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FOR IMMEDIATE RELEASE:

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2020 Florida Tourism Industry Awards Announced

TAMPA, Fla. – Yesterday, VISIT FLORIDA announced the recipients of the 2020 Florida Tourism Hall of Fame and Flagler Awards. Each year, leaders in Florida tourism are chosen by selection committees to receive these prestigious awards.

Flagler Awards

Named for Henry Flagler, the Flagler Awards were established in 2000 to recognize outstanding tourism marketing in Florida. Annually, the Flagler Awards honor many of the countless individuals and organizations that help maintain and improve Florida’s position as one of the world’s most popular travel destinations. The awards are open to all individuals, private businesses and not-for-profit organizations offering a product or service that promotes tourism to or within the state of Florida.

As in previous years, the 2020 Flagler Awards drew entries from Florida’s tourism partners, large and small. Working independently, eleven judges evaluated the creativity, innovation, production quality and effectiveness of each entry. Based on the judges’ cumulative scores, awards were presented to the top three entries in each category: the Bronze Award for the third highest scoring entry, the Silver Award for the second highest scoring entry, and for the highest scoring entry in each category, the Henry Award. The 2020 Flagler Award winners in 18 categories, plus Best in Show at three budget levels, are listed below.

Resource/Promotional Material – Trade

Bronze: Visit Tampa Bay for Multicultural Guide Tampa Bay

Silver: [Experience Florida's Sports Coast for Florida's Sports Coast Marketing Guides](#)

The Henry: Naples, Marco Island, Everglades Convention and Visitors Bureau for Meet Well Campaign

Websites

Bronze: Discover Crystal River Florida for Discover Crystal River Website User Experience

Silver: [Experience Florida's Sports Coast for Introducing Florida's Sports Coast](#)

The Henry: Visit Panama City Beach for “Make it Your Real Fun Beach” Panama City Beach Website

For more information about the Flagler Awards, [click here](#).