

BEACH BUZZ

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“Keeping Our Beaches Bare”

Good for America and Great for Naturism

By Shirley Mason

The Chinese symbol for “crisis” is the same symbol for “opportunity.”

In the next few weeks and months, naturists across the world have a golden, possibly once in a lifetime opportunity, to get noticed in a positive way, do something good for America and great for Naturism.

Before I share how this can be done and solicit your help, please allow me to preface my plan with some observations and background on the issue.

There is no doubt that the United States, especially in light of the September 11 tragedy, is teetering on an unprecedented crisis. Over the years, we have all come to realize how volatile our financial market's stability is even in the best of times. When an incident of this recent magnitude made us all hold our breathe in shock, horror, fear, and anger, we saw how quickly the shakeup of one major industry – the airline industry – can start a domino effect that is devastating to our economy.

Much of the travel and the hospitality industries found themselves facing near collapse because of this.

Our elected officials from the President to governors to city mayors, primarily in tourist destination states, found themselves scrambling to meet with business leaders, hosting planning meetings to figure out what to do, and practically begging citizens to go out and spend money at local

restaurants, attractions and travel. Newspapers and every other media source have editorialized about what would possibly work to bring the tourists back to their respective areas and get American spending.

As a member of a couple of activist civic-minded Naturist organizations, I've even received invitations to some of these strategy discussions. While living in Florida for 28 years and being involved in tourist-related issues since the formation and ongoing mentoring of Haulover's clothing optional beach for the past 11 years, I've watched many of these same officials and business leaders go from arrogance to panic and back again. In good financial times and bad times caused by the needless death of a couple of foreign tourists to the devaluation of foreign currency (to the

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US dollar) to recessions in the economy, nothing has scared the travel and hospitality industries as much as this recent tragedy, with an almost certain assurance that more of the same will occur. With each terrorist attack in this county we experience, people will stick closer to

home, thus aggravating the delicate balance of our economic systems both here and abroad – causing a global recession.

Our barometer for gauging tourism over the past ten years at Haulover Beach has been to watch the size of the crowds, listen to the various languages, talk to the visitors, and monitor the growth of Haulover's annual parking revenues. What we can report is three important observations.

1. During tourism recessions general hard times, the number of visitors to Haulover's clothing optional beach continued significant growth. These observations were confirmed by hotel owners in the general vicinity of Haulover Beach.

2. Naturist visitors continue to ask about clothing optional hotel and resort facilities near Haulover Beach.

3. Naturist visitors come to Haulover Beach as a vacation destination from every part of the world and are repeat visitors.

Even though we are not a renowned research firm conducting a scientific study for some quasi-government agency, we do have 3,757 days [10 years, 3 months and 12 days] experience at that beach conducting our own surveys, research, and observations.

These things we know to be true and more.

NATURIST OPPORTUNITY

We naturists have the opportunity to show our economic power and make a lasting impression on both the tourism/hospitality industry and government officials by doing what



we love – engaging in nude recreation activities where it will have the biggest impact.

Using the current jargon-of-the-day, there are “cells” of nude recreation on clothing optional beaches around the United States and Canada primarily in coastal states. Now that winter is nearly upon us, the options of suitable beach locations quickly narrow.

THE PLAN

Let's pick two states (California and Florida), two to four popular clothing optional beaches cells, and 4-6 hotel facilities and 4-6 restaurants near these beaches as targeted businesses for our patronage. We will contract with businesses to give special prices and/or discount coupons to track the business they get from naturists.

This will require special coordination through a single travel service and participating local naturist groups.

The plan and offering can be publicized through the internet, local and national naturist publications, word of mouth and even strategically placed articles and letters in mainstream newspapers with a project named possibly called “Show your skin for America” or “Skinny-dippers for America” or “Bare and Proud for America” project.

After a season of the project, get testimonial letters from these selected businesses and share the results with the media, chambers of commerce,

convention and visitors bureaus, government officials, etc.

So now, while the travel and hospitality industries are actually willing to listen to new ideas, and before the fleeting window closes where their appetite for greed is tempered by harsh realities, let

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naturists, nudists and weekend skinny-dippers show our power. Let us show and effect some lasting changes with the only language America (and the rest of the world) understands – “green power.” They won't soon forget what saved their lives.

THE REQUEST

Fortunately, we have a naturist travel company whose purpose and mission, as is stated in its Articles of Incorporation, is to contribute a significant portion of its profits back to a naturist educational nonprofit organization and help the naturist movement in North America. The

entity is B.E.A.C.H.E.S. Of Distinction, Inc. (BODI) and for the past year, its principals have been quietly working to educate resort hotel owners on Miami Beach about the viability of the nude recreation market. They have successfully secured a few properties and other venues for naturist use. Suddenly now, these business owners are rushing us to direct naturists to their facilities and/or purchase or joint venture with them and are willing to give substantial concessions.

BODI, with the help of a few naturist beach groups and the nonprofit educational B.E.A.C.H.E.S. Foundation Institute are putting the plan together. You can help by contacting BODI with your suggested clothing optional beach location and suggested businesses, and media contacts. And if you are thinking of visiting Haulover Beach in the next few days or months, BODI is ready with Miami Beach resort hotels that are naturist friendly and will soon have a choice of sites near Canaveral National Seashore's clothing optional beaches on the central east coast of Florida. So stay tuned and read about BODI's latest progress, selected businesses and discount travel deals on the B.E.A.C.H.E.S. Foundation's web site under the heading “Travel” at www.beachesfoundation.org
– OR – e-mail us at ExDirBEACHES@aol.com.
BODI's toll free number is: 1-866-29-BEACH. ☆