

**SOURCE:** Business Week

**AUDIENCE:** 2,695,373 [provided by Nielsen//NetRatings]

**DATE:** 03-27-2008

**HEADLINE:** Duma Key

### Source Website

Mar. 27—SARASOTA — As part of the trend of literary tourism — travelers visiting places from fictional texts — Sarasota is inviting Stephen King fans to explore the setting of his latest novel, "Duma Key."

The novel takes place on a fictional island off Sarasota, but includes many references to real places in the Sarasota area. Two Sarasota resorts are offering "Duma Key" packages with accommodations and self-guided tours. The Sarasota Convention & Visitors Bureau is sponsoring a contest and a visitors center display.

The Lido Beach Resort, 700 Ben Franklin Drive, at St. Armands Key, has already sold about 25 of its "Duma Key" packages, said Karen Rangel, director of sales.

"We've already gotten a lot of buzz on our Web site," said Rangel. "It only went up a week ago and we've already booked 20-25 packages, which is really wonderful," she said.

"We have people in house staying with us. I think they're just big Stephen King fans and they're here on the beach reading the book. They're definitely interested in knowing where Duma Key is and they're disappointed when we say it's fictional."

She was reading the book, too, in order to put together a GPS guide to help guests find local landmarks mentioned in the text.

The resort's package, which continues through December, includes a complimentary, hard-cover copy of the book, accommodations with full kitchenette starting at \$134 per night, a 15 percent discount on rates for other rooms and free transportation to and from St. Armands Circle.

"It's really fun to read if you're from here, but also for the guests coming into town," said Rangel. "You think of Savannah and people going on great tours. A book like this can really help get us a lot of great exposure. We hope it turns into a movie someday and they shoot a film here, too."

The ***Colony Beach & Tennis Resort*** on Longboat Key also is offering "Duma Key" packages, but not until May 1, said Trish Lorino, director of sales.

Included in the \$669-per-couple package are three days and two nights of accommodations, along with a 90-minute tennis clinic for each adult, as the protagonist in the book plays on the resort's courts.

Other perks include a complimentary copy of the book, a \$100 dining credit in The ***Colony dining room***, a \$50 shopping credit for resort boutiques, daily breakfast and complimentary Big Pink cocktail, Lorino said.

King, who owns a Sarasota-area home, can occasionally be seen walking the streets in town, said Virginia Haley, president of the Sarasota Convention & Visitors Bureau, a sponsor of the promotion.

Two "Duma"-related contests offering a trip to Sarasota as prizes have also generated interest, she said. One is aimed at booksellers while the other is meant for ordinary travelers. Contest rules are listed at [www.sarasotafl.org](http://www.sarasotafl.org).

A "Duma Key" display at the Sarasota Visitors Center, 701 N. Tamiami Trail, has generated "a tremendous amount of interest," Haley said, adding that "it's because it's his first book based in Florida and not a lot of visitors realize he has a tie to this area."

Sara Kennedy, Herald business reporter, can be reached at (941) 748-0411, ext. 4500. 7-11, Nokomis

--Barnes & Noble, Sarasota --Ben Hill Griffin Stadium, Gainesville --Casey Key Fish House, Osprey  
--Casey Key Road --Casey Key WPA-era bridge --Dan's Fan City, Sarasota --Dolphin Aviation, Sarasota  
--John & Mable Ringling Museum of Art, Sarasota --Main Street, Sarasota --Morton's Gourmet Market,  
Sarasota --Ophelia's on the Bay, Sarasota --Ritz-Carlton, Sarasota continued on 6B More places to see  
--SNN/Herald-Tribune, Sarasota --Sarasota County Arts Council --Sarasota Memorial Hospital --Selby  
Library's Geldbart Auditorium, Sarasota --Tamiami Trail --The *Colony Beach & Tennis Resort*, Longboat  
Key --Village of Venice --Zoria, Sarasota

To see more of The Bradenton Herald or to subscribe to the newspaper, go to <http://www.bradenton.com>.

Copyright (c) 2008, The Bradenton Herald, Fla.

Distributed by McClatchy-Tribune Information Services. For reprints, email  
[tmsreprints@permissionsgroup.com](mailto:tmsreprints@permissionsgroup.com), call 800-374-7985 or 847-635-6550, send a fax to 847-635-6968, or  
write to The Permissions Group Inc., 1247 Milwaukee Ave., Suite 303, Glenview, IL 60025, USA.

Copyright 2000-2008 by The McGraw-Hill Companies Inc. All rights reserved.

*Highlights: Colony Beach & Tennis Resort, Colony dining room*