



CENTRAL FLORIDA'S POLK COUNTY TOURISM & SPORTS INDUSTRY

“Putting heads in beds and making cash registers ring”



LEGOLAND Florida Resort

- More than two million visitors annually
- Owned by Merlin Entertainments, the world's second largest attraction company
- Family fun geared to children age 2 to 12
- 150-acre interactive theme park
- More than 50 rides, shows and attractions
- LEGO models and interactive elements
- LEGOLAND Water Park
- LEGO themed hotel with 152 colorful rooms and suites
- 45 minutes from Orlando and Tampa
- New additions: Ninjago World and LEGOLAND Beach Retreat, which features 83 bungalows with 166 rooms

Frank Lloyd Wright Architecture

- Largest one-site collection in the world
- “Child of the Sun” collection — 13 completed structures
- Wright's largest water feature, the Water Dome
- Wright's only planetarium and the Theatre-in-the-Round
- Located on the campus of Florida Southern College

Bok Tower Gardens

- National Historic Landmark
- 23 million visitors since 1929
- 205 ft. art deco neo-Gothic “singing” carillon tower

Lakeland Magic (Orlando Magic)

- NBA Gatorade League developmental team
- Season from November to March, April playoffs
- 24 home games, 24 road games in season play

Safari Wilderness Ranch

- One of Fodor's Travel's “10 Best Safaris in the U.S.”
- 260-acre multi habitat preserve
- 400 species of exotic animals
- Tours via safari vehicle or by camel

Westgate River Ranch Resort

- 1,700-acre authentic Florida dude ranch
- Longest running championship rodeo in the U.S.
- Largest dude ranch east of the Mississippi
- Horseback riding, trap and skeet shooting, swamp buggy rides
- Glamping tents, cabins and luxe teepees

Aviation Central

- Florida Air Museum and Aerospace Discovery
- Aerospace Center for Excellence
- Central Florida Aerospace Academy
- Sun N’ Fun Fly-In, more than 200,000 guests from over 60 countries
- Lakeland Linder Regional Airport
- NOAA Hurricane Hunters Base
- Jack Brown's Seaplane Base
- Fantasy of Flight: World's largest private aircraft collection on display

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Leisure, Sports & Business Travel

Detroit Tigers Spring Training

- Home of the Tigers for 80-plus years and counting
- \$48 million Tigertown upgrade (2017)
- Michigan: No. 1 snowbird market

Collegiate Team Spring Training

- RussMatt Baseball: Six weeks, 235 collegiate teams primarily from the Northeast and Midwest
- More than 30 college lacrosse teams primarily from Northeast

Softball Championship Events

- Senior Softball Tournament of Champions: 115 teams from 30 states
- NSA Super World Series: 110 teams from around the country

Soccer Championship Events

- Home of the largest youth sports organization in the state, Florida Youth Soccer Association
- FSSA Headquarters
- National Presidents Cup: 48 teams representing eight regions of the US
- Numerous Southeast Regional Elite tournaments

Champion Endurance Sports Events

- Ironman Florida 70.3; 2,000 athletes worldwide
- NCAA Division II Men's & Women's Southern Regional Cross Country 2017-2019

Water Ski Capital of the World

- U.S. Olympic Committee's official governing board of the sport — USA Water Ski Organization
- World's largest Water Ski Museum

Universal Shooting Academy

- More than 12 competitions with participants from the U.S. and internationally
- The preeminent venue for firearms competition and training in the US (2014 IPSC World Shoot HQ)

More than 230 sporting events annually!

Golf

- One of Golf Digest's top 16 destinations
- More than 40 public access courses, many designed by the likes of Donald Ross, Bill Coore, Ben Crenshaw and Tom Doak

Streamsong Resort

- Two courses in Golf Magazine's "Top 100 Courses You Can Play 2016-2017," Golf Digest's "Top 75 Public Courses in Florida 2015, and "Golfweek's "Best Resort Courses"
- Black Course, designed by Gil Hanse, opens fall 2017
- Award winning Lodge with 216 guest room, three restaurants, a grotto inspired spa, lakeside swimming pool, hiking trails, sporting clays and guided trophy bass fishing.

Largemouth Bass Fishing Capital of the World

- Florida record largemouth bass at 17.27 pounds.
- 76 largemouth bass over 9 pounds caught in 2016
- 550 freshwater lakes, great weather and warm temps.
- Lake Kissimmee ranked fourth on Recreational Boating & Fishing Foundation's "Best Lakes for Families to Boat and Fish," 13th by Wired2Fish's "Best Largemouth Bass Lakes"
- Five lakes ranked in the Florida Wildlife Conservation Commission's "Top 10 Largemouth Bass Lakes"

Business Travel: Companies in Polk County

