

OUTLET: ExhibitorOnline.com

DATE: September 24, 2021

REACH: 40,000



BEST PRACTICES IN TRADE SHOW AND EVENT MARKETING

EXHIBITOR

Meetings Make a Comeback in the Florida Keys & Key West

FLORIDA KEYS — Group meetings and incentive events are coming back to the Florida Keys & Key West. The 125-mile-long island chain offers endless wide-open spaces on land and sea, with blue water activities — seamlessly blending work with play — and unconventional ways to reconnect with business colleagues and new friends.

“Our outdoor wide-open spaces, with many of them scenic waterfront settings, offer a unique advantage for all types of activities and help to create unforgettable Keys meetings,” said Jack Meier, group sales manager for the Keys’ Monroe County Tourist Development Council. “Creatively styled and enhanced outdoor venues throughout the Keys continue to be unveiled as we all look forward to reconnecting and renewing with business opportunities.”

The Keys are an ideal island destination and easily accessible with a variety of convenient nonstop flights, and they offer unique bonding experiences for meetings with 15 to 100 attendees.

Six airlines — American, Delta, JetBlue, Silver, United and Allegiant — operate more than 20 nonstop routes to Key West International Airport.

To prevent the spread of coronavirus, Keys businesses may require facial coverings at venues such as resorts, indoor attractions, museums, restaurants, grocery stores, galleries or retail shops. Masking is required in all Monroe County and Key West government buildings.

For additional and evolving information about Keys health and safety protocols, visit fla-keys.com.

To download the Monroe County Tourist Development Council’s new meeting planner guide and read its Keys Traveler MICE edition, visit fla-keys.com/meeting-planners/.

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Keys Accommodations

In northern Key Largo, the private Ocean Reef Club has 30,000 total square feet of meeting space, including a 7,500-square-foot ballroom and state-of-the-art cooking school. Usually reserved for members, Ocean Reef includes a 165-room inn with a newly renovated lobby, dining room and lounge, Buccaneer Island recreational beach and pool area, two 18-hole golf courses, full-service 175-slip marina and private airport. Visit meetingsatocceanreef.com or call 800-741-7333.

In Key Largo, Playa Largo Resort & Spa, an Autograph Collection Hotel located at 97450 Overseas Highway, offers nearly 40,000 square feet of flexible space for six to 300, including an 8,600-square-foot outdoor event lawn. Group dining includes Moroccan-style beach dinners and in-water tables for toes-in-the-ocean dining. Outdoor activities include watersports, private charters, eco-tours, diving, snorkeling and fishing. Attendees can reserve a chiminea to make s'mores, a poolside private cabana or spa pampering during downtime. New Playa Largo Ocean Residences offer three- and four-bedroom homes for corporate retreat options. Visit playalargo.com or call 305-853-1001.

Set on a 15-acre nature sanctuary, Baker's Cay Resort Key Largo, a Curio Collection by Hilton, offers 200 pet-friendly rooms and suites; over 15,000 square feet of indoor space including two panoramic waterfront ballrooms; and 12,000 square feet of scenic outdoor event venues for teambuilding adventures, watersports and water excursions. On-site culinary experiences utilize locally sourced products and sustainable Keys seafood. A beachside tequila and taco restaurant uses house-made hot sauces crafted from peppers grown on property. Amenities include two swimming pools and waterfall grotto, a nature trail with hidden beaches, a boat dock and salon. The property stands at 97000 Overseas Highway. Visit bakerscayresort.com or call 305-602-7988.