

We've got two of the most popular watering spots in the whole island chain. The Tiki Bar by day. The Top of the Isle by night. For snacks, there's the Sandwich Factory. For something more substantial, there's a restaurant open all day.

We've got a 150-yard stretch of spectacular beach. A protected ocean lagoon. A large fresh-water pool with cabana and sun deck. A fantastically casual atmosphere.

And most of all, we've got some of the friendliest, finest people working for us that you've ever run into. Anyplace.

So visit us soon at our complete island resort. Holiday Isle. It's got everything you come to the Keys for. And then some.

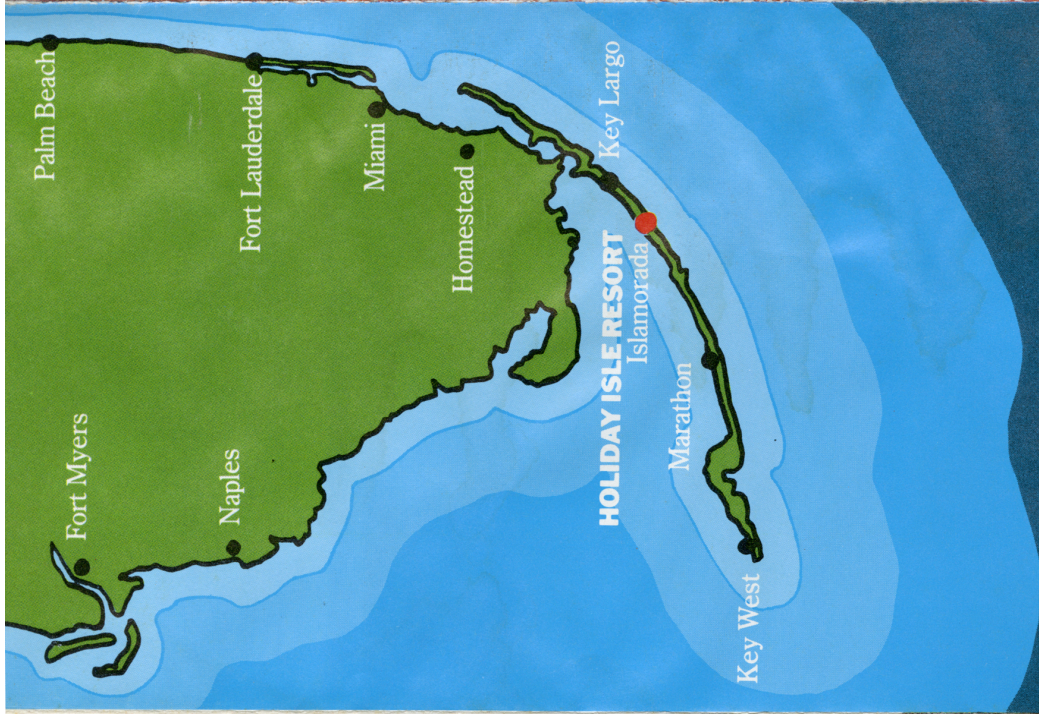
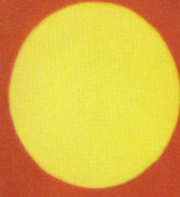
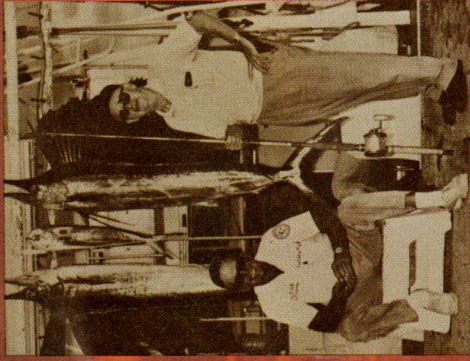
The inside story.

We have rooms, efficiencies and suites aplenty. All with double or king size beds, color TV, air conditioning, terraces with sliding glass doors and a private view of the ocean.



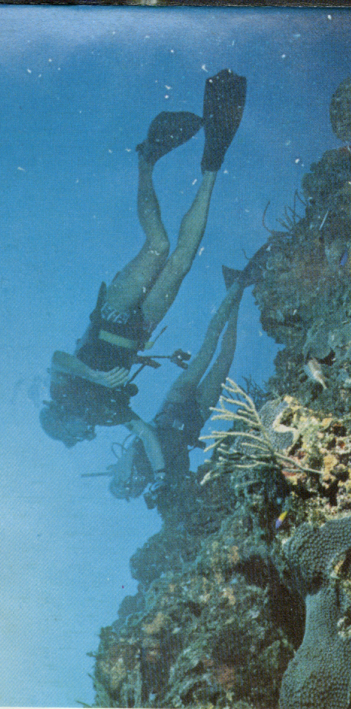
HOLIDAY ISLE RESORT

The most complete resort in the Florida Keys.



*Buddy Snowman! —
Sure wish you
would call me I called
664-2321 —
Ed. Gabel*

Only 75 miles from Miami.
The most complete resort in the Keys.
HOLIDAY ISLE RESORT
P.O. Box 588, Islamorada, Florida 33036
Phone: (305) 664-2321, Miami Line: 248-4879



Spend your vacation in the water. Instead of in your car.

The Florida Keys are over 100 miles of fishing boats, dive shops, shell stores, restaurants and motels.

You can spend your time driving from one island to another in search of what interests you.

Or you can stop island-hopping. Park your car at Holiday Isle in Islamorada and forget it for the rest of your trip.

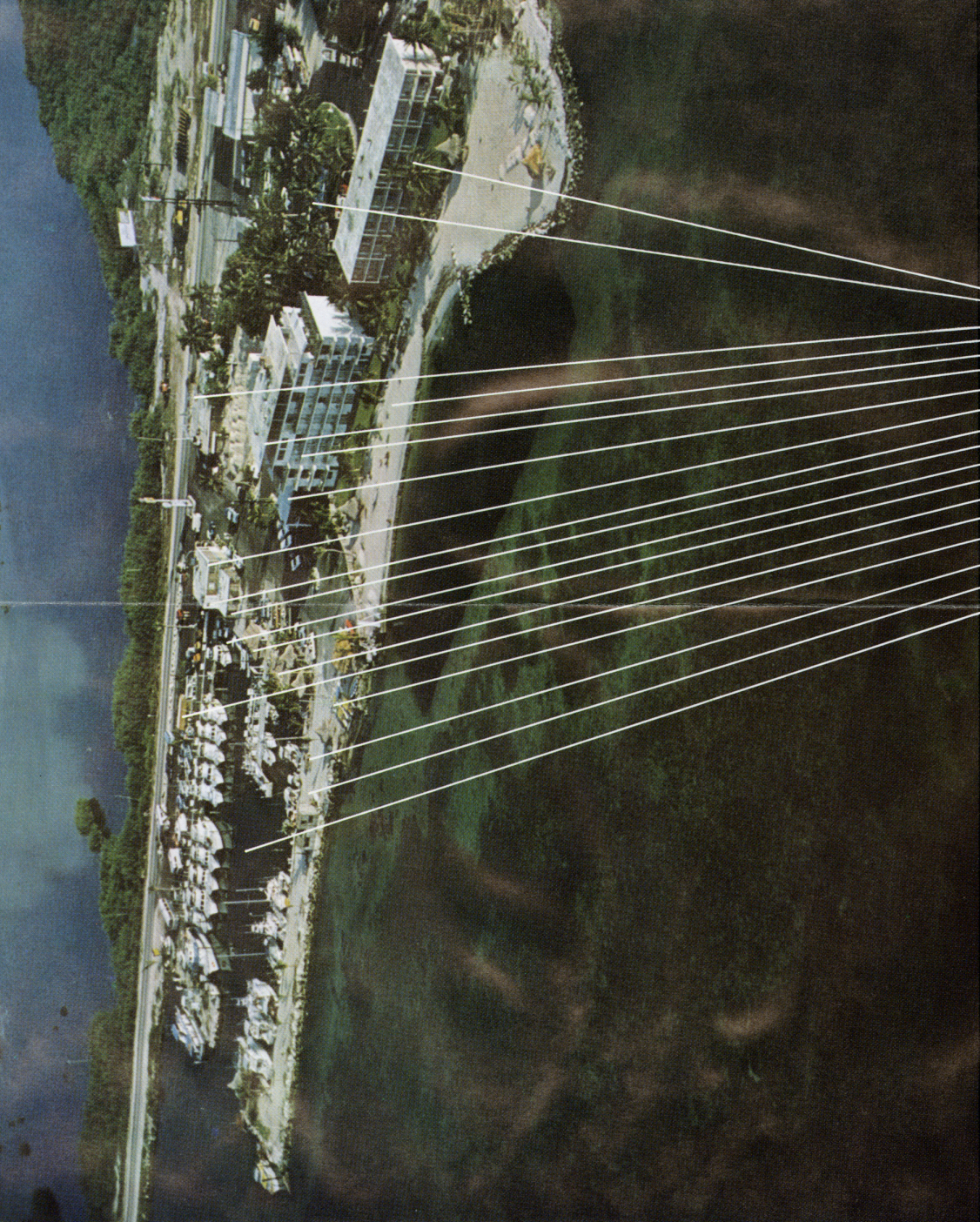
Holiday Isle is the most complete resort between Miami and Key West.

We've got 80 modern motel rooms, suites and efficiencies with all the comforts of home (and some you won't even find at home).

We've got the biggest marina in the Keys, with private boat dockage including all

hookups, television and the use of all shore facilities. Add to that 15 deep sea boats, half-a-dozen back country guides, dive boats, a prize winning sloop (you can sail overnight to the Bahamas!), a party fishing boat, rental power boats, Hobie Cats and even canoes.

We've got the largest dive shop in the Keys. With all scuba gear. Nationally certified instruction. A long-range boat for charter to Cay Sal, Andros or the Dry Tortugas. (We also have the only living reefs in the continental U.S. But we can't take credit for that.)



- Holiday Isle — North Wing
- Fresh water swimming pool
- Restaurant
- Private beach
- Top of the Isle lounge
- Holiday Isle — Main Building
- Convention facilities
- Dive shop
- Small boat rentals
- Bait and Tackle Shop
- On-off ramp
- Shells and Crafts
- The Tiki Bar
- Deep sea fishing charters
- Hobie Cat rentals
- Sandwich Factory
- Specialty Shop
- The Holiday Isle Marina

Penny is her name, and shells are her game. Shell planters. Shell mobiles. Shell jewelry. One of our many craft and specialty shops.

She sells sea shells.



Learn to scuba dive. Everyone's doin' it. Nationally certified instruction for beginners. Charters for dive shops and clubs.

Take the plunge.



The largest dive shop in the Keys.

Top names in scuba equipment. Scuba tank refills. Regulator testing and repair facilities. Navigational charts. Underwater cameras. Rentals and sales.

From several fathoms down, soar 6 stories high in our glass-enclosed elevator to the Top of the Isle lounge. Live entertainment. Great drinks and atmosphere.

After a day on the bottom, a night at the Top.



A bird in the hand?

John Audubon set up shop a little farther down the road to observe the extensive winged population. You'll see egrets, pelicans, gulls and herons almost tame enough to pet.



Look what I found!

A starfish, a giant conch, a piece of eight. They're all there waiting for you in the 'flats' off Holiday Isle. Snorkeling equipment in Dive Shop.

Sip a Rum Runner. Very slowly.

151 proof rum, blackberry brandy and grenadine make a drink that's a lot more potent than it tastes. One of many exotic drinks served at the outdoor Tiki Bar.



What's the catch?

Sailfish, kingfish, marlin, dolphin, barracuda, tuna, wahoo, cobia and bonita. You just have to know where to find them, and that's what our captains are for.



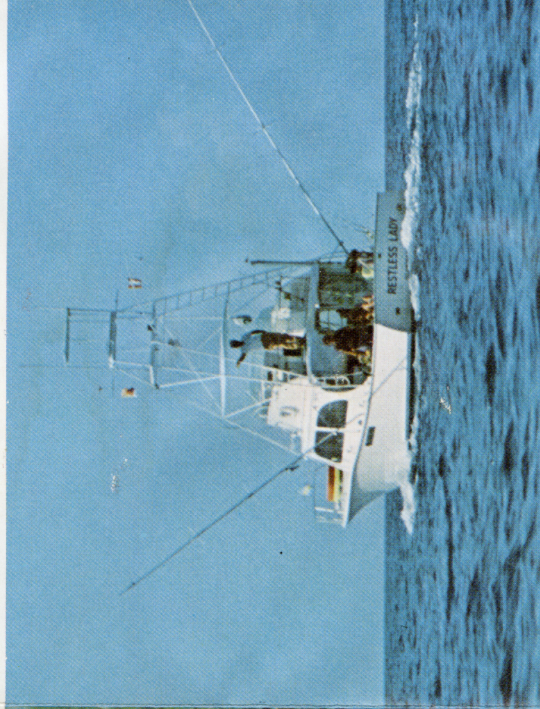
But not our beach. It's strictly for our guests. All 150 yards of it. With the softest, cleanest, whitest sand you ever sprawled out on. Also Tiki huts and barbeque pits.

The sun belongs to everyone.



Charter a boat for a half- or full-day and head for a trophy. Hannah makes all the arrangements — she's a captain herself. Day and night drift boat fishing, too.

Out after the big ones.



From our docks to boondocks.

Experienced guides take you out in the back country after bonefish, tarpon, snook, trout and redfish. And just wait 'til you tussle with a tarpon on light tackle!

The bird-in-paradise. One of the most popular of all species. May be found during day lolling about in sun and surf; flies by night.

Another splendid tropical bird.



These 14-foot sailboats dart quick as a cat over the 'flats.' Catch the wind for an hour or a day. With a little instruction from Harley, you'll get the hang of it in nothing flat. Canoes also available.

Rent a Hobie Cat, too.



The best way out.

Want to go out on your own? Set out from the most complete marina in the Keys. "Float on" and "drop off" ramps. Fuel. Bait. Food and drinks. Ice. Tackle. Or see Mack for shipshape rentals. 18-foot boats. 50 horsepower motors. Diving ladders. Air tank racks. Trolling rod holders.