

Name of conference rooms: Hawthorne (General Session Room), Hickory (Breakout Room), No Name Lounge (Lunch), Banquet Dinner (Century BC)

Hotel information:

Location & Overview

- Address: 1714 SW 34th Street, Gainesville, FL 32607
- The hotel sits on the southwest edge of the UF campus, across from the UF Cultural Plaza (which houses the Harn Museum of Art, Florida Museum of Natural History, and the Phillips Center for Performing Arts).

Guest Amenities

- Amenities include:
 - On-site restaurant(s) & room service
 - Outdoor pool (with whirlpool/spa) C
 - Fitness center (open 24 hours)
 - Concierge services, business center, meeting rooms, event support
 - Complimentary self-parking
 - Pet-friendly rooms (for a fee)
 - Digital Key, connecting rooms, and WiFi in common areas
- **Check-in / Check-out times:**
 - Check-in: 3:00 pm
 - Check-out: 11:00 am
- **Parking & Transportation:**
 - Self-parking on site is **complimentary**.
 - There is **no valet** parking.
 - EV charging, secured parking, covered parking, and in/out privileges are **not available**.
 - There is **no airport shuttle** from Gainesville Regional or the larger regional airports.

Dining & On-Site Food & Beverage

- The hotel's notable onsite restaurant is **Shula's Steak House**, serving steakhouse classics and more upscale fare.
- There's also a lounge (often referred to as **No Name Lounge**) for lighter fare and drinks.
- Breakfast is offered (for a fee) with buffet or full options

Hotel room discount rate if applicable: \$159

The host hotel for this event is the [Hilton University of Florida Conference Center Gainesville, 1714 SW 34th St, Gainesville, FL 32607](#), TEL: +1-352-371-3600. The group rate will be assigned on a first come basis, provided reservations are made by **Wednesday, May 20, 2026**.

Individual reservations can be made by using the group code **International Food Marketing Research Symposium** or through the group booking link: <https://group.hilton.com/a2pvaf>

Instructions on transportation between Hilton and Swamp Head: For the Tuesday night Networking Reception, attendees can take a Shands Shuttle bus from the UF Hilton Conference center pick up loop by the main conference center area to Swamp Head Brewery. Shuttles will be available starting at

5:30PM and be on a transportation loop from the Hilton to Swamphead and back until 8PM. If you wish to drive to the brewery, please use the Google Map instructions found [here](#). Swamphead Brewery is a quick 8 minute drive (2 miles) from the main event hotel.

Travel instructions on how to get to Gainesville/hotel:

Here are general driving directions to the Hilton University of Florida Conference Center (Address: 1714 SW 34th St, Gainesville, FL 32607) from major nearby airports and cities.

From Gainesville Regional Airport (GNV) — ~20 minutes

Distance: ~10 miles

Directions:

1. Exit the airport and turn left onto NE Waldo Rd/FL-24 W.
 2. Continue for about 2.5 miles.
 3. Turn right onto E University Ave (FL-26 W).
 4. Drive ~4 miles through downtown Gainesville.
 5. Turn left onto SW 34th St (FL-121 S).
 6. Continue 2.5 miles — the Hilton will be on your right, just past Hull Road.
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From Orlando International Airport (MCO) — ~2 hours

Distance: ~115 miles

Directions:

1. Take FL-528 W (Beachline Expressway) from the airport toward I-4.
 2. Merge onto I-4 W toward Tampa.
 3. Take exit 77 for Florida's Turnpike North toward Ocala.
 4. Continue on the Turnpike for about 40 miles, then exit onto I-75 N.
 5. Take I-75 N to Gainesville (approx. 40 miles).
 6. Take Exit 384 (FL-24/Archer Rd).
 7. Turn right onto Archer Rd, go ~1.5 miles.
 8. Turn right onto SW 34th St.
 9. The Hilton will be on your left, shortly after the UF campus area.
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From Tampa International Airport (TPA) — ~2.5 hours

Distance: ~135 miles

Directions:

1. Exit the airport and follow signs to FL-60 E toward I-275.
 2. Merge onto I-275 N, then I-75 N toward Ocala/Gainesville.
 3. Stay on I-75 N for ~110 miles.
 4. Take Exit 384 (FL-24/Archer Rd).
 5. Turn right onto Archer Rd, go ~1.5 miles.
 6. Turn right onto SW 34th St.
 7. The Hilton will be on your left, just past UF's campus.
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From Jacksonville, FL — ~1.5 to 2 hours

Distance: ~75 miles

Directions:

1. Get on I-10 W from downtown Jacksonville.
2. Take Exit 343 to merge onto US-301 S toward Starke.
3. In Starke, turn right onto FL-26 W toward Gainesville.
4. Continue on FL-26 W for about 20 miles.
5. In Gainesville, turn left onto SW 34th St (FL-121 S).
6. Drive ~2.5 miles — Hilton will be on your right.

Travel Tips

- UF traffic: Expect slower travel during morning and afternoon class times near campus.
- Parking at Hilton: They have on-site parking, but check with your event or reservation for rates or validations.
- Address for GPS: 1714 SW 34th St, Gainesville, FL 32607

About Gainesville and things to do: The Visit Gainesville Alachua county [website](#) has a great list of attractions, dining, and things to do in the area when visiting for the event!

Here are great suggestions by category (attractions, shopping, dining) to help you make the most of your stay:

Attractions & Things to Do

Here are some of the top highlights:

Attraction	What to See / Do	Tip / Notes
Cade Museum for Creativity & Invention	Interactive exhibits on invention, art, science; celebrates the inventor of Gatorade.	It's located near Depot Park, so you can combine a museum + park walk.
Matheson History Museum Complex	Local history exhibits (including a Timucua canoe), the Matheson House (built 1867), rotating displays.	Behind the museum is Sweetwater Park, which is nice for a stroll.
Kanapaha Botanical Gardens	62 acres of formal gardens, including the largest public bamboo garden and a large herb garden in the Southeast.	Great for a relaxed morning or late afternoon walk.
Morningside Nature Center	278-acre nature preserve, boardwalk trails, pine flatwoods, and a living history farm.	Bring bug spray and comfortable shoes.
UF Bat Houses (Sunset viewing)	At Lake Alice on University of Florida campus: over 400,000 bats depart at dusk — quite a spectacle.	Get there early and stake out a good viewpoint.
Gainesville-Hawthorne State Trail	16-mile paved trail that runs east from Gainesville; good for walking, biking, and scenic views.	Consider starting near Depot Park or Boulware Springs.
Boulware Springs Water Works	Historic site; was once Gainesville's water source and the western terminus of the Gainesville-Hawthorne Trail.	Nice for a quiet, off-beat stop.

Hippodrome State Theatre (“The Hipp”)	Regional professional theater presenting plays, films, and arts programming.	Check their schedule to catch a show in the evening.
34th Street Wall (Graffiti Wall)	A long retaining wall covered with ever-changing murals, announcements, art and community messages.	Fun to walk by and see what’s current.

Shopping & Local Retail

Gainesville has a mix of big shopping centers and unique local or boutique shopping pockets. Here are places worth checking out:

Shopping Area / Mall	What You’ll Find	Why Visit
Butler Plaza / The Neighborhoods at Butler	Over 150 stores, major chains, and many restaurants.	It’s one of the largest retail complexes in the region — good for anything you need.
Celebration Pointe	Mix of retail, dining, entertainment, open-air atmosphere.	Nice spot for relaxed shopping + dinner in one area.
The Oaks Mall	More than 100 shops including department stores and specialty brands.	A classic mall environment with indoor comfort.
Haile Village Center	Walkable neighborhood retail, boutique shops, and dining.	Good for a more laid-back, local feel.
Tioga Town Center	Boutique shops, dining, green spaces, more upscale offerings.	Pleasant place to stroll between shops.
Downtown / South Main / The Grove	Locally owned boutiques, galleries, artisan goods, vintage & specialty shops.	Best for discovering unique local finds.
Antique & Vintage / Small-Town Shopping	In nearby towns like Micanopy and High Springs , antique shops and flea markets are gems. L	If you have a car and some spare hours, these are fun detours.
Thrift / Resale Shops in Gainesville	Flashbacks Recycled Fashions, Uniquities, Sandy’s Savvy Chic, etc.	Great for bargains or quirky finds.

Tip: Downtown is very walkable, so you can hop in and out of shops easily. For big shopping hauls or national chains, Butler Plaza and Oaks Mall are your go-tos.

Dining & Food Highlights

Gainesville’s dining scene is more than just college town food — there are some standout places. Here are favorites and local tips:

Local & Favorite Restaurants

- **Satchel’s Pizza** — Iconic Gainesville pizza spot, beloved for its ambiance and quirky style.
- **Blue Gill Quality Foods** — Known for high quality ingredients and freshness.
- **New Deal / Mildred’s Big City Food** — Locals mention these as top choices for good food.
- **Dragonfly** — Great Japanese / sushi / fusion option.
- **Red Rice Kitchen** — Solid choice for Asian/Thai flavor.
- **Humble Wood Fire Pizza** — Good pizza + wood fire flavor in a relaxed setting.

- **The Top** — Stylish downtown spot, often recommended for flavor and ambiance.
- **Alpin Bistro** — A more elevated option, often mentioned with vegan or vegetable-forward dishes.
- **Pub & General** — Known for good pasta and a relaxed yet nice atmosphere.

Tips & Considerations

- Many restaurants don't take reservations, so especially on weekend nights you might have a wait.
- Gainesville has pretty good vegetarian options. Locals mention **Daily Green, The Top, Blue Agave, Chopstix, Satchel's, Humble** as spots with veg menus.
- For fresh & ingredient-driven meals, locals often highlight **Blue Gill, Red Rice, and New Deal / Mildred's**.
- If you love trying local breweries, bars, or "brew trail" stops, the **Alachua County Ale Trail** is a thing — pairing food + craft brews.