**Year 2012**

**Plantation on Crystal River**

**At-A-Glance**

**Location** A hidden gem tucked along Florida’s Nature Coast, the Plantation on Crystal Riveris surrounded by the natural springs of Kings Bay and more than 25,000 surface acres of pristine lakes, rivers, wildlife refuges and state parks. Just 80 miles north of Tampa and 95 miles from Orlando, this irresistibly charming resort has remained a popular escape for more than 50 years.

**Renovations** The Plantation on Crystal River is currently undergoing a $3 million rejuvenation, which includes guestroom renovations, meeting room enhancements, and updated common spaces throughout the resort, including the lobby and dining area.

**Accommodations** The 276 newly appointed rooms offer comfort with a sophisticated Old Florida feel. In addition to spacious accommodations overlooking the garden or Crystal inlet, eight junior suites are available and include a large seating area as well as a sleeper sofa for additional space. With a new color palette of crisp whites, deep blues and bright greens, the rooms embrace the resort’s surrounding natural habitat. Flat screen TVs, new beds and furniture and classic wicker chairs are a few of the added luxuries.

The resort’s 12 villas offer additional space, including two bedrooms, two bathrooms, full-sized refrigerator and a living/dining room.

**Spa** The Aveda© Spa at Plantation brings an unprecedented level of comfort and relaxation to guests of the Plantation on Crystal River. In addition to offering a menu of customary treatments and services such as facials, massage therapy, manicures, pedicures and a full hair salon, this one-of-a-kind Florida spa features a Vichy shower for extra relaxation following body treatments.

**Golf** The resort’s traditional Florida-style course features 27 holes of golf lined with native oaks, palms, and pines, as well as water views. The 18-hole Championship Course, a favorite among PGA and LPGA professionals, includes a collection of challenging fairways such as the tree-lined 552-yard par-5 on #11, the course’s signature hole. The versatile par-31 Lagoon course features nine holes designed for junior-level golfers, including shorter fairways and fewer water hazards.

**Manatee Tours** Crystal River is the only place in the world where divers can interact with the West Indian Manatee. The Plantation Dive Shop offers a once-in-a-lifetime opportunity to swim alongside the endangered species, as the gentle creatures eat, play and socialize. The manatees gather in the constant 72-degree waters of the Crystal River and Kings Bay, especially during the cooler winter months. For those opting to stay dry, guided tours offer views of the manatees by boat or kayak.

**Boating** The Plantation on Crystal River can accommodate up to 80 boats along its 1,600-foot sea wall at no charge to guests. Alternatively, guests can explore the more than 25,000 acres of waterways by renting canoes, kayaks, jon boats and pontoon boats at the Plantation Dive Shop. Guided kayak tours are also available and can be arranged through the dive shop. There is a $10 launch fee at the marine center.

**Diving** With an average temperature of 72 degrees, the Crystal River is home to a variety of fish and wildlife species, including tarpon, redfish, grouper, dolphins and manatees. Divers can fill air tanks at the on-site marina, as well as rent snorkels, masks and the resort’s new wet suits. The marina at the Plantation on Crystal River is also the only one in the community with hot showers for guests.

**Recreation** In addition to boating and diving, many guests enjoy fishing for largemouth bass, snook, grouper, redfish and scallops. Fishing charters can be arranged through the resort dive shop. A lagoon-style swimming pool overlooking the scenic river, two tennis courts, a sand volleyball court, horseshoes and a regulation croquet court are just a few of the other on-property amenities to keep guests entertained.

**Weddings** Overlooking the pristine waters of Kings Bay and Crystal River, the Plantation on Crystal River is the ideal destination for a Florida wedding. With its beautiful views, the indoor ballroom provides a perfect backdrop for traditional brides to exchange vows, while those in search of a more intimate affair can say “I do” on the gazebo located directly on Kings Bay.

**Meetings** From ballrooms to boardrooms, the resort currently offers meeting planners 12,000 square feet of renovated flexible event space to accommodate any number of guests. The resort’s event planning experts work closely with meetings planners to guarantee successful events. The Plantation on Crystal River’s on-site A/V team is also available to take care of any technical needs.

**Dining** Plantation Room

Serving fresh breakfast, lunch and dinner daily, entrees are prepared using the finest natural ingredients. Dining room specialties include she crab soup, prime rib, shrimp and grits and grilled Mahi.

The spacious southern dining room easily accommodates large parties. Part of the recent renovations, the dining area offers an airy feel with soft colors and comfortable furniture. Over-sized windows overlooking the Bay and pool area showcase the resort’s natural scenery.

Lounge

Located just off the lobby at the entrance to the Dining Room, the lounge is the perfect place to relax and enjoy your favorite libations and light fare. The new contemporary lounge features a “grab and go” coffee bar and a full cocktail bar, and is home to the resort’s weekly football game watch events. Complemented by black and white artwork showcasing the scenic river, the lounge features the same inviting color palette as the adjacent Dining Room.

19th Hole Bar & Grill

Conveniently located at the golf shop, the 19th Hole Bar & Grill offers breakfast and lunch daily and is a great place to enjoy a refreshing beer or cocktail before or after hitting the links.

Plantation Tiki Bar

Located poolside, the Plantation Tiki Bar serves up sandwiches, wings, and burgers, as well as tropical cocktail favorites. The Tiki Bar is open seasonally on the weekends.

**Shopping** Located in the heart of the historic downtown, The Shoppes of Heritage Village are just five minutes from the Plantation on Crystal River. Historic homes and cottages house unique boutiques and stores offering everything from locally made children’s clothes to hand-dipped ice cream. A collection of cafés and wine and tea bars line the avenue.

**Eco-Friendly** A proud member of the Green Hotels Association and the Rues Selection of Eco Friendly Hotels Worldwide, The Plantation on Crystal River is dedicated to energy, water and solid waste conservation, as well as the preservation of the natural beauty of the coast.

**Access by Car** 80 miles north of Tampa

90 miles northwest of Orlando

125 miles southwest of Jacksonville

65 miles southwest of Gainesville

**Access by Air** Nearby international airports include Tampa International Airport only 75 miles from Plantation on Crystal River and Orlando International airport 100 miles away.

**Reservations** Plantation on Crystal River

9301 W. Fort Island Trail

Crystal River, FL 34429

(800) 632-6262

www.PlantationonCrystalRiver.com

**Media Contact** Kelly Grass Prieto, APR

Hayworth Creative Public Relations

(813) 318-9611

kelly@hayworthcreative.com