



**DISCOVER**  
**THE PALM BEACHES**  
**FLORIDA**

**The Best Way to Experience Florida**

**The Best Way to Meet Florida**

# Who Are We?

- **Official Marketing Corporation** for The Palm Beaches
- **Private, non-profit organization** contracted by the Board of County Commissioners
- **25 Member Board / 7 appointed by BCC**



# Who Are We?

- Custodians of the Brand
- Acquire Visitors – Right Message, Right Time, Right Audience
- Increase market share

# OUR MISSION

To enhance economic activity through increased travel and visitation to The Palm Beaches.

# OUR PROMISE

The Palm Beaches is the best way to experience Florida.  
The community where genuine hospitality is a way of life.  
Breathtaking beauty occurs naturally.  
It is the place to enjoy the time of your life.

An aerial photograph of a beach at sunset. The sky is a mix of orange, yellow, and blue. The ocean is dark blue with white foam from waves. Several surfers are visible in the water. The text is overlaid in the center in a large, white, sans-serif font.

**Inspire Customers**  
**Inspire Each Other**  
**Make a Difference**

...Leave a Legacy

# Great News

# Another Record Year

# Highlights - Visitors

Record 6.9MM visitors came to The Palm Beaches in 2015

Visitation from key target markets increased significantly

New York +20%

Orlando +18%

Boston +16%

Atlanta +11%

Baltimore/D.C. +10%

...but we can do better

**2+**

YEARS RECORD PERFORMANCE

# TOURISM & PERFORMANCE

## HIGHLIGHTS



**\$4.6 BILLION**  
DIRECT VISITOR SPENDING (2015)

### AVERAGE DAILY RATE

2015 ▲ UP 6.8%

\$\$\$\$\$\$\$\$ \$166

2016 FORECAST

\$\$\$\$\$\$\$\$ \$174

### REVENUE PER AVAILABLE ROOM

2015 ▲ UP 6.7%

\$\$\$\$\$\$ \$121

2016 FORECAST

\$\$\$\$\$\$ \$124

**4.3**

MILLION ROOM NIGHTS SOLD IN 2015



6%

INCREASE SINCE 2005 PEAK

2016 FORECAST

+2%

**11**  
**NEW**

PROPERTIES



**1,693**  
ROOMS ADDED SINCE 2013

2016 FORECAST  
+6%

73.2%  
OCCUPANCY 2015

**now HIRING**  
**60,000+**  
JOBS SUPPORTED IN 2015

**6.9**  
MILLION VISITORS 2015

**7.2**  
MILLION VISITORS 2016 FORECAST

IN 2015 THE PALM BEACHES RANKED  
#5 IN OCCUPANCY #4 IN ADR/RevPAR #3 IN ROOM INVENTORY GROWTH

# New Website



# EXPERIENCE THE UNEXPECTED

See everything that The Palm Beaches have to offer

EXPLORE CITIES

  
NOW TRENDING



### THE BEST BEACHES ARE IN THE PALM BEACHES

EXPERIENCES: /BEACHES



### WHERE TO SHOP IN THE PALM BEACHES

EXPERIENCES: /SHOPPING



### THE ULTIMATE GUIDE TO WATER SPORTS IN THE PALM BEACHES

EXPERIENCES: /FAMILY FUN /BEACHES /THINGS TO DO /OUTDOOR ACTIVITIES

## CITIES OF THE PALM BEACHES

Here in The Palm Beaches, our communities range from cities bursting with vibrant nightlife and prime shopping to natural areas meant for hiking, biking, birding - and hitting the beach. We've got quaint villages rich in history, elegant resort areas boasting golf and spas and charming neighborhoods right on the water.

Start exploring to give your trip local flavor - flavor you can only find here.



## PALM BEACH COUNTY

47 miles of Atlantic coastline

15 unique districts

29 beach parks



## BOCA RATON

The City of Boca Raton is the southern jewel in The Palm Beaches crown ... beautifully landscaped with gathering places and vibrant



BOCA RATON ●

GET DIRECTIONS 📍

Explore more of Boca Raton >

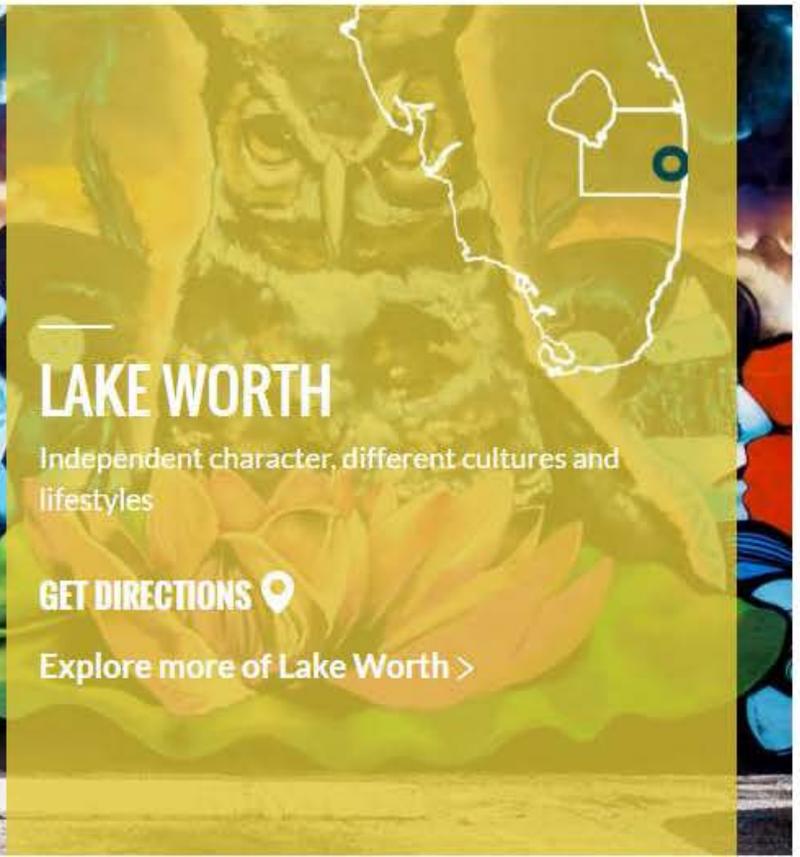


## LAKE WORTH

Independent character, different cultures and lifestyles

GET DIRECTIONS 📍

Explore more of Lake Worth >





# TEQUESTA

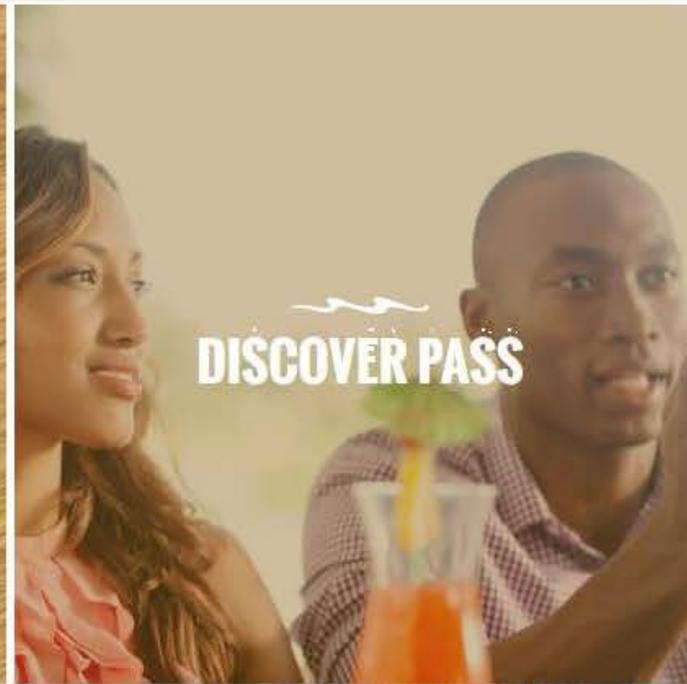
Genuine small-town spirit

[GET DIRECTIONS](#) 

[Explore more of Tequesta >](#)



[SEE ALL CITIES & BEACH TOWNS](#)





**PALM BEACH** [GET DIRECTIONS](#) 

## Enjoy All Palm Beach Has to Offer

Renowned hotels, distinctive architecture, superb restaurants and world-class shopping are the heart of daily life.



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The island of Palm Beach is home to legendary resorts, exquisite mansions, superb dining and many notable landmarks. It has maintained a refined elegance for more than a century. The incomparable [Worth Avenue](#) shares the marquee with other elite locales, such as New York's Madison Avenue and Beverly Hills' Rodeo Drive.

Palm Beach is home to a true American castle – Whitehall. Built by Henry Morrison Flagler and now known as [Flagler Museum](#), this home stands as a testament to life in the Gilded Age and one man's love. One cannot speak of Palm Beach without mentioning the world-renowned [Breakers Palm Beach](#). This quintessential resort, with more than a century of historic grace and ultimate style, indulges its clientele with unapologetic luxury. Are you looking for a first-hand experience to America's First Resort Destination®? Be sure to take the personally-guided [Historic Walking Tours of Wonderful Worth Avenue](#) to learn the secrets of this enchanting island.

[Visit the Town of Palm Beach](#)



# WEST PALM BEACH

GET DIRECTIONS 

West Palm Beach is home to sunny palm-lined streets, breathtaking waterfront views, exciting shopping districts, historic and scenic neighborhoods, unique attractions and exciting year-round outdoor festivals, events and things to do.



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### **Stylish Places to Stay, Sensational Shopping & Entertainment**

The vibrant pieces of Downtown West Palm Beach are joined by free trolleys, effortlessly making sure your visit is exciting and memorable.

You can park your car, stay in the heart of West Palm Beach and never miss a thing. Start your Palm Beaches adventure with a stay at a national brand or boutique-style hotel, such as the West Palm Beach Marriott, Hyatt West Palm Beach Downtown or Hilton West Palm Beach.

Located steps outside your hotel lobby are CityPlace and Clematis Street, with their elite boutiques, fashionable martini bars, trendy nightclubs and fine dining establishments. Free transportation on the West Palm Beach trolley system can take you to more things to do and even more shopping. Hop aboard and appease your cultural side with a tour through the amazing Arts & Entertainment District, or take a trip to the new, high-end shopping mecca – the Palm Beach Outlets.

### **West Palm Activities & Attractions**

West Palm Beach doesn't disappoint when it comes to special events and festivals. Take a seat along the waterfront the first week in May at SunFest, a 5-day music and art extravaganza, or catch regularly scheduled movies or live entertainment by the fountain. Grab your camera and drive through Lion Country Safari, where the animals are free to roam about. If you are looking for winning excitement, be sure to stop by the Palm Beach Kennel Club for spectacular greyhound racing, an all-new poker room and tempting casual and fine dining. And for those looking for family fun, visit to the Palm Beach Zoo or West Palm Beach's own South Florida Science Center and Aquarium.

[\*\*Visit the West Palm Beach Website\*\*](#)



## DELRAY BEACH [GET DIRECTIONS](#)

A beach town with style, Delray Beach's Atlantic Avenue comes complete with cozy bistros, art galleries, brick sidewalk and gaslight-style lamps.

Travelers in search of a beach town with style can find it in Delray Beach. This "village by the sea" features Atlantic Avenue, a traditional downtown "main street" complete with quaint brick sidewalks and gaslight-style street lamps. Gourmet restaurants, cozy bistros and outdoor cafes in addition to boutiques, gift shops, jewelry stores and art galleries are among its attractions. Old School Square, at the center of downtown, is a popular venue for the performing arts and seasonal festivals. Downtown's Annual Delray Affair is South Florida's oldest and largest outdoor arts, crafts and entertainment festival.

Explore the crystal-clear Atlantic Ocean or visit galleries and boutiques on Atlantic Avenue by day, then enjoy a night of dining and entertainment at any of Delray Beach's award-winning cafés or restaurants. You will instantly feel the warm and friendly atmosphere that makes downtown Delray Beach such a joy to visit. Come "downtown" and meet the beautiful people, shopkeepers and the entire community known as a Sociable City and recently awarded "Best of the Road - Most Fun Small Town in America" by Rand McNally & USA Today.

[Visit the Delray Beach Website](#)



**DELRAY BEACH EXPERIENCES**

**STAKE OUT YOUR PIECE OF PARADISE IN THE**

**THE QUEST FOR QUIRKY MUSEUMS**

**BEAT THE HEAT AND ENJOY THE OCEAN AND**

The banner features three images: a tropical beach with palm trees, an underwater view of a sea turtle, and a couple paddleboarding on the ocean.

# Groups AD



**MORE THAN GREAT MEETINGS**  
Meet & Connect in The Palm Beaches



Hilton West Palm Beach

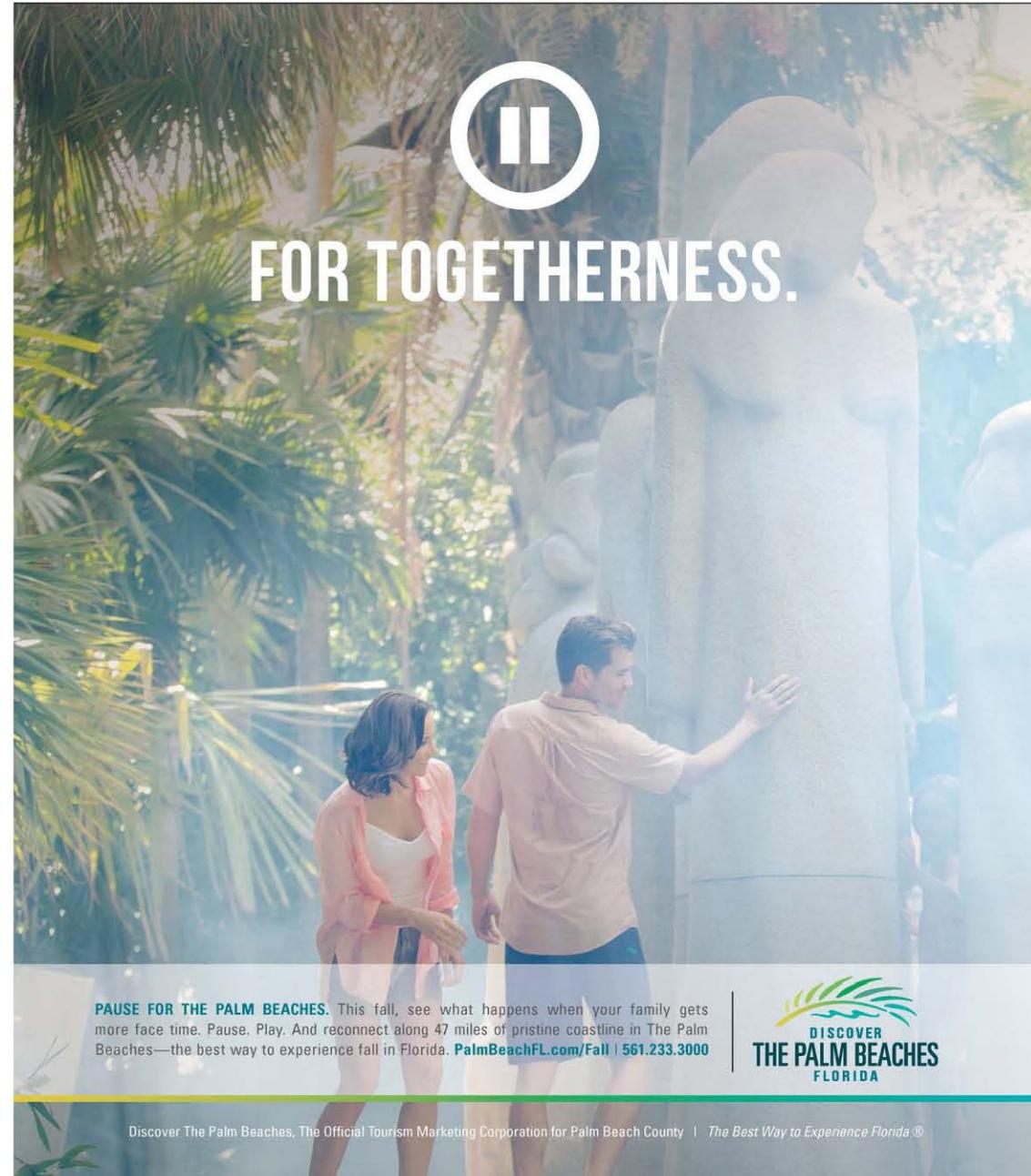
The Palm Beaches are more than legendary hospitality, world-class resorts and beautiful beaches. You can also expect thriving nightlife, shopping, golf and an abundance of activities. Our Downtown Convention District features the spacious 350,000-square-foot Palm Beach County Convention Center, connected to the brand-new 400-room Hilton West Palm Beach. To start planning your event and learn more about our rebate incentives, visit [PalmBeachFL.com/MEETINGS](http://PalmBeachFL.com/MEETINGS) or call **877.722.2821**.



**CALCULATE YOUR REBATE at: [PalmBeachFL.com/INCENTIVE](http://PalmBeachFL.com/INCENTIVE)**

Discover The Palm Beaches, Sales Agent for Meetings & Conventions in Palm Beach County | *The Best Way to Meet in Florida* ©

# Leisure AD



**FOR TOGETHERNESS.**

**PAUSE FOR THE PALM BEACHES.** This fall, see what happens when your family gets more face time. Pause. Play. And reconnect along 47 miles of pristine coastline in The Palm Beaches—the best way to experience fall in Florida. [PalmBeachFL.com/Fall](http://PalmBeachFL.com/Fall) | **561.233.3000**



Discover The Palm Beaches, The Official Tourism Marketing Corporation for Palm Beach County | *The Best Way to Experience Florida* ©

# Community Engagement

- Communicate marketing/sales resources, coop programs & services
- Encourage Brand advocacy
- Expand Visitor Information Center Network



# We Need Your Help!

- Review your city specific pages on [ThePalmBeaches.com](http://ThePalmBeaches.com)
- Tell us what makes you unique
- Help Us Tell your Story!
- Assign a City/Town/Village Liaison
- Add a budget line item for Tourism Marketing
- Include Tourism Projects in Economic/Zoning plans

# Retain & Grow Jobs



# BUILDING THE LEGACY

JOIN US FOR OUR  
ANNUAL TOURISM EVENT

NOVEMBER 1, 2016  
2:30 PM  
PALM BEACH COUNTY  
CONVENTION CENTER





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