



PUNTA GORDA ENGLEWOOD BEACH

The Charlotte Harbor Gulf Island Coast

Contact:

Michelle Tomao
Aqua Marketing & Communications, Inc.
Michelle@WelcomeToAqua.com
(727) 452-4899

FOR IMMEDIATE RELEASE

The Punta Gorda/Englewood Beach Visitor and Convention Bureau Rolls Out Completely Redesigned 2017 Visitor Guide

PUNTA GORDA, Fla. (February 17, 2017) – The Punta Gorda/Englewood Beach Visitor and Convention Bureau's 2017 Visitor Guide has undergone a complete redesign that brings the destination's new brand to life in an exciting new way.

From beaches to boating, hiking to harbor tours, fishing to nature discovery; to sun, shelling and shark's teeth, Punta Gorda/Englewood Beach offers visitors more of what they come to Florida for - relaxation and discovery in an outdoor vacationland. From the first page in, and it's clear to see what this year's guide makes no attempt to hide: Charlotte County's best side is outside.

Totally redesigned from the ground up, the publication has transformed into the area's Official Adventure Journal – inspiring visitors to experience all the unique activities that the area has to offer.

"It's completely unlike anything we have attempted to do before, and we're thrilled with the outcome," said Lorah Steiner, Punta Gorda/Englewood Beach Visitor and Convention Bureau Director of Tourism. "We took a true creative journey with the development of this guide. Our agency, AQUA, was instrumental in that process. We couldn't be more excited to introduce it to the community."

This guide follows a new model, reflecting the shift in how potential visitors make travel decisions. The "Adventure Journal" is more than a comprehensive directory of listings. It's a true experiential guide designed to look and read like an actual handwritten journal with the author chronicling a first-person account of adventures in the area.

Inspiring presentations of authentic experiences that distinguish the destination pair perfectly with creative inserts of 'Locals Love', 'Not to Miss', 'Towns & Tips' and 'Foodie Finds' designed to leave potential visitors excited to learn more. And now, specially created to grab and go, the publication allows visitors to make the most of their time in the destination, with a great trip guide handy in their back pocket.

For more information, or to obtain your supply of the Punta Gorda/Englewood Beach Adventure Journal, contact the Visitor Bureau at Elizabeth.Parker@CharlotteCountyFL.gov.

ABOUT PUNTA GORDA / ENGLEWOOD BEACH

Located halfway between Tampa and Naples on the Southwest Florida Gulf Coast, Punta Gorda /Englewood Beach is a charming collection of nine coastal communities surrounding the state's second largest harbor. Florida's premier year-round eco-tourism destination, the area offers a pristine unspoiled beauty. In 2014, Port Charlotte was named the top "U.S. Best Value Destination" by Trivago (the world's largest online hotel search site), and the Charlotte Sports Park, spring training home of the Tampa Bay Rays, was voted "Best Spring Training Facility" by readers of USA TODAY. A haven for outdoor enthusiasts, Charlotte Harbor in Punta Gorda / Englewood Beach has been named one of SAIL magazine's "10 Greatest Places to Sail in the United States," ranked by Golf Digest as "Third Best Place to Live and Play Golf in America," and rated by MONEY magazine as one of the "Best Places to Live in the South." Englewood was named second of the Top Ten emerging travel destinations in the U.S. by TripAdvisor.com. The area is served by five airports: The Punta Gorda Airport (PDG) with private and charter air service, Sarasota Bradenton International Airport (SRQ), Southwest Florida International Airport, Ft. Myers, (RSW), St. Petersburg-Clearwater International Airport (PIE) and Tampa International Airport (TPA). For more information on visiting Punta Gorda/Englewood Beach, visit www.PureFlorida.com or call 1-800-652-6090.

###