



PUBLIC LAND ACQUISITION &  
MANAGEMENT PARTNERSHIP



**ONEFLORIDA**

OCTOBER 2018 • SARASOTA

CONNECTING COMMUNITIES





Expect More. Experience Better.

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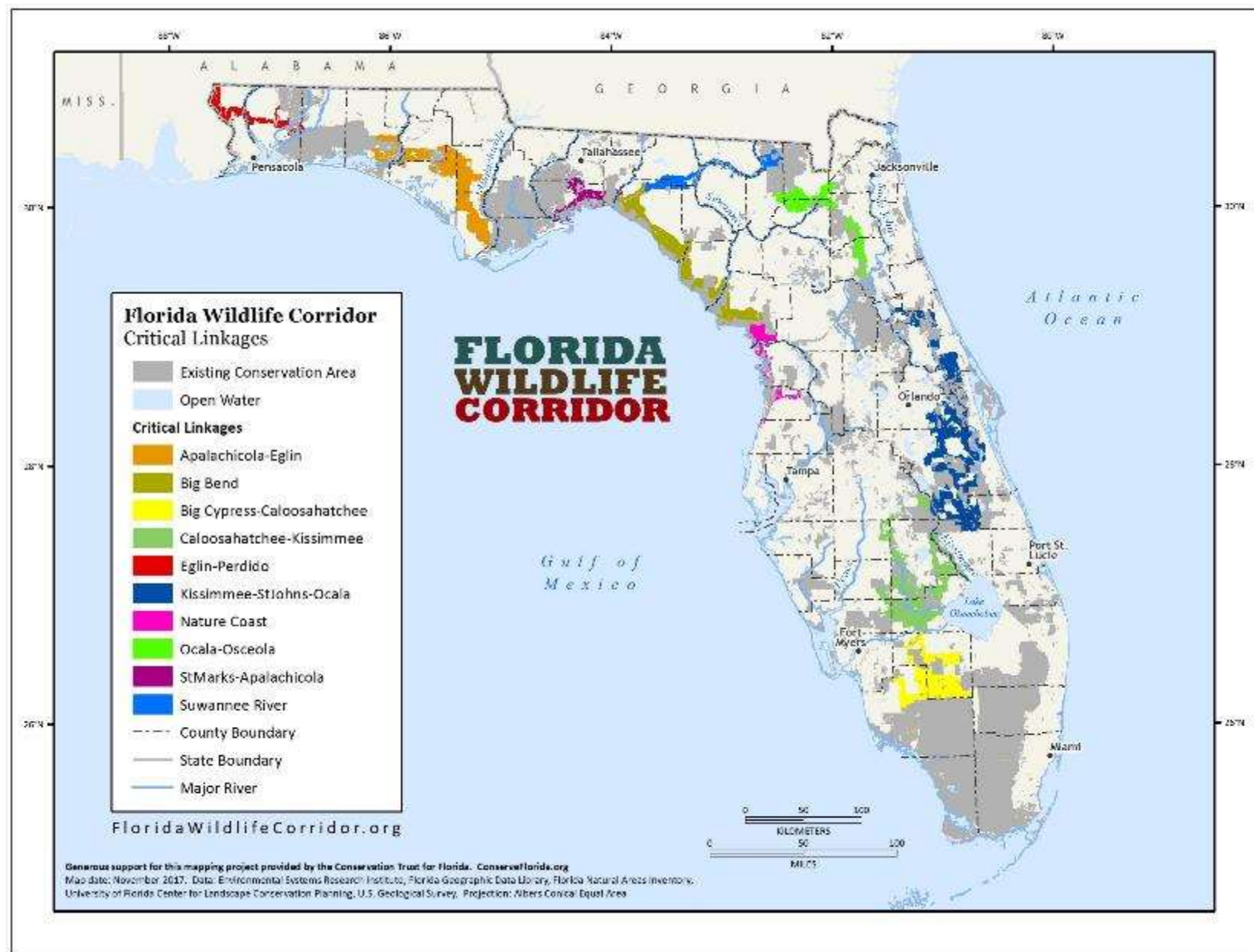


ONE FLORIDA  
OCTOBER 2018 • SARASOTA

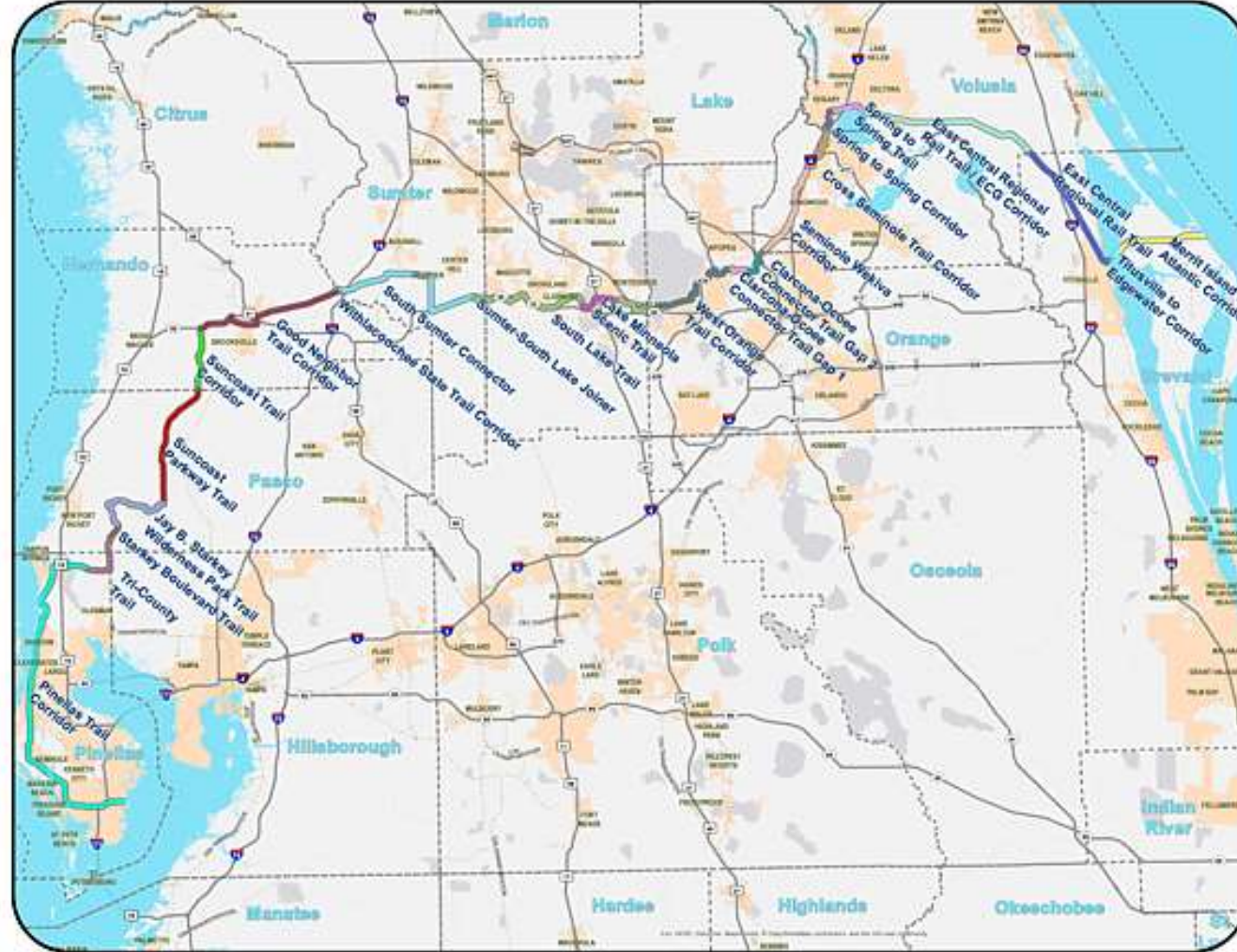












# Coast To COAST TRAIL FLORIDA

## Legend

- County
- Major HiWays
- Railway
- Cities/Towns

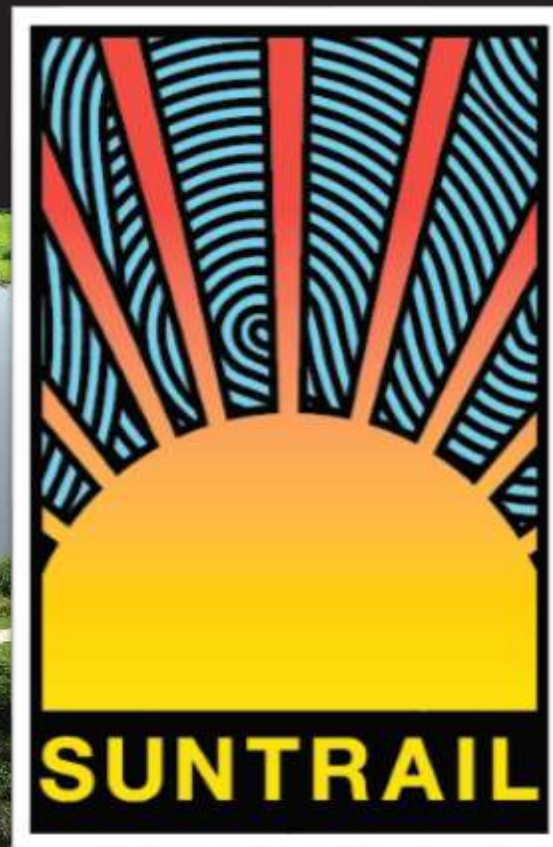




# Shared Use Nonmotorized (SUN) Trail Program

Adopted Work Program

Detailed Map and Table Set



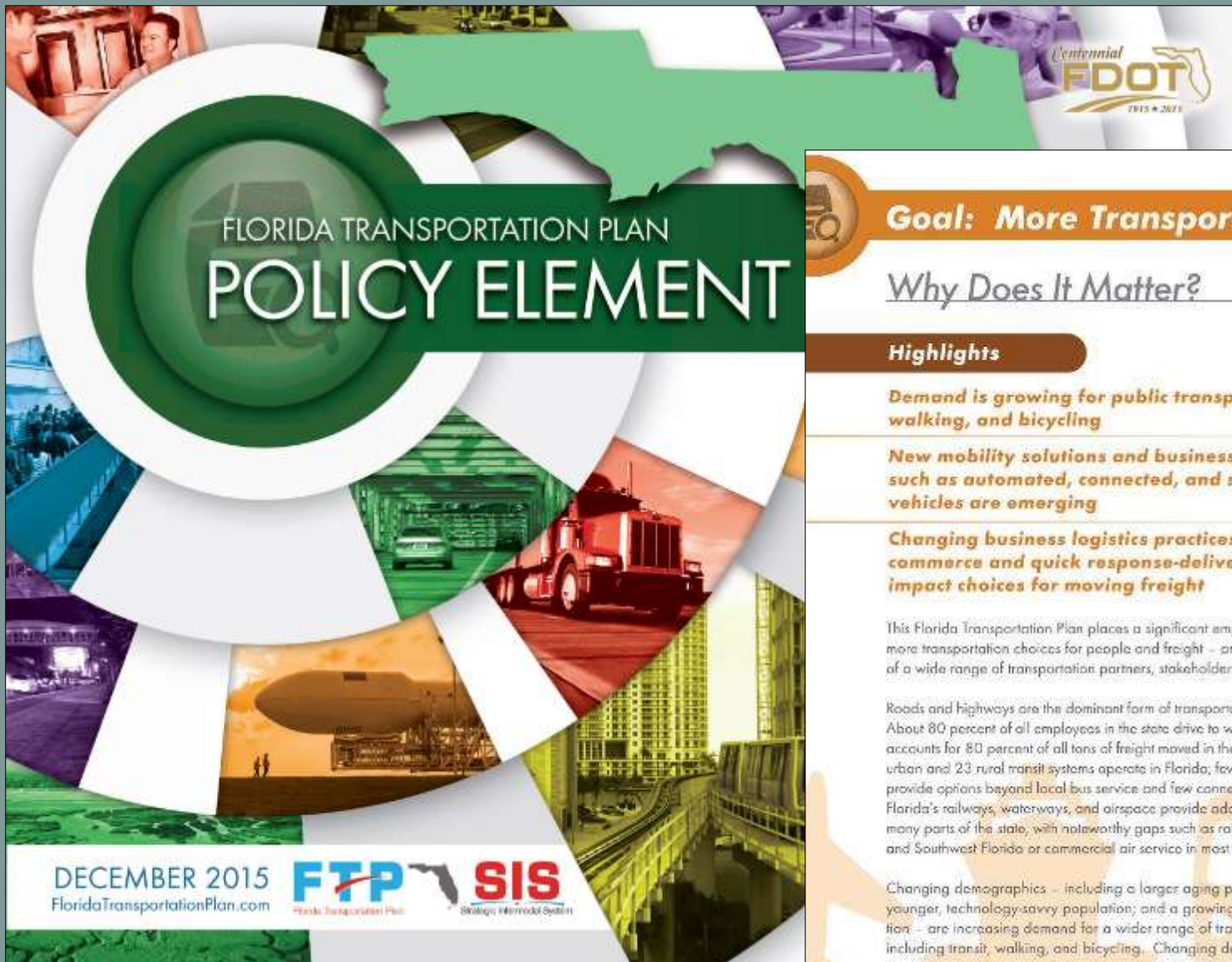
Regional Trail Systems and Individual Trail Projects

FY 2017/2018 through FY 2020/2021

Upper Peace Legacy Trail







## Goal: More Transportation Choices for People and Freight

### Why Does It Matter?

#### Highlights

**Demand is growing for public transportation, walking, and bicycling**

**New mobility solutions and business models such as automated, connected, and shared vehicles are emerging**

**Changing business logistics practices, like mobile commerce and quick response-delivery, will impact choices for moving freight**

This Florida Transportation Plan places a significant emphasis on providing more transportation choices for people and freight – an overarching concern of a wide range of transportation partners, stakeholders, and the public.

Roads and highways are the dominant form of transportation in Florida today. About 80 percent of all employees in the state drive to work alone. Trucking accounts for 80 percent of all tons of freight moved in the state. A total of 30 urban and 23 rural transit systems operate in Florida; few of these systems provide options beyond local bus service and few connect across county lines. Florida's railways, waterways, and airspace provide additional options in many parts of the state, with noteworthy gaps such as rail service in Northwest and Southwest Florida or commercial air service in most of rural Florida.

Changing demographics – including a larger aging population; a growing younger, technology-savvy population; and a growing foreign-born population – are increasing demand for a wider range of transportation options, including transit, walking, and bicycling. Changing development patterns

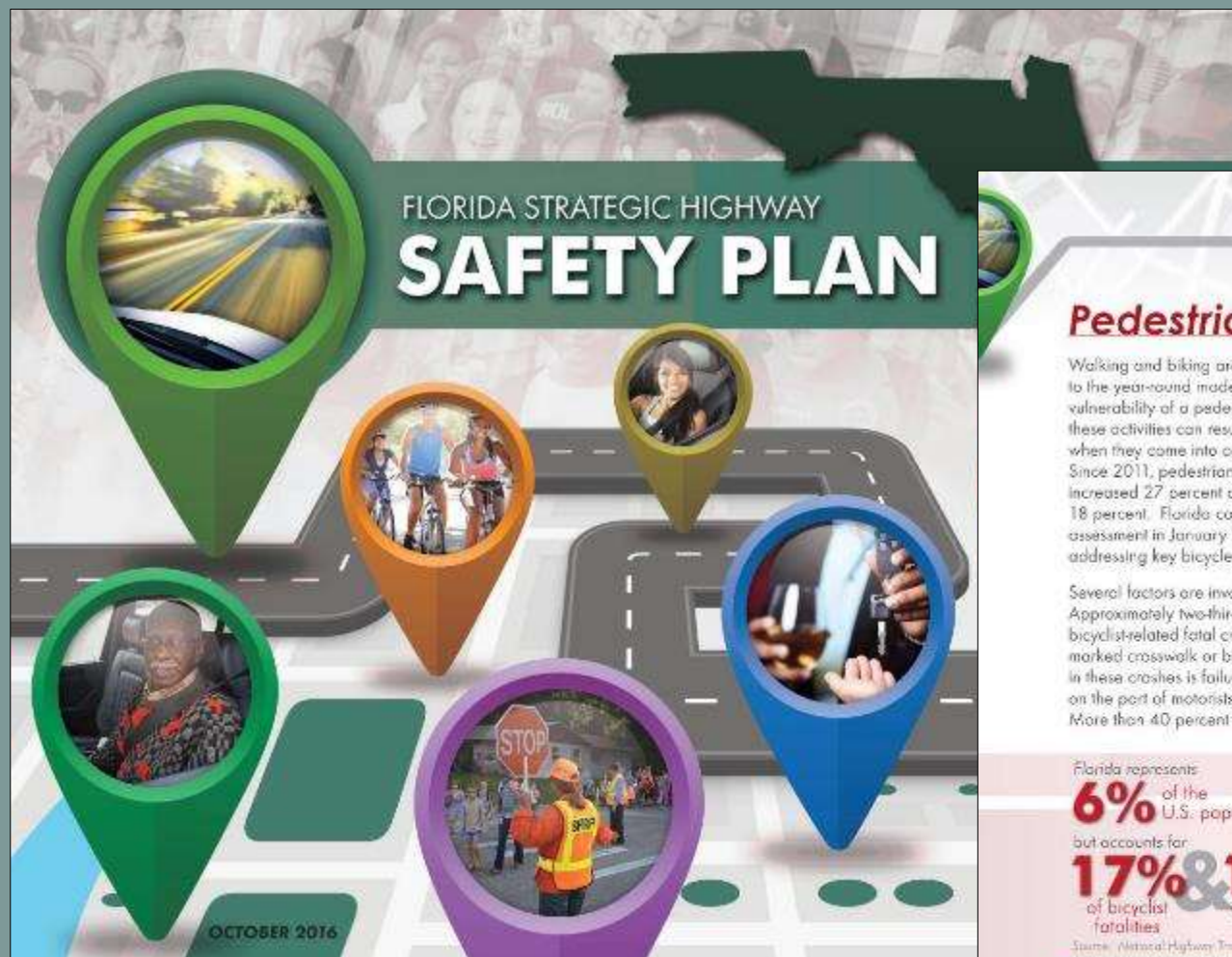
could result in more population growth in dense urban areas, which tend to support a wider variety of transportation choices. Continued growth in the number of visitors is reinforcing demand for more travel options, including longer-distance rail, air, and water services.

More options are needed for residents and visitors who choose not to use a car, or are unable to drive due to disability, income, or age. At the same time, with growth in mobile commerce and changing logistics practices, businesses want efficient, convenient, and affordable choices for moving freight.

Over time, our mobility options will expand from traditional choices of highway, rail, and transit to a range of options, including new types of vehicles such as automated, connected, and shared vehicles, as well as newer public transportation services such as local circulators, personal rapid transit, and higher-speed intercity bus and rail services. In some cases, the mobility option will be to substitute technology for travel, with expanded use of telecommuting, distance learning, and similar systems. The emphasis of our transportation agencies may shift from building and operating infrastructure to catalyzing and managing a range of services.

New or expanded choices will be most effective where they support market demand or regional and community visions, and where there is information available to customers to make decisions. A key to success will be increasing connectivity and integration across modes and systems to support complete end-to-end trips. A second key to success will be coordination between transportation and land use decisions to support expanded transportation choices.





# FLORIDA STRATEGIC HIGHWAY SAFETY PLAN

OCTOBER 2016

## Pedestrians and Bicyclists

Walking and biking are popular in Florida due to the year-round moderate climate. Given the vulnerability of a pedestrian or bicyclist, however, these activities can result in death and serious injury when they come into conflict with a motor vehicle. Since 2011, pedestrian and bicyclist fatalities increased 27 percent and serious injuries increased 18 percent. Florida conducted a pedestrian assessment in January 2012 and began specifically addressing key bicycle concerns in 2014.

Several factors are involved in these crashes. Approximately two-thirds of pedestrian and bicyclist-related fatal crashes occur outside of a marked crosswalk or bicycle lane. A major factor in these crashes is failure to yield the right-of-way on the part of motorists, pedestrians, and bicyclists. More than 40 percent of bicyclist fatalities are

### Fatalities and Serious Injuries

	2011	2012	2013	2014	2015
Serious Injuries	2,206	2,620	2,514	2,561	2,588
Fatalities	617	589	633	741	783
	2,823	3,209	3,147	3,305	3,371

related to traumatic brain injury involving a cyclist who was not wearing a helmet, or who wore a helmet improperly.

Florida seeks to be a quality place for people to live, learn, work, and play, and is working to ensure everyone has convenient and safe choices for transportation, including walking, biking, and transit. Florida's focused initiative to improve pedestrian and bicyclist safety has resulted in a statewide Complete Streets Policy and Implementation Plan, an intersection lighting plan, updated design guidance, a comprehensive communication plan, high-visibility enforcement efforts, a strong emphasis on pedestrian and bicyclist safety in driver education, revisions

of Florida's Driver Handbook and driver license exam, and improved emergency response to victims of traffic crashes.



Engineering solutions such as pedestrian hybrid beacon traffic signals at marked mid-block crosswalks and protected bike lanes have been added to support pedestrian and bicyclist safety. Florida has improved traffic data to allow a more accurate assessment of pedestrian and bicycle related issues and developed a GIS tool that allows users to map crashes, identify areas with an over representation of crashes, and conduct a comprehensive analysis of the context of each priority area to ensure the appropriate countermeasures are selected to resolve specific challenges.

### FLORIDA PEDESTRIAN AND BICYCLE SAFETY COALITION

Florida's Pedestrian and Bicycle Safety Coalition is a diverse group of national, state, and local partners and safety advocates that prioritizes and implements the strategies identified in the statewide Pedestrian and Bicycle Strategic Safety Plan (PBSSP) to reduce pedestrian and bicycle related fatalities and serious injuries as a result of traffic crash involvement on Florida's roadways.

The PBSSP was finalized in 2013 in response to a pedestrian fatality rate that was nearly double the national average and a bicyclist rate that was nearly triple. The Coalition meets regularly to discuss and update the progress of the PBSSP implementation.

Florida represents  
**6%** of the  
U.S. population  
but accounts for

**17% & 11%**  
of bicyclist  
fatalities  
of pedestrian  
fatalities

Source: National Highway Traffic Safety Administration (NHTSA)



### Strategies

- Increase awareness and understanding of safety issues and compliance with traffic laws and regulations related to pedestrians and bicyclists.
- Develop and use a systematic approach to identify locations and behaviors prone to pedestrian and bicycle crashes and implement multi-disciplinary countermeasures.
- Create urban and rural built environments to support and encourage safe bicycling and walking.
- Support national, state, and local initiatives and policies that promote bicycle and pedestrian safety.







**NOW ON TO OUR PANEL...**

CONNECTING residents and visitors

CONNECTING funding and partnerships

CONNECTING communities





# PLAM Conference - ONE FLORIDA

October 1-3, 2018 | Sarasota

# What is VISIT FLORIDA?

- ❖ The state's official tourism marketing corporation
- ❖ Serves as the source for travel planning to visitors from across the globe
- ❖ Received \$76M for FY 18-19
- ❖ VISIT FLORIDA matches public funds dollar for dollar

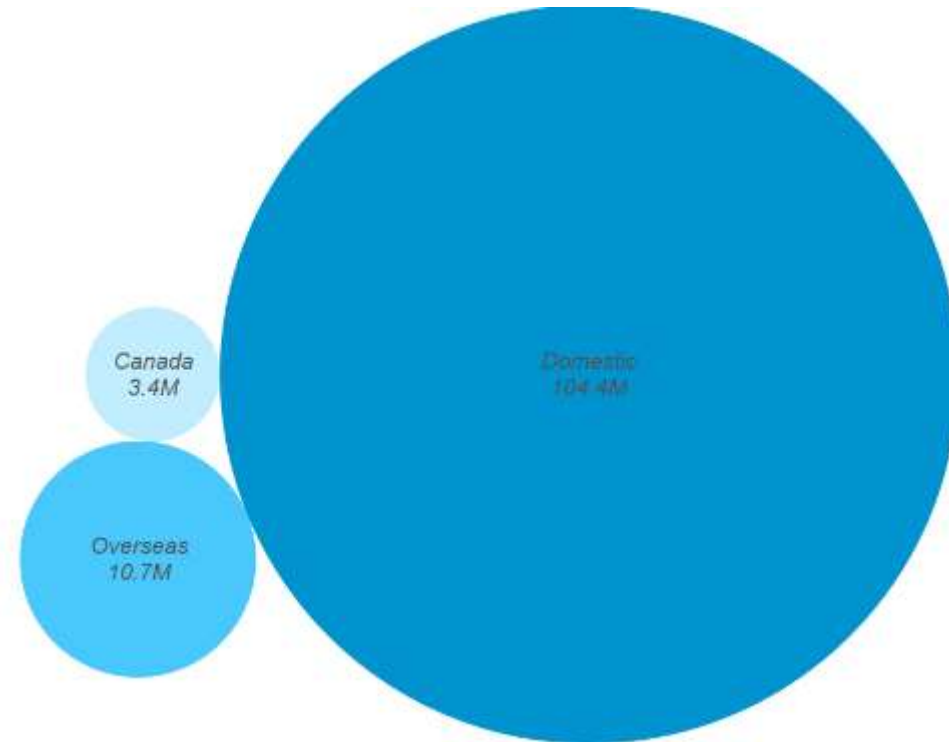




# Florida Tourism by the Numbers

(Calendar Year 2017 preliminary)

- ❖ **118.5\* million visitors in 2017 – up 5.4%\***
- ❖ Domestic visitors accounted for 88%\* of total overnight visitation by non-residents
- ❖ Domestic visitation grew 6.6%\*
- ❖ International visitation accounted for 12%\* of total overnight visitation
- ❖ International visitation fell 2.6%\*, with Overseas down 4.3%\* and Canadian up 3.0%\*



\*preliminary, subject to change

**Note:** Estimates shown in italics are preliminary



VISITFLORIDA

# Florida Tourism by the Numbers

(Calendar Year 2016 and Year-to-Date 2017 Indicators)

- ❖ \$111.7 Billion in visitor spending CY 2016 - up 2.7%
- ❖ \$11.6 Billion in state and local tax revenue generated from visitor spending CY 2016
- ❖ 1.4 Million in tourism employment CY 2016 - up 2.7%
- ❖ 65.5 Million total visitors (in person-trips) traveled to Florida **through the second quarter of 2018** - up 5.9%





# VISIT FLORIDA Partnership

# Partnership Engagement

Places to Stay	Places to Play	Places to Eat/Drink	Visitor Services
B&Bs	Attractions	Bars	Airlines
Hotels	Boating & Kayaking	Breweries/Wineries	Associations
Motels	Fairs, Festivals, Events	Restaurants	Convention Centers
Resorts	Fishing Charters & Outfitters		County Offices
Vacation Rentals	Golf		Chambers
	Museums		DMOs
	Parks		Main Streets
	Retail stores		Transportation
	RV Parks/Campgrounds		Vacation Planning
	Tours		





# Marketing Partnership Benefits

1. Enhanced Web Listing
2. Official Florida Vacation Guide
3. Consumer-facing Social Media
4. Sales Contacts
5. Research
6. Online Hospitality Training Program
7. Webinars
8. Image Library
9. Partner-to-Partner Specials
10. Welcome Centers







# Official Florida Vacation Guide

THE OFFICIAL SOURCE FOR TRAVEL PLANNING

## VISIT FLORIDA

Find it. Visit it. Love it.

**Ride with the Sun**  
10 unforgettable road trips

**A Beachcomber's Guide**  
Find treasures from the sea

**Florida Fashion, Local Eats and Events Calendar**

DOWNLOAD Blipper app to INTERACT

Find your next adventure at  
**VISITFLORIDA.COM**

South Things to Do, Food and Drink, Visitor Services

KEY TO SYMBOLS: S = Beach wheelchair accessible in some locations; A-E = Guide or information for travelers with disabilities

**Things to Do**

**Arts and Attractions**

**Ah-Tah-Thi-Ki Museum**  
ahthathiki.com  
34725 W. Boundary Rd., Ocala, 347-903-1113  
Experience authentic history and culture! Seminole museum and birdwalk in the heart of the Everglades.

**Arcadia All-Florida Championship Rodeo Association**  
arcadiarodeo.com  
124 Heart St., Arcadia, 983-434-2014  
The oldest rodeo organization in the state of Florida, celebrating 90 years of rodeo tradition.

**Art and Culture Center of Hollywood**  
artculturecenter.org  
18301 Hollywood St., Hollywood, 954-921-3274  
Presents contemporary gallery exhibitions, stage performances and more.

**Collier Museum at Government Center**  
colliermuseum.org  
3201 Tamiami Tr. E., Naples, 239-252-9076  
Five historic residences that will take you on a journey back through 10,000 years of history.

**Coral Castle**  
coralcastle.com  
29655 S. Dixie Hwy., Homestead, 305-248-6345  
Too magical to tripAdvisor and Yelp! A top 10 historic hot spot in South Florida!

**Coral Gables Museum**  
coralgablesmuseum.org  
700 Aragon Ave., Coral Gables, 305-933-0907  
Celebrating the 1920s planned community of Coral Gables and exploring the built environment!

**Crane Point Museum & Nature Center**  
craneptmuseum.org  
5550 Overseas Hwy., Marathon, 305-743-3993

**GameTime Miami**  
gametimeplayers.com  
Fort Myers 239-254-5954, Miami 305-967-4263  
Mega arcade, restaurant, sports bar, parties and more!

**Gulfstream Park**  
gulfstreampark.com  
901 S. Federal Hwy., Hallandale Beach, 954-454-7000  
An entertainment destination featuring shopping, dining, nightlife, horse racing and casino.





# Welcome Centers





# Research

## Family Visitor Profile

### VISITOR INSIGHTS

#### Lifestage

Young & Free	4%
Young Family	26%
Maturing & Free	9%
Moderate Family	14%
Affluent Family	37%
Moderate Mature*	6%
Affluent Mature	4%

#### Age

18 - 34 Years Old	28%
35 - 49 Years Old	47%
50 - 64 Years Old	18%
65+ Years Old	6%
<b>Average Age</b>	<b>42.5</b>

#### Children in HH

Yes	78%
No	22%

#### Top Origin States

Georgia	12%
Texas	7%
Ohio	5%
Kentucky	5%
New York	5%

#### Top Origin DMA

Atlanta, GA	8%
New York, NY	7%
Chicago, IL	5%

#### Household Income

Under \$50,000	23%
\$50,000-\$74,999	19%
\$75,000-\$99,999	20%
\$100,000-\$149,999	20%
\$150,000+	18%
<b>Average Income</b>	<b>\$100,000</b>

### COMPETITOR INSIGHTS

#### Top Florida Destination Regions

Central	50%	Central East	7%
Northwest	15%	Southwest	4%
Central West	10%	Northeast	4%
Southeast	9%	North Central*	1%

**Notes:** Data filtered for 2016 domestic out-of-state overnight leisure visitors with children present on trip.

\* Small sample size

**Source:** D.K. Shifflet and Associates

## Winter Visitor Profile

### VISITOR INSIGHTS

Generation	Overall	Air	Drive
G.I. Generation	11%	6%	13%
Boomers	40%	40%	40%
Gen X	38%	33%	27%
Millennials	20%	19%	20%

Lifestage	Overall	Air	Drive
Young & Free	13%	13%	11%
Young Family	8%	6%	9%
Maturing & Free	18%	18%	18%
Moderate Family	5%	6%	4%
Affluent Family	13%	17%	12%
Moderate Mature	23%	19%	26%
Affluent Mature	31%	10%	22%

Age	Overall	Air	Drive
18-34 Years Old	20%	18%	19%
35-49 Years Old	26%	30%	26%
50-64 Years Old	27%	31%	24%
65+ Years Old	28%	20%	33%
<b>Average Age</b>	<b>61.3</b>	<b>60.8</b>	<b>62.3</b>

HH Income	Overall	Air	Drive
Under \$50,000	28%	20%	31%
\$50,000-\$74,999	14%	19%	13%
\$75,000-\$99,999	17%	16%	18%
\$100,000-\$149,999	18%	18%	18%
\$150,000+	23%	20%	20%
<b>Average Income</b>	<b>\$107,990</b>	<b>\$122,900</b>	<b>\$101,400</b>

Origin State	Overall	Origin State	Air	Origin State	Drive
New York	12%	New York	15%	New York	10%
Georgia	7%	Pennsylvania	7%	Georgia	9%
Texas	6%	Texas	6%	North Carolina	7%
Pennsylvania	5%	Massachusetts	5%	Michigan	5%
Ohio	5%	New Jersey	5%	Ohio	5%

### TRIP INSIGHTS

Expenditures*	Overall	Air	Drive
Average (incl. transportation)	\$155	\$182	\$138
Average (excl. transportation)	\$115	\$117	\$114

Purpose of Visit	Overall	Air	Drive
General Vacation	30%	38%	23%
Visiting Friends/Relatives	31%	32%	31%
Getaway Weekend	13%	13%	12%
Special Event	12%	10%	13%
Other	7%	6%	6%

#### Party Composition

Couples	
One Adult	
Family	
Three or More Adults	
Two Male or Two Female	
<b>Average Number on Trip</b>	

#### Activities (multiple response)

Beach/Waterfront	
Visiting Friends/Relatives	
Culinary/Dining Experience	
Shopping	
Theme/Amusement Park	
Touring/Sightseeing	
Parks, National State, etc.	

## Snapshot of Business Travelers to Florida

		Business*	Transient Business*	Business Group Meeting*
VISITOR INSIGHTS	Average Household Income	\$137,301	\$127,881	\$106,700
	Average Age	41.7	41.7	41.7
	Top Origin DMAs	New York, NY (10%); Atlanta, GA (9%); Birmingham, AL (8%)	New York, NY (12%); Atlanta, GA (9%); Philadelphia, PA (8%)	New York, NY (13%); Atlanta, GA (7%); Chicago, IL (5%)
	Avg Spend Per Person Per Day	Inc. Travel: \$253 Exc. Travel: \$152	Inc. Travel: \$227 Exc. Travel: \$121	Inc. Travel: \$227 Exc. Travel: \$115
TRIP INSIGHTS	Avg Length of Stay	2.7 nights	2.7 nights	2.7 nights
	Avg Party Size	1.2 persons	1.2 persons	1.4 persons
	Travel Party Compositions	One Adult (52%); Couples (9%); Two Men or Two Women (2%)	One Adult (57%); Couples (11%); Two Men or Two Women (1%)	One Adult (59%); Couples (12%); Two Men or Two Women (1%)
	Season of Travel	Spring (27%); Winter (25%); Summer (25%); Fall (23%)	Spring (28%); Winter (26%); Summer (25%); Fall (21%)	Fall (27%); Winter (26%); Spring (25%); Summer (21%)
COMPETITOR INSIGHTS	Accommodations	Full Hotel (85%); Full Non-Hotel (12%); Full-Partial (3%)	Full Hotel (79%); Non-Partial (10%); Full-Partial (11%)	Full Hotel (89%); Full Non-Hotel (8%); Non-Partial (3%)
	Transportation Mode	Non-Air (31%); Air (69%)	Non-Air (30%); Air (70%)	Non-Air (34%); Non-Air (28%)
	Top Activities	Beach/Waterfront; Culinary/Dining; Shopping; Visit Friends/Relatives; Nightlife	Beach/Waterfront; Culinary/Dining; Shopping; Visit Friends/Relatives; Nightlife	Culinary/Dining; Beach/Waterfront; Shopping; Nightlife; Theme/Amusement/Park/Other
	Top Florida Destination Regions	Central (23%); Southwest (22%); Central West (19%); Northwest (10%); Northeast (7%); Southeast (6%); Central East (3%); North Central (2%)	Central (26%); Southwest (22%); Central West (16%); Northwest (11%); Northeast (8%); Central East (6%); Southeast (5%); North Central (2%)	Central (25%); Southwest (22%); Central West (16%); Northwest (8%); Northeast (8%); Central East (6%); Southeast (5%); North Central (2%)

Notes: Data based on overnight business travelers to Florida in 2015.

\* Data based on overnight business travelers to Florida in 2015.

\* Transient Business (Corporate/Contract Services, Independent Consultant/Regular Sales/Purchasing, Government/Military, Other Business)

\* Business Group Meeting (Conventions, Business Training, Other Group Meeting)

\* Small sample size

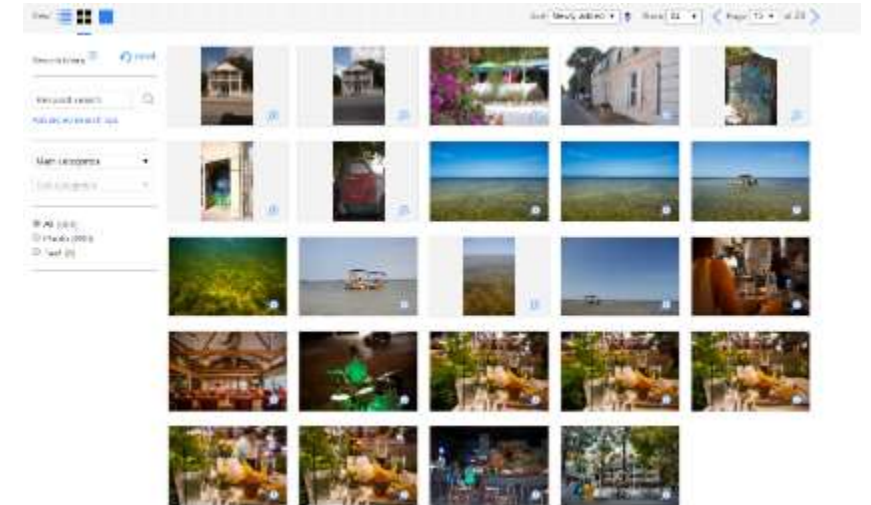
Source: D.K. Shifflet and Associates

© 2017 VISIT FLORIDA Research - www.VISITFLORIDA.org/research



**VISITFLORIDA**

# Image Library



**VISITFLORIDA®**  
PARTNER

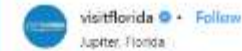


**VISITFLORIDA®**



# Social Media Opportunities

## Consumer-facing social media posts



visitflorida Just another day in paradise #LoveFL

📍 Jupiter Inlet by @sam\_await

Load more comments

nautiyachty @fernwehjen visit Jupiter. It's off of Love Street on Jupiter inlet!

fernwehjen @nautiyachty Thanks, I might try to find it. I will be in Fort Lauderdale for 4 days 🤔

wallsiccreamfl Oh my paradise!!! 🌴🌴🌴

nicolifeblog We are so lucky to have such a beautiful state!

amice2401 @pinkfluffydragondancin

nautiyachty @fernwehjen I'm flying to Lauderdale right now! I miss home!

fernwehjen I bet. It's one of my favorites. I'm going to try to branch out more on my



3,163 likes

SEPTEMBER 26, 2021

Log in to like or comment.



Follow

The view never gets old #LoveFL Credit: [ift.tt/2Ef1rEx](https://ift.tt/2Ef1rEx)



VISITFLORIDA

# Social Media Opportunities

#LoveFL

#LoveFL

Share what you love about the Sunshine State



VISITFLORIDA®



# Co-op Advertising

- ❖ Over 200 programs available: ~80 programs designated for Small Business Partners



# Grants

- ❖ Cultural, Heritage, Rural & Nature Tourism (CHRN) Grants
  - ❖ Small Business Grant
  - ❖ Advertising Match Grants
- Must be a VISIT FLORIDA Partner
  - Application process begins in December for awarding projects that take place July 1, 2019 – June 30, 2020





# Grants

## ❖ 2018/2019 CHRN Grants Awarded

A1A Scenic & Historic Coastal Byway  
Amelia Island Museum of History Art &  
History Museums-Maitland  
Bike Florida, Inc.  
Central Florida Zoo & Botanical Gardens  
Cultural Arts Alliance of Walton County  
Forgotten Coast Cultural Coalition  
Glades County EDC  
Gulf County Tourist Development Council  
Lightner Museum

Marie Selby Botanical Gardens  
McKee Botanical Garden Museum of Discovery & Science  
Natural Bridge Historical Society, Inc.  
Paddle Florida, Inc.  
Pensacola Lighthouse & Museum  
Phillip and Patricia Frost Museum of Science  
RiverWay South  
St. George Lighthouse Association  
Tallahassee Museum  
Trenton's Suwannee Valley  
Vilano Beach Main Street Program



# Grants

## ❖ NEW: Regional Co-op Program

- **Regional Marketing Co-op**

- Provides assistance in the execution of a regional media plan that promotes or markets a multi-county, geographic region

- **Regional Brand Development Co-op**

- Provides assistance with regional brand development. VISIT FLORIDA assigns an advertising agency to assist the region from start to finish.



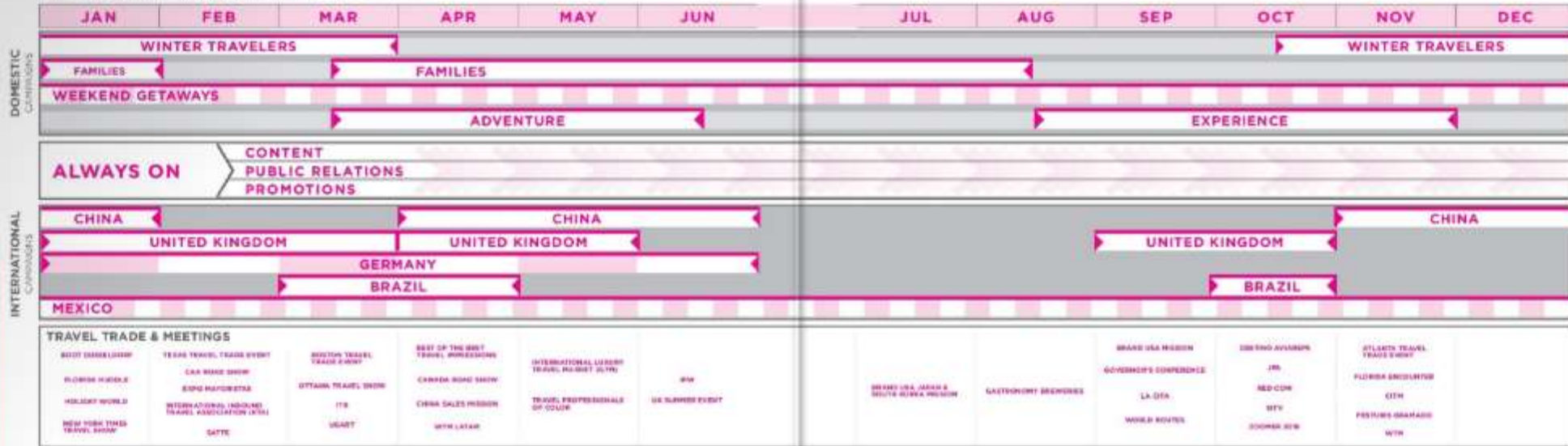


# VISIT FLORIDA Programs

## MARKETING APPROACH

For planning purposes, below is a high-level overview of VISIT FLORIDA's FY 18-19 market approach. This plan and the tactics that follow are based on VISIT FLORIDA's FY 18-19 level of funding.

Note: VISIT FLORIDA's fiscal year begins in July and ends in June the following calendar year.



### WINTER VISITOR PROFILE

#### LENGTH OF STAY

This chart shows the number of nights winter visitors stay.



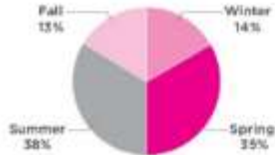
GENERATION	
Silent/BoA	10%
Baby Boomer	44%
GenX	27%
Millennial	19%

LODGING TYPE	
Full Accommodation	59%
Hotel	37%
Non-Hotel	22%
Non-Full Accommodation	41%

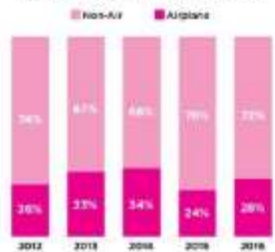
Source: D.R. Shifflet & Associates

### FAMILY PROFILE

#### SEASONALITY



#### TRANSPORTATION MODE



PERCENTAGE OF HOUSEHOLD WITH CHILDREN IN THE FOLLOWING AGE RANGES	
Less than 2 years	7%
2 - 5 years	29%
6 - 12 years	57%
13 - 17 years	32%

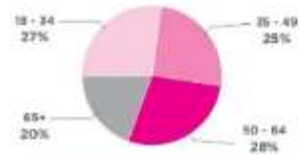
Source: D.R. Shifflet & Associates

TRIP PLANNING TIME FRAME	
3 weeks or less	15%
1 month	14%
2-3 months	26%
4-6 months	12%
6 months	10%
More than 6 months	21%

Source: D.R. Shifflet & Associates

### WEEKEND TRAVELER PROFILE

#### AGE OF TRAVELER



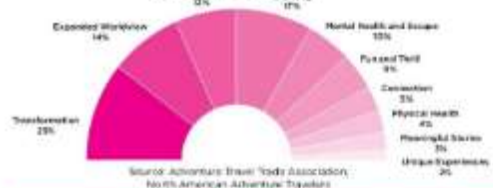
PARTY COMPOSITION	
Two Adults	42%
One Adult	42%
Family	10%
Three or More Adults	4%

PURPOSE OF TRIP	
Visit Friend/Relative	32%
Getaway Weekend	28%
General Vacation	21%
Special Event	8%
Other	10%

Source: D.R. Shifflet & Associates

### EXPERIENCE AND ADVENTURE PROFILE

#### MOTIVATION FOR ADVENTURE TRAVEL



ATTRACTIVE INTERESTED IN VISITING WHILE ON VACATION	
Theme parks	62%
Aquariums	58%
Art/History museums	56%
Zoos	54%
Science museums	51%
Amusement parks	47%
Botanical gardens	47%
Space museums	43%
Water parks	42%

Source: MGGY Global Portrait of American Travelers "Theme Parks and Visiting Florida"

TOP ACTIVITIES FOR THE ADVENTURE TRAVELER	
Hiking	45%
Visiting friends or family	37%
Camping	25%
Road cycling	22%
Skiing/Snowboarding	22%
Visiting historical sites	18%
Mountain biking	16%
Backpacking	15%
Attending local festivals/fairs	14%

Source: Adventure Travel Trade Association, North American Adventure Travelers





# Examples:









Attractions

Arts and History

Boating

Eat and Drink

Fishing

Golf

Health and Wellness

Nightlife

Outdoors and Nature

Romance

Shopping

Tours and Sightseeing

Travel Ideas

Road Trips

Scenic Byways

Off the Beaten Path

Events



Find Events



Monthly Events



Yearly Events



Food Festivals

## Adventure For All

From tiny trickles to mammoth gushers, Florida's natural springs rank among the world's greatest wonders.

YOUR GUIDE TO FLORIDA  
SPRINGS

EVEN MORE ADVENTURES





For some manatee watching, head to Ruin Spring State Park or Hainesboro Springs Wildlife State Park.  
—David Shattler for VisitFlorida.com

## Florida State Parks: 175 Natural Adventures, for Every Personality

By Jodi Nalander Farrell

Up for a wild adventure? Or is a remote, secluded island more your speed? Florida has a state park for you.

From trail seekers and nature lovers to fishermen and history buffs, the grandest has custom-designed the wilderness here to provide every personality.

Covering more than 1,250 square miles, Florida's natural theme parks possess the best of the state's raw resources, offering scenic, 72-degree



Photo by Colin Hackley for VisitFlorida.com

## Top 10 Hiking Trails in Florida

By Kevin Mims

A Florida outdoors enthusiast—and avid hiker—shares his favorite places to go hiking in Florida.

With varied terrain and tremendous ecological diversity, Florida provides hikers of all skill levels a perfect backdrop for exercise and adventure. Experience the natural beauty of the Sunshine State as you ramble these 10 footpaths.

### 1. Blackwater River State Forest

Hike the northernmost section of the Florida National Scenic Trail in *Blackwater River State Forest*, just a few miles away from its connection point to the Alabama Hiking Trail. Massive red clay bluffs along Juniper Creek provide one of the grandest views found anywhere on the entire Florida Trail. The scenery is spectacular as the path follows along the Blackwater River and its smaller tributaries.

### 2. Santa Rosa Island Beach Hike

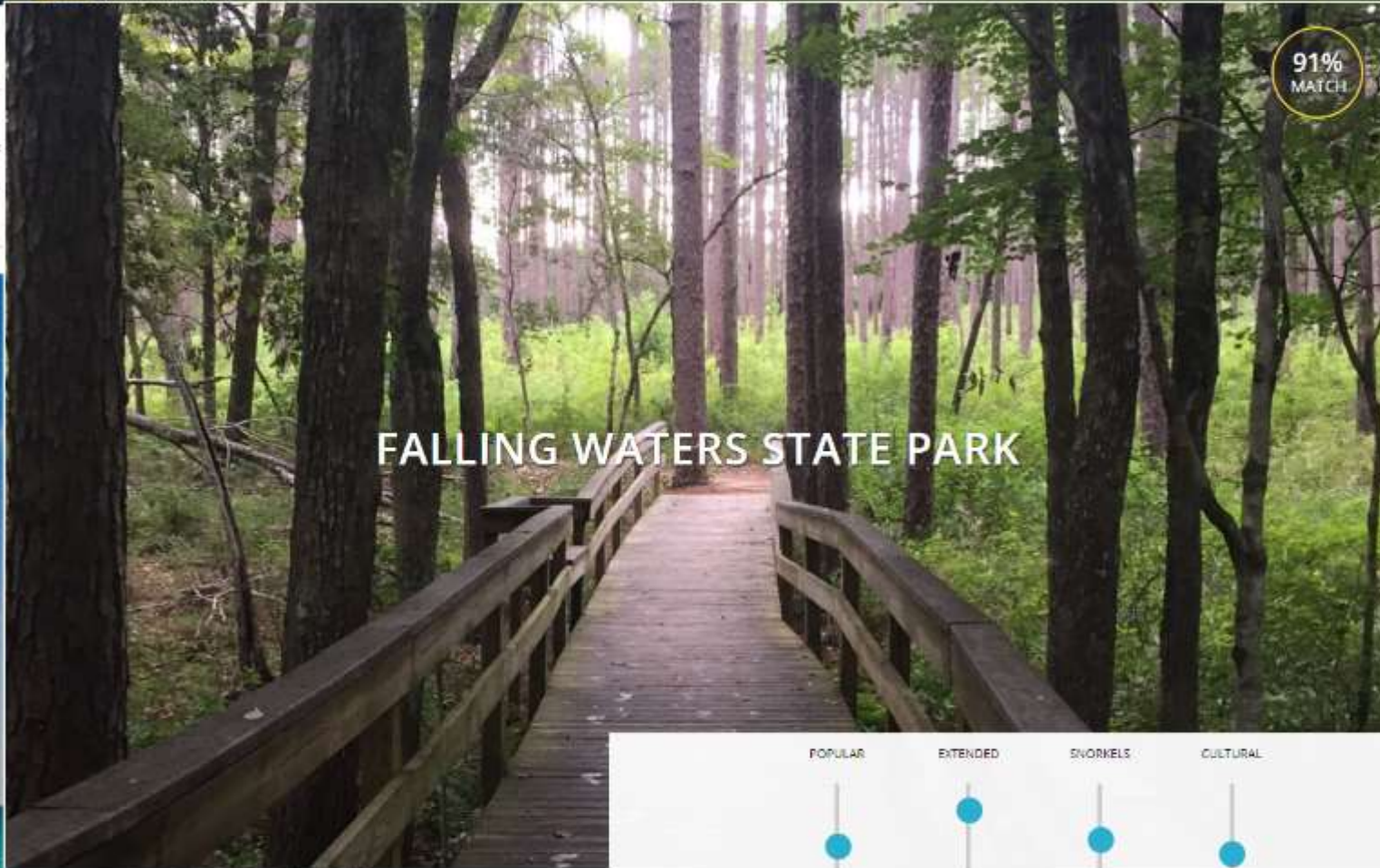
Take a walk back in time at the Florida National Scenic Trail's northern terminus, located at historic *Fort Pickens*, which was built in 1934 to defend Pensacola Bay. You'll hike along the Gulf Islands National Seashore, the only section of any National Scenic Trail that follows an ocean beach. Bring plenty of water and sunscreen!

### 3. White Springs Area Trails

Some of the most popular and scenic hiking in Florida can be found around the town of White Springs following the Suwannee River. If you're looking for a weekend hike, pick a spot to camp on the river's white sandy *beaches*. For a fantastic day hike it doesn't get much better than the







## FALLING WATERS STATE PARK

91%  
MATCH



## OSCAR SCHERER STATE PARK

91%  
MATCH



## OCHLOCKONEE RIVER STATE PARK

91%  
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POPULAR	EXTENDED	SNORKELS	CULTURAL
HIDDEN GEM	DAY TRIP	SNEAKERS	NATURAL

91%  
MATCH  
RESET ALL

MAP VIEW

87%  
MATCH  
FAVORITES

87%  
MATCH  
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FAVER-DYKES STATE PARK

LAKE GRIFFIN STATE PARK

BIG LAGOON STATE PARK

COLLIER-SEMINOLE STATE PARK

87%  
MATCH

LAKE LOUISA STATE PARK

87%  
MATCH

CURRY HAMMOCK STATE PARK

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DEER LAKE STATE PARK

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86%  
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ARJORIE HARRIS CARR CROSS FLORIDA

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