

# TourismMarketing Today

The Official Newsletter of Destinations Florida | [www.DestinationsFlorida.org](http://www.DestinationsFlorida.org) | April 2026



Would you like to distribute a PDF of this newsletter to your TDC, elected leaders, or industry members? Visit the Destinations Florida members-only website to get the PDF for distribution: <https://www.destinationsflorida.org/tourism-marketing-today>

## HSMAI Adrian Awards Recognize Excellence

The Hospitality Sales & Marketing Association International (HSMAI) presented the 2025 Adrian Awards on Feb. 18 at the New York Marriott Marquis in Times Square. This year, the 69<sup>th</sup> annual competition focused on "The Exceptional Experience," celebrating the best in travel and hospitality marketing.

Congratulations to our Destinations Florida members for winning these prestigious awards!



Discover The Palm Beaches Senior Vice President of Marketing Erika Constantine (on right) and Director of PR & Communications Angela Cruz Ledford (middle) receive the Platinum Award during the HSMAI Adrian Awards celebration in New York City.

### PLATINUM AWARD WINNER

Discover The Palm Beaches

Entry: "Palm Royale-ty" Set-Jetting FAM in The Palm Beaches

Category: Influencer/Content Creation (Best of Category)

### GOLD AWARD WINNERS

Discover The Palm Beaches

Entry: "Palm Royale-ty" Set-Jetting FAM in The Palm Beaches

Category: Influencer/Content Creation

Martin County Office of Tourism & Marketing

Entry: A.I. Means More Here

Category: Innovation

Visit Orlando

Entry: "Outdoors for Indoors People" Campaign

Category: Consumer Brand Campaign

*HSMAI ADRIAN AWARDS continues on pg. 4*

## Not Touching That

*by Robert Skrob*



The Florida Legislative Session has come to a close on policy issues. Although the budget hasn't been fully

resolved, so far this year has been unusually quiet for our issues.

The attempts many expected to expand the use of the Tourist Development Tax simply did not materialize.

When things go well, there is always a temptation to assume that is how it will always be. But as Floridians, we know that calm seasons do not mean the storms are gone forever.

*E.D.'s MESSAGE... continues on pg. 3*

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# HAPPY Birthday

Misty Johantgen  
April 14



DESTINATIONS  
**FLORIDA**  
TourismMarketing  
Today

The Official Newsletter of  
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Robert Skrob,  
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MaryLu Winchester,  
Member Database

#### On the Cover

Travel journalists and reality TV celebrity Tyler Cameron pose during Discover The Palm Beaches' Platinum Adrian Award-winning "Palm Royale-ty" Set-Jetting FAM, highlighting the destination's star-studded appeal and its growing role as a region in the entertainment world spotlight. Read more about the Adrians on page one.



## In the News

3

### Lee County VCB Announces New Director of Operations

The Lee County VCB is pleased to announce the promotion of Amanda Auer to director of operations. Auer joined the VCB in 2012 as an administrative assistant and has advanced through multiple positions within the operations department. In this role, Auer will supervise the operations team, oversee the VCB's fiscal department and budget processes, and provide executive-level operations

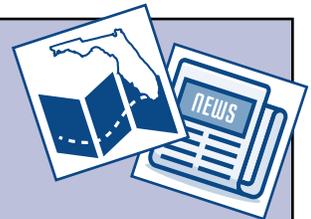
support. Her responsibilities include managing the organization's compliance with Destinations International standards to maintain DMO accreditation, serving as liaison to the Tourist Development Council, and supervising TDC meetings and TDT collection analysis. [VisitFortMyers.com](http://VisitFortMyers.com)



Amanda Auer

### Want to See Your DMO's News in *Tourism Marketing Today*?

We regularly publish brief news items from DMOs in *Tourism Marketing Today*. News about your staff will appear in our "In the News" section. We also publish "Quick Trips," and they are your opportunity to share your good news! Your story should be about *past* events, awards, or campaigns to serve as "best practices" for your fellow tourism professionals. Our deadlines typically fall on a Thursday around the middle of each month. If you aren't receiving an email reminder, reach out to Susan Trainor (*editor.trainor@gmail.com*), and she will add you to the mailing list.



### E.D.'s MESSAGE... continued from pg. 1

One thing we did hear repeatedly at the Capitol this year was a simple reaction: "We are not touching THAT this year."

Your advocacy can feel like it falls on deaf ears. Amendments appear suddenly. Bills move quickly. A majority vote approves a damaging policy we've fought so hard to stop.

Then there are other times, when important victories happen quietly.

The reason no one wanted to "touch that" this year is because of the work you did last year. Your advocacy mattered. Lawmakers heard you.

National Travel & Tourism Week is May 3-9. Let's use it to celebrate the work you do and to remind Florida's leaders how tourism marketing powers our state's economy and supports hardworking Florida families.

**Visit Tampa Bay**

**Entry:** London Art Fair: Art Meets Sunshine

**Category:** Special Event

**SILVER AWARD WINNERS****Amelia Island CVB**

**Entry:** New Day Cleveland x Amelia Island

**Category:** Broadcast TV (Best of Category)

**Destin-Fort Walton Beach, Fla.**

**Entry:** Transforming DFWB's Social Strategy to Build Trust with Moms

**Category:** Social Media

**Destin-Fort Walton Beach, Fla./ Miles Partnership**

**Entry:** The Website With a Mission: Helping Families Explore Destin-Fort Walton Beach With Confidence

**Category:** Website

**Discover the Palm Beaches**

**Entry:** From Zero to 50,000; Growing the Biggest Private DMO Group on Facebook

**Category:** Social Media Channel Growth

**Discover the Palm Beaches**

**Entry:** Making Waves on Instagram: The Palm Beaches Break into the Top 6

**Category:** Social Media Channel Growth

**Florida Keys & Key West/TURNER**

**Entry:** Bette Zirkelbach & the Turtle Hospital x "Lenny the Loggerhead Turtle Release"

**Category:** Broadcast Television: Traditional TV, Cable or Streaming

**Florida's Paradise Coast/Paradise Advertising & Marketing**

**Entry:** Stone Crab Content Series

**Category:** Content Marketing

**Florida's Paradise Coast/Paradise Advertising & Marketing**

**Entry:** All Is Perfect Disaster Recovery Campaign

**Category:** Consumer Brand Campaign

**Fort Myers Islands, Beaches & Neighborhoods/MMGY Global**

**Entry:** Just Feels Right TV Spots

**Category:** Broadcast Television; Traditional TV, Cable or Streaming

**Greater Miami CVB/rbb Communications**

**Entry:** #Authenticity Wins: How GMCVB's Content Strategy Made @VisitMiami's Instagram page the Fastest-Growing DMO Instagram page in the U.S.

**Category:** Social Media Channel Growth

**Santa Rosa County TDO/Paradise Advertising & Marketing**

**Entry:** "Meditation Video Series"

**Category:** Social Media Channel Growth

**Santa Rosa County TDO/Paradise Advertising & Marketing**

**Entry:** "Florida's Most Relaxing Place" Steeplechase Activation

**Category:** Experiential Marketing

**Visit Indian River County, Fla./ Madden Media**

**Entry:** Pawsome Trips to Indian River County

**Category:** Consumer Brand Campaign

**Visit Jacksonville**

**Entry:** A Love Letter from Jacksonville

**Category:** Video

**Visit Orlando**

**Entry:** "Tourism Benefits You" Campaign

**Category:** Reputation Management

**Visit Tampa Bay**

**Entry:** Local Artist x Europe: Two Cities, Two Stories

**Category:** Special Event

**Visit Tampa Bay**

**Entry:** Meeting the Moment: From Events to Lasting Impact

**Category:** Business-to-Business/Trade Campaign

**Visit Tampa Bay**

**Entry:** Pawsitive Impact: Tampa Bay's Doggone Summer Campaign

**Category:** Broadcast: Audio

**Walton County Tourism/TURNER**

**Entry:** Artful Escapes: Positioning Walton County as Florida's Cultural Coast

**Category:** Consumer Brand Campaign

**Walton County Tourism/Zehnder Communications**

**Entry:** Inspiring a Deeper Connection with the Destination

**Category:** Social Media

**BRONZE AWARD WINNERS****Amelia Island CVB**

**Entry:** Amelia Island Dining Month

**Category:** Special Event

**Amelia Island CVB**

**Entry:** Island Inspired Meetings Videos

**Category:** Video

**Destin-Fort Walton Beach, Fla.**

**Entry:** 2025 Destin-Fort Walton Beach Visitor's Guide

**Category:** Special Event

**Discover Lake County, Fla./ Madden Media**

**Entry:** Tune Out to Tune In

**Category:** Video

**Discover The Palm Beaches**

**Entry:** The Palm Beaches & The MICHELIN Guide Partnership  
**Category:** Content Marketing

**Discover The Palm Beaches**

**Entry:** Nature Without Limits: Accessible Adventures in The Palm Beaches  
**Category:** Influencer/Content Creation

**Discover The Palm Beaches**

**Entry:** What's New in The Palm Beaches: A Mini-Series for Travelers  
**Category:** Social Media

**Discover The Palm Beaches**

**Entry:** Michelin Recognition Through Influencer Storytelling  
**Category:** Special Event

**Discover The Palm Beaches**

**Entry:** Interactive Website Map  
**Category:** Technology

**Discover The Palm Beaches**

**Entry:** Spill the Tea: The Palm Beaches Media Event  
**Category:** Experiential Marketing

**Discover The Palm Beaches**

**Entry:** Eudemonia  
**Category:** Special Event

**Discover The Palm Beaches**

**Entry:** Entertainment Tonight in The Palm Beaches  
**Category:** Broadcast Television: Traditional TV, Cable or Streaming

**Discover The Palm Beaches**

**Entry:** Southern Lady Magazine & The Pink Retreat  
**Category:** Feature Placement Consumer Media

**Florida's Paradise Coast/Paradise Advertising & Marketing**

**Entry:** Sports Impact Video – Florida's Paradise Coast  
**Category:** Video

**Florida's Paradise Coast/Paradise Advertising & Marketing**

**Entry:** Big Cypress National Preserve Dark Skies  
**Category:** Integrated Campaign

**Florida's Space Coast Office of Tourism/&Barr**

**Entry:** Organic Social  
**Category:** Social Media

**Florida's Sports Coast/Paradise Advertising & Marketing**

**Entry:** "Life's A Game"  
**Category:** Consumer Brand Campaign

**Fort Myers Islands, Beaches & Neighborhoods/MMGY Global**

**Entry:** TravelZoo Broadcast Event  
**Category:** Broadcast Television; Traditional TV, Cable or Streaming

**Fort Myers Islands, Beaches & Neighborhoods/MMGY Global**

**Entry:** Concierge Module  
**Category:** Technology

**Fort Myers Islands, Beaches & Neighborhoods/MMGY Global**

**Entry:** Just Feels Right Campaign  
**Category:** Consumer Brand Campaign

**Martin County Office of Tourism & Marketing**

**Entry:** Explore Natural Martin Video Series  
**Category:** Video

**Ocala/Marion County, Fla./Miles Partnership**

**Entry:** Leading With Local Insight: A Commissioner's Guide to Ocala/Marion County, Fla.  
**Category:** Social Media

**Ocala/Marion County, Fla./Miles Partnership**

**Entry:** Elevating the Unexpected: Ocala/Marion County's Native Storytelling Strategy  
**Category:** Consumer Brand Campaign

**Palm Coast and the Flagler Beaches/Aqua Marketing & Communications**

**Entry:** Trails, Tides & Laid Back Vibes  
**Category:** Consumer Brand Campaign

**Punta Gorda/Englewood Beach/Aqua Marketing & Communications**

**Entry:** Pure Florida 2025 Campaign  
**Category:** Consumer Brand Campaign

**Punta Gorda/Englewood Beach/Aqua Marketing & Communications**

**Entry:** Pure Florida 2025 Campaign  
**Category:** Broadcast Television: Traditional TV, Cable or Streaming

**Visit Jacksonville**

**Entry:** Jax Coffee & Donuts Trail  
**Category:** Consumer Brand Campaign

**Visit Orlando**

**Entry:** VisitOrlando.com Redesign  
**Category:** Website

**Visit Orlando**

**Entry:** Halloween Vacation Capital Media Blitz  
**Category:** Special Event

**Visit Orlando**

**Entry:** Orlando Neighborhoods Spotlight  
**Category:** Video

**Visit Sarasota County/Miles Partnership**

**Entry:** Uplifting Sarasota County: The "Support the 941" Campaign  
**Category:** Reputation Management

**Visit Sarasota County/Miles Partnership**

**Entry:** Adrian Award: Indicators & Insights Summit – Visit Sarasota County’s Rebranded Annual Meeting  
**Category:** Special Event

**Visit St. Pete-Clearwater/BVK**

**Entry:** Visit St. Pete-Clearwater Is Still Shining  
**Category:** Reputation Management

**Visit St. Pete-Clearwater/MMGY Global**

**Entry:** From the Gulf to Gourmet: Elevating St. Pete-Clearwater’s Culinary Identity on the Global Stage  
**Category:** Consumer Brand Campaign

**Visit Tampa Bay**

**Entry:** Hospitality Heroes: Everyday Champions  
**Category:** Social Media

**Visit Tampa Bay**

**Entry:** GoKarton: Sustainable by Design  
**Category:** Purpose-Driven Campaigns

**Visit Tampa Bay**

**Entry:** Bold Partnerships, Bigger Impact: Tampa Bay’s Influencer Ambassador Program with Expedia  
**Category:** Influencer/Content Creation

**Visit Tampa Bay**

**Entry:** Tampa Bay Is Ready: Inspiring Travel Through Strategic Recovery Marketing  
**Category:** Reputation Management

**Visit Tampa Bay**

**Entry:** Live, Work, Play in Tampa Bay  
**Category:** Website

**Visit Tampa Bay**

**Entry:** Corporate Transient: Extend Your Stay, Unlock Tampa Bay  
**Category:** Consumer Brand Campaign

**Visit Tampa Bay/Madden Media**

**Entry:** From Beats to Bookings: Visit Tampa Bay’s Breakaway Strategy  
**Category:** Experiential Marketing

**Walton County Tourism/Zehnder Communications**

**Entry:** In the Kitchen with South Walton  
**Category:** Video



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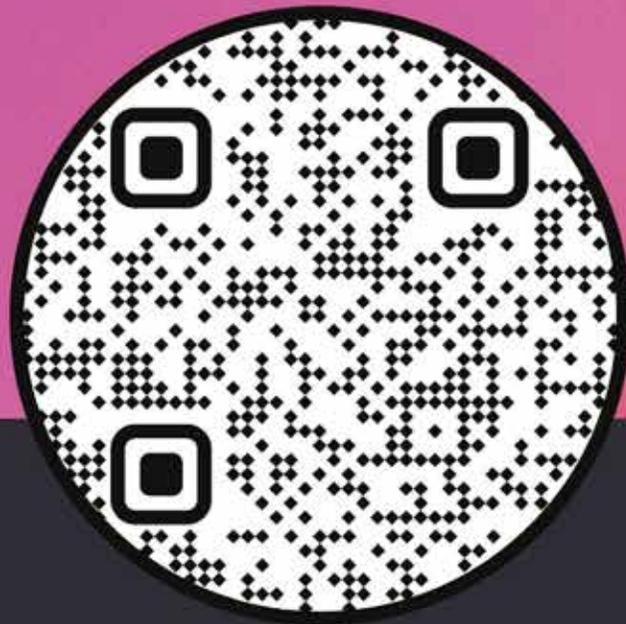
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# DESTINATION MARKETING SUMMIT



May 13-15, 2026 | Bradenton Area Convention Center | Palmetto, Florida

## Schedule at a Glance

### WEDNESDAY, MAY 13, 2026

10:00 AM – 1:00 PM	Board of Directors Meeting
2:00 PM – 2:45 PM	Opening Session
2:45 PM – 3:30 PM	Educational Programming
3:45 PM – 5:30 PM	Destination Marketing State of the State Report
5:30 PM – 6:30 PM	Welcome Reception
6:30 PM	Dinner on own

### THURSDAY, MAY 14, 2026

8:00 AM – 9:00 AM	Networking Breakfast
9:00 AM – 11:45 AM	Two Tracks of Educational Programming
11:45 AM – 1:00 PM	Networking Luncheon
1:00 PM – 3:45 PM	Two Tracks of Educational Programming
5:00 PM – 8:30 PM	Connect Evening Event <b>Connect</b>

### FRIDAY, MAY 15, 2026

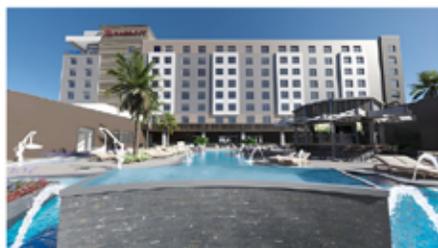
8:00 AM – 9:00 AM	Networking Breakfast
9:00 AM – 12:00 Noon	How DMOs and VISIT FLORIDA Can Work Together to Bring More Customers to Our Communities

## Hotel Accommodations:

The Palmetto Marriott Resort & Spa is offering a special rate for Destinations Florida meeting participants of \$199 per night. Please visit <https://bit.ly/DF26SUMMIT> to book your reservation.

Reservations must be made by **Wednesday, April 29, 2026**. Be sure to make your reservation as soon as possible because the room block will sell out.

**Palmetto Marriott Resort & Spa**  
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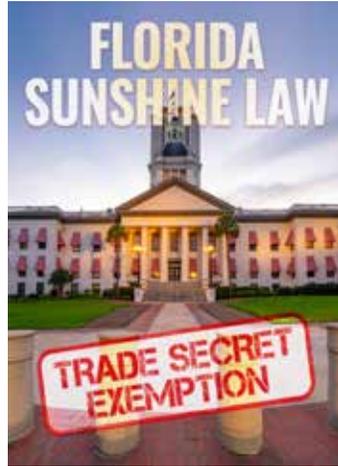
Register Now at: [DestinationsFlorida.org](https://DestinationsFlorida.org)



## 'Marking' Trade Secrets?

by Steven M. Hogan

In 2021, we published an article addressing the "trade secret" legislation passed that year by the Florida Legislature and how it impacts you. Destinations Florida has made this available for you here: <https://bit.ly/fl-sunshine>



Back then, we wrote the following about how to protect your trade secrets:

This leads us to a practical question: how do you *know* something is a trade secret that is protected from disclosure?

At a high level, the answer is that information is only a trade secret if it fits one of the statutory definitions *and* if the owner of that information takes steps to keep it a secret.

Whether particular efforts are "enough" to show that the owner of a trade secret has really tried to keep it a secret is always a fact-intensive inquiry on a case-by-case basis.

However, the initial threshold of analysis is whether the information is marked as a trade secret when given to or created by the agency. If this is not done, then the trade secret will not be protected!

The law has not materially changed since we wrote our article in 2021.

We periodically receive follow-up questions from Destinations Florida members on a very practical question: *how do you "mark" something as a trade secret?*



Steven M. Hogan

The answer is that there is no "one way" to mark documents as trade secrets. The main thing is that the mark, whatever it is, must be clear.

Clear to whom, you might ask? Clear to *the Court!* Ultimately any dispute over whether something is or isn't a trade secret, and therefore is or isn't entitled to protection under the Florida Statutes, will end up in front of a judge who will make the determination. Therefore, the audience that your "mark" is directed to will be a judge.

As a practical matter, we often use a notation on the header or footer of a document (so it shows up on each page) when producing something to an agency in a .pdf or something similar.

Keep this in mind when similar questions arise for you. As always, legal counsel should be sought on specific questions, as the facts can change the analysis.

*Steven M. Hogan is a shareholder with the Ausley McMullen law firm in Tallahassee. Destinations Florida has retained Mr. Hogan to consult with our members on the Tourist Development Tax and related legal issues. You can contact Mr. Hogan at [shogan@ausley.com](mailto:shogan@ausley.com). Nothing in this article constitutes legal advice. Please seek counsel of your own choosing before making decisions that impact yourself or your organization.*

## Now Accepting Donations for the 2026 Dave Warren Silent Auction

The Dave Warren Scholarship Silent Auction is taking place at the Destination Marketing Summit May 13-15 at the Bradenton Area Convention Center. All proceeds from the silent auction support the Dave Warren Scholarship Fund, which awards a yearly scholarship to college juniors and seniors majoring in hospitality or marketing.

Donating to the silent auction is a great way to promote your destination, and a fun way for you to bid to win trips and gift baskets from other destinations. Contributions of all kinds are gladly accepted, such as weekend packages in your destination or gift baskets with items that showcase your unique location. Media agencies often contribute ad space in their publications for our DMOs to bid on. All Marketing Summit attendees are invited to bid to win exciting destination getaways, valuable ad space, and other great prizes.

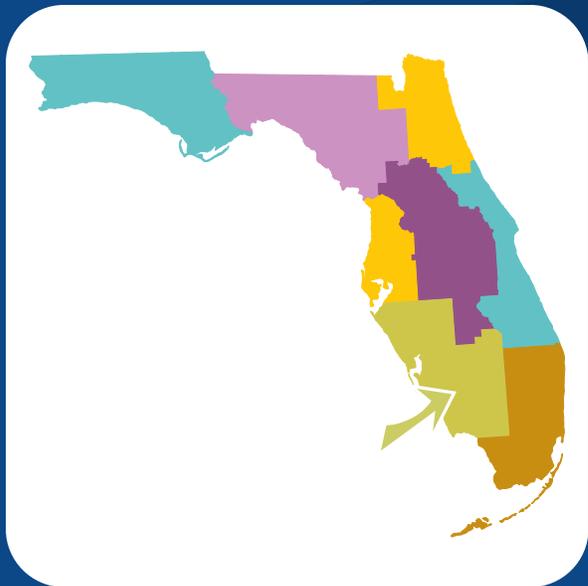


### Deadline: Thursday, May 7, 2026

Complete a donation form online by May 7 and either bring your donation to the Summit or ship it to Destinations Florida to arrive by May 7.

[DestinationsFlorida.org/26SilentAuction](https://DestinationsFlorida.org/26SilentAuction)

# BEST of SOUTHWEST FLORIDA!



- Bradenton Area CVB
- Fort Myers Islands, Beaches & Neighborhoods
- Hendry County TDC
- Naples, Marco Island, Everglades CVB
- Punta Gorda/Englewood Beach VCB
- Visit Sarasota County

## Bradenton Area Invites Beachgoers to 'Beach Like a Local'

The Bradenton Area recently launched the "Beach Like a Local" campaign, a new complimentary life vest initiative designed to encourage a safer beach experience for both resident and visiting beachgoers of all ages and swimming abilities. The program will provide 64 total U.S. Coast Guard-approved life vests at two locations on Anna Maria Island. Each life vest stand contains 32 life vests in various sizes, ranging from infant to adults, along with clear instructions on how to properly fit and use them.

"Beach Like a Local" is part of the Bradenton Area's "Love It Like a Local" initiative, which encourages visitors to enjoy Anna Maria

Island as if they called it home by respecting wildlife, leaving beaches and waterways as they found them, and making safer choices, including wearing these life vests.

"This life vest program provides extra support for our residents and visitors," said Tal Siddique, chairperson of the Manatee County Board of County Commissioners. "As we welcome visitors from around the world, we welcome them to not only enjoy our beaches but to also make safer choices that support a safer, more enjoyable beach experience for everyone."



One of two life vest stands in the Bradenton Area CVB's "Beach Like a Local" campaign



With life vests in various sizes, the "Beach Like a Local" campaign offers a safer beach experience for infants through adults.



## Fort Myers Area Tourism Shows Continued Momentum

With coverage from *Southern Living* celebrating Captiva Island in "This Tiny Florida Island Feels Like a World Away—and It's Perfect for Unplugging," to Sanibel Island receiving the No. 3 spot in *Travel + Leisure's* "15 Best Weekend Getaways in Florida, According to a Local," and *The New York Times* including Sanibel and Captiva in its "52 Places to Go in 2026" special section, Fort Myers Islands, Beaches and



White pelicans are one of the top bird sightings included in the "Big 5" at J.N. "Ding" Darling National Wildlife Refuge on Sanibel Island. The other four are roseate spoonbill, reddish egret, yellow-crowned night heron, and mangrove cuckoo.

Neighborhoods continues to attract national attention as visitors rediscover its laid-back charm, natural beauty, and timeless appeal.

The past year has marked continued recovery for tourism, with the destination welcoming 3.3M visitors in 2025, generating \$3.3B in direct spending and 31K total jobs supported by tourism.



Shalimar Beach Resort was rebuilt from the ground up and reopened in 2025 with 33 units.

Visitor demand also remained strong, with 4.7M room nights sold, a 7.6% increase from the previous year. Since October 2024, 506 new hotel rooms opened, including Shalimar Beach Resort and Studio Res. The VCB estimates about 85% of hotel rooms across the destination are open.

"As more accommodations reopen and new properties welcome guests, we're seeing steady momentum in visitation and spending that supports local businesses and jobs throughout Lee County," said Tamara Pigott, executive director of the Lee County VCB.

Tourist Development Tax revenue also reflected that strength, increasing 5.8%, reaching \$46.8M in FY2025.

## Where Luxury Meets Nature: 'This Is Paradise in Every Sense' on Florida's Paradise Coast

Florida's Paradise Coast—home to Naples, Marco Island, and the Everglades—invites travelers to experience a destination where coastal beauty, world-class culture, exceptional cuisine, and pristine natural landscapes blend seamlessly. Designed for visitors seeking both sophistication and authenticity, the destination offers an elevated escape defined by unforgettable moments and sensory-rich experiences. This vision comes to life through the new brand campaign "Paradise in Every Sense," recently launched as part of the winter marketing campaign.



"Paradise in Every Sense" campaign tempts visitors to escape the cold with hero imagery atop an illuminated iconic building in Center City, Philadelphia, Pa., Q1 2026 Winter Campaign.

"Florida's Paradise Coast is a place where luxury and nature blend harmoniously, offering travelers fantastic cultural, artistic, and culinary experiences," said Sandra Rios, PR & communications manager for Naples, Marco Island and the Everglades CVB. "Through the 'Paradise in Every Sense' campaign, we invite travelers to enjoy a slower pace in their day-to-day activities and fully immerse themselves in the sights, sounds, flavors, and sensations that define Florida's Paradise Coast. Visiting our destination is truly an experience that engages

the senses while offering the serenity, sophistication, and authenticity today's travelers are seeking."

The winter campaign targets key high-traffic markets—including Chicago, New York City, Boston, and Philadelphia—with bold city takeovers featuring striking hero imagery and illuminated building displays. Leveraging advanced geofencing technology and temperature-triggered messaging, the campaign reaches travelers at the very moment when the appeal of a warm-weather escape is most compelling.



"Paradise in Every Sense" campaign entices visitors to plan their travel to Florida's Paradise Coast as temperatures drop in Boston, Mass., Q1 2026 Winter Campaign.



## Sports Tourism Is Major Draw for Punta Gorda/Englewood Beach

Sports tourism is scoring big in the Punta Gorda/Englewood Beach area, drawing youth, amateur and professional athletes, fans, and families from across the country to compete in a wide variety of tournaments and events.

Among the most popular events are pickleball tournaments held at the renowned PicklePlex® of Punta Gorda, including professional competitions such as the PPA Challenger Series, National Pickleball, Amateur Pickleball, World Pickleball, and US Senior Pickleball.

Baseball and fast pitch softball tournaments are also a major draw, with facilities throughout Charlotte County hosting teams from around the nation and state of Florida. The Snowbird Baseball Classic, for example, brings NCAA Division I & III college teams to the area each spring for weeks of competition and training.

Beyond the diamond and the pickleball courts, Punta Gorda/Englewood Beach welcomes a diverse lineup of sporting events including two national junior golf tournaments, gymnastics meets, cornhole tournaments, and winter training visits from NCAA college swim teams. Unique competitions such as the American Kennel Club Agility events also bring dog handlers and spectators together for exciting, high-energy performances.

“From traditional and unique youth and adult tournaments to college training and games, Punta Gorda/Englewood Beach is becoming a go-to destination for sports competitions, as we experience a 21% year-over-year growth,” said Sean Walter, business development director for the Punta Gorda/Englewood Beach VCB.



American Kennel Club Agility event at Bratty Paws Dog Plex



American Junior Golf Classic Championship

## Visit Sarasota County Promotes Local Centennial Celebrations

As several cultural institutions and cities across Sarasota County marked 100 years in 2026, Visit Sarasota County (VSC) invited visitors and residents to take part in these once-in-a-century celebrations.

VSC created two mobile experience passes—one for countywide milestones, the other for the City of Venice’s centennial—as

ways to walk vacationers through special events, experience history, and engage with local businesses. Both passes were free to use and encouraged discovery without the need to download an app.



Historic Downtown Venice commemorates its Centennial Celebration with an 18-month program of parades, art installations, and community events.

VSC also viewed these centennial stories as a timely strategy to keep Florida’s Cultural Coast® connected to broader, national moments

like America’s 250<sup>th</sup> anniversary. “Centennials provide an invitation for visitors to be a meaningful, momentary part of our destination’s history. For residents, they hold a more profound opportunity to connect with our shared history while supporting institutions that have drafted our reputation and defined our quality of life for decades,” said Erin Duggan, president and CEO of Visit Sarasota County.



Built in 1926, the Sarasota Opera House has been a cornerstone of performing arts in the county for a full century.

The City of Venice’s pass served as a mobile guide to the area’s historic buildings and landmark sites. The second pass, the Circus Legacy Trail pass, featured tours, shows, and sites that harken to Sarasota’s identity as the “Circus Capital of the World.”

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## West Volusia Wins Big at Addy Awards

At the American Advertising Awards gala in Daytona Beach, West Volusia Tourism Advertising Authority's David Swanberg, marketing coordinator, brought home several Addy awards for their 2025-26 ad campaigns. The festive CoolCraft Christmas beverage trail promotion earned Gold in the Integrated Advertising Campaign category, as well as the prestigious Best of Cross Platform and a Judges Choice award. The Illustration series featuring the hand-carved linocut stamps Swanberg created to give the campaign its "handcrafted winter soul" also won Gold, and the Wedding Guide and the Christmas Card invitation took Silver. [VisitWestVolusia.com](http://VisitWestVolusia.com)



David Swanberg poses with Visit West Volusia's Addy awards, which represent the best work in the local advertising industry.

## Visit Orlando Showcases Michelin-Honored Chef in Toronto

Visit Orlando brought the warmth and unique flavors of Orlando to Canada through a strategic media mission Jan. 26-29 in Toronto and Montréal. In Toronto, Visit Orlando hosted the TMAC Ontario chapter's Munch & Mingle for nearly 40 travel media members and influencers, spotlighting Michelin-honored Chef Lordfer "Lo" Lalicon and Kaya General Manager Jamilyn Salonga Bailey. The event marked the Canadian debut of Visit Orlando's first-ever destination cookbook, *Orlando's Kitchens*. The mission continued in Montréal with one-on-one meetings with outlets including Le Devoir, Narcity Quebec, and CBC, reinforcing a relationship-first approach to the Canadian market. [VisitOrlando.org](http://VisitOrlando.org)



Visit Orlando holds Toronto media event featuring Michelin sustainability star honoree Kaya.

## More Routes, More Access: Walton County Expands Free Beach Tram Service

Walton County Tourism has expanded its free Beach Tram service, linking municipal parking lots to popular regional beach accesses to reduce parking demand and improve beach access for visitors and locals. The program eases traffic congestion and provides a safe and convenient way for guests to explore South Walton beaches. Route details, including an interactive map, are available at [WaltonTransportation.com](http://WaltonTransportation.com). Additional parking locations and routes will be added as the program grows. [WCFLTourism.com](http://WCFLTourism.com)



A Walton County Beach Tram at Ed Walline Regional Beach Access offers visitors a free, convenient ride connecting parking facilities to popular South Walton beach accesses.

## Discover Crystal River Recognizes Eco Compliant Partners

As the Manatee Capital of the World®, Discover Crystal River has introduced the Eco Compliant Partner Program (ECP), designed to recognize Citrus County tour operators who demonstrate outstanding environmental stewardship, guest education, and safety practices that protect the destination's water, wildlife, and ecosystem. Those operators who meet the certification criteria receive an Eco Compliant Partner badge to display on their boat/business and are featured on [DiscoverCrystalRiverFL.com](http://DiscoverCrystalRiverFL.com) and in the Visitor Guide. This program supports Discover Crystal River's commitment to a sustainable tourism economy and an ever-improving visitor experience. [DiscoverCrystalRiverFL.com](http://DiscoverCrystalRiverFL.com)





## Greater Fort Lauderdale Sees Record February at Convention Center

Greater Fort Lauderdale's convention scene is thriving. February marked the busiest month at the Broward County Convention Center since its \$1.3B expansion. The venue hosted 20 events, welcoming more than 40,000 attendees and managing multiple days with five events happening simultaneously. The peak day alone drew 15,000 people. This strong momentum highlights the destination's growing appeal for meetings, conventions, and large-scale gatherings, reinforcing Greater Fort Lauderdale as a leading place to meet, connect, and do business. [VisitLauderdale.com](http://VisitLauderdale.com)



The Broward County Convention Center enjoys strong momentum following its \$1.3B expansion.

## Snowbirds Flock for Coffee & Donuts!

Mexico Beach Welcome Center hosted Coffee & Donuts, a snowbird appreciation event held every Friday in February, welcoming more than 160 visitors from places like Canada, Michigan, Pennsylvania, Ohio, and beyond. Guests enjoyed fresh coffee, local donuts, and great company. "We wanted to thank those choosing Mexico Beach as their winter retreat," said Kimberly Shoaf, president of the Mexico Beach CDC. "It was a wonderful way to connect with our visitors and help them plan their next trip back!" [MexicoBeach.com](http://MexicoBeach.com)



Snowbirds enjoy coffee and donuts at the Mexico Beach Welcome Center.

## Discover Lake County Hosts Major League Fishing Tackle Warehouse Invitational

Discover Lake County, in partnership with the City of Leesburg and the Greater Orlando Sports Commission, proudly hosted the Major League Fishing Tackle Warehouse Invitational. This premier bass fishing tournament brought top anglers from around the country to compete on the Harris Chain of Lakes, showcasing Lake County's world-class fishery. The event generated significant economic impact through lodging, dining, and visitor spending while reinforcing the destination's reputation as a leading outdoor recreation and competitive fishing hub. [DiscoverLakeCountyFL.com](http://DiscoverLakeCountyFL.com)



Discover Lake County hosts the Major League Fishing Tackle Warehouse Invitational.

## American Airlines Lands in Vero Beach!

Visit Indian River County Tourism is thrilled to welcome American Airlines to Vero Beach Regional Airport, now offering daily nonstop flights to Charlotte, N.C. Flights started on Feb. 11, and the tourism team was on site greeting the passengers on the first flight. This exciting addition makes traveling to and from Indian River County easier than ever as the Charlotte airport provides direct connections to more than 170 locations worldwide. These additions give travelers more convenient options than ever before to explore Indian River County. [VisitIndianRiverCounty.com](http://VisitIndianRiverCounty.com)



American Airlines now joins JetBlue and Breeze Airways at the Vero Beach Regional Airport.



# Quick Trips!

## Martin County Tourism Offers Free AI Training for Tourism-Facing Businesses

The Martin County Office of Tourism & Marketing recently launched a three-part webinar training series, "Unlock the Power of A.I. For Your Business." This free, hands-on educational program empowered local tourism-facing businesses to stay informed on the latest updates in artificial intelligence while engaging in live learning labs. The initiative was developed in collaboration with Miles Partnership and was led by C.A. Clark, recently named one of HSMIA's Top 25 Extraordinary Minds. [DiscoverMartin.com](http://DiscoverMartin.com)



Program registrants received access to all webinar recordings, printed collateral, office hours, and other useful resources.

## Media Exposure Brings Booming Business to Brooksville Restaurant

Business is booming at the Lazy Maid Creperie in downtown Brooksville, and the owners say the momentum didn't happen by chance. They credit much of their recent growth to media exposure coordinated through Florida's Adventure Coast Visitors Bureau. "Nothing makes us happier than seeing our partners benefit from our efforts and watching them flourish," said Tammy Heon, manager of tourism development. The creperie has introduced a reservation system to reduce the wait times that have resulted from the overwhelming response to their delightful establishment and gourmet crepes. [FloridasAdventureCoast.com](http://FloridasAdventureCoast.com)



Charley Belcher of FOX 13's *Good Day Tampa Bay* with Halo the Tourism Dog for Florida's Adventure Coast Visitors Bureau

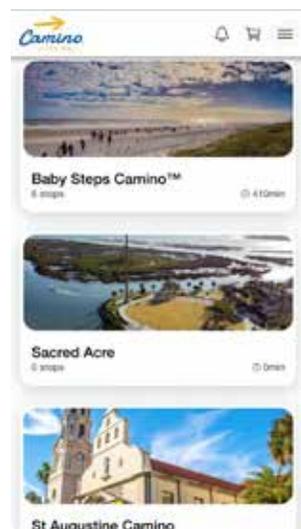
## Clearwater Beach Represents Florida in Tripadvisor's 2026 Best of the Best Traveler's Choice Honors

Clearwater Beach was recognized as a 2026 Tripadvisor Best of the Best Traveler's Choice Award recipient. The sugar-white sand beach was rated as the top Florida beach on the list, bested throughout the country only by La Jolla Beach in California. Clearwater Beach also landed on the Best of the World list—the only Florida beach to be recognized among the top beaches around the globe and one of only three in the entire country to receive recognition. [VisitStPeteClearwater.com](http://VisitStPeteClearwater.com)



## From 1565 to Today: Mission Nombre de Dios Connects Faith and the Camino

Through a partnership between the St. Augustine, Ponte Vedra & The Beaches VCB and the Diocese of St. Augustine, Mission Nombre de Dios is gaining renewed visibility as the U.S. gateway for the Camino de Santiago Florida route. Christianity was first practiced here in 1565, and today modern technology—through the *Camino is the Way* app—helps guide pilgrims and visitors to this sacred site, connecting centuries of faith, history, and innovation. [FloridasHistoricCoast.com](http://FloridasHistoricCoast.com)



*Camino is the Way* app



## Florida's Paradise Coast Showcases First Tee at PGA Tour Champions Classic

The 19<sup>th</sup> Golf to Paradise – First Tee Champions Challenge returned to Naples on Feb. 12–15. In partnership with the Naples, Marco Island, Everglades CVB, 10 First Tee participants from five chapters across the U.S. competed alongside professionals during the PGA Tour Champions Chubb Classic at Tiburón Golf Club. Covered by the Golf Channel, the three-day event included clinics, competition, and experiences around Naples, including a sunset cruise and a community service project, highlighting First Tee's youth development mission. [ParadiseCoast.com](http://ParadiseCoast.com)



Paradise Coast CVB's Sandra Rios awards 2026 First Tee Champions trophies to the First Tee – Greater Philadelphia team: Savannah Laverty and Jonathan Dilliplane.

## Visit Sarasota County Holds Successful Satellite Media Tour

Visit Sarasota County (VSC) partnered with three entities to host a satellite media tour (SMT) that went *swimmingly*. Held at the Mote Science Education Aquarium (Mote SEA), VSC gathered nearby stakeholders to showcase “stay and play” convenience. The other locations, Nathan Benderson Park and University Town Center, all sit directly beside each other, which highlights the ability to explore marine life, kayak, and enjoy 300+ shops and restaurants all just steps away. The SMT has already generated positive media attention with more coverage to come. [VisitSarasota.com](http://VisitSarasota.com)



COO Bruce Patneau of Nathan Benderson Park and VP of Communications & Strategic Initiatives Kevin Cooper of Mote Marine Laboratory & Aquarium on air during VSC's recent satellite media tour

## Visit St. Lucie Unveils New Mobile Visitor Center, 'Lucie'

Visit St. Lucie has launched “Lucie,” a fully branded Mobile Visitor Center bringing trip planning directly to visitors at beaches, festivals, sports venues, and events across St. Lucie and beyond. The interactive van promotes the destination with vibrant coastal graphics. Staff provide custom itineraries, digital passes, information on attractions, and local insights, helping visitors explore the destination while supporting local businesses. [VisitStLucie.com](http://VisitStLucie.com)



Lucie, Visit St. Lucie's new Mobile Visitor Center, is activated regularly throughout the destination and beyond.

## Florida Coaches Coalition Hosts Annual Conference in Orlando North, Seminole County

The Florida Coaches Coalition brought its annual Coaches of the Year Clinic to The Westin Lake Mary, welcoming more than 750 coaches and athletic leaders from across the state and beyond. The organization, which supports high school coaches through professional development and networking opportunities, drew representatives from 228 high schools along with coaches traveling from several out-of-state programs. The multi-day conference generated an estimated \$344,500 in economic impact and nearly 1,100 room nights in Seminole County. [DoOrlandoNorth.com](http://DoOrlandoNorth.com)



Coaches participate in a breakout session during the Florida Coaches Coalition Coaches of the Year Clinic at The Westin Lake Mary.



## Visit Sebring Brings Regional Leaders Together to Strengthen Destination Collaboration

Visit Sebring recently convened community and tourism leaders from across Highlands County for a Regional Team Retreat focused on strengthening partnerships and aligning efforts to grow the destination. Facilitated by external team member Shellie Phelps and supported by Visit Sebring's strategic partners, the half-day session explored new ways to coordinate initiatives and elevate the visitor experience countywide. Hosted at the award-winning Rafter T Ranch, the retreat sparked fresh ideas and reinforced a shared commitment to positioning Highlands County as a vibrant, unified destination. [VisitSebring.com](http://VisitSebring.com)



In February, Visit Sebring hosted a ranch retreat to spark destination collaboration with county leaders and tourism experts.

## Visit Panama City Beach IRONMAN Is a Top North American Event

In the 2025 Athletes' Choice Awards, competitors ranked the Visit Panama City Beach IRONMAN Florida among the top events in North America, earning recognition in several key categories: No. 1 Best Overall Event Satisfaction in North America; No. 3 Most Recommended Event; No. 2 Best Bike Course; and No. 2 Best Swim Course in North America. These rankings reflect the incredible experience the Panama City Beach community, partners, volunteers, and event organizers create together each year, and the competition is grateful to the athletes whose dedication and passion help showcase Panama City Beach as a premier destination for endurance sports. [VisitPanamaCityBeach.com](http://VisitPanamaCityBeach.com)



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## Experience Kissimmee Wraps Up Global Influencer FAM With Impressive Performance

For the second year in a row, Experience Kissimmee led the Global Influencer FAM, hosting 13 creators from 10 countries to showcase the destination in a unique way. To date, the initiative has generated 495 posts, 420K engagements, and reached 3.8M people, resulting in an estimated media value of \$6.6M. This ongoing effort highlights Kissimmee as a welcoming destination known for its accommodations, outdoor adventures, and convenient access to Central Florida's theme parks. [ExperienceKissimmee.com](http://ExperienceKissimmee.com)



The Media Relations team at Experience Kissimmee poses with 13 content creators invited to the FAM at Old Town Entertainment District.

## Tampa Bay Eateries Shine at South Beach Wine & Food Festival

Tampa Bay made its debut as a diamond-level sponsor at the South Beach Wine & Food Festival in Miami Feb. 19–22, bringing four Tampa Bay culinary establishments to the national stage. MICHELIN-starred Lilac and the Punch Room at The Tampa EDITION, fine-dining staple Mise en Place, and Blind Tiger Coffee Roasters showcased Tampa Bay's world-class culinary scene to festival-goers, reinforcing the destination's growing reputation as a premier gastro-tourism destination. [VisitTampaBay.com](http://VisitTampaBay.com)



A festival-goer savors a taste of Tampa Bay—a Koji Aji Amarillo Chimichurri Grilled New York Strip from Mise en Place Chef Marty Blitz—at the South Beach Wine & Food Festival in Miami.

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## Amelia Island Promotes Their Warm-Weather Destination to Chicagoans

Amelia Island strategically activated the Chicago market in mid-January to position the destination as a warm-weather escape and inspire spring and summer travel, highlighting convenient nonstop service into JAX. An intimate media dinner showcased the island's coastal charm while a same-day live WGN-TV segment, targeted email, sponsored post, and newsletter generated 4M impressions. A four-week radio campaign with 94.7 WLS Chicago and VISIT FLORIDA added 2.99M weekly impressions and \$182,638 in media value. [AmeliaIsland.com](http://AmeliaIsland.com)



Amelia Island on *Spotlight Chicago*, WGN-TV

## Daytona Beach Area CVB's Partner Learning Session Highlights Accessibility Tourism

Cory Lee, a travel blogger, disability rights advocate, and the founder of accessible travel resource *Curb Free with Cory Lee*, led an Accessibility Tourism Discussion in the CVB's latest Partner Learning Session with area hotels, restaurants, and attractions. Lee joined the session via Zoom and shared his firsthand experiences as a traveler with a disability and provided valuable insights on how to effectively connect with and market to this significant segment of the tourism industry. [DaytonaBeach.com](http://DaytonaBeach.com)



Cory Lee, a content creator and disability rights advocate, participates via Zoom in the Daytona Beach Area CVB's Partner Learning Session. Photo: Daytona Beach Area CVB

## Destin-Fort Walton Beach Sponsors Conservation Training for K-12 Educators

In February, K-12 educators from across Northwest Florida attended a free two-day conservation training sponsored by Destin-Fort Walton Beach. Hosted by the Guy Harvey Foundation in partnership with the Coastal Conservation Association, the program featured STEAM-based lessons on coral reef science and hands-on activities, including a lionfish dissection led by a marine biologist from the tourism organization. Educators also explored a touch tank at the Little Adventures Outpost and enjoyed an immersive experience at Gulfarium Marine Adventure Park. [DestinFWB.com](http://DestinFWB.com)



The partnership between GHF and CCA aims to strengthen coastal ecosystem awareness and invest in the next generation of conservation leaders across Florida. Pictured in the Destin-Fort Walton Beach hat is Destination Stewardship Coordinator Katy Bray.

## Meet Flora: New Digital Concierge for The Palm Beaches

The Palm Beaches has launched Flora, a bright, pink, personality-packed digital concierge that helps travelers explore the destination with instant tips, multilingual guidance, and custom recommendations. Inspired by the iconic roseate spoonbill, Flora pops up on [ThePalmBeaches.com](http://ThePalmBeaches.com) to plan beach days, food finds, cultural adventures, and more—bringing sunshine and the destination's signature hospitality to every click. [ThePalmBeaches.com](http://ThePalmBeaches.com)



Meet Flora, The Palm Beaches' digital concierge.



## FFCG Holds 21<sup>st</sup> Annual Day at THE PLAYERS – An Industry Networking Event

Florida's First Coast of Golf had a record turnout with 100+ regional golf industry leaders in attendance, representing Northeast Florida's visitor bureaus and VISIT FLORIDA, golf courses, hotels, resorts, JAX airport, vacation homes, the PGA Tour Superstore, media publishers, golf operators, and special guests. The event opened with a few words from Lee Smith, executive director of THE PLAYERS Championship, and Bryan Griffin, CEO of VISIT FLORIDA and led into a Q&A by *Golfweek* with two special guests, PGA Tour professional player Min Woo Lee and Brad Faxon NBC/Golf Channel analyst. Min Woo Lee is also featured in Netflix's hit docuseries, *Full Swing*, which follows a diverse group of professional golfers—on and off the course—during a relentless season of competition. [Florida-Golf.org](http://Florida-Golf.org)



## Sports Performance Hub Expands Greater Miami's Sports Ecosystem

Developers broke ground on the \$280M Sports Performance Hub at Homestead Regional Park, a transformative privately funded sports and community complex. Spanning more than 100 acres, the project will feature elite training facilities and academies for soccer, basketball, tennis, and football; a 10,000-seat stadium set to host Miami FC training and home matches; and a 100-room hotel. The investment strengthens Greater Miami's rapidly expanding sports ecosystem and year-round event appeal. [MiamiandMiamiBeach.com](http://MiamiandMiamiBeach.com)



Greater Miami CVB Sports & Entertainment Tourism team: Alex Novy, Amanda Ford, and Mat Ratner

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## A Breathtaking Fusion of Art and Nature Unfolds in Punta Gorda

At Peace River Botanical & Sculpture Gardens, visitors were treated to "Origami in the Garden," a breathtaking outdoor sculpture exhibition that transforms the ancient art of paper folding into monumental metal masterpieces. Created by Santa Fe artists Jennifer Box and Kevin Box, this world-renowned exhibition brings origami to life through awe-inspiring large-scale sculptures crafted from metal. As the youngest garden ever selected to host the exhibition, Peace River Gardens dazzled guests with 13 monumental outdoor sculptures along with a captivating indoor gallery. [PureFlorida.com](http://PureFlorida.com)



"Hero's Horse" sculpture by Kevin Box tells a story: help is on the way, and good will always win the day.

## Twins Spring Training Booth Spotlights Fort Myers Partners

Spring training in Fort Myers offers more than nine innings of baseball. During Minnesota Twins home games at Lee Health Sports Complex/Hammond Stadium, the Lee County VCB welcomed five industry partners into the broadcast booth to share ideas for what fans can do before or after the game. Florida Repertory Theatre, Fort Myers Brewing Company, Captiva Cruises, Brightwater Lagoon, and Edison and Ford Winter Estates highlighted arts, attractions, outdoor adventures, and waterfront experiences waiting just minutes from the ballpark. [VisitFortMyers.com](http://VisitFortMyers.com)



Partners invited by the Lee County VCB from Fort Myers Brewing Company, Florida Repertory Theatre, and Edison and Ford Winter Estates join Minnesota Twins broadcasters Dan Gladden and Kris Atteberry in the broadcast booth to talk about things to see and do in the destination before or after the game.

## Space Coast Targets Potential Visitors in Charlotte, N.C.

In February, the TDO conducted a targeted sales and marketing blitz in Charlotte, N.C., to drive spring and summer travel to the Space Coast. In addition to increased advertising in the region, Peter Cranis, executive director of the Space Coast Office of Tourism, and NASA astronaut Winston Scott were interviewed on the Fox News morning show *Positively Charlotte*, and Cranis made a guest appearance on the *Ground Control* podcast. Two travel advisor training sessions were conducted, resulting in 103 advisors trained. [VisitSpaceCoast.com](http://VisitSpaceCoast.com)



NASA astronaut Winston Scott (left) and Executive Director Peter Cranis are interviewed on *Positively Charlotte*.

## Visit Jacksonville Sponsors FRLA Northeast ROSE Awards

Visit Jacksonville proudly sponsored the Florida Restaurant and Lodging Association's (FRLA) Northeast ROSE Awards, which returned to Downtown Jacksonville this year. The annual celebration focuses on the behind-the-scenes service workers who make area tourism businesses successful. Michael Corrigan, president and CEO of Visit Jacksonville, presented a special \$1,700 award to one randomly selected ROSE Award nominee, Mayra Gallegos, as a special thank you for their dedication and impact on tourism. [VisitJacksonville.com](http://VisitJacksonville.com)



Sponsors of the FRLA Northeast ROSE awards join Michael Corrigan from Visit Jacksonville, second from left, in presenting award nominee Mayra Gallegos with a check.



## Pensacola Named One of the Best Cities in the South by *Southern Living* Readers

Pensacola was named one of the South's Best Cities for 2026 by *Southern Living*, based on votes from thousands of readers who select their favorite destinations across the region. "Recognition from *Southern Living* readers is especially meaningful because it reflects the experiences visitors have when they come to Pensacola," said Darien Schaefer, president and CEO of Visit Pensacola. "The honor reinforces Pensacola's growing visibility as a leading Gulf Coast destination." [VisitPensacola.com](http://VisitPensacola.com)



Pensacola's historic downtown and waterfront helped earn the destination recognition among *Southern Living*'s South's Best Cities for 2026.

## Gulf County Builds Winter Loyalty Through Signature Shelling Experience

As part of its "Winter Fun" initiative and "Our Best Season" campaign, Gulf County Tourism hosted a guided shelling excursion for seasonal visitors along the Gulf of America. With mild temperatures and uncrowded beaches, winter offers ideal shelling conditions. The experience drew many returning participants, reinforcing the program's role in fostering loyalty. The curated outing highlights natural assets, encourages repeat visitation, and positions winter as a premier time to experience Gulf County. [VisitGulf.com](http://VisitGulf.com)



"Winter Fun" participants gather for a guided shelling excursion along Gulf County's uncrowded beaches as part of the destination's "Our Best Season" initiative.

## New Members Welcomed to the TDC in Ocala/Marion County

The Ocala/Marion County VCB is welcoming three new members to the Tourist Development Council. These members are longtime leaders in the community: Bobby Walker is the general manager and family owner of Canyons Zip Line & Adventure Park; Doug Cone, CEO of Cone Distributing, is a partner in the development of the new AC Marriott Downtown Ocala Hotel; and Rich Larkin is area vice president of Meyer Jabara Hotels and Hilton Ocala. The VCB thanks the entire TDC for continued support of local and state tourism. [OcalaMarion.com](http://OcalaMarion.com)



Bobby Walker, Canyons Zip Line & Adventure Park; Doug Cone, AC Hotel by Marriott Downtown Ocala; and Rich Larkin, Meyer Jabara Hotels, Hilton Ocala

## Hotel Indigo Panama City Earns Prestigious IHG Torchbearer Award

Hotel Indigo Panama City Marina has been honored with the IHG Torchbearer Award, one of the highest recognitions presented by InterContinental Hotels Group for outstanding guest satisfaction and overall hotel performance. Destination Panama City is proud to celebrate this achievement alongside one of their valued tourism partners. The award reflects the Hotel Indigo team's dedication to exceptional hospitality and their role in creating memorable experiences for visitors staying in Downtown Panama City. [DestinationPanamaCity.com](http://DestinationPanamaCity.com)



Hotel Indigo Panama City Marina celebrates earning the prestigious IHG Torchbearer Award. Photo: Jean Capps

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