

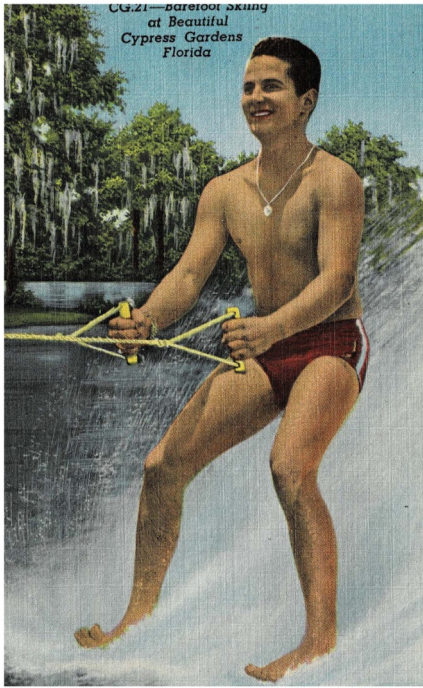
# Inventing the Florida Vacation



Midcentury Tourism in the Sunshine State

Florida has always attracted vacationers. But in the 20<sup>th</sup> century, tourism exploded as places like Weeki Wachee Springs and Busch Gardens opened.

Join pop culture historian Leslie Goddard to explore the rich history of Florida tourism from the 1940s up to 1971. We'll explore the amusing and quirky attractions that helped the sunshine state become America's favorite vacation destination. From waterskiers at Cypress Gardens to the alligators at Gatorland, these tourist diversions amazed and enchanted vacationers in midcentury Florida.



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