

SPECIAL ADVERTISING SECTION



ARTS & CULTURE → FAB FOOD → SHOPPING → OFF THE BEATEN PATH

WELCOME TO SPRINGTIME IN PARADISE—WHERE THE SUN (NEARLY) ALWAYS SHINES, THE BEACHES ARE WARM AND INVITING, THE FOOD IS FRESH AND FLAVORFUL, AND THERE'S FOREVER SOMETHING NEW AND WONDERFUL AROUND EVERY CORNER.

FLORIDA

GET AWAY TO THE SUNSHINE STATE

VISITFLORIDA.COM

SPECIAL ADVERTISING SECTION



EVERY REGION OF **FLORIDA**—FROM THE NORTHERNMOST TIP TO THE KEYS—HAS ITS OWN UNIQUE SITES, ATTRACTIONS, AND FLAVORS. [SEE WHAT AWAITS YOU ACROSS THE SUNSHINE STATE.](#)



SOUTH FLORIDA Miami and Fort Lauderdale draw the rich, the famous, and the trendy. Nightlife abounds, but South Beach is also a historic district, a people-watching haven, and a beach-lover's dream.

→ **Arts & Culture** Drive up Miami Beach to see wonderful examples of early 20th-century architecture. Visit the Norton Museum of Art in Palm Beach, boasting work by American artists Hopper, O'Keefe, and Pollock. And don't leave Miami without seeing the fabulous New World Symphony at the Frank Gehry-designed New World Center.

→ **Fab Food** Stop by Miami's Xixon, for authentic Spanish fare. Dine in or take some *bocadillo* (sandwiches) filled with Serrano ham and salty Manchego cheese to-go for a perfect picnic. On Española Way in Miami, Tapas & Tintos is the place to go for delectable tapas.

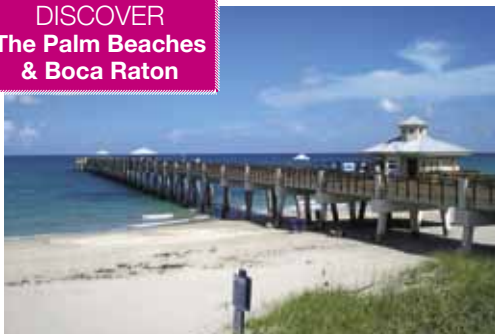


→ **Shopping** Find that extra-special something along the newly renovated Worth Avenue in Palm Beach. Dubbed the Rodeo Drive of the East Coast, this palm-tree-lined strip offers an unforgettable shopping experience amid Old World-style architecture and design.



→ **Off the Beaten Path** South Florida boasts a variety of preserved nature areas that deserve exploring: Corkscrew Swamp Sanctuary, the Fakahatchee Strand Preserve State Park, Ding Darling National Wildlife Refuge, and Jonathan Dickinson State Park.

DISCOVER The Palm Beaches & Boca Raton



Experience the sophisticated waterfront retreat and cultural destination that is **The Palm Beaches & Boca Raton**. Take in world-class shows and exhibitions at the area's hundreds of theaters, indoor and outdoor performance spaces, and art centers; explore the city's rich history at the Flagler Museum; sample the culinary masterworks of celebrity chef-owned restaurants; and shop trendy downtown districts. Fish or dive in the Gulf Stream-warmed waters, and soak up the sunshine on 47 miles of pristine beaches. And with more than 160 public and private courses designed by the best names in the industry, The Palm Beaches are truly a golfer's paradise.

Learn more at palmbeachfl.com

VISITFLORIDA.COM

FLORIDA // [Get Away to the Sunshine State](#)

CENTRAL FLORIDA At the heart of the Sunshine State, Central Florida is renowned for its fabulous weather and over-the-top theme parks—but there are plenty of other reasons this region is known as “The Vacation Capital of the World.”



→ **Arts & Culture** View the fine collection of Louis Comfort Tiffany glass at the Charles Hosmer Morse Museum of American Art in Winter Park. Explore the Munn Park Historic District in the charming town of Lakeland. And don't miss the impressive collection of Frank Lloyd Wright architecture at Florida Southern College.

→ **Fab Food** Cephas' Hot Shop has been a favorite stop in Tampa's Ybor City for more than 30 years, serving up Jamaican fare such as curried goat or jerk chicken and, for the vegan, fresh vegetables or an Aloe Vera shake. For steaming build-your-own gourmet pies, head to Satchel's Pizza in Gainesville, said to have the best pizza on Florida's east coast.

→ **Shopping** Shop till you drop at Polk County's newest open-air shopping plaza, Lakeside Village in Lakeland, which brims with upscale boutiques, specialty shops, restaurants, and movie theaters.

→ **Off the Beaten Path** Cut through the wet wilderness on a swamp buggy or airboat (watch for alligators) in Kissimmee, or have “Lunch with an Astronaut” at Kennedy Space Center in Cape Canaveral (be sure to book ahead).



DISCOVER Greater Fort Lauderdale



A warm, casual world filled with fabulous al fresco dining, outlet shopping, natural wonders, and cool culture, **Greater Fort Lauderdale** is a relaxing, refreshing getaway. Warm your toes on 23 miles of golden, sun-kissed beaches—an easy walk from many of the city's hotels, restaurants, and activities; indulge in a spa day or a day cruise; explore acclaimed art, science, and history exhibits in area museums; and find that perfect something along Las Olas Boulevard, also known as “style mile,” lined with boutiques, restaurants, lively lounges, and cafés.

Learn more at sunny.org

VISITFLORIDA.COM

FLORIDA // [Get Away to the Sunshine State](#)



→ **Arts & Culture** Stroll through downtown Pensacola, Florida's oldest European settlement, where you can try glass-blowing at the Belmont Arts Center or catch a show at the Spanish Baroque-style Saenger Theatre, open since 1925. Head to Tallahassee to experience the Bradfordville Blues Club, which has been playing the blues for more than 50 years.

→ **Fab Food** Try the famous Bay Jewels Benedict at Caroline's River Dining in Apalachicola for a perfectly sublime breakfast—eggs with shrimp, oysters, or grouper served with a buttermilk biscuit topped with hollandaise sauce. Taste the famous coastal crab cakes at Jackson's Steakhouse in Pensacola. And sample local seafood at Capt. Anderson's Restaurant in Panama City Beach.

→ **Shopping** Browse Grady Market on the historic waterfront in Apalachicola for a collection of over a dozen antiques shops, artist's galleries, and clothing and textile boutiques.

→ **Off the Beaten Path** Experience the wild side of Northwest Florida: visit the beautiful Falling Waters State Park in Chipley, boasting Florida's highest waterfall and a 100-foot-deep sinkhole that has its own waterfall inside.

NORTHWEST FLORIDA Spanning Pensacola east to Tallahassee, Northwest Florida is renowned for its stunning white sand beaches, emerald waters, and distinctly Southern towns full of history and beauty.



DISCOVER South Walton



Escape to **South Walton**, a Northwest Florida haven boasting 26 miles of sugar-white sand beaches, turquoise waters, and 16 beachside neighborhoods, each with its own personality. Luxury accommodations, challenging golf courses, eclectic shops, funky art galleries, and award-winning dining give the area a distinctive character and relaxing atmosphere. Explore the great outdoors within four state parks, a state forest, 15 rare coastal dune lakes, and the Gulf of Mexico. South Walton: the perfect place to create memories that last a lifetime. Learn more at visitsouthwalton.com

VISITFLORIDA.COM

FLORIDA // [Get Away to the Sunshine State](#)

THE FLORIDA KEYS & KEY WEST The islands of the Florida Keys make for a classic Florida vacation, with famous destinations such as Key Largo, Islamorada, and, of course, Key West.



→ **Arts & Culture** Explore the life of one of Key West's most famous residents at the Ernest Hemingway Home & Museum, where the celebrated author wrote much of his life's work. Afterwards, visit Heritage House Museum, site of the Robert Frost Cottage, where the poet stayed for 16 winters.



→ **Fab Food** Sip a fresh tropical fruit drink, sample conch (in a fritter or in ceviche), and keep an eye out for authentic key lime pie—yellow custard in a graham-cracker crust. Favorite Keys haunts include El Siboney Restaurant, a budget-friendly spot that serves up out-of-this-world Cuban cuisine, and Café Solé, known for its cozy ambiance and innovative menu.

→ **Shopping** Whether you like it sweet, spicy, or nuclear-hot, you'll find something to light your fire at Peppers of Key West. Grab a seat at the Pepper Bar and sample the hundreds of sauces, salsas, and sweets.

→ **Off the Beaten Path** Get out your binoculars and look for osprey, flamingos, the magnificent frigate bird, and more at Dry Tortugas National Park—America's most inaccessible national park, reachable only by boat.



DISCOVER The Florida Keys & Key West



Get to know the tropical paradise in your own backyard. Boasting sparkling seas, fragrant jungles, and mangrove-lined islands, the **Florida Keys & Key West** are also home to a wealth of exciting events, arts and culture, and luxurious accommodations. Explore the region's many walking trails on your own or on a guided eco-tour, dive or snorkel along one of the only living tropical reefs on the North American continent, or charter a fishing boat with an experienced guide and enjoy world-class sport fishing.
Learn more at fla-keys.com

MORE FUN IN THE SUN

DISCOVER
**Mandarin Oriental,
Miami**



With dramatic views of the bay and the Miami skyline, a private beach, and a tri-level spa, **Mandarin Oriental, Miami** is the epitome of beach-chic and laidback luxury. Unwind at the new expanded pool lounge beside the hotel's infinity-edge pool, featuring an elevated deck and chaise loungers, and indulge in a poolside gourmet Sunday brunch, complete with champagne and jazz. mandarinoriental.com/Miami



The AAA Four Diamond **Lago Mar Resort and Club** is a sophisticated European-style retreat. Ideally located on 10 secluded acres in Fort Lauderdale, the resort boasts a spectacular 500-foot private beach. lagomar.com




Escape to **Harbor Beach Marriott® Resort & Spa**. Indulge in a customized treatment at the world-class spa, enjoy a variety of watersports, and relax by the lagoon pool or on the quarter-mile private beach. marriotttharborbeach.com



Experience theater, history, culture, the arts, and more at **Riverwalk Arts & Entertainment District**, a destination within a destination that showcases Fort Lauderdale's finest cultural offerings just a shell's throw from the beach. riverwalkae.com



 **tastie Getaway.**

Mandarin Oriental. The perfect place for a luxury break. From suite deals to special bed and breakfast rates, you'll find some very tempting offers at mandarinoriental.com/miami.



500 Brickell Key Drive, Miami, FL 33131 +1 (305) 913 8383

SPECIAL ADVERTISING SECTION

Whether you're craving a lazy beach vacation, action and entertainment, luxury and pampering—or all of the above—**FLORIDA** has a place and a space to satisfy every yearning.

DISCOVER Omni Amelia Island Plantation Resort



Newly reopened after an \$85 million renovation, the **Omni Amelia Island Plantation Resort** features oceanfront rooms and suites just steps from the Atlantic, a new poolscape with an infinity-edge pool overlooking a family-friendly splash pool, and new dining options, including a tapas lounge, pizza eatery, and beachside restaurant and bar.

omnihotels.com

VISITFLORIDA.COM

This special editorial/advertising supplement was created by the American Express Publishing Special Sections Department and did not involve the magazine's editorial staff.

WRITER: ANDREA KAHN;

DESIGNER: INGRID BUUCK;

PHOTOGRAPHY: Getty Images, Corbis, Courtesy of: VISIT FLORIDA, The Palm Beaches, Greater Fort Lauderdale, South Walton, The Florida Keys. The names of companies and products mentioned herein may be the trademarks of their respective owners.

Reference to such third party companies and/or products herein is for informational purposes only and is not intended to indicate or imply any affiliation, association, sponsorship or endorsement.

© 2013 American Express Publishing Corporation, all rights reserved.

March 2013.

amelia is calling.

North Florida's signature beach resort has now reopened.

New rooms, pools, golf, spa and restaurants • Same amazing beach

RE-IMAGINATION
RATES

from
\$199

Omni Amelia Island Plantation is bigger, brighter and beachier than ever before, thanks to an \$85 million Re-Imagination. Book today and take advantage of special grand reopening offers.

800-843-6664 omnihotels.com/ameliaisland

OMNI HOTELS & RESORTS
amelia island plantation

©2013 Omni Hotels & Resorts

FLORIDA // *Get Away to the Sunshine State*

HIP HAPPENINGS

Mark your calendar for these fabulous, not-to-miss events throughout the state.

SOUTH
FLORIDA

→ SUNFEST

May
1-5**Downtown West Palm Beach**

Kick off the summer at Florida's largest waterfront music and art festival, attracting world-class performers and more than 165,000 revelers annually. sunfest.com

→ TASTE OF THE CARIBBEAN

June
26-30**Hyatt Regency, Miami**

Sample delicious Caribbean flavors as top chefs and masters of island cuisine show off their specialties and compete for top honors. caribbeanhotelandtourism.com

THE FLORIDA
KEYS &
KEY WESTApril
19-28→ CONCH REPUBLIC
INDEPENDENCE CELEBRATION
Key West

Get rowdy at one of the island's most famous celebrations, featuring parades, food and music festivals, and more. conchrepublic.com

July
16-21→ HEMINGWAY DAYS
Key West

Celebrate the legendary author's life with literary readings, a marlin fishing tournament, and the Sloppy Joe's "Papa" Hemingway Look-Alike Contest. hemingwaydays.net

NORTHWEST
FLORIDAMay
3-5→ PENSACOLA
CRAWFISH FESTIVAL**Downtown Pensacola**

Feast on Cajun fare including crawfish po'boys, crawfish pies, and 16,000 pounds of boiled crawfish, accompanied by music from the bayous of Louisiana. fiestaoffiveflags.org

May 30-
Jun 1→ BILLY BOWLEGS
PIRATE FESTIVAL
Fort Walton Beach

Don your pirate gear and join this long-running Fort Walton Beach tradition, full of pirate-centered entertainment, grog, and grub for all. billybowlegsfestival.com

CENTRAL
FLORIDAApril
9-14→ SUN 'N FUN INTERNATIONAL FLY-IN & EXPO
Lakeland

See exhibits and air shows featuring top aerobatic stars and awesome demonstration flights by military precision jet teams. sun-n-fun.org

June
21-23→ 23RD ANNUAL HARVEST FESTIVAL
Clermont

Go grape stomping at Lakeridge Winery & Vineyards' flagship festival, which also features displays by local artists and crafters, live music, and tastings and tours. lakeridgewinery.com

VISITFLORIDA.COM