

Welcome to Miami & the Keys

It's hard not to fall for South Florida, with its sun-kissed beaches, alluring islands and wildlife-rich wetlands.

The Magic City

South Florida is a land of dreams and Miami is known as the Magic City. Imagination and innovation are big here, manifesting in art, architecture and music. You'll see it in the extravagance of Lincoln Rd, the ephemeral neon beauty of Ocean Dr, the cloud-kissing skyline of downtown Miami and in the mid-century modern design on N Biscayne Blvd. From the pink castle walls of a Coral Gables mansion to sun-dappled marinas in Coconut Grove; from the Fabergé-egg interior of the Vizcaya Museum to cutting-edge art in Wynwood: stay in Miami long enough and you might believe magic is real.

Eat, Drink & Be Merry

In South Florida and the Keys, nothing succeeds like excess. People take indulgence to Roman Empire levels, from the music-video-like pools of Miami Beach's extravagant super hotels, to buckets of beer and fried shrimp in the Florida Keys, to expertly shaken cocktails mixed under a Little Havana moon. Even the skyscrapers are a testament to the region's push for size and extravagance. Fortunately, the best purveyors of food and fun are realizing the good times can't roll at overdrive forever, and are incorporating sustainable business practices.

Everglades Encounters

South Florida is full of natural beauty, especially the spectacular wetland ecosystem of the Everglades. A colorful cast of characters inhabits the fringes (and occasionally, the heart) of these swamps, marshes and rolling prairies. Alligator wrestlers and Bigfoot hunters share a beer at crab shacks, while panthers prowl the backyard, and environmentalists document the magic of this unique wilderness. The Everglades is nature at its most alluring; the ripple of bubbles as a gator submerges into the blackwater bayou, and the sword-billed fish dive of waterfowl hunting the sparkling sloughs.

The Keys to Quirk

America's eccentricities (and quite a few eccentrics) coalesce in the southeast corner that is South Florida. And the truly unconventional are found in the sun-dappled islands of the Florida Keys. This lovely island chain is connected by the Overseas Hwy – one of the nation's great road-trip byways. Here you'll find drag queens working day jobs as boat captains, 'No Name' islands inhabited by miniature deer, and colorful Key West: a tolerant pot of gold at the end of a rainbow flag. And all ensconced within the natural beauty of shimmering bays, serene tidal flats and emerald islands.



Why I Love Miami & the Keys

By Regis St Louis, Writer

South Florida has three world-class attractions – Miami, the Everglades and the Keys. I never tire of wandering the streets of Miami Beach, taking in deco masterpieces followed by late-afternoon strolls along the sands, when the golden light is mesmerizing. The Everglades provides that heady dose of nature, of quiet paddles over mirror-like lakes and night-time walks (on elevated boardwalks, of course) peering at gators gliding gracefully through the water. The Keys has a little of everything – peaceful mangroves for leisurely paddles, kaleidoscopic coral reefs and one zany conch capital (aka Key West) where anything goes.

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