

INSIGHT

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Adventures await just steps from the beach blanket

By [Megan Padilla](#) / June 28, 2017

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The saltwater lagoon at Hawks Cay Resort hosts mermaid encounters and paddleboard yoga, among other experiences.



Florida may be blessed with 673 miles of beaches, but that doesn't mean everyone wants to spend their entire vacation lounging on one.

Says Travelzoo senior editor Gabe Saglie, "People are looking to go somewhere for a tactile experience they can share on their social media feeds."

With that in mind, a number of resorts in the Sunshine State are putting the emphasis on experiences. Here are some of those options:

Hawks Cay Resort in the Florida Keys pays a great deal of attention to the guest experience. "Our philosophy is that of course you have to offer a great guestroom and a clean resort, but it's the experiences our guests have that create memories," said managing director Sheldon Suga. "That's the drive we have behind our Resort Experiences Department."

This season the resort has added a mermaid show and encounter that takes place in the resort's saltwater lagoon. Daily appearances by Koral the mermaid are part of the resort's activity schedule, but interactions are unscripted. Guests can watch her from shore or get in the water to swim with her, giving guests a great time to put that waterproof camera to use. Kids can also get a mermaid makeover from head to tail at the Coral Cay Club. "This has been a huge hit," said Suga. "Parents love to take pictures." (Note: the tail is waterproof, but the hair and makeup are not.)

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