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Bradenton Area: What's New in 2018

Florida's West Coast Gears Up for Exciting Year with Opening of Four New Hotels

BRADENTON, FL – The Bradenton Area (Bradenton, Anna Maria Island, Longboat Key) is gearing up for an exciting year as it prepares to significantly expand its hotel offerings with the openings of four unique properties.

Zota Beach Resort: The area's newest luxury beach resort, formerly the "Hilton Longboat Key", opened in late 2017. The \$24 million property offers a secluded beachfront setting, stylish pool area, restaurant and chic wine bar, over 2,500 square feet of event space and 187 guest rooms and suites. Best of all, guests can enjoy private balconies with gulf views. <http://www.zotabeachresort.com>

Waterline Resort: Just opened in December 2017, the luxury resort offers 37 stylish 1,100-square-foot, two-bedroom suites with gourmet kitchens. The resort's separate beach club offers exclusive beach access with lounge chairs, umbrellas, beach toys and a 'desalination zone' for guests to cool down and relax. Dining options include its signature Eliza Ann's Coastal Kitchen and great bar spilling out on to the pool deck with views of the marina. Unusual for any resort along Florida's West Coast, Waterline's full marina, provides 50 boat slips for guests who arrive by water, charter boats for family outings, eco-tours, guided fishing excursions, sailing adventures and daily sunset cruises; along with jet-skis, kayaks and stand-up paddleboards. The resort is also perfect for weddings, offering a beach front ceremony spot, gazebo on the Promenade and ballroom. <http://www.waterlinerresort.com>

Even Hotel: Even Hotel will also open just in time for 2018 visitors and will be the first of its kind in the Southeast. Designed by The InterContinental Hotels Group (IHG), it will provide travelers with a unique hotel experience, meeting all their health and wellness needs, including the following. <https://www.ihg.com/evenhotels/content/us/en/explore-hotels/main>

- Fitness equipment in individual rooms to make workouts an option
- Fitness professionals to recommend running routes or walking routes and workout routines
- In-room fitness areas with cork flooring, exercise ball and resistance bands, circuit-training guide
- Smoothie bar and orange squeezing machine for fresh OJ
- Natural eucalyptus fiber bedding
- Spa-like, uncluttered bathrooms creating a restful, open environment
- Flavored water stations throughout
- Staff to deal with dietary needs
- Cork & Kale Market and Bar which features heart healthy or gluten-free dishes and a menu consisting of simple and natural choices



The Legacy Hotel: World-renowned IMG Academy has broken ground on a 150-room upscale boutique hotel on the northern edge of IMG's 500+ acre campus. The Legacy Hotel at IMG Academy will serve guests and clients of the world-class training institution, including visiting teams, coaches, athletes, staff and parents. The five-story hotel, slated to open in the fall of 2018, helps to fulfill a long-time need for accommodations fitting the active lifestyle (for the thousands who come to IMG for training, group outings and events), while offering convenience to nearby beaches, shopping and other local attractions. Renderings (Credit IMG Academy) are available [here](#).

"We have seen six consecutive years of record-breaking tourism in the Bradenton Area and are fortunate to see a high demand for rooms on a year-round basis," said BACVB Executive Director Elliott Falcione. "We are thrilled to see such an incredible expansion and diversification of accommodation product taking place in 2018 and cannot wait for our visitors to experience them."

About the Bradenton Area Convention & Visitors Bureau

The Bradenton, Anna Maria Island and Longboat Key area is located on Florida's West Coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. Easy to get to, but off the beaten path, filled with "Old Florida" ambience brimming with opportunities to experience Florida at its most real and authentic, the Bradenton/Anna Maria Island/Longboat Key area is a part of the state worth discovering and exploring again and again.

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