Naturism: An Economic Engine for Florida

© Maury Rawlins & Brown

Naturism: An Economic Engine for Florida

Naturism: An Economic Engine for Florida

IS NUDISM LEGAL IN FLORIDA? YES!

Florida's courts have drawn a clear distinction between **mere nudity** and **lewd and lascivious behavior** and have granted nudists throughout the State the right to participate in nude recreation without fear of arrest or prosecution; **mere nudity is not lewd activity, nor a crime.** In order for there to be a violation of indecent exposure statute **F.S. 800.03**, there must be lascivious exhibition of sexual organs. Goodmakers v. state, 450 So. 2d 888 (Fla. 2d DCS 1984); Hoffman v Carson, 250 So.2d 891 (Fla.1971).

Florida law specifically F.S. 800.03, provides for the establishment of public areas for the purpose of nude recreation, recognizing the legality of public nudity **"in a place provided or set apart for that purpose."**

Public lands have been set aside for clothing-optional recreation in places like North Haulover beach (Miami), Blind Creek Beach (Ft. Pierce), and portions of Cape Canaveral National Seashore at Playalinda and Apollo Beahces.

Naturism: An Economic Engine for Florida

Capitalize on Floridian's Support of Nude Recreation.

The NEF-Zogby National Poll (2015) –

1. **Do you agree or disagree that people should be able to enjoy nude sunbathing on a beach or other location that is accepted or set aside for that purpose?**

Agree: 65% - Disagree 29%

2. **Do you agree or disagree that areas should be set aside for people who enjoy clothing optional recreation such as nude sunbathing and swimming?**

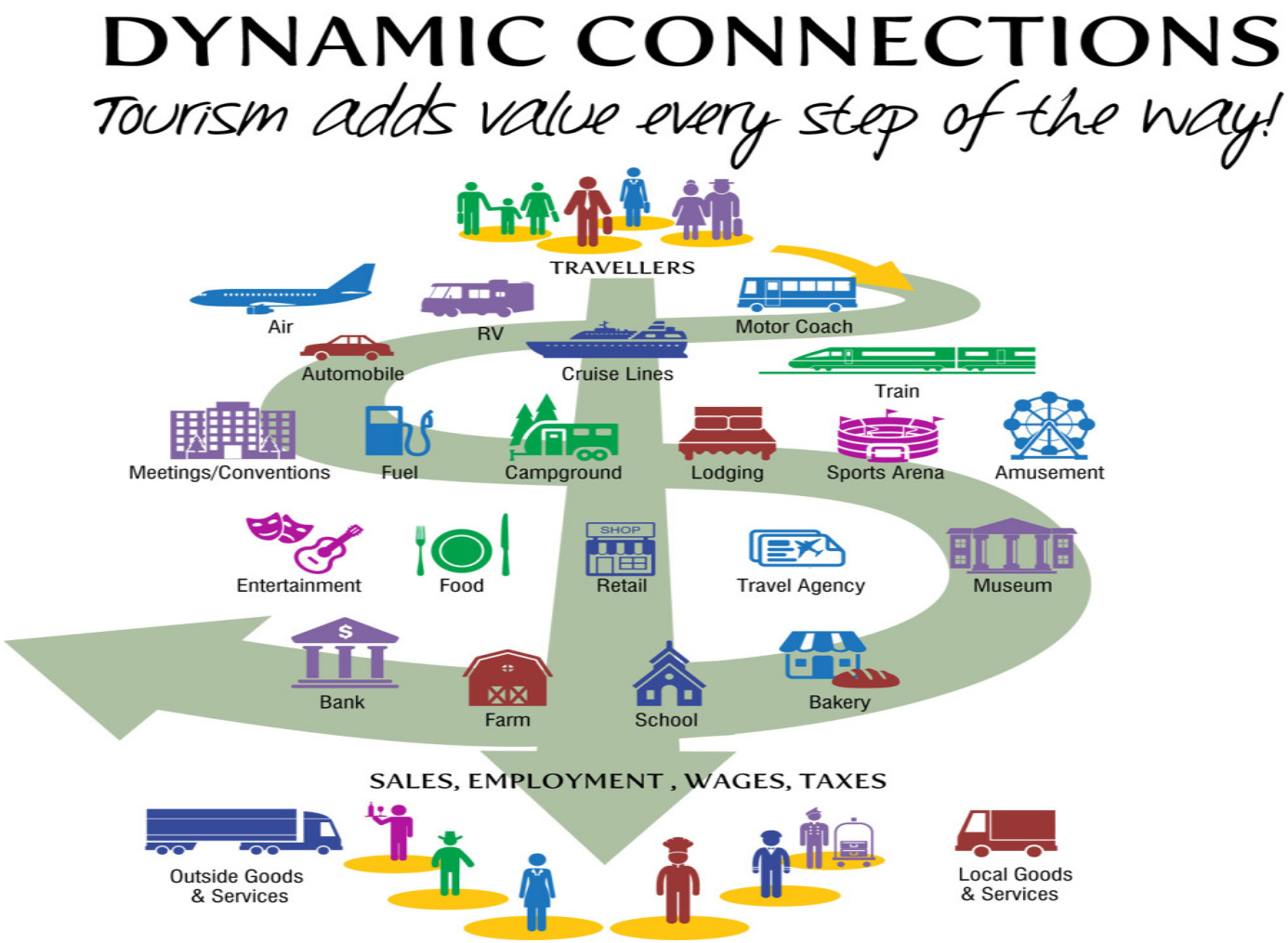
Agree 57% - Disagree 34%

3. **Should state parks have clothing optional areas?**

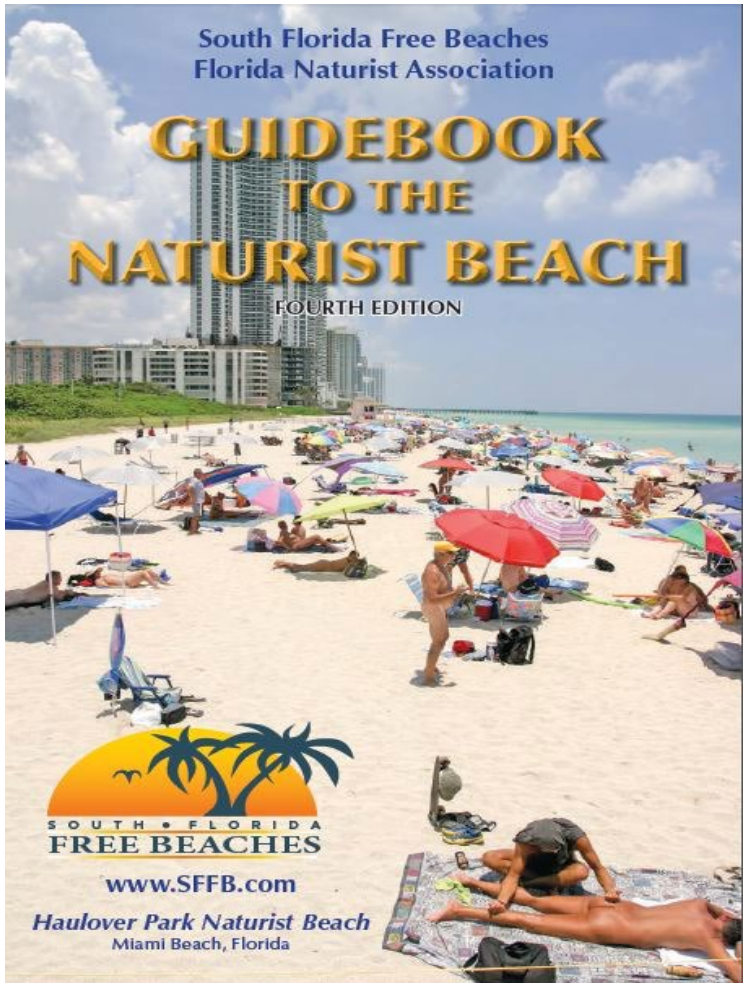
Agree 69% - Disagree 19%

The Poll concluded 31% of Floridians and 28% of Americans would consider going to a clothing optional beach if safe, legal, and set aside.

Naturism: An Economic Engine for Florida



Haulover Beach, Miami-Dade.



Naturism: An Economic Engine for Florida

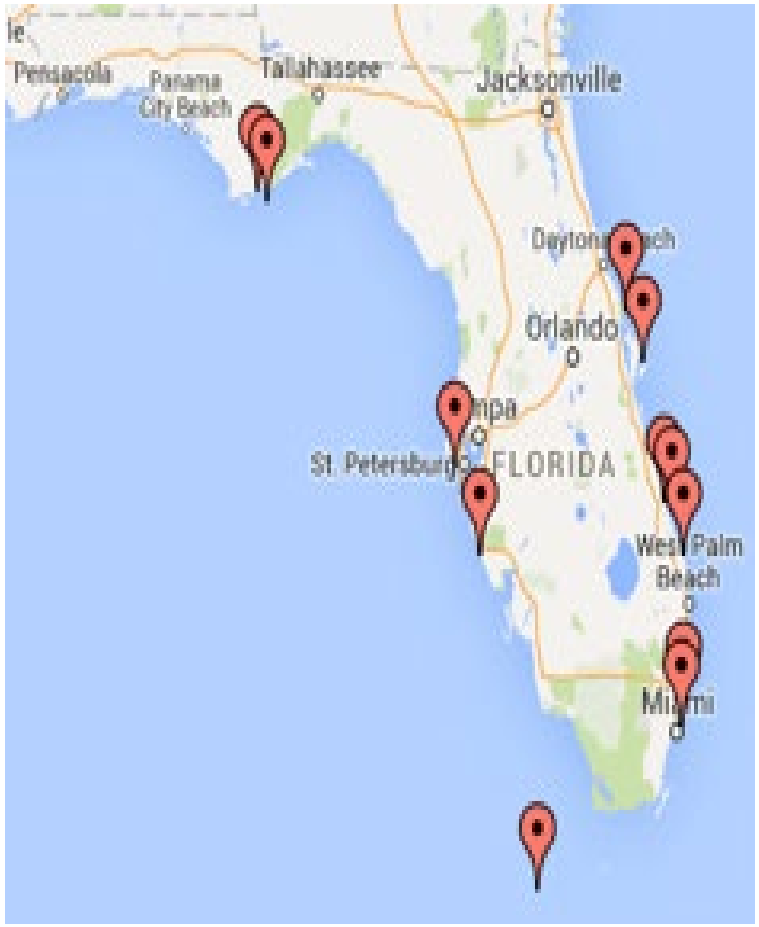
The World's Most Popular & Profitable Nude Beach?
Statistics below from the Miami – Dade County Parks Department for only the NORTH Haulover parking lot serving the clothing-optional beach reveals an estimated 512,000 annual visitors spending nearly $1.4 million on parking fees alone.[i]

Fiscal Year (Oct. - Sept)	North Lot Total Parking Revenue	# of /vehicles	# of average visitors	Parking Fee
FY 15-16	$977,228	150,989	483,165	$6 / $7 wknd
FY 14-15	North Parking Lot Under Refurbishment			
FY 13-14	$761,416	135,722	434,310	$6
FY 12-13	$587,446	104,833	335,466	$6
FY 11-12	$581,484	102,978	329,530	$6

Naturism: An Economic Engine for Florida

FLORIDA NUDIST VISITOR PROFILE		
ORIGIN	**% TOTAL**	**AVG STAY**
Local	25%	2-3nts
Florida (nonlocal)	20%	2-7nts
Out-of-State	20%	wk-4mth
Canadian	20%	wk-6mth
International	15%	wk-4mth

Naturism: An Economic Engine for Florida

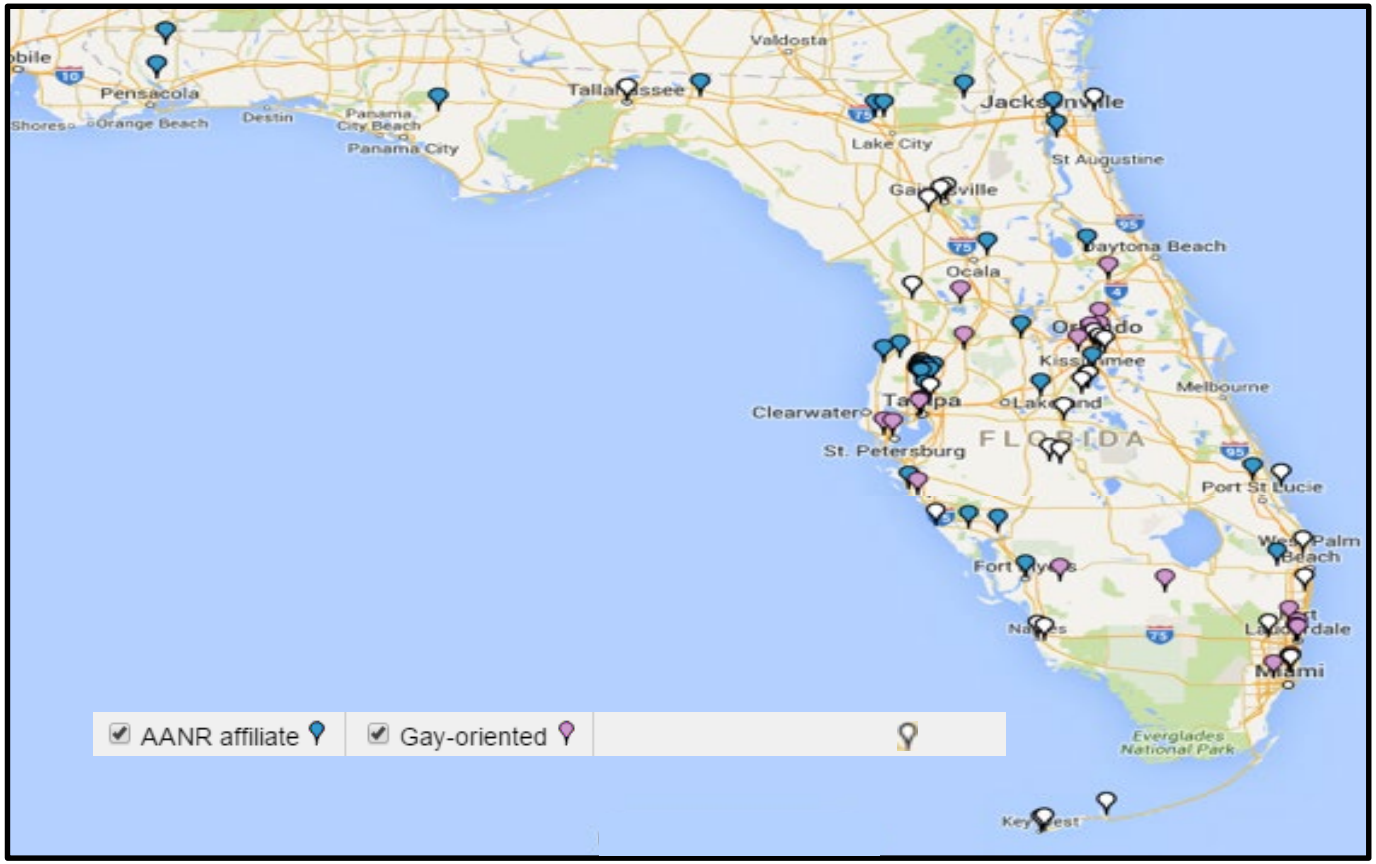


- N Haulover Beach, MB
- Playalinda Beach, Cape Canaveral National Seashore
- Blind Creek Beach, Hutchinson Island, Fort Pierce
- Apollo Beach, Cape Canaveral National Seashore
- ** Caspersen – Venice/Sarasota
- Hobe Sound – Jupiter
- Hickory Preserve – Fort Myers
- Passage Key - Tampa

Naturism: An Economic Engine for Florida

- 4+ CLOTHING-OPTIONAL BEACHES
- 30+ NUDIST SOCIAL CLUBS
- 34+ NUDIST RESORTS
- 5,100+TOTAL ROOMS AT NUDIST RESORTS
- 1.2 million ANNUAL ROOMS SOLD IN 2016
- 2.2 million ANNUAL NUDIST VISITORS
- 22 million ANNUAL NUDIST VISITOR NIGHTS
- $1.0 billion ANNUAL NUDIST NON-RESORT VISITOR DIRECT EXPENDITURES
- $3.3 billion ANNUAL NUDIST RESORT VISITOR DIRECT EXPENDITURES
- $4.3 billion ANNUAL NUDIST VISITOR DIRECT EXPENDITURES
- $7.4 billion ANNUAL TOTAL ECONOMIC IMPACT

Naturism: An Economic Engine for Florida
RESORTS and CLUBS



Naturism: An Economic Engine for Florida

- ***"Florida has a competitive advantage over all national and international destinations to be the niche-tourism mecca for nude recreation which in turn creates excellent opportunities for broad-based economic growth."***

WHAT IS NEXT?

- RECOGNITION
- EXPANSION
- MARKETING
- RESEARCH

Naturism: An Economic Engine for Florida