florida, tourism is a stabilizing economic factor. Although tourism is reported not to be Florida's dominant industry, the 39 Million tourists in 1983 accounted for 16 percent of the state's employment, versus 5 percent nationwide, and contributed \$22.8 billion to the economy. (Horwarth, 1984)

Tourism is equally important to Dade County. Table 2.2 notes the general expenditures for both domestic and inter-national tourists to Greater Miami over the past five years. It is seen that the total expenditures are 10 percent down in 1983, when compared to the year before. In Dade County, the overall decline in tourists was 8.41 percent in 1983, and the hotel/motel occupancies were down 4.3 percent at the Airport, 2.2 percent down at the Beach, and 1.4 percent at Downtown hotels. In 1984, the hotel occupancies were 3.4 percent down at the Airport, and 2.9 percent down at Downtown hotels. (Horwarth, 1984)

Table 2.2 – Economic Impact Of Tourist Expenditures In Dade County

Dade County Visitors	1979	1980	1981	1982	1983
US Dollars	\$	\$	\$	\$	\$
Domestic	4,500,000,000	5,374,462,500	6,020,398,000	4,500,000,000	3,970,532,000
International	2,520,782,181	3,677,703,698	4,230,398,250	2,268,586,701	2,100,000,000
<b>Totals</b>	<b>7,020,792,181</b>	<b>9,052,166,198</b>	<b>10,250,757,250</b>	<b>6,768,586,701</b>	<b>6,070,532,000</b>

Source; Dade County Department of Tourism

The decline in tourism is said to be because of poor economic conditions and restrictive travel policies in Latin America, along with the strength of the dollar in Europe that has a negative impact on the foreign trade, which once boosted the county's tourism. Table 2.3 provides the number of tourists to Dade County.

Table 2.3 – number of tourists to dade county

Years	1980	1981	1982	1983
Domestic	4,398,500	4,404,236	3,829,657	3,534,751
International	2,340,509	2,588,156	2,431,497	2,200,000
<b>Totals</b>	<b>6,759,009</b>	<b>7,072,392</b>	<b>6,241,154</b>	<b>5,734,751</b>

Source; Dade County Department of Tourism

A significant decline is seen in the number of a domestic and international tourists coming to Miami.

Table 2.4 gives a breakdown of international tourists; again, a significant decline is seen in the number of European and Latin American tourists, due to the problems mentioned above.

Table 2.4 – international tourists by region to dade county

Years/Countries	1980	1981	1982	1983
European	489,477	578,770	435,494	300,000
Caribbean	641,748	706,729	734,361	700,000
Latin American	1,066,772	1,088,144	1,170,457	960,000
Others	202,012	214,513	91,185	60,000
<b>Totals</b>	<b>2,400,009</b>	<b>2,588,156</b>	<b>2,431,497</b>	<b>2,200,000</b>

Source; Dade County Department of Tourism

Table 2.5 indicates the passenger arrivals to Miami International Airport.

Table 2.5 – Passenger Arrivals At Miami International Airport, (following years)

Visitors/Years	1979	1980	1981	1982	1983
International	3,748,016	4,246,262	5,302,502	3,789,101	3,570,963
Domestic	6,080,291	6,030,900	3,744,361	5,888,812	6,157,507
<b>Totals</b>	<b>9,828,307</b>	<b>10,277,162</b>	<b>9,046,863</b>	<b>9,677,913</b>	<b>9,728,470</b>

Source; Metro Dade County Department of Tourism Research Division

There is a slight increase in the number of domestic tourists in 1983. Table 3.1 indicates an increasing trend in the number of passengers to the Port of Miami.

Table 3.1 – Passenger Arrivals At Port Of, (following years)

Years	Arrivals
1977	978,016
1978	982,275
1979	1,350,332
1980	1,546,230
1981	1,547,137
1982	1,896,109
1983	2,102,402

Despite the declining trend in tourism: In Dade County, cruise lines are attracting many people from all around the nation. There are already some efforts to expand and renovate the Port. These passengers who come to Miami to get on board, are potential customers for the hospitality industry of Miami. The hotels should offer packages and discounts to better utilize this untapped area.

Table 3.2 indicates that there is a decline in the number of tourist arrivals to Dade County by automobile. This could very well mean that the type of tourists coming to Miami are changing more from families to business travelers. This sort of tourists will probably be more affluent and visiting for business purposes rather than family vacations.

Table 3.2 – Tourist Arrivals To Dade County \* Domestic

Air/Years	1980	1981	1982	1983	Change %
1 <sup>st</sup> . Quarter	1,117,400	1,047,924	1,203,757	1,107,695	-15.46
2 <sup>nd</sup> . Quarter	778,900	685,163	802,010	598,326	-25.40
3 <sup>rd</sup> . Quarter	734,900	726,750	538,461	552,271	2.57
4 <sup>th</sup> . Quarter	745,200	813,696	560,914	599,180	6.83
Totals	3,376,400	3,273,532	3,105,142	2,857,472	-7.98

Auto/Years	1980	1981	1982	1983	Change %
1 <sup>st</sup> . Quarter	390,700	226,300	321,178	185,475	-42.26
2 <sup>nd</sup> . Quarter	169,700	195,336	142,503	161,408	13.27
3 <sup>rd</sup> . Quarter	226,700	193,620	115,633	124,747	7.89
4 <sup>th</sup> . Quarter	235,000	155,448	145,201	205,649	41.64
Totals	1,022,000	770,704	724,515	677,279	-6.52

Combined/Years	1980	1981	1982	1983	Change %
1 <sup>st</sup> . Quarter	1,508,100	1,274,224	1,524,935	1,293,170	-15.20
2 <sup>nd</sup> . Quarter	948,600	880,498	944,513	759,734	-19.57
3 <sup>rd</sup> . Quarter	961,600	920,370	654,094	677,018	3.51
4 <sup>th</sup> . Quarter	980,200	969,144	706,115	804,829	13.98
Totals	2,340,009	4,004,236	3,829,657	3,534,751	-7.71

International	2,340,009	2,588,156	2,431,497	*2,200,000	-9.53
Grand Total	6,738,000	6,632,392	6,261,154	*5,734,751	-8.41

\*Projected Estimates

Source: Metro Dade County Department of Tourism

Table 3.3 – Average Domestic Air &amp; Auto Tourists To Miami

Air

Purpose	%
Arriving from North/Northeast	69.40
Business main purpose of visit	38.00
Visiting friends and relatives	23.50
Professional/Executive	44.00
Manager/White collar worker	35.90
Earning over \$40,000	20.70
Stayed in a hotel/motel	66.70

Auto

Purpose	%
Arriving from North/Northeast	59.20
Vacationing main purpose of visit	40.90

Visiting friends and relatives	37.90
Retired/Semi-retired	32.30
Professional/Executive	29.50
Earning between \$30,000-\$40,000	25.50
Stayed in a hotel/motel	49.10
Stayed with friends/relatives	30.10

### The Domestic Tourist

The domestic tourist is defined as a person whose point of origin is within the United States or Canada and 100 miles from area of destination and stays one night in a transient accommodation facility. In 1983, travel to Miami by domestic tourists was down by 7.7 percent. Table 3.4 denotes the top ten points of origin to Dade County for both air and automobile, by domestic tourists during 1982 and 1983. Table 3.5 profiles the domestic tourist to Dade County by means of air and automobile, and provides demographic information concerning purpose of visit, occupation, family income, and lodging used

Table 3.4 – Domestic Point Of Origin Rankings To Dade County

Port of Origin Top Ten	Rank	1982 % Air	Rank	1982 % Auto	Rank	1983 % Air	Rank	1983 % Auto
California	5	5.5		N/A	7	6.7		N/A
Georgia	7	4.1	1	8.5	3	6.5	1	9.8
Illinois	2	7.6	6	4.2	4	5.5	6	4.2
Kentucky	4	5.5		N/A		N/A		N/A
New Jersey	9	3.8	7	2.7	6	4.5		N/A
New York	1	14.5	2	8.3	1	12.11	5	5.39
North Carolina	10	2.9	5	5.5		N/A		N/A
Ohio	8	4.1	4	5.8	5	5.0	4	7.4
Pennsylvania	3	6.6	8	2.5	7	2.9	2	8.1
Texas	6	4.3	3	8.2		N/A	3	7.3

Source. Dade County Department of Tourism

Table 3.5 – Profile Of Domestic Tourists To Dade County

Purpose of Visit	1982 % Air	1982 % Auto	1983 % Air	1983 % Auto
Vacation	21.30	48.20	21.60	40.97
Personal	2.50	5.90	1.97	.73
Business-Company	34.50	8.20	38.05	8.13
Business-Private	4.10	6.0	3.16	7.37
Convention	12.00	2.40	5.35	1.42
Friends/Relatives	22.00	26.10	23.50	37.99
Cruise	2.50	1.00	3.60	.69

Source. Dade County Department of Tourism

Table 3.5 – Continued

Occupation	% 1982 - Air		% 1982- Auto		% 1983 - Air		% 1983 - Auto	
	Male	Female	Male	Female	Male	Female	Male	Female
Professional Executive	45.60	16.20	22.00	6.20	44.00	17.95	29.53	11.35
Manager /White Collar	29.60	24.80	11.20	12.10	35.93	28.65	17.25	15.43
Blue Collar	7.10	4.00	25.10	8.50	6.90	3.65	14.93	5.60
Student/Housewife/Military	3.40	33.80	5.30	43.70	6.53	40.53	5.43	46.43
Retired/Semi-Retired	11.0	16.20	29.40	26.30	6.58	7.53	32.33	21.23
Unemployed	.40	1.60	1.90	2.30	.13	.68	.0	.0
Other	2.40	2.70	5.00	.90	.83	1.13	5.80	.0

Table 3.5 – Continued

Family Income \$	% 1982 - Air	% 1982- Auto	% 1983 - Air	% 1983 - Auto
\$0-10,000	2.50	3.40	.91	.60
\$10-20,000	7.60	19.50	4.66	15.64
\$20-30,000	14.30	35.00	10.24	22.11

\$30-40,000	23.60	20.80	16.04	25.59
\$40,000+	48.30	20.80	20.72	10.32

Table 3.5 – Continued

Lodging Facilities Used	% 1982 - Air	% 1982- Auto	% 1983 - Air	% 1983 - Auto
Hotel/Motel	70.10	52.60	66.78	49.17
Campground	N/A	6.50	.32	10.29
Trailer Park	.10	2.20	.53	3.48
Condo-Rental/Owned Residence	3.70	6.70	3.05	2.81
Friends/Relatives	25.20	30.50	26.92	30.18
Other	1.00	1.60	1.37	1.19

Source. Dade County Department of Tourism

#### International Tourist

The international tourist is defined as a person whose point of origin is outside the territorial limits of the United States or Canada, and who stays at least two nights in a transient accommodation facility.

International arrivals were down by 9.53 percent in 1983. This was due primarily to political and economic problems in Latin American and the Caribbean. While an unfavorable exchange rate was the major prohibitive factor in many European countries.

Table 4.1 denotes foreign arrivals to Dade County from countries in Europe, Latin America, and in Table 4.2, foreign countries are ranked by tourist arrivals. It is not surprising to see that country (Venezuela) in 1982 dropped down to be the fifth due to the economic problems and the oil glut. Instead, as the third ranked country in 1982, became as the first foreign country by international tourist arrivals to Dade It is evident that there is a sharp decline in the number tourists from all countries.

Table 4.1 – domestic tourist expenditure

Lodging Facilities Used	% 1982 - Air	% 1982- Auto	% 1983 - Air	% 1983 - Auto
Transportation	14.06	1.20	14.30	.77
Gasoline	2.63	10.47	2.86	11.67
Grocery	3.04	7.28	3.76	6.59
Restaurants	35.21	24.72	38.05	23.43
Lodging	44.31	24.89	44.53	28.15
Entertainment	15.09	9.25	12.24	16.93
Gifts	3.88	3.38	3.59	3.98
Other	6.69	3.40	9.31	2.57
Expenditure/Party/Day	124.90	84.59	128.64	94.09
Quantity/Party	1.5	2.6	1.45	2.3
Expenditure/Person/Day	83.27	33.68	88.72	40.00
Quantity Days	8.1	12.3	7.9	9.5
Expenditure/Person/Trip	664.05	386.46	700.89	388.65

Table 4.1 – Continued, average expenditure/person/trip of domestic tourists to miami

	\$ 1982	\$ 1983
Air	664.04	700.89
Auto	386.46	388.65
Combined	525.25	544.77

Source; Dade County Tourism Facts; Miami Business Report, 1983

Table 4.2 – FOREIGN ARRIVALS TO DADE COUNTY (by region/country)

Points of Origin - Europe	1980	1981	1982	1983
Belgium	4,633	3,251	4,108	N/A
Denmark	N/A	N/A	2,947	2,749
France	22,454	22,245	19,653	2,749
Ireland	7,550	10,158	6,481	N/A
Italy	6	N/A	N/A	N/A
Netherland	8,050	12,898	6,322	*62
Norway	N/A	512	1,652	N/A

Portugal	183	180	N/A	N/A
Spain	38,138	39,940	41,452	25,687
Sweden	N/A	N/A	4,118	2,707
15Switzerland	14,527	15,148	6,586	3,003
United Kingdom	326,629	400,219	275,892	135,184
West Germany	67,127	74,219	66,283	30,451

\*Miami lost its direct flights from France and Netherlands

Source: Dade County Department of Tourism

Table 4.2 – Continued

Points of Origin - Caribbean	1980	1981	1982	1983
Antigua	4,346	7,414	8,508	7,688
Bahamas	244,904	236,097	233,572	194,126
Barbados	15,031	19,713	18,656	14,568
Bermuda	3	4	1	3
Caymans	38,778	45,990	41,670	30,078
Cuba	25,672	15,317	25,579	10,601
Dominican Republic	62,125	74,926	81,853	44,111
Haiti	41,101	51,873	46,778	32,605
Jamaica	139,158	173,433	188,873	113,029
Netherland Antilles	37,763	47,622	47,086	31,048
Trinidad/Tobago	32,873	34,340	41,785	32,810

Table 4.2 – Continued

Points of Origin – Latin America	1980	1981	1982	1983
Argentina	62,197	44,792	24,840	18,284
Belize	N/A	N/A	11,599	9,146
Brazil	104,047	119,634	130,977	78,487
Chile	7531,485	35,394	35,065	24,375
Colombia	168,037	188,480	190,664	122,2
Costa Rica	32,992	N/A	53,873	52,297
Ecuador	56,502	58,317	49,406	24,942
Guatemala	76,827	70,633	59,999	34,903
Honduras	N/A	N/A	41,266	24,428
Mexico	123,424	168,965	120,578	*99,686
Nicaragua	N/A	N/A	12,192	11,527
Panama	70,682	74,782	65,597	50,027
Peru	47,581	54,010	62,387	45,179
Venezuela	265,990	276,847	276,810	*105,019

\*Due to oil glut. Source: US. International Air Travel Statistics – US. Department of Transportation; Miami Business Report 1983

Table 4.2 – Continued

1983	Rank 1982	1981	Countries	No. of Visitors	No. of Visitors
5	1	2	Venezuela	276,810	105,019
2	2	1	United Kingdom	275,892	135,184
1	3	3	Bahamas	233,572	199,216
3	4	4	Colombia	190,664	122,275
4	5	5	Jamaica	188,873	113,029
7	6	7	Brazil	130,977	78,487
6	7	6	Mexico	129,578	99,686
10	8	8	Dominican Republic	81,853	44,111
16	9	10	West Germany	66,283	39,451
8	10	9	Panama	65,597	50,677
9	11	13	Peru	62,387	45,179
11	12	11	Guatemala	59,999	34,908
12	13	N/A	Costa Rica	52,297	32,992
19	14	12	Ecuador	49,406	24,942
15	15	15	Netherland Antilles	47,086	31,048
14	16	14	Haiti	46,778	32,605
13	17	20	Trinidad/Tobago	41,785	32,810

17	18	16	Grand Cayman	41,670	30,078
18	19	18	Spain	41,452	25,687
20	20	N/A	Honduras	41,266	24,428
21	21	19	Chile	35,065	24,375
N/A	22	N/A	El Salvador	27,774	N/A
25	23	23	Cuba	25,579	10,601
22	24	17	Argentina	24,846	18,784
31	25	21	France	19,653	725
23	26	22	Barbados	18,656	14,568
24	27	N/A	Nicaragua	12,192	11,527
26	28	N/A	Belize	11,599	9,146
27	29	27	Antigua	8,508	7,688
28	30	24	Switzerland	6,586	3,003
N/A	31	26	Ireland	6,481	N/A
32	32	25	Netherland	6,322	62
30	33	N/A	Sweden	4,118	2,707
N/A	34	28	Belgium	4,108	N/A
29	35	N/A	Denmark	2,947	2,749
33	36	29	Israel	2,434	21
N/A	37	30	Norway	1,652	N/A
N/A	38	N/A	Morocco	18	N/A
34	39	31	Bermuda	1	3
35	40	32	Other Countries	88,733	38,730
GRAND TOTAL					2,431,497

#### Attractions

Dade County's tourist attractions are limited and fail to compete with the heavily attended attractions in which are mostly located in Orlando and Tampa. pact in the decline of the number of tourists to Dade County. Source: US. International Air Travel Statistics by US. Department of Transportation, Special Programs Administration.

#### CONCLUSION

Since 1980 Dade County has experienced a continuing decline in both domestic and international tourists to the area. There are several factors contributing to the decline.

Firstly, the Latin American and Caribbean countries are facing political and economic problems, and some of the European countries are negatively affected by unfavorable exchange rates.

On top of this, Dade County, especially the City of Miami, has been the target for the media due to it drug related problems, racial troubles, influx of refugees, and the riots that took place in 1980. Some other factors contributed to the decline could be listed as: The deterioration of the physical facilities, as well as the services rendered.

The limited attractions of the county are so far, to compete with Florida 's heavily attended attractions in Orlando and Tampa. City of Miami, especially the beach area, is populated with elderly people who turned the city into a "resting place" for the old. All these problems had. a narrative impact on the tourism industry of Dade County. It is evident from the results of the survey that there is a change in the type of tourists to the area. According to the study, tourists coming to Dade County in the future will more likely do so by air than auto and will be here for special purposes such as conducting business, attending conventions, going on a cruise, etc. The middle-income family who once came to Miami only for vacation purposes will no longer be a main target of the industry.

Greater Miami must respond accordingly to these changes. Many of the hotels-shifting from tourists, and aiming at the business opened in Dade County last airport, downtown, or in these locations are close to needs of the business traveler who their meetings. In order to be able to serve the new hotels that County must expand and modernize its convention. Miami, a few years ago, was one of the top convention destinations in the United States, but as a result of not updating facilities, the city has lost its position to others time for the public and private sectors to work together and develop a marketing plan of its tourism and convention industry. The passenger arrivals to the Port of Miami has been increasing since 1977, these

passengers are potential customers for the Miami's hospitality industry. The hotels should work along **with the air** and cruise lines to offer packages and discounts to better utilize this untapped area.

## APPENDIX

Maps 1 prior to 1980's



## REFERENCES

- Horwarth, L. a. (1984). *Economic Impact of Tourism*. Miami: Laventhol and Horwarth.
- Luytjes, J. B. (1983). *Analysis of the Tourist Industry in Dade County: A Plan for Consolidation*. Miami, Florida: FIU.
- Mathieson, A. (1982). *Tourism; Economic, Physical and Social Impacts*. New York: Longman Pub. Co., Inc., .
- Protko, R. O. (1976). *In and Around South Miami*. Miami: E. A. Seeman Pub. Co., Inc., .
- Smiley, N. (1975). *Discover Yesterday's Miami*. Miami, Florida: E. A. Seeman Pub. Co., Inc., .