



At the Gasparilla Inn & Club on Gasparilla Island off Fort Myers, Fla., the period from March into early April is crammed with special activities such as beach cook-outs, kayaking trips, teen nights, movie nights and scavenger hunts.

Jack Damioli, president and general manager of the resort, says, "March is our busiest time of year. We have a setting where multi-generations spend the end-of-year holidays and spring break with us. It's a tradition; they want their children to experience what they experienced."

Gasparilla Inn, Damioli says, begins to market the following year's spring break in the fall because, as he said, "November and December is the time when families get together and begin discussing the next year's travel. We look at Thanksgiving as the first opportunity for families to cement plans for the upcoming year."