



## **The Palm Beaches and Boca Raton Extend More than \$1,000 Worth of Special Savings at Area Hotel Guests**

PALM BEACH COUNTY, Fla. (Sept. 16, 2010) – Visitors who stay in one of the more than 16,000 guest rooms throughout The Palm Beaches and Boca Raton have the opportunity to save more than \$1,000 during their vacation getaway, now through Dec. 15, 2010. The all-new, complimentary **2010 Savings Card** is available upon check-in to all overnight guests, and includes offers valued at \$10 or more each at 85 separate locations.

Created by the Palm Beach County Convention and Visitors Bureau exclusively for overnight hotel guests, the 2010 Savings Card features everything from attractions, sporting facilities and shopping districts to museums, outdoor adventures, and spa and dining venues. Some participating locations include the Henry Flagler Museum, Jupiter Kayak Tours, Café Boulud, Michelle Bernstein Restaurant, Lion Country Safari, Roger Dean Stadium, The Scuba Club Inc., The Gardens Mall, CityPlace, nSpa, and The Spa at The Breakers, to name just a few. In addition to the special offers the accordion-style card features a foldout map making it easy for guests to navigate their way to key destinations within the county's vast geographical boundaries.

"With 47 miles of coastline, more than 200 cultural venues, championship sporting events, unique and extraordinary dining experiences, and world-class shopping districts, The Palm Beaches and Boca Raton offers experiences for every taste, style and budget," stated Jorge Pesquera, president & CEO, Palm Beach County Convention and Visitors Bureau. "The 2010 Savings Card can really stretch a travel budget to make sure visitors experience as much of our destination as possible."

As America's First Resort Destination® – established in 1894 – The Palm Beaches and Boca Raton have spent decades perfecting the art of welcoming guests from around the world, and showing them the best way to experience Florida.

Home to the gateway to The Florida Everglades, The Palm Beaches and Boca Raton invites adventurous travelers to explore the legendary mangrove-lined waterways and grasslands of this natural American treasure. And, considered Florida's Cultural Capital, The Palm Beaches and Boca Raton are also home to scores of theaters, museums, arts centers, indoor and outdoor performance stages and other cultural venues.

To see how to experience the best of Florida, ask for the 2010 Savings Card upon check-in. For information on other special offers and incentives in The Palm Beaches and Boca Raton, visit [www.PalmBeachFL.com](http://www.PalmBeachFL.com).

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### **About Palm Beach County Convention and Visitors Bureau**

The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries generating a direct annual economic impact of \$2.8 billion in the local economy, producing \$23 million dollars in bed-tax revenue and lodging sales of approximately \$623 million.

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