



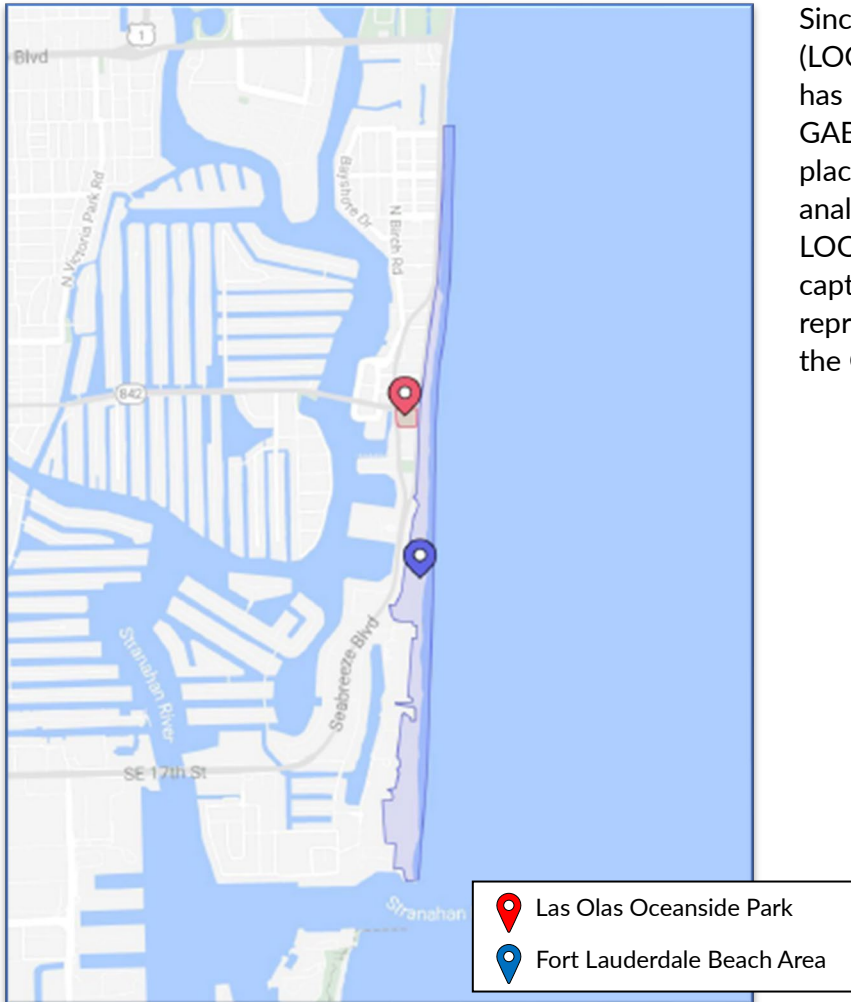
## Great American Beach Party Study

City of Fort Lauderdale  
Nighttime Economy Office  
June 27, 2023

# GREAT AMERICAN BEACH PARTY - FORT LAUDERDALE BEACH

## The Great American Beach Party

The Great American Beach Party (GABP) is a city-sponsored annual event taking place on Fort Lauderdale Beach during Memorial Day weekend. The event has been held every year since 2009. It is a free, family-friendly event with a wide range of activities scheduled throughout the afternoon such as live music, military tributes, water slides, sandsculpting, art show, classic car show, games, vendors, exhibits, and a Walk of Fame ceremony.



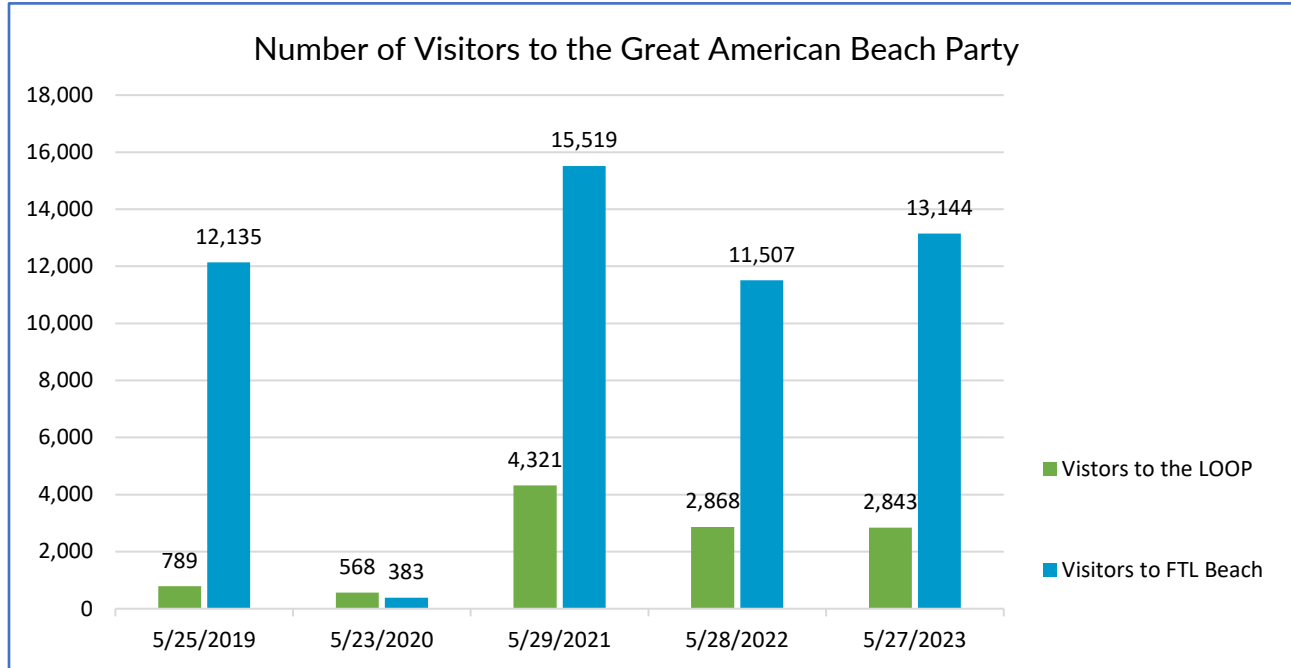
Since Las Olas Oceanside Park (LOOP) opened in late fall of 2019, it has become the primary location for GABP, but many activities also take place on the sandy beach. In our analysis we have included both the LOOP and Beach locations to better capture a more comprehensive representation of all event visitors of the Great American Beach Party.

Map of the geographical areas analyzed.

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## Visitors

The Great American Beach Party is the summer kick-off party on Fort Lauderdale Beach. The Nighttime Economy Office used foot traffic data to analyze visitors attending the event from 2019-2023.



Number of Visitors to Great American Beach Party  
Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

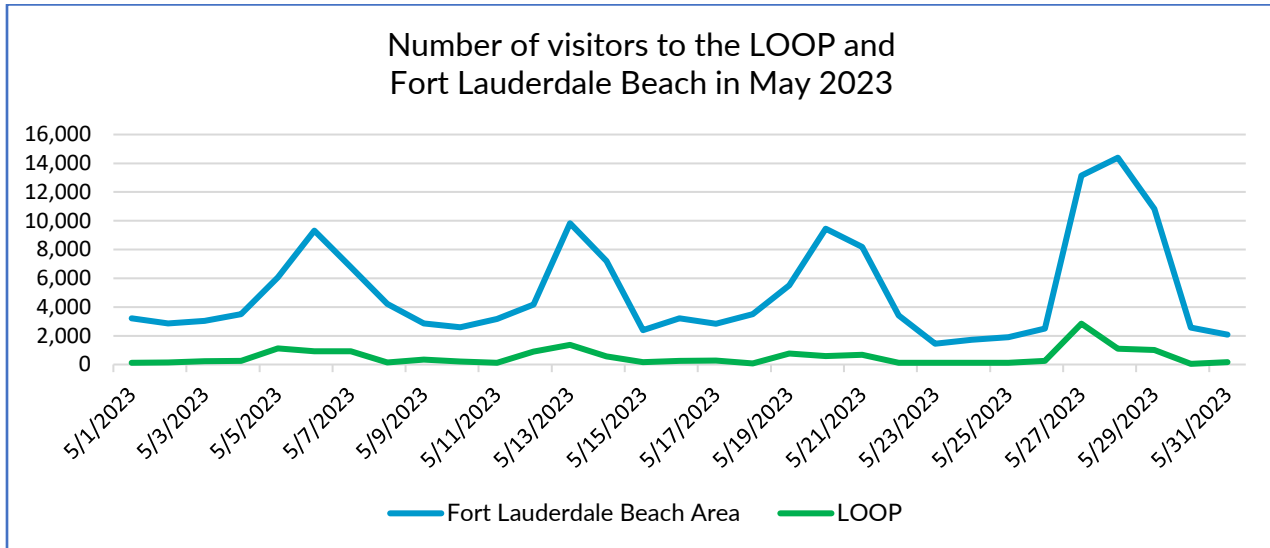
A comparison between the years 2019-2023 depicted in the *Number of Visitors to Great American Beach Party* chart above illustrates the annual attendance trend. The low attendance rates seen at the LOOP in 2019 is due to the event preceding the LOOPs official opening in October of 2019 while the overall decline in 2020 are a result of COVID related event cancellations.



Great American Beach Party 2023

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Based on 2023 data, Memorial Day Weekend was clearly the most popular beach weekend in May. In addition to the holiday crowd and GABP, the World Aquatics High Diving Championship, also took place on May 26-27 at the newly renovated Fort Lauderdale. Aquatic Center (FLAC).

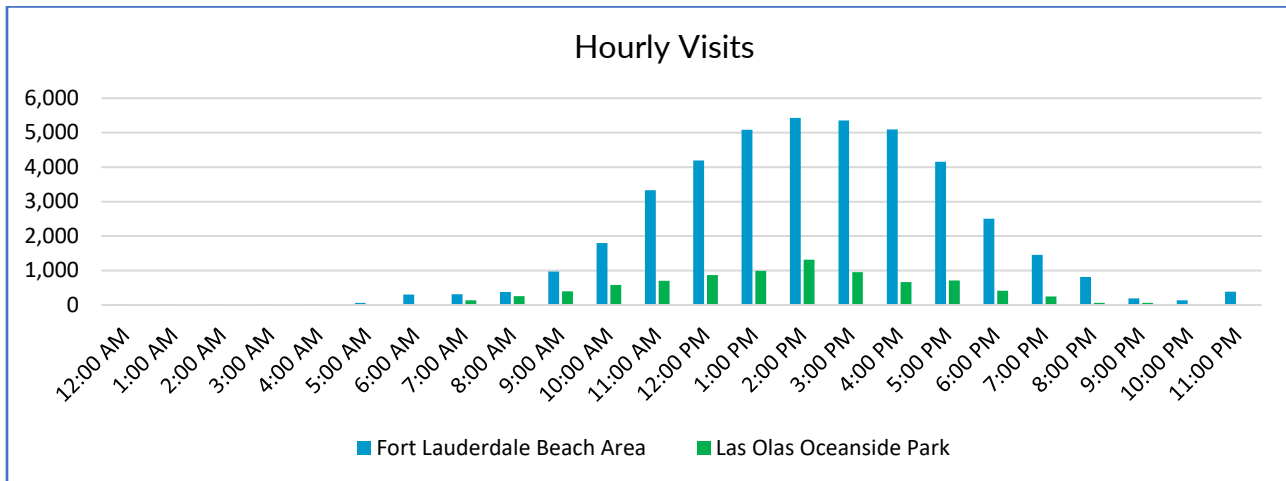


Number of visitors to the LOOP and Fort Lauderdale Beach area in May 2023

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

## Peak Visit Hours

GABP is a family friendly event that starts before noon and lasts through the afternoon. At this year's event the peak visit hours were early afternoon, between 2:00 p.m and 3:00 p.m. During those hours the SOCOM Para-commandos Parachute Jump show took place on the beach and the Military tribute took place at the LOOP.



Hourly Visits May 27, 2023

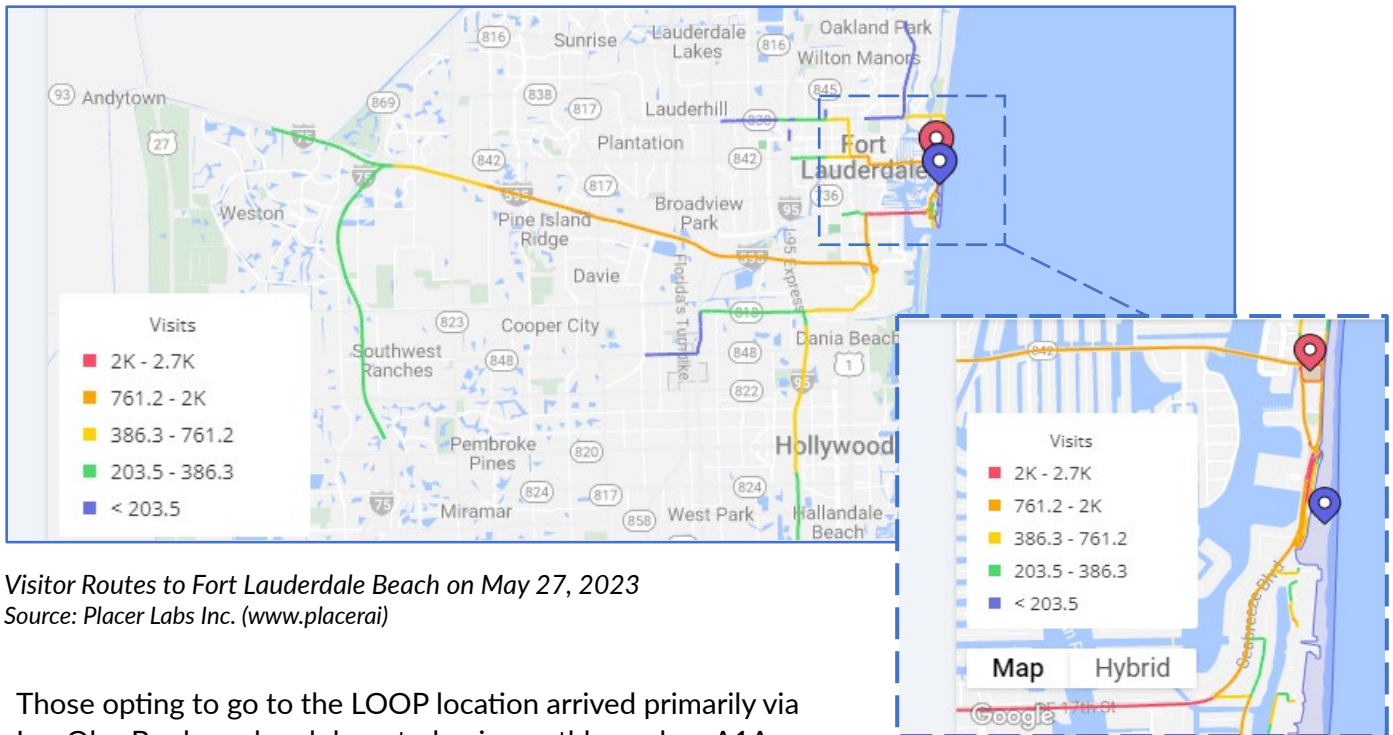
Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

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The average length people stayed at the event was 92 minutes for the LOOP and 110 min for the beach location.

## How did the visitors get there?

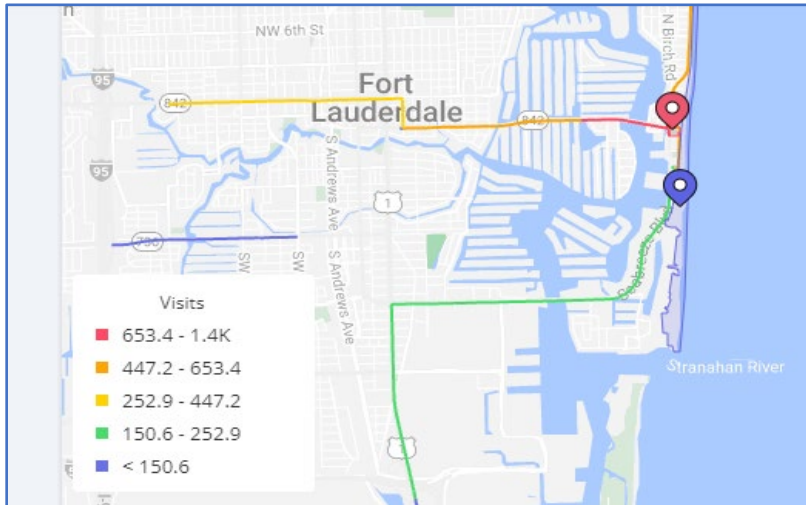
Tracking the visitors traffic routes to and from the event shows that visitors who went to the Fort Lauderdale Beach area arrived/departed primarily via SE 17<sup>th</sup> Street and parked at the South Beach Parking lot.



Visitor Routes to Fort Lauderdale Beach on May 27, 2023  
Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

Closeup of South Beach Parking lot traffic

Those opting to go to the LOOP location arrived primarily via Las Olas Boulevard and departed going northbound on A1A.

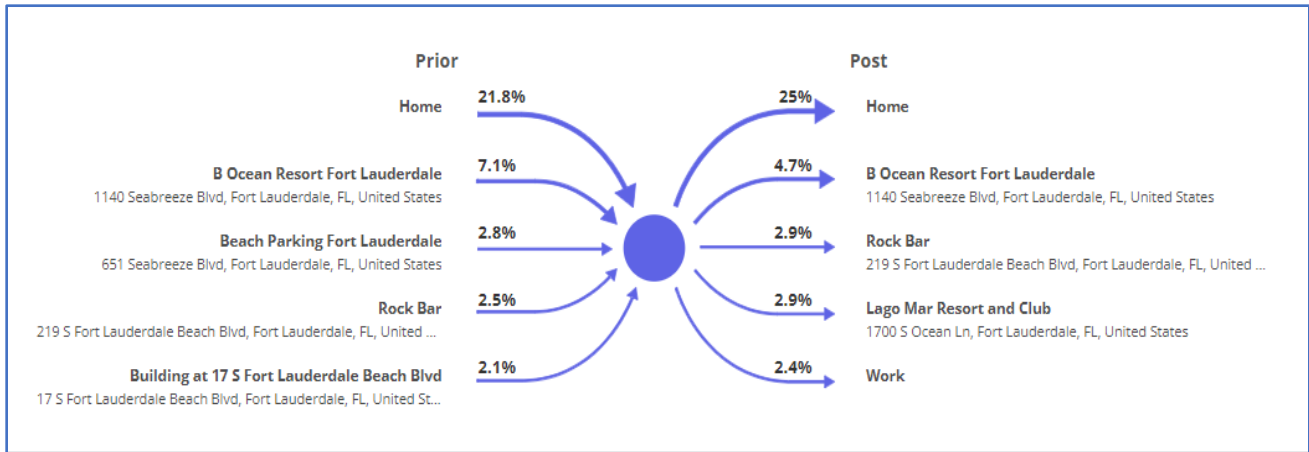


Visitor Routes to the LOOP on May 27, 2023  
Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

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## Visitors' journey to and from the event

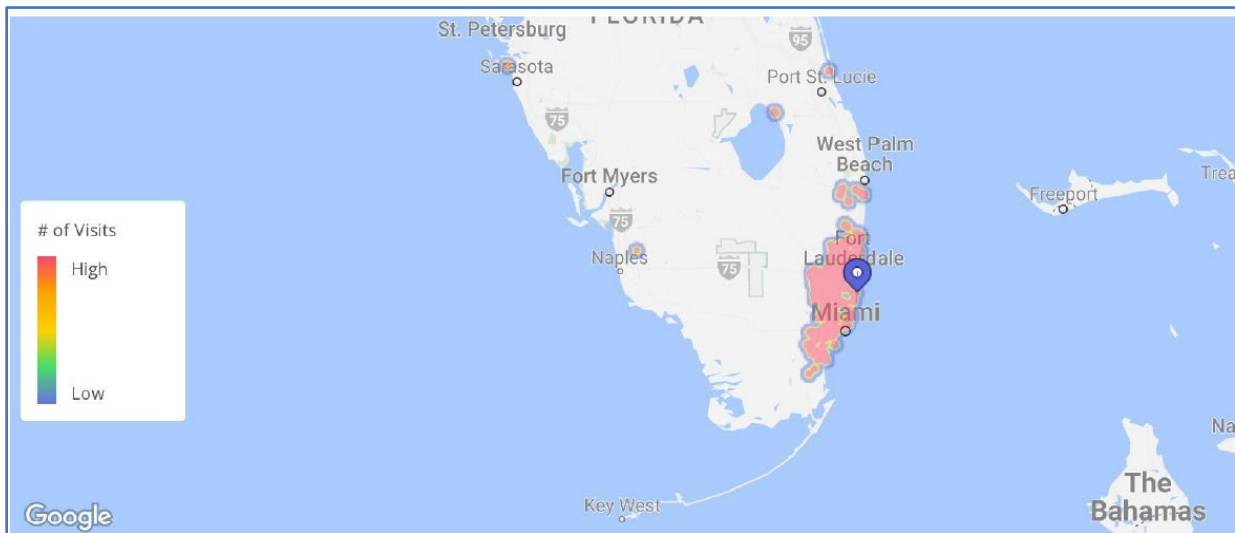
The visitors' journey chart shows the places the visitors came from immediately before the event and went to immediately after the event. As illustrated below, almost 22% of the visitors came directly from their home, and 25% went straight back home after. B Ocean Resort was the second most popular place to spend time before and after the event, with 7.1% before the event and 4.7% after the event.



Visitors Journey to and from GABP on May 27, 2023  
Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

## Where do the visitors live?

Most of the visitors live in or near Fort Lauderdale. The heat map illustrates the concentration of the visitors' home locations.



Heat Map of trade area, GABP May 27, 2023  
Source: Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

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Breaking down the home locations further reveals the top five home cities:

Home City	Number of Visitors
Fort Lauderdale	5,894
Miami	1,113
Hollywood	1,037
Pompano Beach	886
Hialeah	766



## Other local places of interest

The following list illustrates other the top ten places the visitors also went to on May 27, 2023.

Places	Address	Distance (Miles)	% of Visitors
The Gallery at Beach Place	17 S Fort Lauderdale Beach Blvd	0.8	14.20%
B Ocean Resort Fort Lauderdale	1140 Seabreeze Blvd	0.2	9.20%
Rock Bar	219 S Fort Lauderdale Beach Blvd	0.7	5.80%
Beach Parking Fort Lauderdale	651 Seabreeze Blvd	0.2	3.90%
Spazio	239 S Fort Lauderdale Beach Blvd	0.6	3.50%
Hilton Fort Lauderdale Beach Resort	505 N Fort Lauderdale Beach Blvd	1.3	3.20%
Lago Mar Resort and Club	1700 S Ocean Ln	0.7	3.10%
The Ritz-Carlton	1 N Fort Lauderdale Beach Blvd	0.9	2.80%
Louie Bossi's Ristorante Bar Pizzeria	1032 E Las Olas Blvd	1.8	2.70%
Sawgrass Mills	12801 W Sunrise Blvd	13.6	2.50%

Source: Placer Labs Inc. ([www.placerai](http://www.placerai))

## Demographics of the Visitors

- The median age of visitors was 40.8.
- The median income was \$ 70,000.
- 40.5% have a bachelor's degree or higher.
- The most common ethnicities are Hispanic and White.