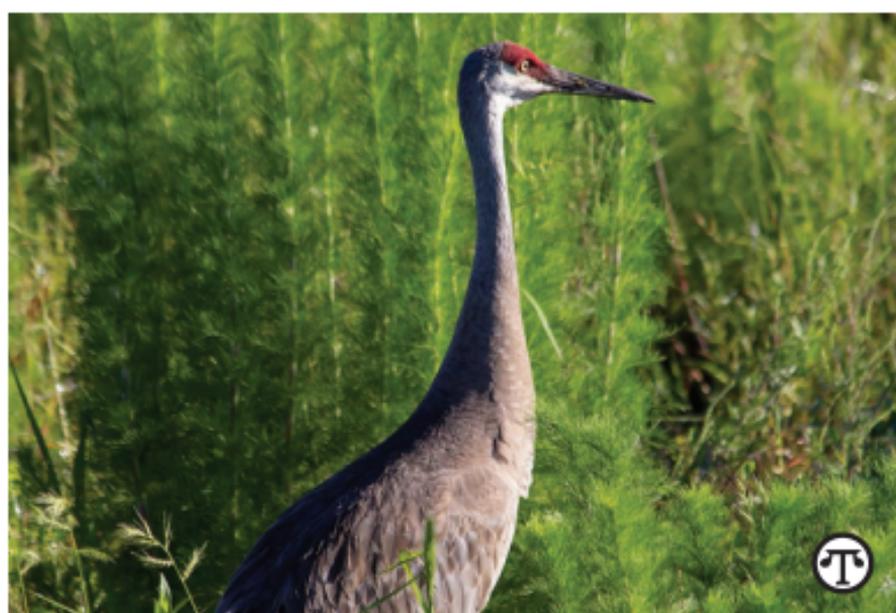


TRAVEL TRENDS

Wild About Wildlife

(NAPSA)—Ecotourism's growing foothold in the tourism industry is driving travelers to seek out destinations for exploration rather than just escape.

One popular spot is Sarasota County on southwest Florida's Gulf Coast. In addition to a vibrant arts, cultural and culinary scene and "best beaches" reputation (Dr. Beach, 2011), there are numerous ways to enjoy the area's natural beauty and unspoiled sites.



Visitors flocking to Florida's Sarasota County are discovering the region's natural paradise. Above, a sandhill crane at Myakka River State Park.

To help, an updated edition of the "Discover Natural Sarasota" guide provides facts and tips on this region's natural paradise (home of Ringling Brothers and Barnum & Bailey Circus).

Developed with parks and nature groups, the booklet informs visitors about hiking, walking, running, paddle sports, cycling, wildlife viewing, birding, fishing, parks, preserves and other natural places. Each section has an overview, top spots, frequently asked Q&A and an "Ask a Local" column.

To learn more, go to www.visit-sarasota.org. The guides are located at the Official Visitor Information Center, 701 N. Tamiami Trail, Sarasota, FL 34236.