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Warm weather and sunny skies keep visitors coming back year after year, but it's the endless variety of possibilities that makes Florida one of the world's most popular vacation destinations. Find an experience to match your mood and getaway style with this themed guide... And choose your Florida adventure. >>>

I WANT MY FLORIDA TO BE...
CHILLED OUT

Try: PARADISE COAST

Located on the Southwest Gulf side, Florida's Paradise Coast includes Naples, Marco Island, and a portion of the Everglades. Master the art of relaxation at one of the area's many spa getaways or golf clubs, reconnect with nature at Everglades National Park, or sink into the soft, white sands of an award-winning beach. ParadiseCoast.com

Alternate Idea: SOUTH WALTON, featuring 16 unique beach neighbor-

hoods filled with world-class shopping, delicious dining, and distinctive local arts. VisitSouthWalton.com

I WANT MY FLORIDA TO BE...
CULTURED

Try: ST. AUGUSTINE

The nation's oldest city is our country's original melting pot thanks to four centuries of Spanish, English, Greek, Native American, and African American influence. Explore the rich heritage through landmarks like Ponce de Leon's "Fountain of Youth" and the Oldest