



CATS Monthly Newsletter-

April 2026

Dear CATS-

It is going to be a busy April, CATS!

The Visit Central Florida Visitor Experience Team will be out and about Polk County this month at events! **Come out and say hi to our team** at Lakeland First Friday (4/3); Polk County Blueberry Festival (4/11); Sun N Fun (4/14-4/19); and Pitmasters in Paradise (4/24-4/25).

We are going to go bigger than ever at **Sun N Fun** this year! The Visitor Experience Team will have pilot meet and greets; orange juice hunts; coffee;

local information; prizes; and exclusive swag! Come see us at the Local Information Center (in front of Hanger A)!

Have you taken the new CATS Online Course?

This new course will be shorter and easier to complete. Everyone who has been certified will remain certified; however, we encourage EVERYONE to take the new online course.



[Sign up to take the New CATS Online Course!](#)



Are you a Purr-fessional?

Are you a Certified Ambassador of Tourism and Sports AND working in Polk County's Hospitality Industry?

Make sure to let our Education Coordinator know! You may be eligible for Purr-fessional exclusives!

[Click here to email our Education Coordinator to confirm you are a Purr-fessional](#)



Last Month...



The CATS toured the **Museum of Winter Haven History** in March!

The Museum of Winter Haven History is hosted in the 1923 Women's Club Building, which the city took over and started restoring in 2000. Inside, the CATS saw memorabilia from Winter Haven's earliest buildings, the Chain of Lakes, the Florida Boom, the Haven Hotel, the first Publix, and Cypress Gardens. Local expert, Bob Gernert told the CATS many stories from Winter Haven's past. He ended the tour on the [Seven Saddles Story](#).

The Museum of Winter Haven History is open Saturdays 9AM-12PM. They host events like Music at the Museum. For more information about the museum and their events, check out the [Museum of Winter Haven History Facebook Page](#).

Coming Up...



APRIL

Golden Ridge Groves

Juice Tour

Invitations will be emailed on April 3rd to Certified



MAY

Camp Margaritaville

Invitations were emailed on April 16th to Certified



JUNE

**Frank Lloyd Wright
Architecture Tour
with Florida
Southern College's
Visitor Center**

Invitations were emailed in May

**Ambassadors of Tourism
and Sports.**

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**22nd to Certified
Ambassadors of
Tourism and
Sports.**

If you would like to come on one of our CATS Exclusive Tours,
you must be a Certified Ambassador of Tourism and Sports.

To become an ambassador, you must complete the CATS Online Course.

Our new online class is up and running! Please sign up!

CATS Exclusive Tour Invitations will be emailed to all Certified Ambassadors of
Tourism and Sports.

CATS Shirts are in!

Certified Ambassadors of Tourism & Sports can
pick up their CATS Shirts at the Welcome
Center!

How to pick up your CATS Shirt?

- First, you must be a Certified
Ambassador of Tourism and Sports.



- Second, inform the front desk you are here to pick up your CATS Shirt.
- Third, show our staff your CATS Certificate!

*Shirts are limited sized, and are first come, first serve.

🐱👁️ CLOWDER CONFIDENTIAL: We love wearing our shirts on the CATS Exclusive Tours! 🍷



🐱👁️ CLOWDER CONFIDENTIAL: The Welcome Center is CASHLESS now!



Water Ski & Water Sports Hall of Fame Tours at the Welcome Center

Every second Tuesday, April 14 | 10AM

Explore the last century of water skiing and wake sports with an expert from the field! See highlights from the nine disciplines, starting with the skis that started it all in the Water Ski Capital of the World!



Season of Color Art Show

Opening Reception: May 1 | 5PM-7PM

Art Show: May 2 - 24 | 8AM-5PM

Come see local Florida art by the talented students of Ridge Community High School at the Welcome Center this May. Vote for your favorite piece for the Season of Color visitor choice awards! Join us for the reception and enjoy light hors-d'œuvres with the announcements of our art awards.



Hurricane Prep Week

May 25 - June 1 | 8AM-5PM

Visit the Central Florida Welcome Center for Hurricane Prep Week and receive a FREE hurricane preparedness bag that includes a

hurricane shelter map, hurricane prep checklists, and other helpful information for storms.



Bites at Sunset

June 26 | 4PM-8PM

Are you ready for the best bites around? Stop by the Welcome Center on June 26th for our Bites at Sunset Food Truck Rally! This event will be held from 4pm to 8pm, with good eats from all over Central Florida! Bring the family to enjoy great food and a beautiful sunset!

[Save the Dates 2025](#)



Visit Central Florida's Visitor Experience Team and the Welcome Center is excited to announce the launch of its official Instagram and Facebook pages!

Now, visitors and locals alike can stay connected and up-to-date with the latest events, attractions, travel tips, and exciting happenings throughout the county.

By following these social media platforms, you'll get insider information, special offers, and a closer look at everything Central Florida and the Visitor Experience Team has to offer. Be sure to follow them today to explore the best of Central Florida and make the most of your visit!

[Follow Visit Central Florida's Visitor Experience Team on Instagram](#)

[Follow Visit Central Florida's Visitor Experience Team on Facebook](#)

PS. CATS have an entire highlight on our [@WelcomeCentralFL](#) Instagram page!





[Polk County Blueberry Festival](#)

April 11



[SUN 'n FUN Aerospace Expo](#)

April 14-19



[863 Art Fest](#)

April 18



[Lakeland Book Crawl](#)



[Pitmasters in Paradise](#)

April 24-25

April 23-25

[Check out our Visit Central Florida Event Page for more fun!](#)

[Download the 'What's Happening in Polk County' Flyer here.](#)

[View digital guide from Visit Central Florida](#)

🐱👁️ CLOWDER CONFIDENTIAL: Keep an eye open at events around Polk County, you might find the Welcome On Wheels! 🇺🇸



Avelo Airlines & Lakeland International Airport

Avelo announced the return of the Atlanta and Charlotte/Concord routes for seasonal flights.

They also announced adding a Detroit route, just in time for spring training season!

[Learn more about flying out of LAL here.](#)

Routes include:

- Atlanta, GA
- Charlotte/Concord, NC
- Detroit, MI
- Grand Rapids, MI
- Nashville, TN
- New Haven, CT
- Philadelphia/ Wilmington, DE
- Rochester, NY
- San Juan, PR

Passes

DISCOVER, SIP, SAVOR & EXPLORE POLK COUNTY

From colorful murals to mouthwatering BBQ and refreshing craft brews, our free Visit Central Florida Passes help you experience the best of Polk County like a local.



Sunshine Savings Pass

Enjoy exclusive deals and discounts from local attractions, restaurants, and shops — perfect for exploring more for less!

🐱👁️ CLOWDER CONFIDENTIAL: Have you checked out our newest edition to our Sunshine Savings Pass? Everything Local Winter Haven! They carry items locally inspired with all things Winter Haven! Sign up for the pass, then check in and check out!

[Sneak Peak of Everything Local Winter Haven](#)



Adventure on Tap:
Central Florida Craft Beer
Pass

Discover local breweries and sip your way through Polk County. Enjoy exclusive discounts and earn prizes when you check in.



**Fire & Flavor BBQ
Trail Pass**

Follow the scent of smoky perfection and taste your way through Polk County's best BBQ joints while saving along the way.



Mural Magic Pass

Explore the art that brings our communities to life. Visit stunning murals across the county, snap photos, check in, and earn rewards along the way.

[Sign up for passes here](#)

🐱👁️ CLOWDER CONFIDENTIAL: New pass may be coming soon! 🍊☕

ANY QUESTIONS?

[Email our Education Coordinator](#)

Thank you, CATS!