



Debi Clark
Founder/Owner, Spirit of the Swamp Airboat Tours

In 2007, at the beginning stages of an economic recession, Debi Clark and her husband decided to take a leap of faith and start their own business now known as the Spirit of the Swamp Airboat Rides. Debi began her career in tourism working in media sales for various print magazines and selling advertising to Florida Destinations, which led to her taking a position with Miles Media to sell internet advertising for the (then) brand new VISIT FLORIDA website.

After leaving Miles Media, with the goal of starting her own tourist attraction, Debi and her husband sacrificed and committed to growing their airboat business. Debi was/is able to utilize her early knowledge and experience of online advertising to market her business on a small budget. After years of budgeting and cutting out personal vacations and extras, Debi saw her business gain traction and move forward in the competitive industry. Though they started with only one airboat, the business has grown into three boats with five captains. The feeling of employment is what excites Debi the most about her business as she loves providing enjoyable jobs that make a great living. The Spirit of the Swamp Airboat Rides hires only the best of the best and always fosters a collaborative environment.

Debi and her husband's personal lives do not veer far from the nature of their business. Outside of working, the two enjoy everything about Florida's beautiful outdoors. They have a camper which they use frequently, and vacation in Florida. It is no surprise that they love the water - both fresh water and salt water - and spend a lot of time on the water even away from work.

The growing success of Debi's Spirit of the Swamp Airboat Rides is in large part due to her passion for the hospitality industry. In her own words, "The hospitality industry is the most fun industry you can choose - especially in the Sunshine State!"