



Media Contact:
Marissa Walters
Communications Manager
Marissa.Walters@55places.com
(773) 278-5500

55places.com Names Latitude Margaritaville Daytona Beach As Best 55+ Community of 2018

CHICAGO (Jan. 7, 2019) — With island-inspired amenities, carefree luxury and a dreamy location, [Latitude Margaritaville Daytona Beach](#) is providing a new kind of ‘paradise’ when it comes to active adult communities. It’s no wonder, then, 55places.com, a leading resource for active adult communities across the country, named the Minto development as Best 55+ Community of 2018.

Like other awards bestowed from the company, website traffic, home sales, and offered amenities, are some of the factors considered before selecting a recipient. Latitude Margaritaville Daytona Beach, inspired by the music and lifestyle instilled from acclaimed musician Jimmy Buffett, is the first of its kind to take active adult communities to the mainstream, appealing to both “Parrotheads”—a nickname deemed for fans of the performer—as well as those who just appreciate they are growing older, but don’t have to grow up. This ingrained mindset is bringing the conversation about active adult communities to the forefront, and changing perceptions about retirement—and by extension senior living—by providing a new boat to sail on.

“There can be preconceived notions associated with aging, but Minto recognizes that today’s generation is different, and empowers its audience to redefine what living life to the fullest can mean,” said Bill Ness, CEO and founder of 55places.com. “The idyllic state painted by the Latitude Margaritaville brand is intentional, and to many of its residents, is depicted accurately.”

In addition to the engaging lifestyle and various collections of well-designed colorful homes, there is an abundance of social events, meaning camaraderie is alive and well.

“We’re focused on four pillars which is food, fun, music and escapism,” said William Bullock, president of Minto’s Latitude Margaritaville division. “Which, if you talk to our current residents, is what we’re already delivering. We’re attempting to offer as much fun and energy that you may want on any given day.”

Though doors opened in early 2018 and the 500th home was sold last October, the community is still in development, but will eventually offer unmatched access to impressive amenities, including the Latitude Town Square, Fins Up! Fitness Center, Latitude Bar & Chill Restaurant,

Barkaritaville Pet Spa & Dog Park, and Paradise Pool, all of which is slated to open on schedule April of 2019.

Daytona Beach is just one of three current known Latitude Margaritaville locations—Hilton Head, South Carolina welcomed residents in November and Watersound in Florida, is slated to open in 2020. But that seems to be just the beginning. Bullock also shared there is intent to expand the brand's footprint in 2019.

If interested in Latitude Margaritaville Daytona Beach, visit 55places.com.

About 55places.com

55places.com is the leading resource for active adult communities in the United States. The website offers unbiased information about thousands of active adult communities in the country, and is the only source to find such a wealth of information including photos, videos, descriptions, floor plans, listings of homes for sale, and reviews.

###