

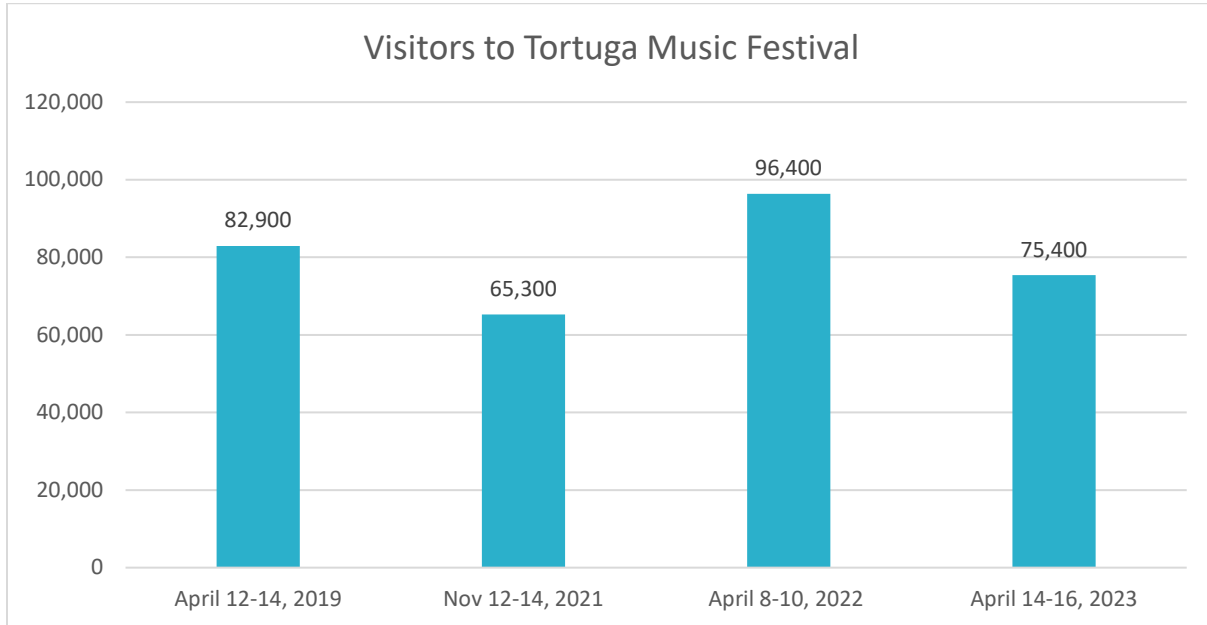


*Tortuga Music
Festival Study*

CITY OF FORT LAUDERDALE
NIGHTTIME ECONOMY OFFICE
MAY 4, 2023

Visitors

Tortuga Music Festival is a three-day annual music festival attracting thousands of visitors to Fort Lauderdale Beach every year. The City of Fort Lauderdale’s Nighttime Economy Office used foot traffic data to illustrate the impact the Tortuga Music Festival has on the area.



Number of visitors to Tortuga Beach Festival 2019-2023

Source: Placer Labs Inc. (www.placerai)

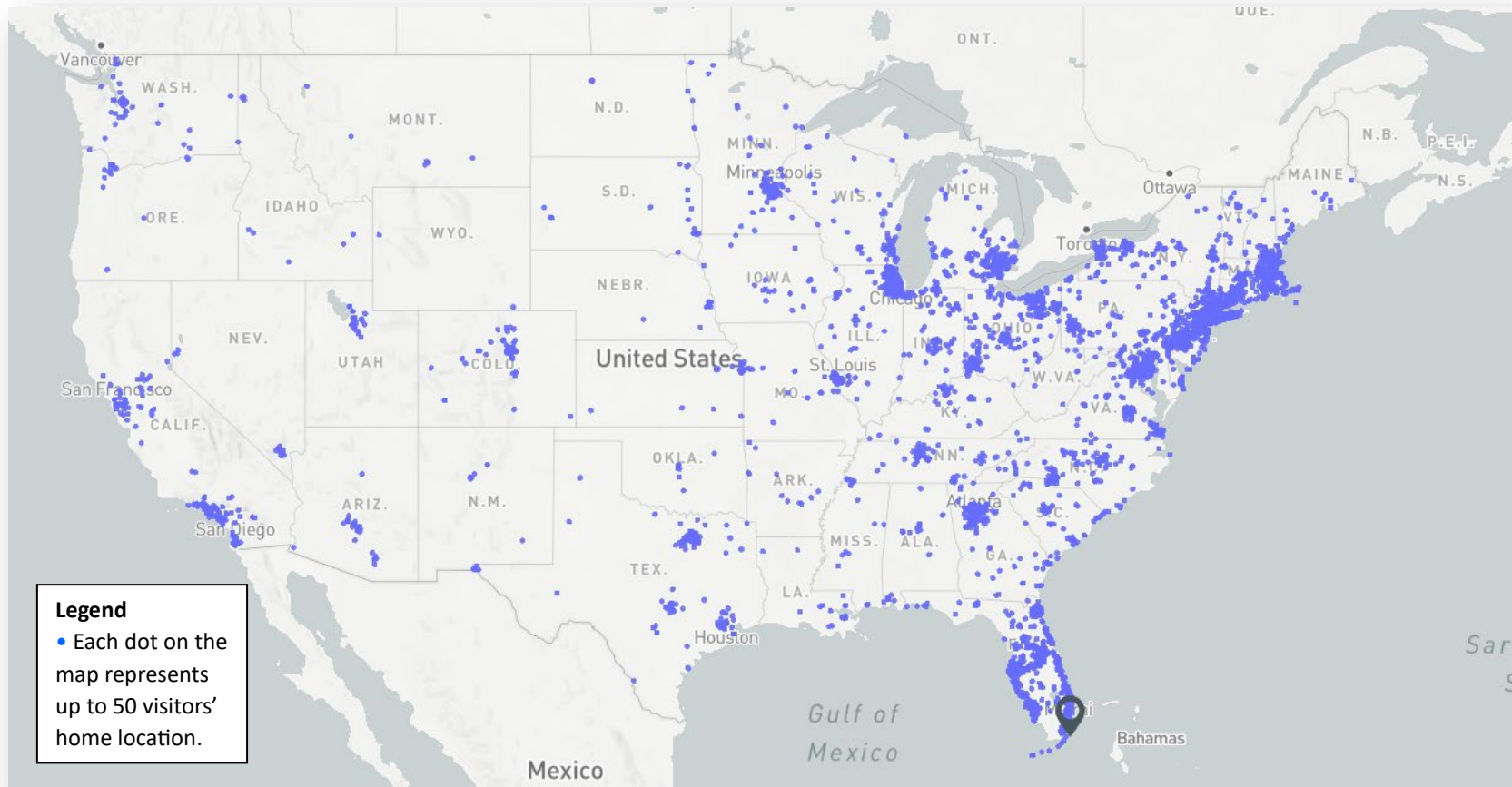
The festival started in 2013 and typically takes place in April. The 2020 festival was rescheduled to November 2021 due to the pandemic and consequent lockdowns. The 2022 event shows above pre-pandemic attendees, with a drop in visitors in 2023. A reason for that may be the inclement weather Fort Lauderdale experienced in the week leading up to the 2023 event with historic rainfall and flooding. The festival area was evacuated for a few hours on the opening day due to severe weather warnings.

Where do the visitors come from in the US?

Foot traffic data shows that the Tortuga Festival primarily attracts its audience regionally. In 2023, 68% of the visitors live in Florida, followed by New York State at a distance second with 3%. Within Florida, the majority of the visitors live in Broward and the tri-county area.

TORTUGA MUSIC FESTIVAL

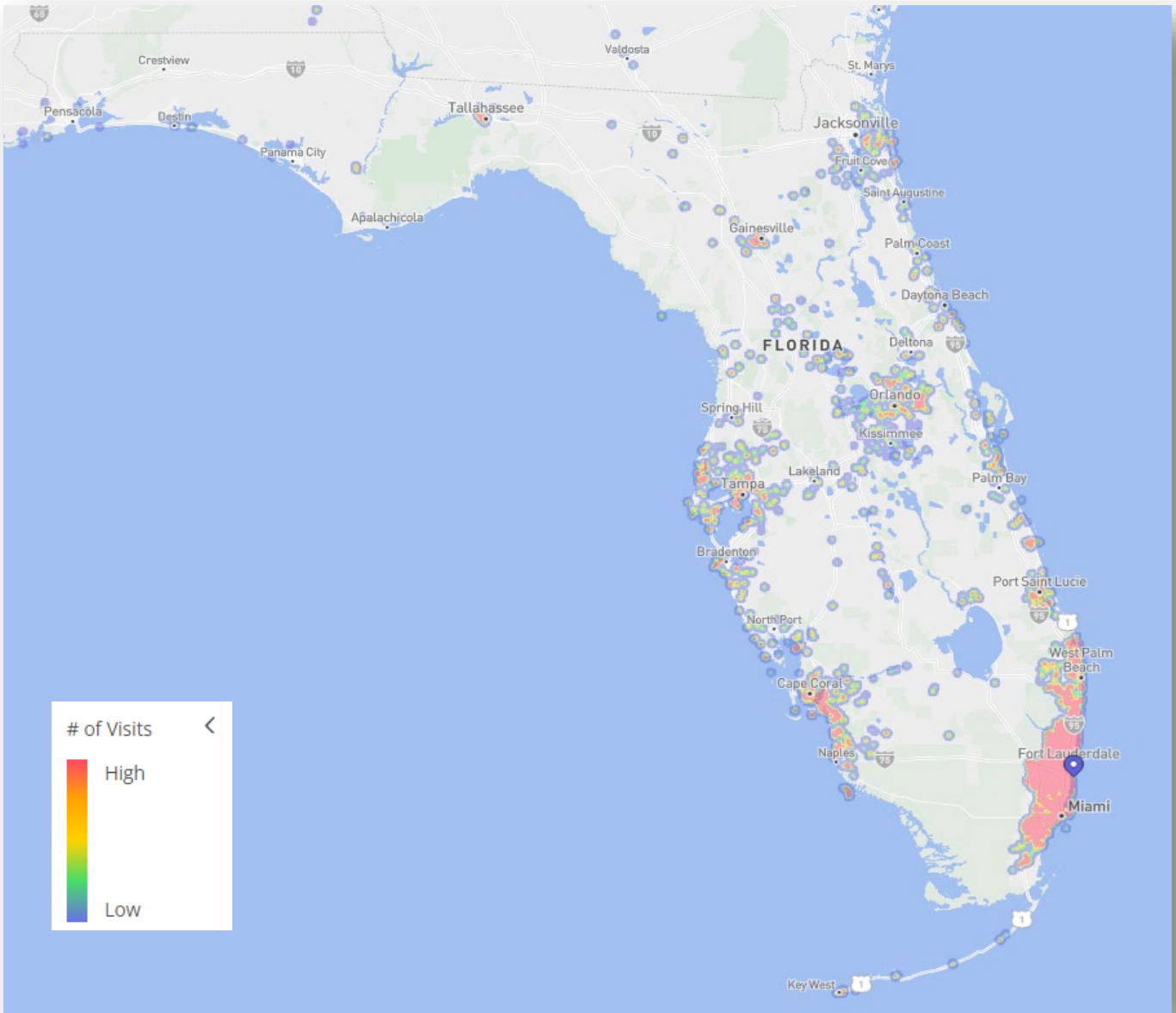
Dot Density Map of Tortuga visitors' home locations within the United States.



Source: Placer Labs Inc. (www.placerai)

TORTUGA MUSIC FESTIVAL

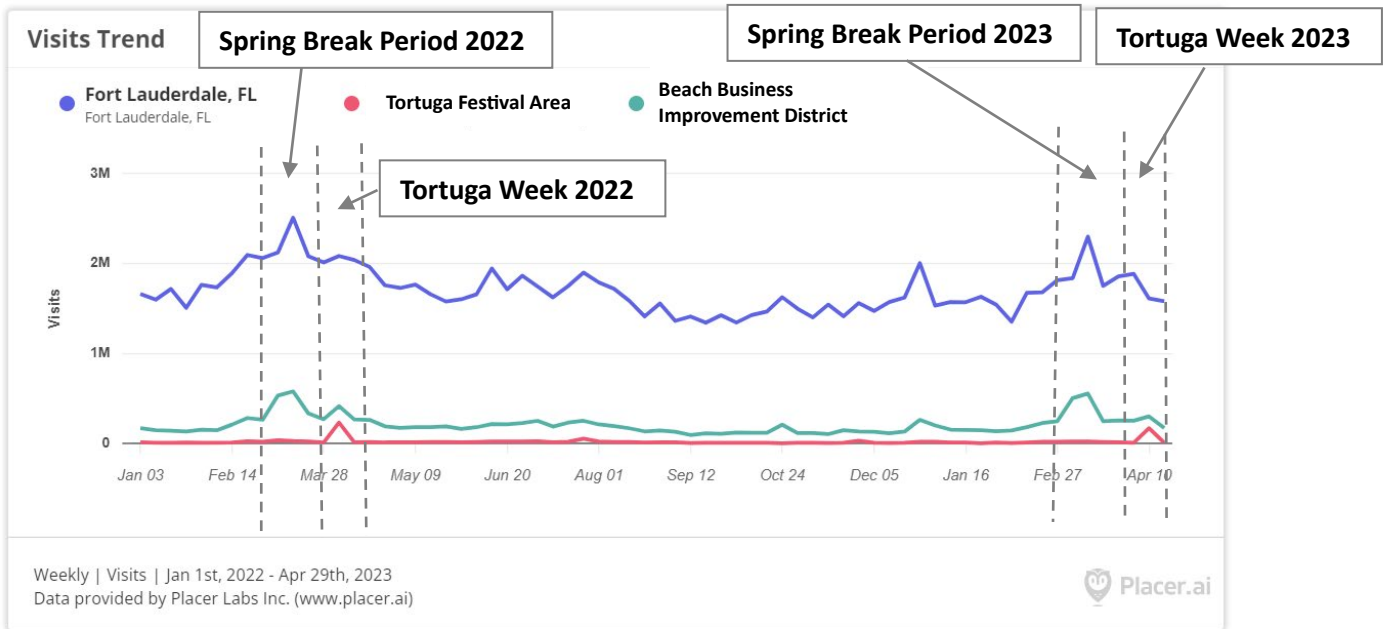
Heatmap of Tortuga visitors' home locations in Florida.



Source: Placer Labs Inc. (www.placerai)

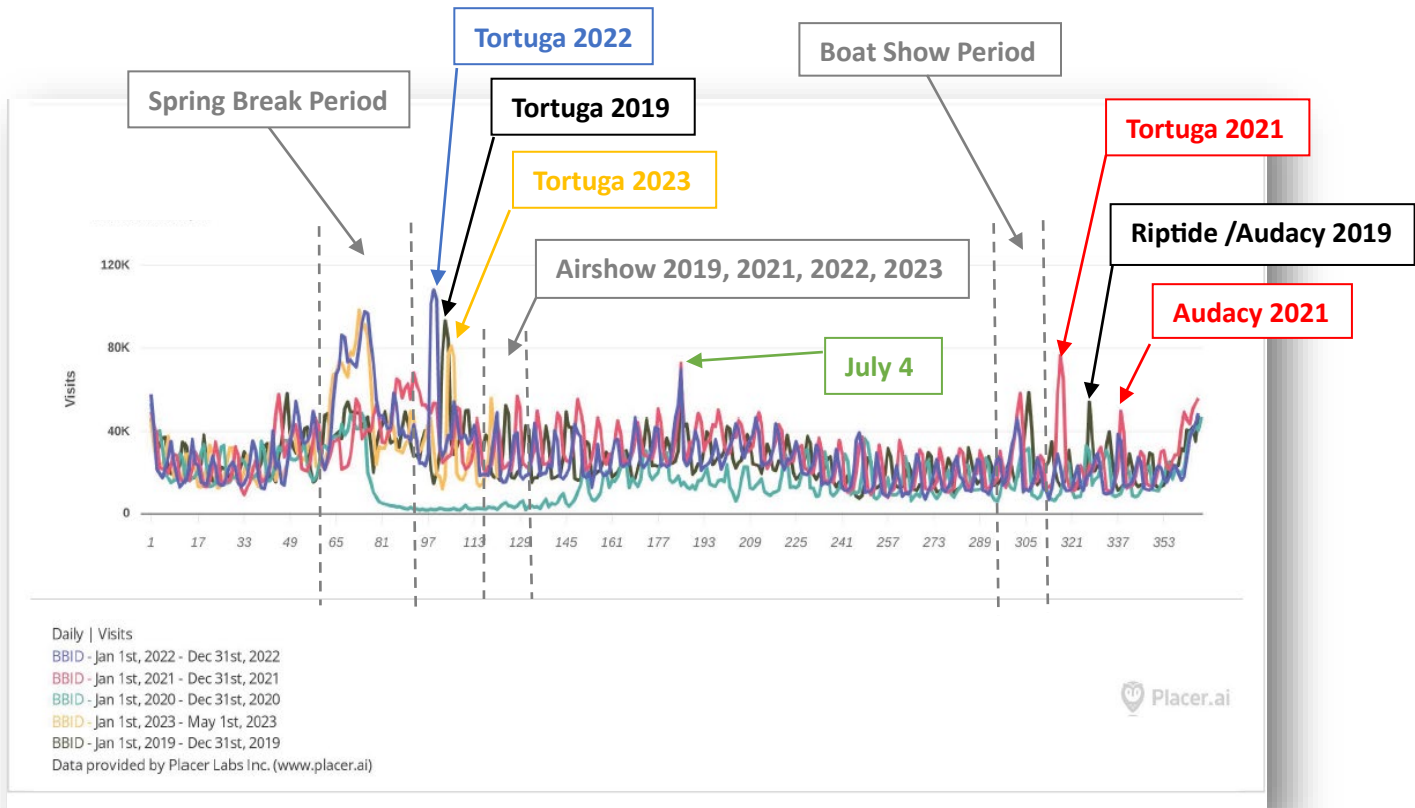
Visit Trends

The following chart illustrates the weekly visits to the City of Fort Lauderdale, the Beach Business Improvement District (the boundary runs along State Road A1A between Sunrise Boulevard to the north and the east/west portion of Holiday Drive to the south), and the direct beach festival area between January 1, 2022, and April 29, 2023. The number of visits is higher than the number of visitors, as the number of visits includes repeat visits from the same visitor. The number of visits to the Tortuga Beach Festival in 2023 over the three days was 168,900 as 75,400 visitors left and returned 2.24 times.



TORTUGA MUSIC FESTIVAL

The festival has a significant impact on the local beach businesses and hospitality industry as illustrated by the following two charts. The following graph illustrates the number of daily visits to the Beach Business Improvement District in 2019, 2020, 2021, 2022 and 2023.



The top 10 most visited locations by the festival goers are in the beach area.



10 most frequently visited locations by Tortuga festival attendees
Source: Placer Labs Inc. (www.placerai)

TORTUGA MUSIC FESTIVAL

Legend

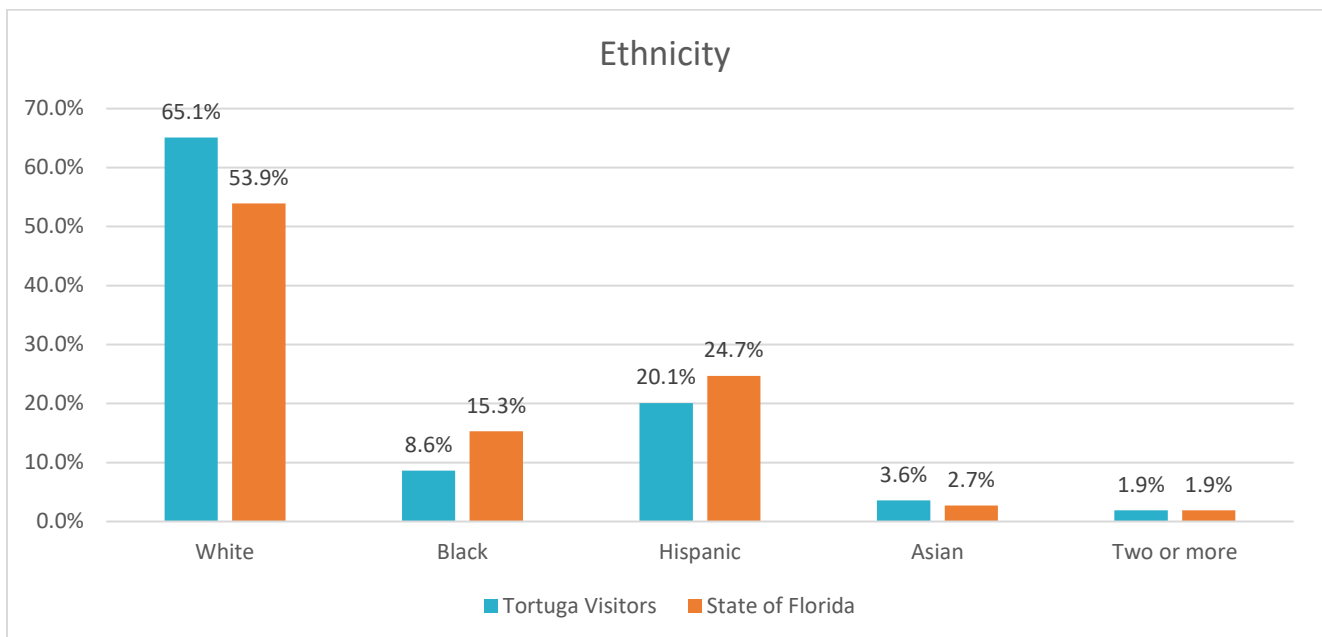
The 10 Favorite Places visited by Tortuga attendees

Fort Lauderdale Beach Festival Area / Seabreeze Blvd, Fort Lauderdale, FL			
Rank	Name	Distance	Visitors
1	Fort Lauderdale Beach Park / 1100 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.1 mi	75.2K (99.7%)
2	Bo's Beach / 600 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.3 mi	27.2K (36%)
3	B Ocean Resort Fort Lauderdale / 1140 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.2 mi	24.4K (32.4%)
4	DoubleTree by Hilton / 801 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.2 mi	12.1K (16.1%)
5	The Gallery at Beach Place / 17 S Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33316	0.8 mi	9.9K (13.2%)
6	BlueFoot Pirate Adventures / 801 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.2 mi	9.7K (12.8%)
7	Fort Lauderdale Beach / N Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33304	0.6 mi	8.8K (11.7%)
8	Rock Bar / 219 S Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33316	0.6 mi	6.9K (9.2%)
9	Bahia Mar Marina / 801 Seabreeze Blvd, Fort Lauderdale, FL 33316	0.2 mi	6.6K (8.7%)
10	Illini Condo Association / 545 S Fort Lauderdale Beach Blvd, Fort Lauderdale, FL 33316	0.3 mi	6K (7.9%)

Source: Placer Labs Inc. (www.placerai)

Demographics

We selected a few demographics to illustrate the audience profile.



TORTUGA MUSIC FESTIVAL

	Tortuga Visitors	State of Florida
Median Household Income	\$73,556	\$ 57,703
Bachelor's Degree of Higher	47%	31.5%
Number of Persons per Household	2.33	2.57

Source:

Demographics for Tortuga visitors are based on the 2019 Census, capturing 70% of the visits.

The State benchmarks are based on the American Community Survey 5-year estimate 2017- 2021.