



Good Day, Sunshine (State)!



WELCOME TO THE INAUGURAL ISSUE OF MEETINGS FLORIDA. After writing about the Sunshine State for so many years in the pages of *Meetings Focus*, we decided there is so much to cover in Florida that we should dedicate an entire annual supplement to it.

Much more than an "off-the-rack" supplement, the goal was to produce something of a stand-alone magazine that provides meeting planners with a one-stop shopping experience for all they need to know about a multifaceted destination that literally offers everything under the sun.

From locations steeped in history to fascinating natural wonders that evoke an almost primordial essence—not to mention fine beaches, unique architecture, intriguing culture, and a hot dining and nightlife scene—Florida is a magnet for meetings that crave a little bit of everything.

With destination overviews, the latest property news, not-to-miss experiences, and creative ways to liven up the off-session part of the agenda, *Meetings Florida* has you covered.

To give you an insider's perspective, lead editor Lori Tenney assigned the writing of *Meetings Florida* to Miami Shores resident Lisa Simundson, the Florida/Caribbean editor for *Meetings Media*. Around here, if it has to do with Florida or the Caribbean, Lisa is the authority, and the affection she has for her home state shines through the craft of her writing and research.

Speaking of research, we've incorporated numerous pages of CVI and facility listings at the back of the publication, including expanded information from advertisers who want your group business.

Besides all of the information you'll find on these pages, even more resources are available on our website, MeetingsFocus.com, including a few years' worth of Lisa's precious Florida work.

Thank you for joining us on the maiden voyage of *Meetings Florida*. The sailing's good all year long.

Lisa Simundson

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Focus on Florida

The Sunshine State sells the sizzle

FROM SEA TO SHINING SEA, FLORIDA IS A LAND OF CONTRASTS—GEOGRAPHICAL, cultural, recreational. Here on this subtropical peninsula, where the sun rises over the Atlantic Ocean and sets over the Gulf of Mexico, crystal springs bubble up from a lush interior of lakes and forests, while vast swamps and marshlands meet saltwater beaches that have been drawing crowds of people since the days of Ponce de Leon.

Within this landscape of palms and magnolias, stately Old South mansions and trend-setting high-rise lofts, theme parks and wilderness parks, Florida also has been evolving past its longtime identity as the country's sun-and-fun playground into a no-nonsense meetings destination with a strong business background.

Consider the resources. In Orlando, right next to some of the world's most popular attractions stands the country's second-largest convention facility, the Orange County Convention Center. On every beach lining the coast from Jacksonville around to Pensacola, there are convention hotels and waterfront conference venues rising beside the palm trees. Minutes from the cruise ports that launch ships to every part of the globe there are international and regional airports welcoming every legacy and low-cost carrier in existence.

And then there are the people. From local citizens to the Office to the state level, Floridians are hard-wired to welcome visitors.

"Tourism is our No. 1 industry," says Tracy Vaughn, director of sales for Visit Florida, the state's official source for travel planning. "People who come to Florida want to know there are experienced people taking care of things, and we have that ability, whether our clients are here for leisure or business."

In particular, serving that latter category has become a statewide priority, according to Vaughn.

"We literally have the entire state going after this market segment now. We're seeing it across the board, and I think that's unique. In other states, meetings are concentrated in the big cities. We have that, too, but we're also going after the smaller events," she says, pointing to destinations like Daytona, Fort Myers and Sandestin, which complement such convention powerhouse cities as Orlando, Miami/Fort Lauderdale and Tampa.

Another small-group segment that's growing by the minute is incentive business, thanks to an uptick in luxury properties statewide and an increase in luxury amenities among existing hotels and resorts.

"It's definitely stepping up our incentive business," Vaughn says. "We can attract a variety of meetings big and small, all year-round. I don't think there's anybody else that can really put that out there."



Maintaining and increasing the state's share of group business also has become a top priority at Visit Florida, where a one-stop-shop website, www.visitflorida.com, is being launched this spring, and a greater share of the annual budget has gone into researching the meetings market. Additionally, Visit Florida will debut its revamped meeting planner's guide this August as a printed complement to the electronic planning site, while the state's complementary Convention/Event (C/E) supplemental insurance, which covers the costs related to rebooking a meeting displaced by a named hurricane, has been extended through 2008.

Meanwhile, of the 84.6 million people who visited Florida in 2006—a slight increase over 2005—Visit Florida is hoping the figures for meetings and conventions maintain the same upward momentum as the statewide commitment to facilitating group business.

"It's very important to all our communities that we keep people coming back," Vaughn says. "Yes, we have the sun, the facilities, the beaches, and so forth. But I think what meeting planners are in touch with today are service levels. And we have that here in Florida."

—Lisa Simundson



Good as Gold

Big city meets beach town on the sparkling shores of Southeast Florida

FROM THE TROPICAL CHARM OF THE COUNTRY'S southernmost city to the glitz of Vegas-style hotels and the cosmopolitan flavor of a hundred cultures, Southeast Florida's dazzling blend of big-city excitement and beach-town appeal makes it a favorite of visitors from around the country and across the globe.



Land of Leisure: Relaxing in Key West (far left) and South Beach (bottom far left), fishing near the Keys (left) or along the Fort Lauderdale coast (bottom left) are popular ways to unwind.

Fast Facts

Palm Beach County

POPULATION: 1,000,000; **AREA:** 1,600 sq. mi.; **OFFICE HOURS:** 9 a.m.-5 p.m.; **PHONE:** (561) 847-1000; **WEBSITE:** palmbeachcounty.com; **LOCATION:** Located 2.5 miles from downtown West Palm Beach, 20 miles from Boca Raton and 15 miles from Jupiter, Palm Beach International Airport is served by Air Canada, Air France, American, Bahamasair, Comair, Continental, Delta, Delta Express, Gulfstream, JetBlue, Northwest, Southwest, Spirit, United, US Airways, US Airways Express, and WestJet.

Greater Fort Lauderdale

POPULATION: 1,000,000; **AREA:** 1,600 sq. mi.; **OFFICE HOURS:** 9 a.m.-5 p.m.; **PHONE:** (954) 461-1000; **WEBSITE:** fortlauderdale.com; **LOCATION:** Located 15 miles from downtown Fort Lauderdale and the beaches, and handles more than 718 daily arrivals and departures on 40 scheduled airlines.

Greater Miami

POPULATION: 1,000,000; **AREA:** 1,600 sq. mi.; **OFFICE HOURS:** 9 a.m.-5 p.m.; **PHONE:** (305) 461-1000; **WEBSITE:** miami.com; **LOCATION:** Located 15 miles from downtown Miami and 10 miles from the beach, Miami International Airport ranks within the world's top 30 airports for total passenger traffic.

Florida Keys and Key West

POPULATION: 1,000,000; **AREA:** 1,600 sq. mi.; **OFFICE HOURS:** 9 a.m.-5 p.m.; **PHONE:** (305) 461-1000; **WEBSITE:** keywest.com; **LOCATION:** Located 15 miles from downtown Miami and 10 miles from the beach, Key West International Airport is served by Air Canada, Continental, Cape Air, Delta, Florida Coastal, and US Airways Express. Florida Keys Marathon Airport now has daily commercial jet service with Delta Airlines. Key Largo is a one-hour drive from Miami International Airport.

Here at the peninsula's end, a day that starts with a solitary fishing retreat in the Everglades can finish beneath the pulsating lights of a South Beach dance floor. A meal that begins with conch fritters at an outdoor kiosk can end with martinis and dessert in a cigar bar. And a morning that opens in a state-of-the-art meeting room overlooking the ocean can melt into an afternoon on that ocean, speeding off on a plush yacht or towering sailboat for cocktails and dinner.

Such is the life of the convention goer in Southeast Florida. It's a tough job, but somebody's gotta do it.

Palm Beach

Past and present residents have included Donald Trump, Vera Wang, John Lennon, and the Kennedys—and Prince Charles drops in from time to time for a spot of polo—but Palm Beach's legendary allure is just one facet among many in a county so vast, it's actually larger

than two U.S. states: Rhode Island and Delaware.

While the island of Palm Beach itself is a gilded enclave of lavish homes, five-star resorts and designer shopping promenades, the entire county stretches for 50 miles west of the ocean and boasts a 47-mile shoreline of beaches from Jupiter down to Boca Raton. In between are hotels and resorts at every price point, and activities for every taste, whether your group wants to golf, shop, museum-hop, or take a dive through an artificial reef.

Until late 2003, virtually all of the meetings and conventions in Palm Beach County were hosted at area hotels and resorts, before a new venue became available for trade shows and larger events: the Palm Beach County Convention Center, a 350,000-square-foot facility set on 19 acres just three miles from the international airport. Boasting an exhibit hall, ballroom and 250,000 square feet of breakout space, the convention center is starting construction on a 400-room Westin flagship hotel.

For the many corporate meetings, incentive groups and conventions descending on Palm Beach County—56 percent of all arrivals, according to the Palm Beach County CVB—the county offers an enormous range of hotel-based choices, from high-end corporate properties to national hotel chains, independent

nearby Ab-Tha-Thi-Ki Museum.

Miami

The Caribbean meets big-city excitement in this tropical metropolis by the sea, where bronze beaches complement glittering steel towers, and a fascinating intersection of cultures creates an international dining and entertainment scene like nowhere else in the U.S.

But while Miami boasts the best in cosmopolitan living, including an electrifying arts scene, celebrity-studded nightlife and major sports franchises, it's also the only city in the U.S. with two national parks: Everglades National Park, the third-largest national park in the continental U.S., and Biscayne National Park, 95 percent of which is under water. So pack your wetsuit and your hot suit—both are appropriate in Miami.

Like Fort Lauderdale, Miami's hotel scene has taken a turn toward the luxurious since the turn of the millennium, welcoming brands like Mandarin Oriental, Ritz-Carlton, JW Marriott, Four Seasons, Conrad, Trump, Rosewood, and Le Meridien, while W, a second Regent hotel and Marquis, Marriott's luxury brand, wait in the wings.

Meanwhile, venerable properties like the Fontainebleau and Eden Roc are undergoing major makeovers—including the addition of meeting space—while nearly every boutique and Art Deco hotel on South Beach has evolved into a showcase of designer furnishings, state-of-the-art amenities, celebrity-chef restaurants and cool clubs.

While many of the hotels catering to meetings are clustered near the Miami Beach Convention Center and the Miami Convention Center downtown, there are dozens of options all over town, from massive convention properties surrounding golf courses to the collection of high-rise, top-brand hotels surrounding the airport.

In Miami, you're never far away from a good time or a great beach. Just head east, where expansive golden sand beaches are washed by sparkling Atlantic waters from Sun-



my Isles in northern Miami Beach down to Homestead Bayfront Park Beach, north of where the Florida Keys begin.

Once the sun goes down, though, the clubs take over, especially on South Beach, which turns into party central as the pastel colors of the area's historic Art Deco hotels and buildings—so soothing during the day—blaze with neon as

music blazes till dawn. And if you're looking for a little culture in your nightlife, Greater Miami is a major center for theater, dance, symphony, and concert performances, particularly since the October 2006 opening of the Carnival Center for the Performing Arts, home to the Concert Association of Florida, the Florida Grand Opera, the Miami City Ballet, and the New

Free to Roam: Visitors enjoy walking along the beach in Fort Lauderdale, where a stunning Miami's southernmost beach, Fort Lauderdale, is just one of the many beautiful beaches in Southeast Florida. It's a tough job, but somebody's gotta do it.

Plan a meeting that defies convention.



Outstanding venues, exceptional facilities, and unprecedented entertainment, all within minutes of Orlando International Airport. Plan your next meeting in Kissimmee.

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Central Florida

fishing on Lake Tohopekaliga, before kicking up its heels in weekly rodeos.

A nod to the days when Kissimmee's top industry was cattle—it's still the state headquarters of the Florida Cattlemen's Association—the city's "cow town" heritage is celebrated in a variety of events throughout the year, including the Kissimmee Bluegrass Festival, and the Kissimmee Valley Livestock Show & Osceola County Fair.

Now, turn 180 degrees and



Come Fly with Me: Aviation enthusiasts can fly in vintage aircraft with Kissimmee's Warbird Adventures (above) or visit Fantasy of Flight near Lakeland (below right).

you'll see the other side of Kissimmee—high-end accommodations, family-friendly hotels and attractions, and acre after acre of rolling golf greens.

Mega-resorts like Gaylord Palms Resort and Convention Center, Onizc Resort at ChampionsGate, Radisson Worldgate Resort, and Ginn Recreation Resort are home to much of the meeting space in Kissimmee, though there are a host of smaller, national flag properties, many close to the theme parks, and others, like the Clarion, that combine meeting space with tons of onsite fun—in this case, a water park.

Kissimmee's meetings landscape also includes stand-alone facilities such as Osceola Heritage Park, a complex of facilities housing the Silver Spans Arena and an 89,500-square-foot exhibition building, and the Kissimmee Civic Center, with 17,000 square feet of exhibit space and seating for 3,600. Visitors can get a taste of the an-



Adventures in Shopping



Sure, there are theme parks nearby, but who cares when there's so much to buy?

In a few short years, Greater Orlando has gone from a one-stop shopping town—souvenirs—to a busy retail scene of luxury department stores, eclectic boutiques, outlet malls, antique districts, farmers' markets, and sprawling entertainment complexes that combine shopping with dining and high-energy fun.

In the latter category are the shopping and entertainment combos of the theme parks, including **Downtown Disney** (407.934.7637; www.disneyworld.com), Universal Orlando's **CityWalk** (407.363.8000; www.universalorlando.com), and **The Waterfront at SeaWorld** (407.351.8000; www.seaworldorlando.com).

Beyond the parks are a host of similar venues like Kissimmee's **Old Town Shopping, Dining and Entertainment Attraction** (407.396.6888; www.old-town.com), featuring 75 specialty shops, 14 eateries, 18 amusement park rides, and classic car shows every Friday and Saturday. Make a group event of it, with special meals at select restaurants and a Bargain Book of discounts, free to pre-arranged groups.

Nearby, **Festival Bay Mall at International Drive** (407.351.7718; www.shopfestivalbaymall.com) will welcome the new Ron Jon Surfpark this year, inviting wave riders of all levels to hang 10 in gigantic, wave-producing pools. Festival Bay also offers a group tour program that includes goodies such as savings cards and meal and discount vouchers.

If you hear the call of the designer, **Mall at Millenia** (407.363.3555; www.mallatmillenia.com) is home to Bloomingdale's, Macy's and a mix of international designer stores and U.S. favorites, from Apple to Zara. Meanwhile, great deals await at **Orlando Premium Outlets** (407.238.7787; www.premiumoutlets.com) and **Lake Buena Vista Factory Stores** (407.238.9329; www.lake.com), while fresh produce and baked goods make for a delicious shopping experience at the nearby **Winter Park Farmers' Market** (407.399.3275; www.citywinterpark.org).

A half-hour north of downtown Orlando, antique hunters will love searching for treasures along downtown First Street in **Sanford Historic District** (407.665.2902; www.sanfordhistorical.org), or head west to **Mount Dora** (352.383.2165; www.mountdora.com), a charming village filled with quaint antique and gift shops.

Still, if you must buy the plastic palm tree, fake flamingo or "orange" snow globe, you'll still find plenty of kitsch on the shelves in Central Florida.



Disney's Mickey Mouse

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Northeast Florida

a huge convention center on Amelia Island. What you will find are a number of hotel- and resort-based facilities, including those at Amelia Island Plantation—which can host a meeting of up to 1,000—and the charming Amelia Hotel and Suites, which can host 50. Well-known chains like Ritz-Carlton, Best Western and Hampton Inn are also represented here, along with a variety of independent hotels and inns.

The island's 13 miles of unspoiled, white-sand beaches invite strolling, horseback riding, bird

watching, and even turtle watching during nesting season, while inland ponds, marshes and tidal creeks beckon anglers to cast their lines for a variety of freshwater and salt-water fish.

In addition to its extensive natural gifts, Amelia Island's northern end is a historical gateway to pre- and post-Civil War America. Fort Clinch State Park, a well-preserved fortification that stood guard during the Civil War, Spanish-American War and World War II, is complemented by hiking trails, fishing sites, comp-



Amelia Island Museum of History

HotelScene

Jacksonville

- **The Hyatt Regency Jacksonville Riverfront** (904.588.1234; www.jacksonville.hyatt.com) completed a year-long renovation last October, upgrading all 966 rooms and enhancing its restaurants and bar, rooftop pool area, health club, and common areas.
- **The Residence Inn Jacksonville Airport** (904.741.6550; www.marriott.com/jaxna) recently finished a renovation of all guest suites, public areas and meeting space.

St. Augustine/Ponte Vedra

- **The AAA Five Diamond Ponte Vedra Inn and Club** (904.285.1111; www.pontevedra.com) unveiled a 28,000-square-foot spa last November, with deluxe amenities including 22 treatment rooms plus VIP rooms, specialty pools and waterfalls, a relaxation lounge, a salon, and an old-fashioned barbershop for men.

Palm Coast

- **New at Hammock Beach Resort** (386.246.5000; www.hammockbeach.com) is the Ginn Sanderson, a 117-foot skipperliner yacht available for group events.
- **Stated to open in 2008, Palm Coast Resort** (888.698.3483; www.palmcoastresort.com) will be set on the Intracoastal Waterway near the European Village shopping and dining complex. Planned amenities include a marina, a spa and water taxi service to Ocean Hammock golf courses.

Don't Miss It!

- Set on the banks of the St. Johns River, **Jacksonville Landing** (904.253.1188; www.jacksonvillelanding.com) is the place in downtown Jacksonville to gather for dining, drinks, shopping, and outdoor concerts by the water.
- Getting older got you down? Drink from the legendary **Fountain of Youth** (904.829.3166; www.fountainofyouthflorida.com) in St. Augustine.
- May to October is **turtle nesting season on Amelia Island** (904.261.3248; www.ameliainland.org), when loggerhead and green turtles lumber from the surf at night to lay their eggs. About two months later, the hatchlings emerge and begin their dramatic journey to the sea.
- Flagler County's **MarineLand** (904.471.1111; www.marineland.net) is home to more than 70 different marine species and includes a Dolphin Conservation Center where guests enjoy dolphin encounters.



Step Into the Past



Like the golden beaches fringing the shoreline, history is everywhere you turn in Northeast Florida. "Florida's First Coast," which spans vestiges of the many eras pre-dating our modern one—colonial Spain, the Victorian period, the Gilded Age, the Roaring Twenties—along with relics from the various conflicts that helped shape the region's (and Florida's) destiny.

Local museums put the centuries on display in Northeast Florida, and while it may be true that St. Augustine's Historic District is one big museum in itself, specific sites will take you to different points in the past.

The **Ximenes-Fatio House Museum** (904.829.3575; www.ximenesfatiohouse.org), for example, was built around 1798 by Andres Ximenes, a Spanish merchant, and is one of the best preserved of the three dozen colonial buildings remaining in St. Augustine. The grounds date to St. Augustine's original town plan of 1520, while meticulous restoration and period furnishings give the feeling that you've stepped back in time when you step inside.

Moving forward a few centuries, the opulence of the Gilded Age lives on inside St. Augustine's **Lightner Museum** (904.824.2874; lightnermuseum.org), built in 1887 by railroad magnate Henry Flagler as the Hotel Alcazar. Costumes, furnishings, mechanical musical instruments, (fluffy) lamps, and other artifacts offer a glimpse of late 19th-century splendor, while present-day groups can gather there in grand style.

Heading northwest from St. Augustine, you'll head back in time at the **Amelia Island Museum of History** (904.261.7738; www.ameliainland.org), which traces the development of the only location in the U.S. to have been under eight flags of domination, including France, Spain and England. Housed in the former Nassau County Jail, the museum brings to life a storied history that included smuggling, pirates, slave ships, and Victorian gentility.

To the west, in Jacksonville, the first half of the 20th-century takes center stage at the **Ritz Theatre and Latta Museum** (904.432.5555; www.ritztheatre.org). Designed in 1929 by local architect Jefferson Powell, the Art Deco-style Ritz once jammed with the likes of Ray Charles and other artists who worked the "Chitlin' Circuit." Today the renovated 80-seat theater welcomes frequent jazz and blues concerts, and is available for group rental. Meanwhile, the adjacent Latta Museum showcases a mix of African and African-American cultural exhibits.

The Prince of Tides

The Atlantic Ocean serves as the dramatic backdrop for the AAA Five-Diamond resort from Villa Inn & Club. 235 luxurious rooms, 300 suites, beach, golf, tennis, fitness, spa, fine dining, shopping and award-winning hospitality since 1928. Attractive rates and packages are available.

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Magic Mix

Northwest Florida blends the allure of the Old South with a touch of the tropics

IMPOSSIBLY PRITTY SEASIDE TOWNS, EMERALD-GREEN waters washing onto sugar-white beaches and antebellum mansions fringed with gingerbread Victorian flourishes give Northwest Florida—stretching from the capital, Tallahassee, to the westernmost city of Pensacola—an inviting, Old South “Riviera” appeal.



With a host of fresh developments, including new resorts and a new international airport, this longtime vacation haven is an emerging destination for meetings and conventions.

Pensacola

Saturated in history and washed by temperate blue-green waters, Pensacola is the gateway to Florida’s “great northwest,” skirting the Alabama border but offering an all-Florida combination of scenic beaches, waterfront resorts, fresh seafood restaurants, frequent festivals, and a military legacy that includes the Spanish conquests

and the U.S. Navy.

Beginning with the Pensacola Civic Center—a 10,000-seat arena with over 20,000 square feet of exhibition space and 13,000 square feet of meeting space—Pensacola offers a mix of national-flag hotels, including Marriott and Hilton, along with historic and independent properties with meeting space, and a unique mix of off-site venues, including vintage theaters and restaurants.

It’s called the “City of Five Flags” because at one time or another through the centuries, Pensacola has been ruled by Spain, France, England, the U.S., and the Confederacy. Local attractions offering insight into Pensacola’s past include Historic Pensacola Village, with period houses and archaeological sites spanning the centuries, and many—including Christ Church, the oldest church building in Florida still standing on its original site—available for group functions; the Civil War Soldiers Museum, displaying medical artifacts and personal items used by soldiers; and the National Museum of Naval Aviation, located at the Pensacola Naval Air Station, which is also home base for the Navy’s Blue Angels flight squadron.

Emerald Coast

Pensacola’s neighbor to the east, the Emerald Coast, is famed for the dazzling green waters that sparkle offshore, and though you might be tempted to just sit on the powdery sand and enjoy the view, there’s

That’s Life: The “lure” is easy in Northwest Florida, where highlights include Pensacola’s scenic waterfront (far left), architectural flourishes (bottom far left) and bright flora (bottom left); recreational activities such as biking in the Beaches of South Walton; and sweeping ocean views at Seaside’s beachfront pavilions (bottom middle left).

much more to do in this multifaceted destination, which includes the communities of Destin, Fort Walton Beach and Okaloosa Island.

“Basically, I think people come here because of the beaches, but once you’re out of the meeting, you can enjoy everything we’ve got here,” says Daniel Jones, executive

Fast Facts

Pensacola

TOTAL NUMBER OF HOTELS: 7,500; SUITES: 7,500; SALES: 4% lodging; MEETING GROUPS: 7,500; VALUE: \$400,000; LABOR DAY: \$400,000; PENSACOLA REGIONAL AIRPORT IS 15 MINUTES FROM DOWNTOWN PENSACOLA.

Emerald Coast

TOTAL NUMBER OF HOTELS: 1,200; SUITES: 1,200; SALES: 14,800 (hotels and condos); SUITES: 4% lodging; MEETING GROUPS: 2,000; VALUE: \$400,000; LABOR DAY: \$400,000; PENSACOLA REGIONAL AIRPORT IS 15 MINUTES FROM DOWNTOWN PENSACOLA.

Beaches of South Walton

TOTAL NUMBER OF HOTELS: 1,000; SUITES: 1,000; SALES: 14,800 (hotels and condos); SUITES: 4% lodging; MEETING GROUPS: 2,000; VALUE: \$400,000; LABOR DAY: \$400,000; PENSACOLA REGIONAL AIRPORT IS 15 MINUTES FROM DOWNTOWN PENSACOLA.

Panama City Beach

TOTAL NUMBER OF HOTELS: 174; SUITES: 174; SALES: 20,000; SUITES: 6.5% lodging; MEETING GROUPS: 2,000; VALUE: \$400,000; LABOR DAY: \$400,000; PENSACOLA REGIONAL AIRPORT IS 15 MINUTES FROM DOWNTOWN PENSACOLA.

Tallahassee

TOTAL NUMBER OF HOTELS: 52; SUITES: 52; SALES: 5,500; SUITES: 5.5% lodging; MEETING GROUPS: 5,000; VALUE: \$400,000; LABOR DAY: \$400,000; PENSACOLA REGIONAL AIRPORT IS 15 MINUTES FROM DOWNTOWN PENSACOLA.

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44 Gulf Greats Central West Florida mixes to the occasion with gorgeous beaches, spectacular sunsets, a colorful arts and culture scene, and eclectic attractions.

52 First Time’s a Charm From its rich history to its modern-day amenities, the past and present go hand in hand in Northeast Florida, the state’s “First Coast.”

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