

What's new on the island...

While the beautiful white sand beaches and emerald green waters are enough to make Pensacola Beach a relaxing paradise, new and exciting attractions are a way to offer some fun in the sun. With new accommodations and restaurants washing up on the Island, we have all you need for a great family getaway.

New Accommodations

The **Margaritaville Beach Hotel**, which opened in June 2010, is set on over 800 stunning feet of gulf-front and bay-front property. The 162-guest room and suites hotel is appointed with a barefoot elegance and features a stunning rooftop swimming pool, 3,000 square feet of meeting space and a gulf-front restaurant, all with panoramic views. It's not just a hotel, it's a state of mind. (850) 916-9755, margaritavillehotel.com

Holiday Inn, a \$60-million, 206-room gulf-front hotel currently under construction will feature 10,000 square feet of meeting space, a lazy river, waterfall, splash pad, pool bar and hot tubs. Expected to open in spring 2011. (850) 932-5331, (800) 232-2416, holidayinn.com

New Restaurants

The Grand Marlin Restaurant features a main dining area with oyster bar, the North Drop Bar and private meeting space. This island-casual restaurant serves high-quality cuisine on menus designed and printed daily to take advantage of the local bounty. (850) 677-9153, www.thegrandmarlin.com

Castaways Beachside Restaurant & Raw Bar on the boardwalk features an oyster bar, sushi bar and live music. An outdoor deck, beach huts and palm trees will accommodate outdoor activities and entertainment. (850) 934-6447

New Businesses

Aloha Wine & Liquor has opened a new location on Pensacola Beach. Known for stocking fine wines, they also offer premium liquors, beer and cigars. (850) 932-2411

Intracoastal Outfitters has joined the LEE TRACY family of stores on the boardwalk carrying active brands such as North Face, Patagonia, Guy Harvey, Costa Del Mar and Five Fingers. (850) 932-8442

The Fun Store is a one of a kind beach sports store that is a full-service surf, skate and bike shop with rentals available for bicycles, kayaks, surfboards and paddle boards. Kites, fishing poles, snacks, flip-flops and other beach gear are also available for purchase. (850) 916-4386, www.funstorefl.com

