

Florida Life



The Lodge at Honey Lake Plantation



◀ Jon Williamson, 35

COO / Honey Lake
Plantation

Greenville (east of
Tallahassee)

Four years ago, when the Williamson family purchased the original 3,600 acres that would become home to Honey Lake Plantation, the plan was for the patriarch, Bob Williamson — who had just sold his software company — to retire there with his family. “But then we had so many neighbors contact us to have their weddings out here, we figured we would do enough to cover overhead,” says COO Jon Williamson, Bob’s son. “It just kept expanding from there.” Today, in addition to weddings, spiritual retreats and other events, 25% to 30% of the property’s total business comes from hunting and fishing revenue.

What it costs: (for quail hunts, including lodging, meals, skeet/trap/warm-ups, licenses, guides, dogs, ear protection, transportation from Tallahassee Airport and on-property transportation)

Single Occupancy / Double Occupancy

3 night / 2 day: \$2,150 / \$1,950

4 night / 3 day: \$3,000 / \$2,750

5 night / 4 day: \$3,845 / \$3,475

Who comes: “We have customers coming from Colorado, Minnesota, New York, Texas, you name it, and there’s a huge market up here for south Floridians,” Williamson says. Honey Lake Plantation is also a favorite spot for corporate retreats; companies often hold meetings in the mornings and then head out in the afternoons to hunt.

Catch and eat: “We have a smokehouse, so if a guest ends up with 30 or 40 quail, our staff will clean them, and the chef will prepare them for dinner. He has about 35 recipes, and in one night he’ll do five different ones.”

By Lori Capullo
[Lcapullo17@gmail.com]



Honey Lake’s chef will prepare the day’s catch