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INTEREST IN NUDE RECREATION SKEWING YOUNGER ACCORDING TO FINDINGS IN NEWLY-RELEASED NATIONAL TRAVEL STUDY

Orlando, Fla. - (May 10, 2006) – Significant differences have emerged related to the demographics of adult Americans who are interested in nude recreation experiences, according to the Yesawich, Pepperdine, Brown & Russell/Yankelovich Partners 2006 National Leisure Travel Monitor.

The results of the survey suggest that the demographics, both age and ethnicity, of nude recreation will continue to diversify and change the face of nude recreation. According to this barometer of travel preferences, younger, more active adults are expressing interest in nude recreation, more so than older generations. Another statistically significant difference that has emerged is the percentage of non-white and African Americans that consider a nude recreation experience extremely/very desirable versus that of whites.

Specifically related to nude recreation, the survey revealed:

- 15% of adults consider a resort that offers a nude recreation experience extremely desirable;
- Significant differences stand out with Echo-Boomers and Xers interest in nude recreation overtaking that of the Boomers and Matures. The percentage of adults who consider a nude recreation experience extremely/very desirable include:
 - 23% of Echo-Boomers (*born since 1979*)
 - 18% of Xers (*born from 1965 through 1978*)
 - 15% of Boomers (*born from 1946 through 1964*)
 - 12% of Matures (*born before 1946*)
- Non-whites (28%) and African Americans (30%) find nude recreation experiences more desirable than their white counterparts (13%).

The survey also named the top five states US adults say they would like to visit most during the next two years:

- California (34%)
- Florida (32%)
- Hawaii (20%)
- Arizona (15%), and
- Colorado (15%),

The American Association for Nude Recreation (AANR), which has 267 member clubs and resorts throughout the United States, sees this as good news as a number of resorts are located in each of these states.

AANR's mission is to advocate for nudity in appropriate settings as well as educate, and inform the public about its value through ongoing membership growth. It is the oldest and largest organization of its kind, representing nearly 50,000 members and their families, who enjoy clothes-free recreation throughout North America. For further information on nude recreation and the association's affiliated clubs, contact AANR at **1-800-TRY-NUDE** or visit the association's Web site at www.aanr.com.

The Yesawich, Pepperdine, Brown & Russell/Yankelovich Partners National Travel Monitor is an annual survey of 1,650 U.S. adults. Widely-regarded as one of the most accurate barometers of the travel habits and intentions of Americans, the survey is now in its 14th year.

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