



**PINK SHELL BEACH RESORT & MARINA RECOGNIZED AS TOP FLORIDA RESORT**  
*Signature Fort Myers hotel rings in 70 years of providing beachfront escapes with recognition by  
Condé Nast Traveler's 2020 Readers' Choice Awards*

**FORT MYERS, Florida – October 8, 2020** – [Pink Shell Beach Resort & Marina](#), a family-friendly oceanfront resort along Florida's Gulf Coast, has been recognized by **Condé Nast Traveler's 2020 Readers' Choice Awards** as one of the top resorts in Florida for the fifth year in a row. The prestigious award adds to the resort's celebrations as it marks 70 years of providing warm hospitality and accommodations for guests of all ages.

"We're honored to be recognized by the readers of Condé Nast Traveler," said Bill Waichulis, Senior Vice President of Operations for Pink Shell. "This award is a testament to our dedicated team. We have a wonderful property, but it's the staff who get to know our guests by name and help them create wonderful memories with their family and friends year after year. They are the real reason the Pink Shell continues to annually top this list."

With one of the most Instagram-worthy swimming pools on the west coast of Florida, Pink Shell offers its guests an authentic beachfront vacation with spacious condo-style Villas and a list of amenities focused on outdoor fun. The resort features a private beach and an abundance of activities, including kayaking, biking, yoga, fishing, walking trails, and exploratory beach adventures with onsite nature experts.

Condé Nast Traveler's Readers' Choice Awards is an annual survey that allows travelers to rate their ideal destinations and resorts categorized by different regions. The guest-chosen final list of winners for each category signifies a selection of the best resort and destination options around the world. The full list of the Top 30 Resorts in Florida, where Pink Shell is named #13, can be found online at <https://www.cntraveler.com/readers-choice-awards/united-states/top-resorts-in-florida>.

To celebrate its 70th anniversary as an iconic Fort Myers resort, Pink Shell is offering guests a \$70 resort credit and breakfast for all stays of three nights or more now through December 21, 2020. For more information visit, <https://www.pinkshell.com/70th-anniversary>. For past guests and fans of the resort who aren't ready to travel just yet, the resort has also recently implemented weekly virtual interactive activities via the 'Pink Shell Live' [Facebook](#) stream, every Wednesday at 1 p.m.

For reservations, to take advantage of Pink Shell Beach Resort & Marina special offers, or to learn about the resort's health and safety protocols, please visit <https://www.pinkshell.com/> or call 1.888.222.7465.

**About Pink Shell Beach Resort & Marina**

Pink Shell Beach Resort & Marina has continuously been recognized for its excellence in hospitality and guest experience by Condé Nast Traveler, TripAdvisor and additional prestigious travel award programs.

Situated along a quarter mile of immaculate private coastline, overlooking the Gulf of Mexico and the barrier islands of Southwest Florida, Sanibel and Captiva, the resort features 207 condo-style Villas, all with beachfront views. Amenities include the resort's full-service marina, kayaking, SUP boarding, Chickee Hut beach rentals, adults-only pool, and the famous family friendly Octo-pool, fishing excursions, Jet ski rentals, full-service Aquagene Spa, three restaurants and more. Activities specifically designed to speak to the resort's younger guests are also available. For more information, please visit <https://www.pinkshell.com/> or call 1.888.222.7465.

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