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**TRAVEL TO FLORIDA'S BEACHES, COASTAL COMMUNITIES AND WORLD
FAMOUS ATTRACTIONS THIS MEMORIAL DAY**
~Florida is open for business this holiday weekend~

TALLAHASSEE – With Memorial Day weekend and the summer travel season approaching, the Florida Department of Environmental Protection (DEP) and VISIT FLORIDA, are encouraging Floridians and travelers to experience the state's world-famous beaches, attractions, coastal communities and state recreation areas. **There have been no confirmed oil impacts to Florida's shoreline from the Deepwater Horizon oil spill** and the state remains one of the top travel destinations in the world.

"Florida's beaches and attractions are as pristine as ever, so we invite you to come on down," said Chris Thompson, President and CEO of VISIT FLORIDA. "And we know the best way for visitors to make informed travel planning decisions is to see it for themselves, so check out Florida Live at VISITFLORIDA.com to watch live webcams, read Twitter feeds and view up-to-the-minute photos posted by real people in real time sharing real Florida."

As the summer months get underway, grab your shades, pack your bags and enjoy a summer vacation in true Florida fashion. You'll find it all in the Sunshine State – entertainment, culture, and relaxation – and there is always something new to discover. From downtown festivals to family fun attractions, your Florida vacation is just a click away. Explore Florida destinations and vacation deals at www.VISITFLORIDA.com.

"Summer is here, and there is no better time of year to enjoy Florida's 1,260 miles of coastline, 825 miles of beaches, countless attractions and 160 state parks," said DEP Secretary Michael W. Sole. "Florida is open for business and offers a variety of activities for all interests and age groups, from snorkeling, swimming, paddling and boating, to enjoying Florida seafood and relaxing at one of Florida's lodging facilities."

Florida's 160 state parks also offer an activity for every interest. From camping and fishing, hiking or biking, to swimming, paddling and lounging in crystal clear springs, Florida State Parks offer fun at a value that can't be beat. The Florida Park Service manages more than 700,000 acres of Florida's natural environment, including 100 miles

of beaches which consistently rank in Dr. Beach's top ten list of America's Best Beaches. Learn more at www.floridastateparks.org or www.Twitter.com/FLStateParks.

Tourism is the largest industry in the state – welcoming more than 80 million visitors per year who spend over \$60 billion, generating 21 percent of all state sales tax collections and employing nearly 1 million Floridians. Given the industry's importance, VISIT FLORIDA continues to market the Sunshine State to both domestic and international visitors.

As news reports raise the alarm about a potential impact from the spill, VISIT FLORIDA is working closely with DEP and other state agencies to ensure that Floridians and visitors are kept informed of any potential impacts through real-time updates on Florida Live at www.VISITFLORIDA.com.

For more information on travel opportunities in the Sunshine State, visit www.VISITFLORIDA.com.

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