

FANTASY VACATIONS

Generation X Discovers Grown-Up Orlando

(NAPSA)—Here's a look at some nostalgia by the numbers. For many who came of age in the '80s and '90s, Orlando is a place that conjures up childhood memories of family trips to theme parks and attractions. Now that they're all grown up, however, many in this group, known as Generation X, are rediscovering the destination and its array of activities suited for adult travelers.

Nearly half of the out-of-state overnight leisure visitors to Orlando are between the ages of 25 and 38, often traveling without children. According to an April 2003 Yankelovich study of Gen X behavior, more than two-thirds of Gen Xers say they welcome some more novelty and change in their lives.

Enjoying the little pleasures in life and maintaining meaningful personal relationships is a high priority for Gen Xers. Many of them find Orlando to be a terrific place for groups of friends and couples to relax, unwind and reconnect.

Orlando continues to increase its diversity as a vacation destination by offering new opportunities for couples and small groups to spend quality time together. Itin-



Beyond theme parks, Orlando offers plenty of options for an "adult" vacation.

eraries often include a relaxing trip to a spa, fine dining in one of the area's many new restaurants or club hopping around downtown Orlando's growing cityscape.

Those who prefer to take to the great outdoors can enjoy horseback riding, canoeing and eco-tours. True thrill seekers can race professional stock cars, fly a vintage warplane or take flight in a hot air balloon.

For more information about unique vacation experiences in Orlando, log onto Orlando's official Web site at www.orlandoinfo.com or call 1-800-551-0181 to order a free vacation planning kit.