

# PRESS KIT



  
Bradenton  
Anna Maria Island  
Longboat Key  
FLORIDA'S WEST COAST

## Bradenton Area Convention & Visitors Bureau

Interested in sharing the Bradenton Area story? We've assembled a collection of resources to help! From its off-the-beaten-path (but easily accessible) location, to its unbeatable beaches, delicious dining, awe-inspiring activities and more, our destination is truly one of a kind – and we are sure you will agree. Our press kit is packed with everything you will need to supplement any Bradenton Area story. So, visit our Content Page or just take a look around. Real. Authentic. Florida. awaits... Questions? You can reach us at [Kelly.Clark@BACVB.com](mailto:Kelly.Clark@BACVB.com) or call (941) 729-9177 Ext. 3946.

*Real. Authentic. Florida.*<sup>SM</sup>

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# Area Overview

## Background

The Bradenton/Anna Maria Island/Longboat Key area is located on Florida's west coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. But once you are here, you will feel worlds away.

The Bradenton Area is one of the few destinations in the state to have successfully preserved the characteristics of authentic Florida while also seeing major growth. Area beaches are found on the idyllic barrier islands of Anna Maria Island and Longboat Key, where cozy beachfront cottages, intimate resorts and inns, and smaller, low-rise condos dot the landscape. Quiet villages offer boutiques, fine dining, cafes and a range of island-perfect shops: from fly-fishing charters, to bike, kayak or Segway rentals.

Those venturing off island or staying on the mainland find an area rich in all that Florida was before the age of the amusement park and expansive resorts. Visitors enjoy quaint downtowns embracing the past while offering entertainment, dining, history, culture and more. Those seeking to embrace Florida at its most natural can enjoy fascinating tours of working wineries, dairy and produce farms, as well as citrus groves.

Easy to get to, but off the beaten path, filled with "Old Florida" ambience and brimming with opportunities to experience Florida at its most real and authentic, the Bradenton Area is a part of the state worth discovering and exploring again and again.



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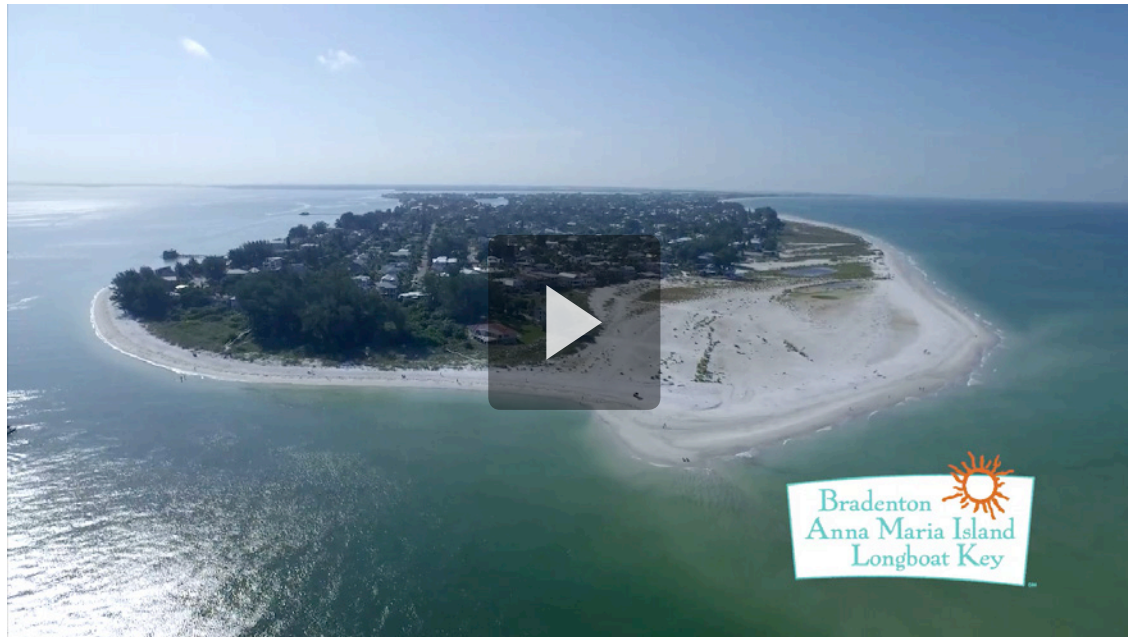
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## Overview Video

A quick, easy and enjoyable way to get a bird's eye introduction to the Bradenton/Anna Maria Island/Longboat Key area. Simply click the icon below.



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## Fast Facts

### Location

On the Gulf of Mexico, south of Tampa Bay

### Major Towns

- |                     |                  |
|---------------------|------------------|
| ■ Bradenton         | ■ Cortez         |
| ■ Anna Maria Island | ■ Ellenton       |
| ■ Longboat Key      | ■ Myakka City    |
| ■ Palmetto          | ■ Ft. Hamer      |
| ■ Holmes Beach      | ■ Lakewood Ranch |
| ■ Bradenton Beach   | ■ Parrish        |

### Recent Accolades and Awards

- Top 10 Island Beaches for Perfect Sand, Conde Nast Traveler: Coquina Beach on Anna Maria Island
- Ten Best Little Beach Town in Florida, Coastal Living: Anna Maria Island
- Best Beach for Families, Family Vacation Critic / Trip Advisor: Manatee County Beach
- Top 30 Island in the World, Conde Nast Traveler: Anna Maria Island
- Top 25 Happiest Cities in the US, National Geographic: Bradenton
- One of America's Happiest Seaside Towns: Coastal Living Magazine

### Did You Know...

- The Bradenton Area has its own airport: Sarasota Bradenton International Airport (SRQ) offering non-stop service on Delta, JetBlue, United, American, Frontier, Allegiant, Air Canada and Elite Airways.
- Gamble Plantation Historic State Park preserves the historic Gamble Mansion, the last standing antebellum plantation house in South Florida.
- Cortez Historic Fishing Village is the oldest working fishing village in Florida and home to The Folk School offering programs for guests to immerse themselves in the activities of our settlers and ancestors, including quilting, soap-making, woodcrafting, net mending, fish filleting and more.
- You won't find chain restaurants or sky-rise buildings on Anna Maria Island. In fact, all buildings measure three stories or less.
- Anna Maria Island boasts seven miles of uninterrupted beach.
- Tropicana's juice production facilities are located in Bradenton.
- Bradenton's LECOM Park (formerly McKechnie Field) has been the Spring Training home to the Pittsburgh Pirates since 1969.
- IMG Academy in Bradenton houses the Gatorade Sports Science Institute.
- Pine Avenue on Anna Maria Island is "The Greenest Little Mainstreet in America" and Florida's first LEED Platinum and Net Zero Energy Retail Park.
- Village of the Arts in Bradenton is Florida's largest live-work art community with over 30 businesses calling the Village home.






# Area Overview

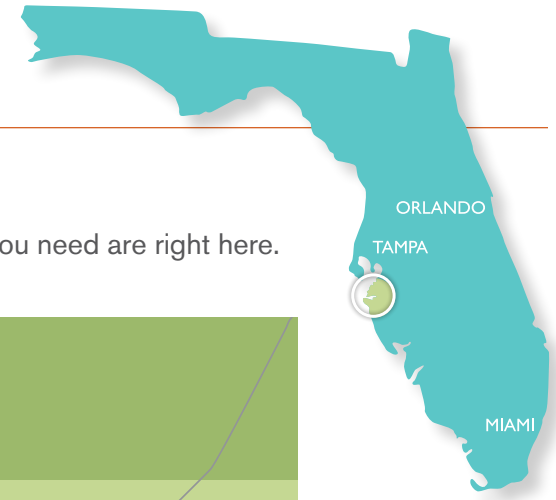
## Area Map

Wondering where we are? Need to show others? Need to get around? The maps you need are right here.  
[Google map here](#)



### Map Symbols Key:

-  Airport
-  Port
-  Major Attractions
-  Beaches
-  Parks



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## Upcoming Events

For a full calendar of events taking place throughout the Bradenton Area, visit our [Events Page](#).

## Website & Social Media

Want to take a deeper dive into the Bradenton Area, without actually getting your feet wet? Take a look at our destination website and social media pages. "Old Florida" is just a click away...

Website [www.BradentonGulfIslands.com](http://www.BradentonGulfIslands.com)



Facebook

[www.Facebook.com/VisitBradentonGulfIslands](http://www.Facebook.com/VisitBradentonGulfIslands)



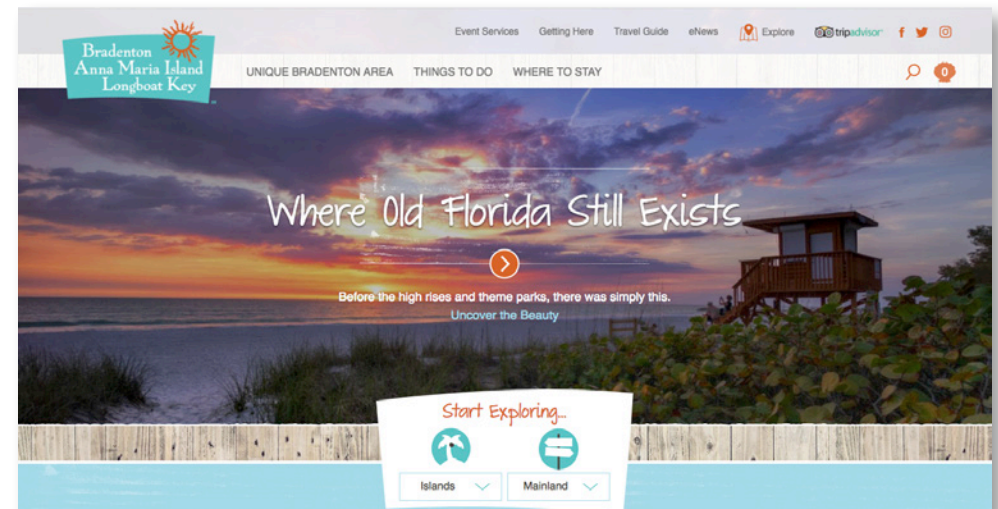
Instagram

[www.Instagram.com/visit\\_bradenton/](http://www.Instagram.com/visit_bradenton/)



Twitter

[www.Twitter.com/VisitBradenton](http://www.Twitter.com/VisitBradenton)



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## SRQ Non-Stop Service

The Bradenton Area is mere minutes from the Sarasota Bradenton International Airport (SRQ), which offers the following non-stop service. And, new routes are always in the works, so it's hard to keep up! Visit [here](#) for the most up-to-date list.

Destination	Airline	Frequency
Asheville, NC (AVL)	Allegiant Air	Twice Weekly   Year-Round
Atlanta, GA (ATL)	Delta	Daily   Year-Round
Atlanta, GA (ATL)	Frontier Airlines	Thrice Weekly   Seasonal
Baltimore, MD (BWI)	Allegiant Air	Twice Weekly   Year-Round
Boston, MA (BOS)	JetBlue	Daily   Fall/Winter/Spring
Charlotte, NC (CLT)	American Airlines	Daily   Year-Round
Chicago, IL (ORD)	American Airlines	Daily   Seasonal
Chicago, IL (ORD)	United	Daily   Year-Round
Cincinnati, OH (CVG)	Allegiant Air	Twice Weekly   Year-Round
Cleveland, OH (CLE)	Frontier Airlines	Twice Weekly   Year-Round
Cleveland, OH (CLE)	Allegiant Air	Twice Weekly   Year-Round
Columbus, OH (LCK)	Allegiant Air	Twice Weekly   Year-Round
Dallas/Ft. Worth, TX (DFW)	American Airlines	Daily   Seasonal
Detroit, MI (DTW)	Delta	Multiple Days Weekly   Year Round
Grand Rapids, MI (GRR)	Allegiant Air	Twice Weekly   Year-Round
Harrisburg, PA (MDT)	Allegiant Air	Twice Weekly   Year-Round



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Destination	Airline	Frequency
Indianapolis, PA (IND)	Allegiant Air	Twice Weekly   Year-Round
Melbourne, FL (MLB)	Elite Airways	Twice Weekly   Year-Round
Nashville, TN (BNA)	Allegiant Air	Twice Weekly   Year Round
New York, NY (JFK)	JetBlue	Daily   Year-Round
New York, NY (LGA)	Delta	Daily   Year-Round
Newark, NJ (EWR)	United	Daily   Year-Round
Philadelphia, PA (PHL)	American Airlines	Saturday & Sunday   Winter/Spring/Summer
Philadelphia, PA (PHL)	Frontier Airlines	Twice Weekly   Seasonal
Pittsburgh, PA (PIT)	Allegiant Air	Twice Weekly   Year-Round
Portland, ME (PWM)	Elite Airways	Twice Weekly   Year-Round
Richmond, VA (RIC)	Allegiant Air	Twice Weekly   Year-Round
Syracuse, NY (SYR)	Allegiant Air	Twice Weekly   Year-Round
Toronto, Canada (YYZ)	Air Canada	Daily   Fall/Winter/Spring
Traverse City, Michigan (TVC)	Elite Airways	Twice Weekly   Year-Round
Washington, DC (DCA)	American Airlines	Daily   Year-Round
Washington Dulles International Airport (IAD)	United Airlines	Twice Daily   Starting October 2019

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## Story Ideas

Though there are countless stories to be told about the Bradenton Area, each as unique as the destination itself, here are just a few to explore. And this is just scratching the surface. With a call or email, we can help find contacts, sources, background and more to help you share our story!

### Soft Adventures Hard to Beat

While planning a family vacation can be a wild ride, when selecting a destination, parents and children alike are in search of real adventures, during which lifelong memories are made. For those looking for the perfect family vacation, packed with thrills for all ages, the Bradenton Area is hard to beat. Top options include:

- [Flyboarding](#)
- [Kayaking](#)
- [Treeumph! Adventure Course](#)
- [Andersen RacePark](#)
- [SUP](#)

### Size Up Our Signature Events

Year after year, the Bradenton Area comes together to bring unique events to the destination, providing its visitors with world-class activities to enjoy (and return for) time and time again. Top one-of-a-kind events include the following. All can be found [here](#).

- [The Bradenton Area River Regatta](#)
- [Symphony on the Sand](#)
- [Long Table](#)
- [The Bradenton Blues Festival](#)
- [ArtSlam](#)
- [Bradenton Gulf Islands Concert Series](#)

### Setting the Bar for Sustainability (and Agritourism)

As sustainable tourism grows in popularity, the Bradenton Area is setting the bar, thanks in part to sustainable operations like:

- [Bunker Hill Vineyard and Winery](#)
- [Pine Avenue](#)
- [Dakin Dairy Farm](#)
- [Gamble Creek Farm](#)
- [Mixon's Fruit Farms](#)
- [Hunsader Farms](#)

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### All-Star Destination for Sports

With perfectly manicured grounds and open-air stadiums, Florida is a perennial favorite for top athletes, teams and coaches year-round. But not all areas of the state are on an even playing field. The Bradenton Area is emerging as the all-star sports destination in the state thanks to:

- [IMG Academy](#)
- [Premier Sports Campus](#)
- [LECOM Park \(formerly McKechnie Field\)](#)
- [Ellenton Ice and Sports Complex](#)
- [Nathan Benderson Park](#)

### Dining: We Do It Differently

The Bradenton Area offers arguably the best opportunities to partake in two Old Florida culinary traditions – Dock and Dine and Hook and Cook.

**Dock and Dine:** Visitors spending the day on the open water and looking for a place to dock their boats just steps from a restaurant serving the freshest, seasonal seafood around can dock and dine at restaurants also offering the best food and views in the state. They include:

- [Riverhouse Waterfront Restaurant](#)
- [Seafood Shack](#)
- [Mar Vista](#)
- [Star Fish Company](#)
- [Pier 22](#)
- [Anna Maria Oyster Bar](#)

**Hook and Cook:** Those who catch something delicious (the destination is known for its redfish, snook, and tarpon) can bring their catch to many of these restaurants to be prepared to their liking. Top stops include:

- [Mar Vista](#)
- [Star Fish Company](#)
- [Pier 22](#)
- [Anna Maria Oyster Bar](#)
- [Beach House Restaurant](#)
- [Sandbar](#)



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### Unexpected Historic Charm

From the site where De Soto came ashore and began his conquest and exploration of America, to the last standing antebellum plantation house in South Florida, the Bradenton Area is the perfect spot for families in search of a unexpected historic destination. Top historic events, sites and activities include:

- [Manatee Village Historical Park](#)
- [Palmetto Historical Park](#)
- [De Soto National Memorial](#)
- [The Bishop Museum of Science and Nature](#)
- [The Gamble Plantation Historic State Park](#)
- [The Fishing Village of Cortez](#)

### Extend Your “Beach” Vacation with Legoland

With the clear majority of theme parks landlocked in Central Florida – without a beach in sight – many families think they must make a choice between the beach and the parks when visiting the Sunshine State. Fortunately, that’s no longer the case! In 2017, LEGOLAND Florida opened its newest hotel, [Beach Retreat](#), a village-style resort with 83 beach-themed bungalows with LEGO décor inside and out, an outdoor play area and shaded patios – all on the picturesque Lake Dexter, adjacent to the theme park. Best of all? Just like the park, this “beach” is situated a short drive from the Bradenton Area, making the two the perfect options for an extended family beach getaway!

### Superior Shopping Sites

Those who get nostalgic for the time when chain restaurants and department stores were not on every street corner should look no further than the Bradenton Area where, local shops, general stores, boutiques and cafés line the streets instead and offer one-of-a-kind items for purchase. Top stops to shop are:

- [Pine Avenue](#)
- [Main Street at Lakewood Ranch](#)
- [Historic Bridge Street](#)
- [The Village of the Arts in Bradenton](#)
- [Downtown Bradenton and Old Manatee](#)

### Craft Breweries are Bubbling Up

As the craft beer scene across the globe continues brewing, the Bradenton Area is bubbling up as a top destination for those in search of a place to enjoy the local flavors – all thanks to:

- [Motorworks Brewing](#)
- [The Naughty Monk](#)
- [Darwin Brewing Company](#)
- [3 Keys Brewing](#)

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### Unbeatable Beaches

Found on the area's barrier islands on the Gulf of Mexico, area beaches offer 16 miles of sugar-white sand with convenient public access.

- [Anna Maria Beach](#)
- [Coquina Beach](#)
- [Cortez Beach](#)
- [Holmes Beach](#)
- [Manatee Beach](#)
- [Whitney Beach](#)

### Eco-Tourism Soars

Known for its pristine beaches, cultural activities, untouched nature preserves and on-going efforts to preserve its "Old Florida" charm, the Bradenton Area is a top destination for eco-tourism. Just a few of the many experiences follow:

- [Robinson Nature Preserve](#)
- [Emerson Point Preserve](#)
- [The Fishing Village of Cortez](#)
- [Kayak Tours at Beach Bums](#)

### There's More than the Shore

Though the destination is known for its beaches, for years Downtown Bradenton has been developing into one of the finest small downtowns in the country, helping to set the Bradenton Area apart from other beach destinations in the state thanks to the following downtown stops:

- [Old Main Street](#)
- [The Riverwalk](#)
- [The Bishop Museum of Science and Nature](#)
- [The Village of the Arts in Bradenton](#)
- [Manatee Performance Art Center](#)

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## Key Still Photography

A large library of exceptional photography is available showing a wide variety of subjects in the area. To see and order shots for your use, [click here](#).





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There are a number of assets available to help you tell your story or assist you in your research. If you don't see what you need here, [contact us](#).

## Video

We have tons of video that almost do the Bradenton Area justice. To view the entire b-roll or to order specific files, visit the destination's webpage [here](#).



Beaches



Anna Maria Island



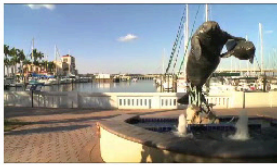
Longboat Key



Fishing



Dining



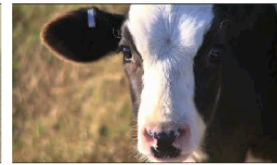
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Lakewood Ranch



Boating



Agritourism



Wineries & Vineyards



Shopping



Palmetto



Sunsets



Museums



Accommodations

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# Vital Area Contacts

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## Bradenton Area Convention & Visitors Bureau Press Contact

Kelly Clark, Communications Director  
Bradenton Area Convention & Visitors Bureau  
One Haben Blvd.  
Palmetto, FL 34221  
(941) 729-9177 (Ext. 3946)  
[Kelly.Clark@BACVB.com](mailto:Kelly.Clark@BACVB.com)

## Domestic Public Relations Agency Press Contact

Megan Brewster  
Aqua Marketing & Communications  
360 Central Avenue, Suite 420  
St. Petersburg, FL 33701  
(617) 285-0771  
[Megan@WelcomeToAqua.com](mailto:Megan@WelcomeToAqua.com)

## United Kingdom Agency Press Contact

Hannah Mulvey  
GOSH PR  
Europoint Centre  
5-11 Lavington Street  
London, SE1 ONZ  
Tel: +44 0207 871 2915  
[Hannah@GoshPR.co.uk](mailto:Hannah@GoshPR.co.uk)

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## Bradenton Area Media Site

Facts, figures, story ideas, area contacts and more are right at your fingertips at the destination's [media site](#).

Of course, if that's not enough, simply email us at [Kelly.Clark@BACVB.com](mailto:Kelly.Clark@BACVB.com) or give us a call at 941.729.9177 Ext. 3946.

## Press Trip Requests

There's no better way to see and understand an area than to visit it firsthand. We can help you plan every step of your visit, making sure your time is well invested. For qualified representatives of the media, we may also be able to arrange travel, accommodations and more.

Interested in a sponsored visit, send your completed [Press Trip Request Form](#) to [Kelly.Clark@BACVB.com](mailto:Kelly.Clark@BACVB.com) or [Megan@WelcomeToAqua.com](mailto:Megan@WelcomeToAqua.com).