

Hyperlocal Florida

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Hyperlocal Florida

Ideas for designing an event with touchpoints inspired by the destination.

Group experiences imbued with a sense of place create lasting memories for attendees. Your hotel or convention & visitors bureau, or destination management company, are the perfect places to start exploring ideas for locally inspired F&B, venues, entertainment, activities and gifting.

Sample the Local F&B Scene

The way to attendees' hearts is through your F&B, so why not serve up the best in local specialties?

Food tours are an excellent way to do this, and many take place in off-the-beaten-track neighborhoods, such as Miami's Little Havana. There, groups can experience the Cuban cuisine that the city is so well known for by taking the new **Little Havana Food & Cultural Tour** through **Miami Culinary Tours**. This award-winning company specializes in small group tours that seek out renowned chefs.

Food trucks make the logistics easy because they come to you. For a **Prevue Summit** in West Palm Beach, attendees enjoyed lunch and dessert from three local gourmet "foodie trucks" and a marketplace of vendors from the area, including a cookie dough maker, watercolor gift cards, sustainable jewelry

and a local painter. Or, ask your catering team to create their own version of authentic street food from your destination.

Ask your hotel chef to utilize as many local purveyors and products as possible. Choosing food in season is one of the easiest ways to make an F&B function healthier and more environmentally friendly. Not only will the produce be fresher, but it is also a great way to incorporate the flavor of the region into your event. In **Florida's Sports Coast**, for example, a popular activity in season is scalloping for the bay scallops that hide in the seagrass along the Gulf of Mexico—and then having the chef prepare them for the evening's event.

You can also bring in local vendors such as a mozzarella maker, sausage maker, beekeeper or creamery to talk to the attendees as they serve them during a reception. The same is true for inviting representatives from local breweries, wineries and distilleries.

To top it all off, introduce something attendees have never seen before. The caterers at **Bill Hansen Luxe** and **Constellation Culinary Group** at the **Perez Art Museum** in Miami have noticed a new trend, a twist on the traditional charcuterie—butter boards. They're an easy and flavorful way

On the cover: South Walton, Florida
Left: Farm-to-table culinary offerings
Right: Meeting set-up at The Ben, West Palm Beach
Below: Scalloping at Florida's Sports Coast

to give guests a creamy topping to their appetizer and the toppings are endless. For a sweet and spicy kick, guests can add a chili drizzle with honey topped over the butter, as well as roasted garlic, lemon zest and herbs galore. Attendees will always remember where they were introduced to something so unique for the first time.

In a destination that's known for its award-winning restaurants, building these into the agenda is a must. The very first **MICHELIN Guide Miami, Orlando and Tampa** recently launched with 15 new MICHELIN-Starred restaurants—four One Star restaurants in Orlando, 10 One Star restaurants in Miami, and one Two Star restaurant in Miami.

Local Fun

CVBs often promote tours that immerse participants in the local culture, which may include everything from microbrewery tours to glass blowing demonstrations to wild food foraging. If the timing is right, have your group participate in a free citywide event—an art walk or music festival, for instance—providing entertainment at little or no cost. Many hotels also have a roster of classes and activities with a local flavor, everything from yoga at sunrise to sand sculpting on the beach.



Using local talent for entertainment can save money while also bringing fun, a wow factor and a relevant cultural connection to the group. Sherri K. Lindenberg, senior vice president, **Crump Life Insurance Services**, suggests reaching out to area theater directors at schools and community arts venues for access to high-quality performers and entertainers, who can often be secured for nominal donations rather than fees.

Or tap into the local sports teams to orchestrate a guest appearance. Leigh Ann Krohmer, senior design and development manager, **360 Destination Group**, suggests an appearance from the **Miami Dolphins** or **Heat**, or **Orlando Magic**, or if the meeting is in Amelia Island or Ponte Vedra, someone from the **Jacksonville Jaguars**. Check to see what local talent is in the area and you won't have to pay for travel.

Cigar rolling is a popular activity at events all around Florida, not just in Miami. The rollers can cut the leaves right on site, roll the cigars and then cut them. Companies can add their own logos. Even if people are not smokers, it's a guarantee that they will take them home. Or you can just include the cigars as a gift at registration.

Think outside the box. Steffi Kordi, owner of **Cocoon Incentives**, has used empty parking garages in Miami like the 1111 Lincoln Road garage and others in the **Miami Design District**, for evening events, fashion shows and product launches. Since they're completely open, there's always a breeze and fabulous views of the city lights. Throughout the state, there's no shortage of mansions to rent, and your DMC is able to pull strings for groups to use them as venues.





Above: Shark tagging in Florida

Source Gifts Locally

Gone are the days of impersonal corporate gifts; instead, seek out items made by local artists or where a portion of the sale goes to a worthy cause. At one of the **Prevue Summits**, we worked with a local artisan leather retailer to create an on-site shopping experience, and each attendee received a buttery leather travel pouch. At another, we found a local glass artist and gave all the attendees glass magnets as a table gift.

Other examples include locally made reef-safe sun lotions from a local woman-owned company in the Florida Keys, as well as a salt scrub, which can be used for skin care or as an antiseptic. The opportunities are endless.

Paget Kirkland, president, **Kirkland Event & Destination Services**, challenged her local community to come up with items like this—and they delivered. One example is honey made right in Palm Beach that comes in creative flavors such as jalapeno, chipotle and lime. A meeting planner can work with the hotel banquet team to incorporate the honey into the evening's cocktails, then return to their rooms to find a bottle as a pillow gift. Another favorite of hers is **Palm Beach Sandals**, which can be branded with the company logo, and planners do a pop-up shop where attendees can pick from all the beautiful colors in their size. If they don't have it on site, they will deliver it right to the hotel.

Incorporate CSR

Florida is surrounded by water, and there are endless options for watersports, catamaran sailing and, and nature tours by kayak. A different, meaningful, full-day CSR activity for small groups of 25-50 attendees is shark tagging. Kordi has organized excursions where attendees take the role of a citizen scientist and go out on the water to catch and release sharks with **University of Miami** scientists, where they tag them and take samples of their blood, skin and fins.

Incentive travel has an opportunity to support many of the United Nation's SDGs (sustainable development goals). Every program can benefit local communities where they're being held by including projects around education, environment and promoting industry. Last summer, the **Society for Incentive Travel Excellence's** Florida and Caribbean chapter had an event that specifically supported the UN's SDG's numbers 4, 7, 13, 14 and 15.

"Memorable meetings and incentive trips are designed around the unique assets of the location," said Annette Gregg, CMM, MBA, **SITE's** new CEO. "The more we can craft these programs with the authenticity of the destination, the more the destination benefits—and the demand for authentic experiences will continue as more millennials participate in incentive programs."



CARIBE ROYALE O R L A N D O

Caribe Royale Reimagined. A Fresh Perspective For Your Next Orlando Meeting.

Emerging from a \$140-million transformation, Caribe Royale Orlando has unveiled an entirely reimagined meetings resort experience from expanded meeting space to a contemporary new look and a refined attitude. This AAA Four-Diamond resort takes pride not only in its physical redesign, but also in an elevated level of warm, intuitive service aptly called “The Royale Treatment”.

All 1,217 one-bedroom suites have been completely reimagined, with a fresh, modern style and all the comforts of home. The resort's exclusive Villas, a hotel-within-a-hotel, offers an additional 120 lakeside, two-bedroom suites each with a full kitchen, dining room and a wealth of exclusive services and amenities. In the resort's Reception Building — the vibrant heart of guest activity and networking — the transformation continues with redesigned lobby areas featuring personal check-in stations, the expansion of The Venetian Chop House, the addition of Starbucks® and a vibrant new networking venue, Rum Bar featuring Bacardi®.

Planners will love the enhancements to the resort's 220,000 sf of event space, including the new 50,000 sf Palms Ballroom. With its expansive pre-function space, sunlit atrium with built-in registration, and dedicated boardroom, this addition is as multifunctional as it is impressive. And, coming in 2023, The Grove event lawn and Stadium Club – a high tech sports bar and entertainment venue.

From inspired custom-crafted menus to dining al fresco by the resort's sparkling pool and waterfall, Caribe Royale has six on-site dining options to suit every palate, including the renowned Venetian Chop House which features a main dining room, expansive private dining room and a fireside terrace for small alfresco gatherings.

About Caribe Royale Orlando

Emerging from a \$140-million transformation, this AAA Four Diamond all-suites meeting resort has unveiled an entirely reimagined experience featuring newly redesigned suites, expanded meeting space and elevated dining.

Website: CaribeRoyaleMeetings.com

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Centrally located between Orlando and Tampa, Polk County is an ideal meeting destination filled with epic outdoor adventures, thrilling attractions and natural beauty around every bend.

Home to more than 7,000 hotel rooms, the region offers more than 900,000 sq. ft. of indoor meeting space and thousands of acres of outdoor event spaces. Unique venues and experiences, such as corporate cattle drives or meeting inside a converted 727 airliner, will capture attendees' attention.

When your conference day has ended, those looking to get a breath of fresh air can paddle on one of our 550 lakes, hike our 300+ miles of trails or challenge our world-class golf courses. To cap off the day, attendees will relish the opportunity to experience a wide variety of cuisine from the many locally owned restaurants and cafés.

With so many options available, you are sure to find the perfect home for your next conference. Contact the Visit Central Florida team to help bring your vision to life.

Destination Details

- 7,000+ hotel rooms
- 900,000+ sq. ft. of flexible meeting & event space
- Safe walkable downtowns featuring local shops & restaurants
- World-class golf, outdoor experiences & entertainment
- 45 minutes from two international airports

Top 5 Reasons To Meet In Central Florida

- Newly renovated convention center
- Wide range of accommodations, from luxury resorts to historic hotels
- One-of-a-kind venues to captivate attendees
- Unique experiences and team-building programs
- Meet Sweet Meeting Incentive Program

About Central Florida

Visit Central Florida promotes Polk County as a tourist destination to increase visitation and generate revenue from the tourist development tax. The revenue it generates helps to fund the sales and marketing operations of Visit Central Florida as well as the development, and improvement, of infrastructure used to attract tourists.

Contact

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From iconic resorts, sprawling outdoor spaces and world-class dining, shopping and entertainment options, The Palm Beaches deliver a one-of-a-kind, unrivaled meetings experience. With lush courtyards, waterfront terraces, downtown rooftops, and modern hotels and venues, it's easy to find a perfect fit for every group.

Plan safe, innovative and inspiring events with The Palm Beaches' award-winning Group Sales & Destination Services Team, who are experts at creating engaging moments and exclusive local experiences to elevate events and delight attendees, both within the meeting and beyond.

Infusing meetings with local touches from The Palm Beaches — through hosting community and business leaders as keynote speakers, local food & beverage experiences, and more — provides an opportunity to build connection through shared experiences and create conversations which inspire new ideas.

Between-the-sessions, discover unmatched arts and cultural, culinary, natural beauty and outdoor spaces, entertainment, and wellness offerings. While business insights take place in the ballroom, meaningful connections and ideas can be sparked in a variety of unique local settings, like an evening team-building event at the world's largest dedicated croquet facility or a group CSR program at a renowned sea turtle rehabilitation and conservation facility.

The Palm Beaches offer vibrant downtown districts that provide access to diverse collections of hotels and attractions, with over 1,000,000 sq. ft. of meeting space and 18,000 guestrooms throughout the destination. Attendees will enjoy the most of their time in The Palm Beaches — in and out of the boardroom — with an immersive meeting and between-the-sessions experience that ignites inspiration.

About The Palm Beaches

With iconic resorts, sprawling outdoor spaces, and walkable, vibrant downtowns, The Palm Beaches have the amenities and offerings to elevate event experiences, create engaging moments and bring successful meetings to a whole new level, Between-the-Sessions. Set your next meeting apart in The Palm Beaches. Learn more at www.thepalmbeaches.com/meetings.

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Instagram: @palmbeachesfl

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TikTok: @thepalmbeaches

Twitter: @PalmBeachesFL

YouTube: @palmbeachcountyfl



Greater Miami and Miami Beach provides unique offerings with impressive, cutting-edge meeting spaces close to vibrant multicultural neighborhoods as well as iconic beaches, Michelin-starred restaurants, shops, culture, and entertainment. Plan your meeting in a tropical metropolis, adding golden sunsets, warm sand, and unique experiences to your meeting itinerary.

After being inspired by your meeting, attendees can explore a global destination and revitalize their sense of culture by exploring the heritage-rich neighborhoods of Coconut Grove, Little Haiti, Little Havana, and Historic Overtown, where they can celebrate our unique blend of Caribbean, Latin and American cultures.

Personalize the award-winning reimagined Miami Beach Convention Center to fit your event's needs. Take advantage of the flexible indoor spaces—made up of over 180,000 square feet of meeting space, a 60,000-square-foot grand ballroom, a 20,000-square-foot junior ballroom, 84 breakout rooms, and a breathtaking terrace. Elevate your event with our state-of-the-art technology that allows custom livestream, webcasts, and recording capabilities.

Beginning in Q4 2025, the Miami Beach Convention Center will be the home of an 800-room adjacent headquarter hotel attached to the convention center via skybridge, which will add a new level of convenience to meeting planning. This is in addition to the range of luxury hotels we currently offer.

About Greater Miami and Miami Beach

The Greater Miami Convention & Visitors Bureau (GMCVB) is an accredited not-for-profit sales and marketing organization whose mission is to attract visitors for leisure, business, and conventions. Visit MiamiMeetings.com.

Facebook: @visitmiami

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Naples, Marco Island, and the Everglades welcome attendees to Florida's Paradise Coast to stay, meet, and play in a place that is uniquely Florida.

Our award-winning resorts and hotels were designed to create the lasting memories you want from a meeting and are ideal for groups of all sizes. Stunning waterfront properties, cosmopolitan city spaces, and unique venues feature ample space to host your next convention, along with plenty of on-site amenities that guarantee an unforgettable experience for all attendees.

It all starts with the Paradise Coast's famous white sand beaches, which are unlike anything else in Florida. Perfect for relaxing and recharging after a long day of productivity, they're just the beginning of what attendees will enjoy while they're here.

The destination's restaurants offer unique dining experiences, with everything from rustic local seafood shacks to award-winning fine dining. Here, fresh-from-the-Gulf seafood and local ingredients are turned into culinary masterpieces by creative chefs – making every meal as memorable as the setting.

For a truly one-of-a-kind experience, make the Everglades part of your meeting's agenda. America's legendary wetlands preserve is only a short drive from Naples, and your attendees can participate in guided hikes, kayaking tours, or boat excursions. The natural beauty of this National Park will surely make your meeting one they'll remember forever.

For an exceptional meeting that's both hyperlocal and hyper-memorable, only Paradise will do. Plan your next meeting in Naples, Marco Islands and the Everglades – Florida's Paradise Coast.

About Naples, Marco Island, and the Everglades

A natural and cultural gem, Florida's Paradise Coast is where the Gulf of Mexico's sparkling waters meet white sand, wild islands and downtowns filled with artful treasures, culinary delights and countless other discoveries. Explore Naples, Marco Island and the Everglades, and find your most idyllic Florida meeting destination.

Website: [MeetInParadise.com](https://www.meetinparadise.com)

LinkedIn: [@florida-s-paradise-coast](https://www.linkedin.com/company/florida-s-paradise-coast)



From coast to country, there are endless ways to experience Florida's Sports Coast – a destination where intimate and unique meeting venues meet boundary pushing experiences.

After your meetings, head out for a day of exploration by boat with a local fishing charter captain to reel in a prize Redfish or Grouper along the Florida's Sports Coast's coastline. Since sustainable fishing is important to maintaining our nature-rich coastline, what you catch will live to see another day to continue to help grow its species population in our waters. On your trip, be sure to keep an eye for one of the nine standing stilt houses that line our coastline. These 100 year-old fishing camps are privately owned but speak to the history of our neighboring, coastal communities.

Moving inland to Dade City, you can take an aerial leap of faith with your team from 13,500 feet at SkyDive City – voted one of the nation's top drop zones, or propel from tree to tree at TreeHoppers Aerial Adventure Park. Get wild on a guided safari tour of Giraffe Ranch, a wildlife park that is home to giraffes, zebra, cheetahs and a diverse array of other exotic animals.

Whether you choose the historic Hacienda Hotel in downtown New Port Richey, the upscale golf facility and event spaces at Saddlebrook Golf Resort or something a little sporty like the Wiregrass Ranch Sports Campus for your event, Florida's Sports Coast has a venue to suit your needs.

Leave your conference with the lasting memories that only Florida's Sports Coast can deliver.

About Florida's Sports Coast

Score your next unbeatable conference, corporate retreat or business event on Florida's Sports Coast. Located in Pasco County, just 40 minutes north of Tampa, we're home to 65 world-class locations that offer first-rate amenities and sports facilities, wonderful team building exercises and delicious catering options.

Website: [flsportscoast.com/meetings](https://www.flsportscoast.com/meetings)

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Two Classic Resorts. One Step From The Beach

Few meeting destinations capture the imagination before you even arrive. Yet, at Ponte Vedra Beach Resorts, the journey here is part of the destination. As you approach, it's as if you've entered a private realm, surrounded by grand beachfront homes, rolling fairways, gently swaying palms and wide-open skies. You sense that something extraordinary awaits. And it does.

Situated on one of Florida's best beaches just 20 miles southeast of Jacksonville, Ponte Vedra Beach Resorts have hosted some of the nation's most influential meetings and conventions since 1928.

The historic Ponte Vedra Inn & Club has achieved AAA Five Diamond status every year since 2002. The charming, two-story architecture affords easy access during your stay, while rooms and suites feature private entrances, most with ocean views – including the spectacular new Ocean House and Peyton House.

With over 25,000 square feet of flexible function space, The Inn can accommodate groups of up to 350. Stunning golf and oceanfront venues are perfect for coffee breaks, cookouts and our popular Shoot for the Pin team-building challenge.

The AAA Four Diamond Lodge & Club boasts oceanfront luxury on an intimate scale, with 66 rooms and suites offering private entry and ocean views. More than 13,000 square feet of oceanfront meeting space can accommodate 10 to 150 guests.

Beyond flexible meeting space and event-planning services, guests enjoy world-class dining, an extraordinary spa, tennis, pools and legendary golf on two challenging courses.

About Ponte Vedra

When it comes to meetings, Ponte Vedra Beach Resorts stand alone – together. Located one mile apart on North Florida's best beach, Ponte Vedra Beach Resorts boast luxurious accommodations, championship golf and 30,000 sq. ft. of flexible meeting space complete with expert meeting planners, team building activities and gracious southern hospitality.

PonteVedra.com

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At Seminole Hard Rock Hotel & Casino Hollywood, each experience is supported by Hard Rock International's mission and motto "Love all, serve all." As South Florida's premier destination for fun and entertainment, our team produces some exclusive events – from private groups to the biggest community festivals attended by thousands. We are in tune with what makes an event successful and our team is here to ensure that your next function is a platinum hit!

Here at the Seminole Hard Rock, your business is our business. No matter what kind of meeting you're planning, large or small, short or long, Seminole Hard Rock Hotel & Casino Hollywood has an exceptional band composed of extraordinary catering facilities and an awesome staff to meet your every need

About Seminole Hard Rock Hotel & Casino Hollywood

While music is the heart of Hard Rock, philanthropy is its soul and the company is committed to making a difference through a wide variety of philanthropic causes and activities. Hard Rock's guiding principle, "Love all-Serve all" encompasses the brand's dedication to its core mantras- "Save the Planet", "Take Time to be Kind" and "All is One"

Website: hardrockholly.com

Website: seminolehardrockhollywood.com/amenities/meetings-and-events

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SUNSEEKER RESORT

Charlotte Harbor

VisitOrlando®

At Sunseeker Resort Charlotte Harbor, you'll discover an all-in-one resort destination where business and pleasure seamlessly coexist unlike anywhere else. Set to become the center of activity in Charlotte Harbor, this brand-new resort offers guests the finest amenities on the Gulf Coast. Spectacular gatherings start here with 60,000-square-foot of event space, innovative breakout areas, immersive indoor/outdoor spaces, world-class catering, and stunning waterfront views.

Here, awe-inspiring accommodations are the norm. Featuring 596 coastal-inspired premium guestrooms and 189 Sunsuites™, guests can relax in total comfort as they take in the coastal surroundings and reflect on the day's events. Just outside our doors you'll discover Florida's best-kept secrets where life moves a little slower and the fun lasts a little longer with myriad things to do. Experience the convenience of hosting an event and allowing for the conversation to continue over 18 holes of championship golf at our exclusive course, on a private sunset chartered sailboat, or a visit to the Peace River Botanical & Sculpture Gardens.

From social events to corporate meetings, the cutting-edge event facility offers the latest multimedia equipment, with the ideal mix of privacy, flexibility and convenience transforming any event into an unforgettable experience. With 22-foot-high floor-to-ceiling windows that overlook the stunning views of Charlotte Harbor and a chef de cuisine preparing dishes with sustainable and locally sourced ingredients in a dedicated banquet kitchen to the highest culinary standard, Sunseeker Resort offers a dynamic environment that allows groups the opportunity to customize and create their own unique event experience.

About Sunseeker Resort Charlotte Harbor

Located along the Peace River and Charlotte Harbor, Sunseeker Resort is the first new-build resort of this size to open in Southwest Florida in over thirteen years. Opening Fall 2023, this premier resort lets you escape to an endlessly entertaining, totally relaxing waterfront destination offering the best of everything under the sun.

Website: [SunseekerResorts.com](https://www.sunseekerresorts.com)

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For meeting planners looking to add some local flavor to their next event, the eclectic districts, boroughs and nearby cities that encompass the Orlando area are just what they need. Brimming with marquee meeting and event options, these vibrant centers of commerce collectively showcase Orlando – the country's No. 1 meetings destination – as a thriving urban city, each offering a distinct sense of place that's not too far from the world-famous theme parks and the Orange County Convention Center.

When organizers plan an event in or near to downtown Orlando, they'll understand why it's called The City Beautiful — and it's not just the colorful skyline and gorgeous greenery. Downtown and its adjacent areas are part of the Main Street America-accredited Orlando Main Streets program, showcasing an unforgettable mix of trendy neighborhoods and vibrant districts bustling with exceptional dining, nightlife, arts and entertainment.

Just down the road from downtown Orlando is Winter Park. Here, planners can create an entire meeting experience steeped in style and culture that extends from a boutique hotel down the pedestrian-friendly, tree-lined streets, which are filled with European-flavored shops, bistros and museums.

For those who venture to Lake Nona will find a forward-thinking, neo-urban community infused with technology and innovation. Only 4 miles from Orlando International Airport, the 17-square-mile neighborhood is home to an innovative hotel, a wide variety of shops, restaurants and activities.

Planners can contact the Visit Orlando team who can help uncover these local gems for their next meeting or event.

Facebook: [@visitorlando](https://www.facebook.com/visitorlando)

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SOUTH WALTON FLORIDA

South Walton, Florida, welcomes meetings of all sizes, from 10-person executive retreats to 1,500-person conventions, but it's the incredible activities and the scenery surrounding them that make a gathering here an unforgettable experience. When the meetings adjourn, explore team-building opportunities across 16 unique beach neighborhoods, from memorable activities to impactful local volunteer opportunities.

Outdoor adventure is abundant, with four state parks, a state forest, 15 rare coastal dune lakes and easy access to the Gulf of Mexico. Step out of the conference room to explore hundreds of miles of hiking and biking paths, or try stand-up paddleboarding across one of South Walton's many diverse waterways.

Unlock your team's creativity with group art classes at The Shard Shop in Grayton Beach, offering group sessions for all talent levels. Artist Mary Hong will host groups at her studio or come directly to you, and each attendee ends up with their own work of art to take home.

For a much larger canvas, check out a myriad of championship golf courses. Time spent playing amid these stunning backdrops has a way of bringing people a little closer together.

Be sure to experience South Walton's expansive culinary scene, with 200-plus restaurants and award-winning chefs using fresh-from-the-Gulf and locally sourced ingredients. Make an evening reception on the beach even better with a beach bonfire set-up and s'mores.

With stunning natural beauty and countless activities on the beach and beyond, South Walton, Florida, is sure to deliver a one-of-a-kind meeting experience.

About South Walton

Located along Northwest Florida's Gulf Coast, South Walton encompasses 26 miles of sugar-white sand and 16 unique beach neighborhoods. South Walton is continually recognized as a premier destination for upscale, yet casual conferences that everyone will enjoy. Start planning at **[VisitSouthWalton.com/Meetings](https://www.VisitSouthWalton.com/Meetings)**, or visit our LinkedIn profile for more.

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