



# On holiday as a mother did it

The „healthy living“ much sought after in modern society, the search for „natural foods“ and „pristine places“ are nothing more than the evolution of a movement that was born in the late 1800s, when it took hold in Germany the phenomenon of naturism, which will later take the name of FKK (Frei Körper Kultur), or the „culture of the free body“. The real spread of the phenomenon occurs in Europe and the United States in the sixties with the explosion of hippies and their instances of freedom of expression.

In 1964 the Italian Naturist Union was born in Italy and after two years the Association Italian Naturist, followed by the Italian Naturist Federation in 1972: in fact, in recent years this phenomenon has also taken hold in our country, although there has been no evolution that has occurred in other European countries.

Still today naturism is confused with nudism: in the first case - naturism - this is the philosophy linked to the need to live a more direct contact with nature, and nudity represents the expression of a lifestyle that finds its foundations in a healthy nutrition, respecting animals, in the elimination of alcohol and in outdoor sports. In the second case - nudism - there is no search for a lifestyle „dedicated“ to the values set out above, but it is the simple practice of nudity, especially during the summer holidays.

Perhaps this will also be the reason why - in Europe - the number of „naturists“ does not substantially increase, while practitioners of „nudism“ do, at the rate of + 7/8% per year in the last two years: total freedom ( unlike „textiles“ - as those who dress are defined) in the practice of nudity, which must not condition aspects of social life.

Naturism - affirms Massimo Ferruzzi, JFC's Sole Director and Head of Research - affects 491.200 Italians in 2017: of these, however, about 3 out of 10 decide to spend their vacation in Italy. Overall, in the current year naturists - Italians and foreigners - will bring „as a dowry“ to our tourism 1 million 6 thousand presences and a turnover of 54 million 240 thousand euros. A figure that may appear substantial but which, in reality, is far from the real potential of a market segment that

could generate 4Millions 4 millions 10 thousand presences and a turnover - always potential - equal to 216 milion 252 thousand Euro „.

But how many naturists are there in the world? Worldwide it is estimated to be at least 70 million, but the exact quantification is very complex as only a small part of those who have no modesty in showing themselves naked are available to reveal themselves as such, by joining associations. There are, in fact, as many as 41 Associations registered with the International Naturist Federation (INF-FNI): however, the total members do not exceed 500 thousand.

And the Italians, what feeling do they have with the practice of naturism? There are no more than 5.000 of our compatriots registered in FENAIT affiliated associations, but those who practice naturism without being registered with any body are estimated to be 118.200. To these is added an additional share of „nudist“ Italians, that is, those who, on vacation, would like to free themselves from the constriction of clothes: this is an additional 368.000 Italians.

Overall, therefore, it can be said that the potential market is represented - in Italy - by 491.200 people.

The Italians, however, already represent a „minority“ share compared to current foreign guests. In fact, the „naturist“ customers who stay in a specialized facility are mainly foreigners: 65,9%, compared to 34,1% of our compatriots.

Italians 34,1%  
Foreigners 65,9%

## Info Focus June

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## ITALIANS VS. FOREIGNERS

Certainly „naturism“ is a universal language: in this regard, it is sufficient to see from how many countries customers arrive in Italian naturist structures. The majority of customers are resident in the Netherlands, which alone generates 24,1% of the total guests. Followed by the French with 11,9%, the Germans with 9,4%, the Belgians with 7,2% and the Austrians with 6,8%.

The shares of customers from Great Britain (5,8%), those resident in Denmark (3,5%) and Spain (3,3%) are still interesting. Many other countries of origin of the naturist guests, including include Switzerland and Finland, but also New Zealand, Australia and Uruguay.

In Italy, however, naturists „live“ mainly in the northern regions, and in particular - in quantitative order - in Lombardy, Piedmont, Veneto, Trentino Alto Adige, Tuscany and Emilia Romagna.

It is a form of tourism concentrated in seaside resorts, especially in the months of July and August: months that alone collect 51,2% of the total number of naturists stays in Italy, followed by September (19,6%) and June (11%).

The most successful resorts are in fact seaside resorts, but campsites and structures also exist in mountain areas and lakes. For naturists who choose seaside resorts, the ideal structure must be close to the sea, with swimming pools and spas and offer the freedom to be naked inside the structure and on the beach.

Among the types of accommodation, in fact, the one preferred by naturists is the formula of the camping / village, because it guarantees contact with nature and offers a wide range of services inside: from the restaurant to the market, from the beach to the cleaning service, etc. And the prices for a naturist holiday in Italy? They vary widely depending on the location: for example, in Puglia you can go from 27,50 Euros for the pitch at the Naturist Sporting Club Parco del Gargano to 150,00 Euros per night for the apartment at the Naturist Grottamiranda Resort.

The types - and sizes - of naturist structures in Italy are also very diversified: from the two apartments of the only naturist B&B in Sicily, the „Physis“ of Mazara del Vallo (Trapani), to the hundred annual guests of „Le Betulle“ near Turin (first structure of its kind born in Italy in 1969) at about 30 thousand annual presences of the „Camping Classe“ of Lido di Dante near Ravenna or the „Village Camping Pizzogreco“ in Isola di Capo Rizzuto, in the province of Crotona.

As for the target of Italian naturists, most of them are made up of „couples“ (62,8%), with an average

age of 49 years and, subsequently, the „families with young children“ (aged less than 11 years), which represent 26,2% of the total. A good share is also represented by „elderly“ (8,4%): these are those who come from the naturism / hippie movements of the 60ies/70ies. Young people are less frequent, representing only 2,6% of the total. Unfortunately, on the one hand the limitations to the practice of naturism in our country and, on the other, a very marked form of modesty inherent in our compatriots leads the majority of Italian naturists - and especially nudists - to stay abroad: it emerges in fact, as many as 72,3% of Italians who make this type of holiday during summer 2017 choose a foreign destination.

It is estimated that the Italians will spend a total of 29 million Euros for naturist holidays abroad in the current year.

Among the „top“ locations of summer 2017, Croatia wins, followed by Spain - especially the Balearic Islands - and France.

Foreign locations most requested by naturists / nudists in Europe - summer 2017 1. Croatia 2. Spain 3. France.

For the coming winter, the first indications coming from the national market indicate a strong interest in Mexico, Jamaica and Honduras.

## ITALIAN AND FOREIGN NATURISTS 2017 IN ITALY

- Italian Naturists in Italy: o the index of loyalty to the locality or to the hospitable offer is 31,3%; o the average stay of Italians is 5,2 nights; o the average expense / day is equal to 42,80 Euros;
- Foreign Naturists in Italy: o the index of loyalty to the locality or to the hospitable offer is 48,2%; o the average stay of foreigners is longer and settles at 9,7 nights; o the average expense / day is equal to 57,00 Euros.

Overall, the practice of „naturism“ will be able to generate, for the Italian tourist economy in the whole year 2017, a turnover of 54 million 240 thousand Euros; of these, 44 million 367 thousand euros will be for the benefit of Italian seaside destinations and are therefore „spent“ by Italian and foreign naturists in our country in the period June / September.

Overall, in 2017 it is estimated 1 Million 6 thousand presences of naturists on vacation in Italy: a significant but decidedly lower share of the market potential, which sees for our country the

possibility of conquering 4 million 10 thousand presences and a turnover - always potential - equal to 216 million 252 thousand euros (against the current 54 million).

## ITALY STAYS TO THE MARGINS

It is interesting to note that there are 11 specialized Tour Operators in Europe: one of these TOs is located in our country (Naturist Travel) and more precisely in San Marino.

An Italy which, however, is still very „closed“ to this type of tourist. In fact, while in France and Croatia the structures (for example the villages) have a state concession that identifies the beaches where you can practice naturism and in Spain there is maximum freedom, as you can practice naturism without restrictions, in Italy the situation is decidedly different. In fact, although 24 years have passed since the presentation of the first bill on the subject, there is still no regulation of naturism by means of a specific law.

Suffice it to say that only 5 Regions have promulgated a law in favor of naturist tourism, establishing legal provisions that allow the various areas to have shielded naturist areas (therefore with characteristics of „not seen“), thus guaranteeing maximum privacy. These are Piedmont, Abruzzo, Emilia Romagna, Veneto and Lombardy.

To date, there are only eight Italian beaches where naturism is authorized:

**NATURIST OASIS OF CAPOCOTTA** - LIDO DI OSTIA (RM), LAZIO, stretch where naturist practice has been authorized by the Municipality of Rome since 2000

**NIDO DELL'AQUILA** - SAN VINCENZO (LI) TUSCANY, beach authorized for naturist practice by the Municipality of San Vincenzo since 2010

**SPONGGIA DEL TRONCONE** - (SA) CAMPANIA beach authorized for naturist practice by the Municipality of Marina di Camerota since 2011, 400 meters stretch

**ACQUARILLI** - CAPOLIVERI (LI) ELBA ISLAND, Municipality of Capoliveri with Council Resolution no. 309 of 2015, stretch of 220 meters

**FOCENE** - FIUMICINO (RM) LAZIO, beach authorized by the Municipality of Fiumicino since 2015

**BUCA ROSSA** - PIOMBINO (LI) TUSCANY small beach authorized for naturist practice by the Municipality of Piombino since 2016

**LE MORGE** - TURIN OF SANGRO (CH) ABRUZZO, the naturist practice after two years of experimentation was definitively authorized in 2016, stretch of 150 meters

**BULALA** - GELA (CL) SICILY, novelty 2016 6 km of authorized beach.

As it is easy to find, it is a few and small stretches of beach, in many cases even difficult to reach and with no services. However, there are additional beaches where naturism is „tolerated“, because they have been manned by naturist associations for a long time.

- Punta Ferruccio Ortona (CH)
- Abruzzo Mottagrossa Vasto (CH)
- Chieti Beach of Bassona Lido di Dante Emilia Romagna sources Aurisinae costa dei Babari Duino Aurisina (TRIESTE)
- Friulia Venezia Sea Arenauta Gaeta (LT)
- Lazio Beach of Guvano Corniglia 5 Terre, La Spezia Liguria Torre Guaceto Carovigno (BR)
- Apulia Beach Marina di Alberese Park of the Bird Grosseto Tuscany Lagune del Mort Jesolo (VE).

This is also due to the fact that Italy is not among the top 10 countries with the largest number of „dedicated“ structures: in fact, the most „FKK Friendly“ country in the world is France, which created this tourist offer a real strategic asset with 462 dedicated hospitality structures and 73 recognized beaches. And these are only the „certified“ services.

In Italy, however, it happens that - considering the structures recognized by the various federations / associations - the number of F.K.K. stops at 14.

## CHARACTERISTICS OF NATURIST STRUCTURES IN ITALY

- these are structures that, in most cases, have little accommodation capacity to ensure greater tranquility
- they have developed since the 60s / 70s
- most of the structures have a swimming pool
- the owners have a strong focus on ecology
- the owners / managers are themselves naturists
- the majority of the facilities are located in Tuscany, Piedmont, Emilia Romagna and Puglia.

## CHARACTERISTICS OF NATURIST TOURISTS IN ITALY

- naturist tourists in Italy come mainly from abroad
- the main countries of origin are Holland, France, Germany, Belgium, Austria and Great Britain
- Italian naturist tourists are mainly residents of northern Italy
- it is mainly couples (average age 49 years) and families with children under the age of 11
- they are educated and upper middle class people, who love comfort
- seek tranquility in contact with nature and privacy
- it is a rather stationary tourism, which tends to return to the same place over the years
- the preferred months for naturist holidays are July and August
- the preferred activities are relaxation by the sea or by the pool, cultural visits, wellness-related disciplines such as yoga, massages and walks
- they are tourists much more informed about naturist structures and beaches than they were years ago, thanks to the network and the work of the associations.

## THE CURIOSITY

The holiday world „as mom did it“ is not only made up of the „classic seaside“ ones, spent in a seaside village. In fact, several truly innovative „formulas“ are being developed, sometimes curious if one thinks that they are made, precisely, naked.

The INF-FNI Swim gala took place from 20th to 22nd October 2017 in Italy - Andalo Trentino Alto Adige. Also for this year the European naturist

swim gala has been awarded to Italy. The last edition 2019 in Paris was attended by more than 300 naturists representing 17 European federations.

**SAILING NATURISTS:** You can feel the sea breeze on your skin thanks to the sailing naturist cruises. Naturist cruises in the Tuscan archipelago, Elba, Corsica and Sardinia, for couples, families. Boarding in Marina di Pisa (PI), Viareggio (LU), Livorno or Bastia (Corsica - F), Ports of Cannigione (OT). Otherwise you can choose a sailing boat tour in Sicily: Zingaro reserve, Ustica, Aeolian islands, San Vito Lo Capo, Egadi islands. Prices vary according to the chosen period, the number of people and the duration of the cruise.

**MINI-CRUISES:** If you are a group of more naturists between 10 and 14 people, you can organize a mini cruise in the Mediterranean, Croatia and Greece. The organization is managed by the Naturist Travel Tour Operator.

**THERMAL OASIS FOR NATURISTS:** Heated thermal pool, Aufguss sauna, Turkish bath, whirlpool, sun beds. All this can be enjoyed immersed in the greenery of a 30-hectare chestnut forest, also ideal for long walks and pure relaxation away from prying eyes. At the Oasis of Zello (Castel San Pietro - BO) - Village of Salute Più.

**THE FIRST NATURIST GLAMPING** in Italy Naturists yes, but with comfort. The glamping option is located at the Natural Glamping in Piombino.

**OUTDOOR SPORTS:** „Zennis“: This is tennis, but approached in a more profound and intimate way through Zen techniques, thus focusing on breathing and awareness and listening to your body.

## LE BETULLE Villaggio Naturista

Near the Alps, at 25 km from the center of Turin, 20 minutes from the airport Caselle. Caravans, plots for Recreation Vehicles and tents, completely equipped bungalows, caravans with chalet. Pool, solarium, jacuzzi and sauna. Clubhouse restaurant, petanque, mini-tennis, table tennis, Volleyball. Mountain bike circuits and trails in Park Mandria

**Sights:** Venaria Royal Palace and Park, St. Michele Abbey, Rivoli Castle, Mole Antonelliana, Egyptian Museum, Piazza S. Carlo, Basilica of Superga.

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## The FFN will celebrate its 70<sup>th</sup> anniversary in September in Montalivet

Due to the current health precautions related to the Covid-19 pandemic, the French Naturist Federation, which was to celebrate its 70th anniversary at its 61st General Assembly on May 16th and 17th at the Héliomarin Center in Montalivet, has decided to postpone its festivities to September 19th and 20th 2020. A meeting that echoes with the 70th anniversary of the CHM Montalivet, which will celebrate its birthday all summer long with special events. The INF-FNI was created by the couple Albert and Christiane Lecoq, founder of the French Naturist Federation and the CHM in 1950.



## Corona has a firm grip on us

There has been no such threatening crisis in our country since 1945. The virus not only gives us health problems, it also brings us into a great economic distress. We must fear economical losses, short time work, loss of income, yes, even loss of jobs. Sports- and cultural events must be cancelled, social contacts be minimized, religious activities be reduced, and educational institutions be closed. A few days ago, many people still thought no scaremongering should be started about Corona. But today almost everyone realizes that all the measures taken so far are absolutely necessary to prevent unforeseeable damages. We can be fortunate to live in Austria. All competent bodies (government, army, security institutions, help services, advocacy groups, churches, etc.), all pull together and, thanks God, into the same direction. All people living in Austria expected and deserved this National Closing of Ranks. But, to contain and hopefully eliminate this danger,

“everybody” is called upon to make his/her contribution, however small.

Couldn't we once do without our fostered, but not vital habits? Holiday trips, event visits, wellness weekends, shopping, parties, family celebrations, club feasts, etc., all that still can be realized later! Would we also be willing to make an affordable financial sacrifice? Are we not wishing, on many occasions, beyond luck, success and contentment, above all a long and good health? I have read on a votive tablet at a well-known place of pilgrimage a saying that should, just now, do justice to this meaning:

**“All wishes will become small,  
against the one  
to be healthy.”**

Peter Grandits, Stinatz

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