



## For Immediate Release

*The American Association for Nude Recreation Will Reveal the Economic Impact of Nude Recreation at the Florida Governor's Conference on Tourism August 28-30*

**KISSIMMEE, Fla.** (August 25, 2017) – To share insights and hard data on the positive impact nudist and clothing-optional resorts have on the Florida tourism economy, Jeffrey Baldasarre, director of marketing & communication for the American Association for Nude Recreation ([www.aanr.com](http://www.aanr.com)) will be meeting with tourism industry partners and legislators at the 2017 Governor's Conference at the Diplomat Resort in Hollywood, Fla.

Bringing with him the results of the Feb. 2017 "Economic Impact of Nude Tourism & Recreation in Florida" study, Jeffrey will reveal many little-known and impressive facts on this niche tourism segment such as in Florida:

- There are 34 nudist resorts
- 5,100 total rooms at nudist resorts
- 1.2 million annual rooms sold during 2016
- 2.2 million annual nudist visitors to these resorts
- 22 million annual nudist visitor nights
- Florida's first officially-sanctioned nude beach, Haulover Beach in Miami, receives some 500,000 nudist sunbathers per year, earning the city \$980,000 alone in just parking fees
- \$4.3 billion annual nudist visitor direct expenditure
- \$7.4 billion annual total economic impact

To meet Jeff at the conference, learn more about nude recreation, Nakationing in Florida, and the American Association for Nude Recreation, you can email him at [jbaldasarre@aanr.com](mailto:jbaldasarre@aanr.com) or text/phone him at 305-393-3719.

*For 86 years, AANR has been the leading authority in North America on protecting the freedoms and rights of those who participate in wholesome, family-style nude recreation. Members of AANR recognize the wholesomeness of the human body and believe that life is enhanced by the naturalness of social nudity. From exercise to relaxation, a person's physical, spiritual, and mental health is enriched through nude recreation. AANR supports over 200 chartered clubs, resorts, and campgrounds, and serves more than 52 million individuals throughout the U.S., Canada, Mexico, the Caribbean and internationally. For more information about AANR and for facts related to nude recreation, visit [www.aanr.com](http://www.aanr.com) or call 1-800-TRY-NUDE (879-6833). To receive information on upcoming news and events, sign up for our newsletter [here](#).*

Contact: Carolyn Hawkins  
American Association for Nude Recreation - International Headquarters  
800-879-6833  
[PubAffairs@aanr.com](mailto:PubAffairs@aanr.com)