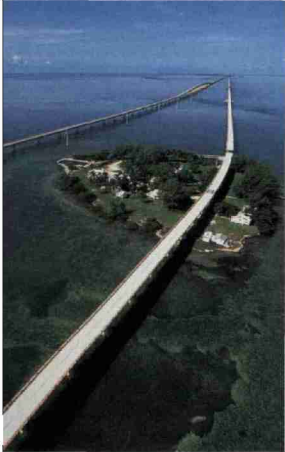


FLORIDA KEYS & KEY WEST

There's a host of new offerings in this subtropical paradise.



Pairing the laid-back attitude of a world-class destination with a superb infrastructure ideal for smaller corporate and incentive groups, the Florida Keys have long been an appealing proposition for business and leisure travelers alike. Recently however, several new developments have made this popular group destination an even bigger draw.

This year, groups looking for meeting and event space in the Upper Keys have a new option: The Islander Resort on Islamorada unveiled its new Florida Keys Conference Center this past January. The center brings the total available meeting space at the resort to 4,000 square feet.

On Key Largo, the Ocean Reef Club has added a naturally lit, 20-person boardroom that opens onto a patio overlooking the

marina. Ocean Reef also boasts two newly refreshed conference rooms: the 5,040-square-foot Everglades Conference Complex and the 3,750-square-foot Key Largo Building. The resort has also significantly expanded its spa, which now measures 8,000 square feet.

Hawk's Cay Resort on Duck Key, situated between Marathon and Islamorada, spent \$1 million last year overhauling its culinary offerings. The resort also showcases 177 guest rooms, 225 two- and three-bedroom villas, and more than 20,000 square feet of waterfront meeting space.

In historic Old Town on Key West, four properties in the Southernmost Hotel Collection offer flexible indoor and outdoor meeting spaces for small groups: La Mer Hotel & Dewey House, Key West's only Four Diamond oceanfront Bed & Breakfast; the all-new Southernmost on the Beach; and Southernmost Hotel in the USA. On-site activities abound, and the properties are within walking distance of galleries, shops, restaurants and museums.

CONTACT :

(305) 296-1552; (800) 648-5510

grpsales@fla-keys.com // www.fl-keys.com

