

fort  
MYERS

ISLANDS, BEACHES  
& NEIGHBORHOODS

the  
**PATH**  
forward







# Peter Greenberg

Travel Editor,  
CBS News

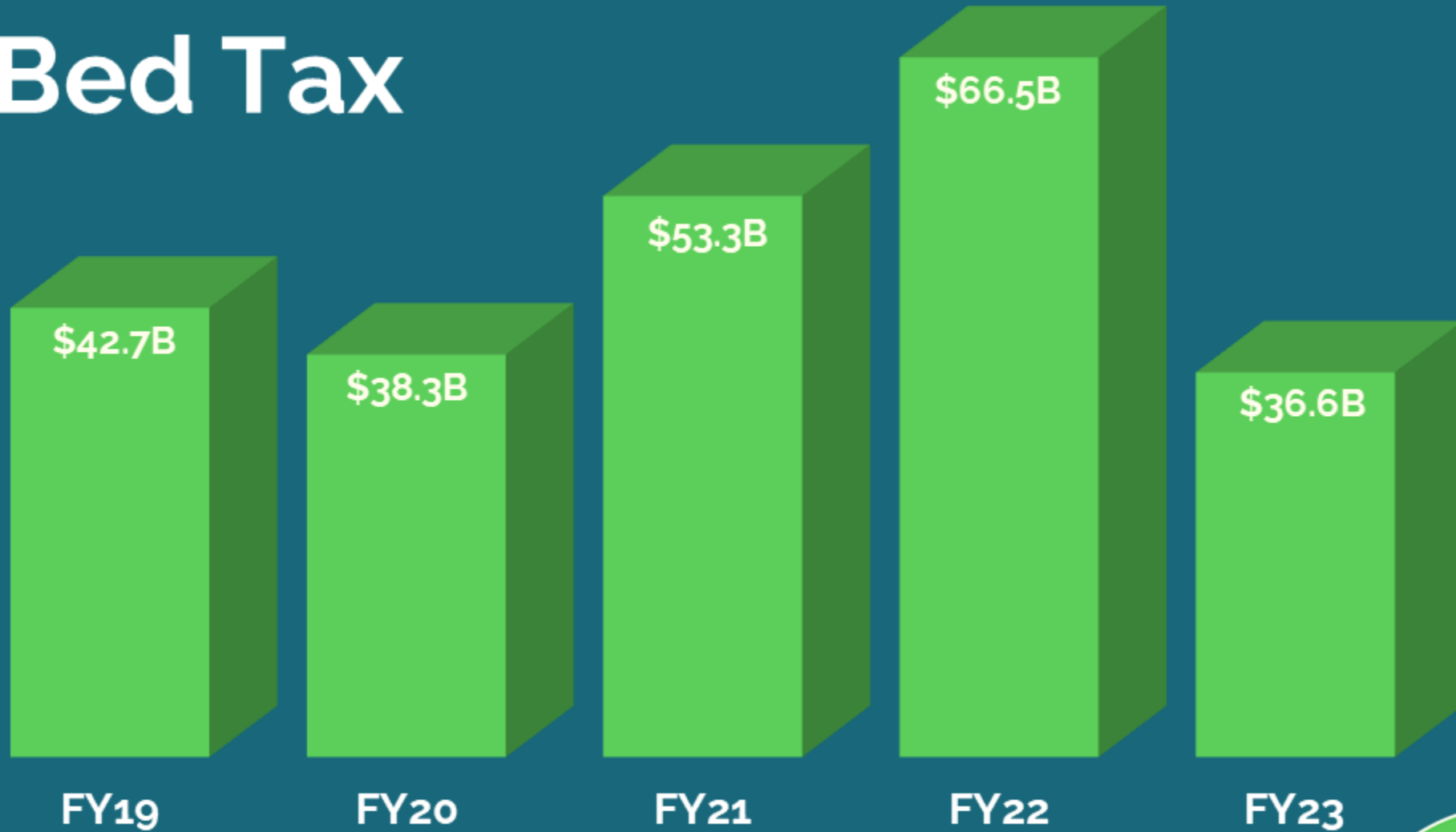




**Tamara Pigott**

Executive Director

# Bed Tax



-45.0%  
vs. FY22

-14.4%  
vs. FY19

Performance Metrics



Source: Lee County Clerk of Court & Comptroller

# Hotel Room Update

Community	Open	Closed	Total	Percentage Reopened
Boca Grande	193	0	193	100.0%
Bonita Springs	1,271	6	1,277	99.5%
Cape Coral	820	0	820	100.0%
Captiva	178	406	584	30.5%
Estero	566	0	566	100.0%
Fort Myers	6,042	205	6,247	96.7%
Fort Myers Beach	711	1,645	2,356	30.2%
Lehigh Acres	75	0	75	100.0%
North Fort Myers	412	139	551	74.8%
Pine Island	63	41	104	60.6%
Sanibel	92	1,346	1,438	6.4%
<b>Total</b>	<b>10,423</b>	<b>3,788</b>	<b>14,211</b>	<b>73.3%</b>





# Visitation



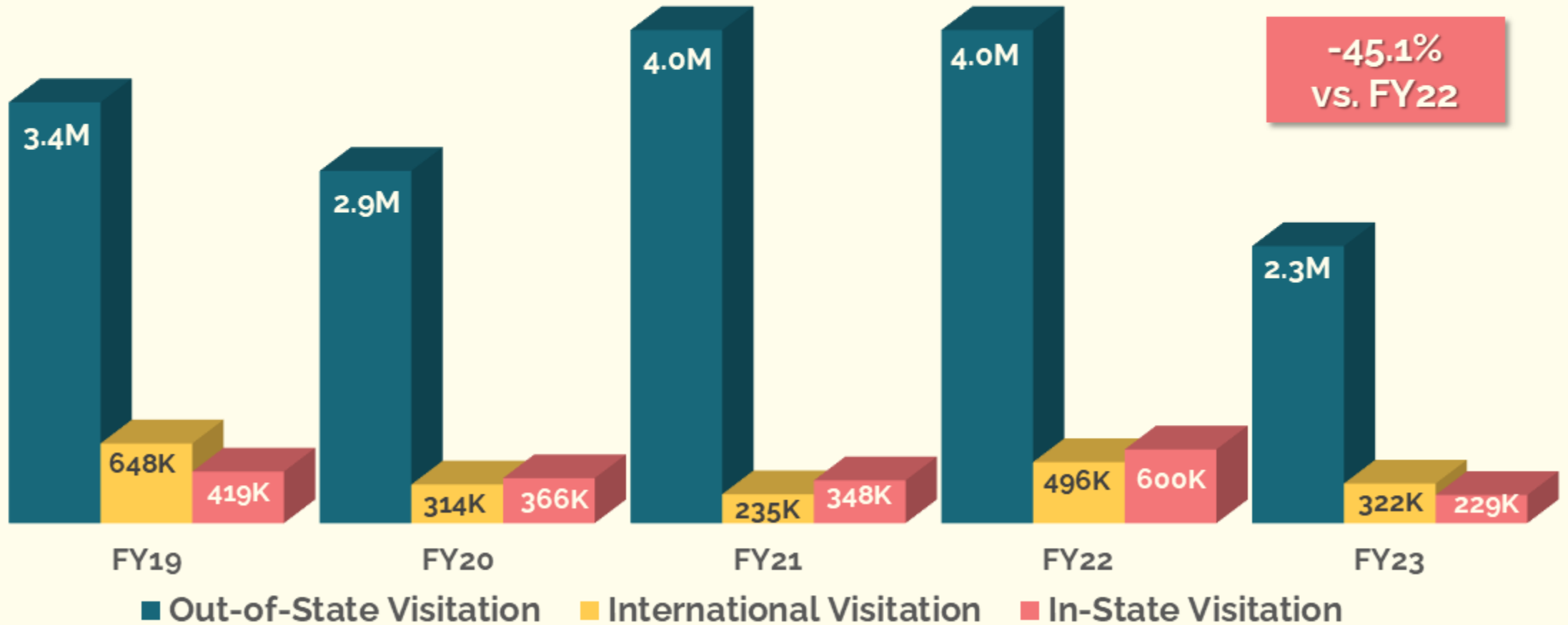
Totals: 4,776,708

3,543,400

4,483,700

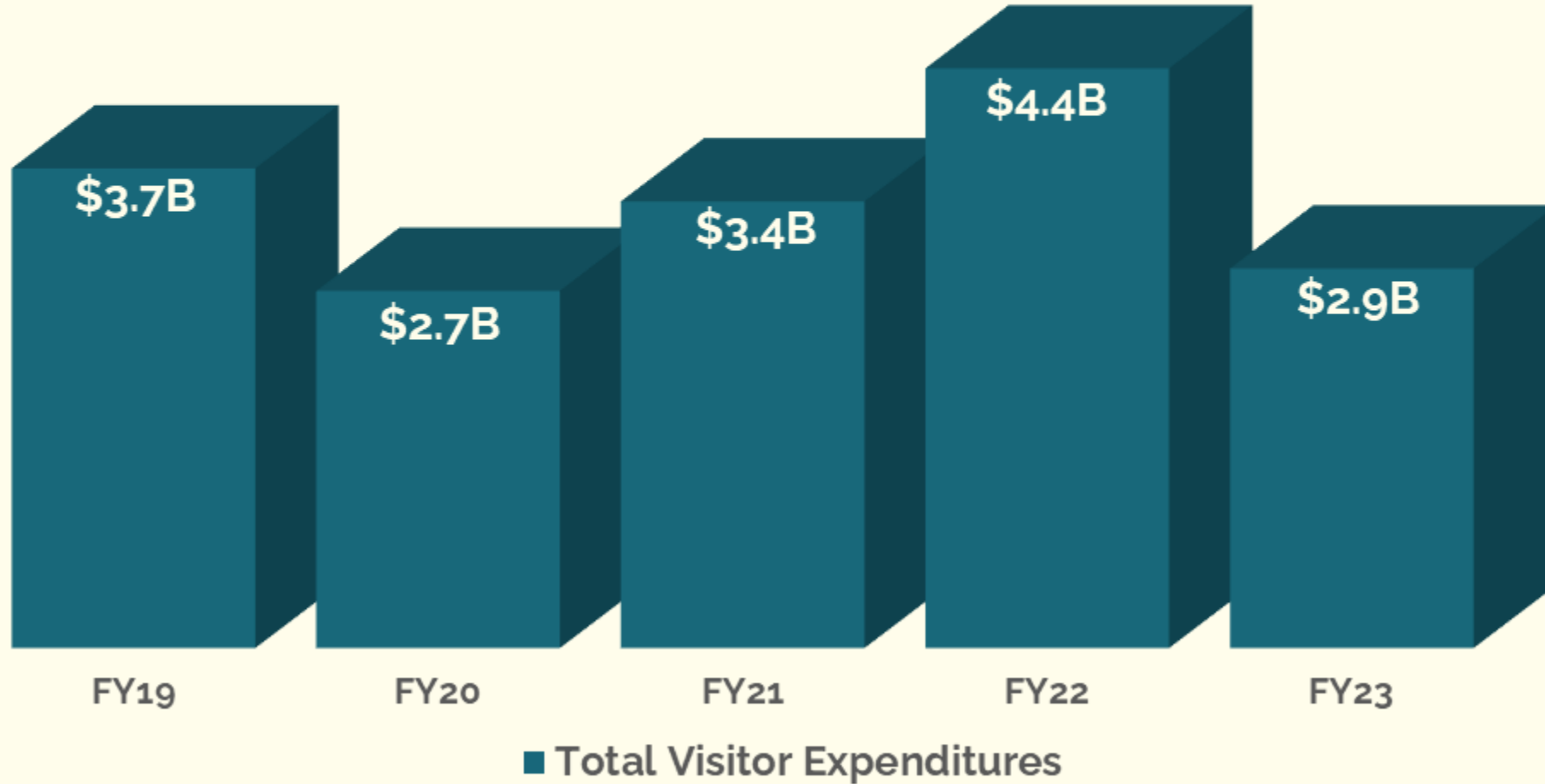
5,104,300

2,803,500



# Visitor Spending

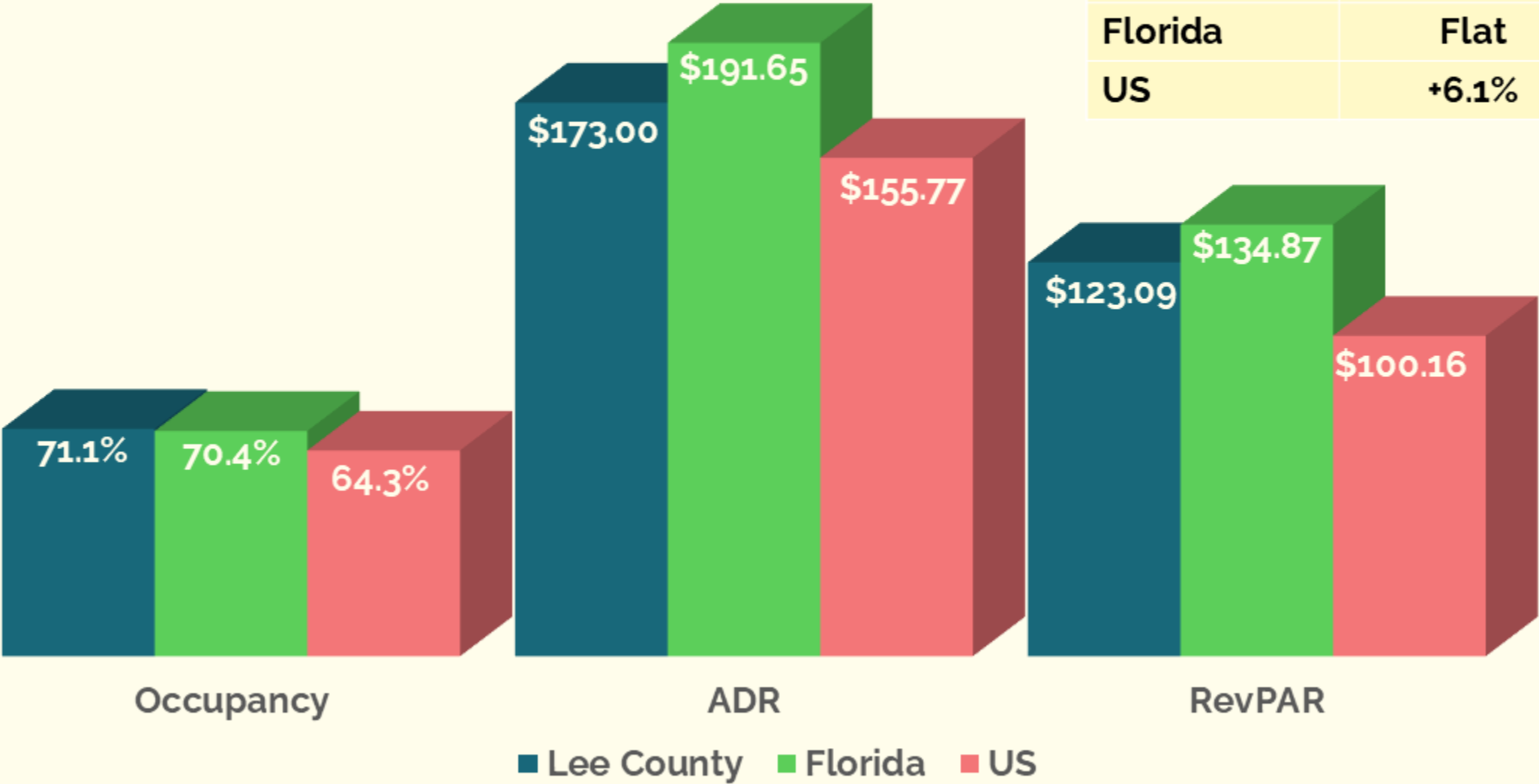
-34.0%  
vs. FY22



# Lodging Performance

January – September 2023

RevPAR vs. Jan-Sept. '22	
Lee County	-11.7%
Florida	Flat
US	+6.1%



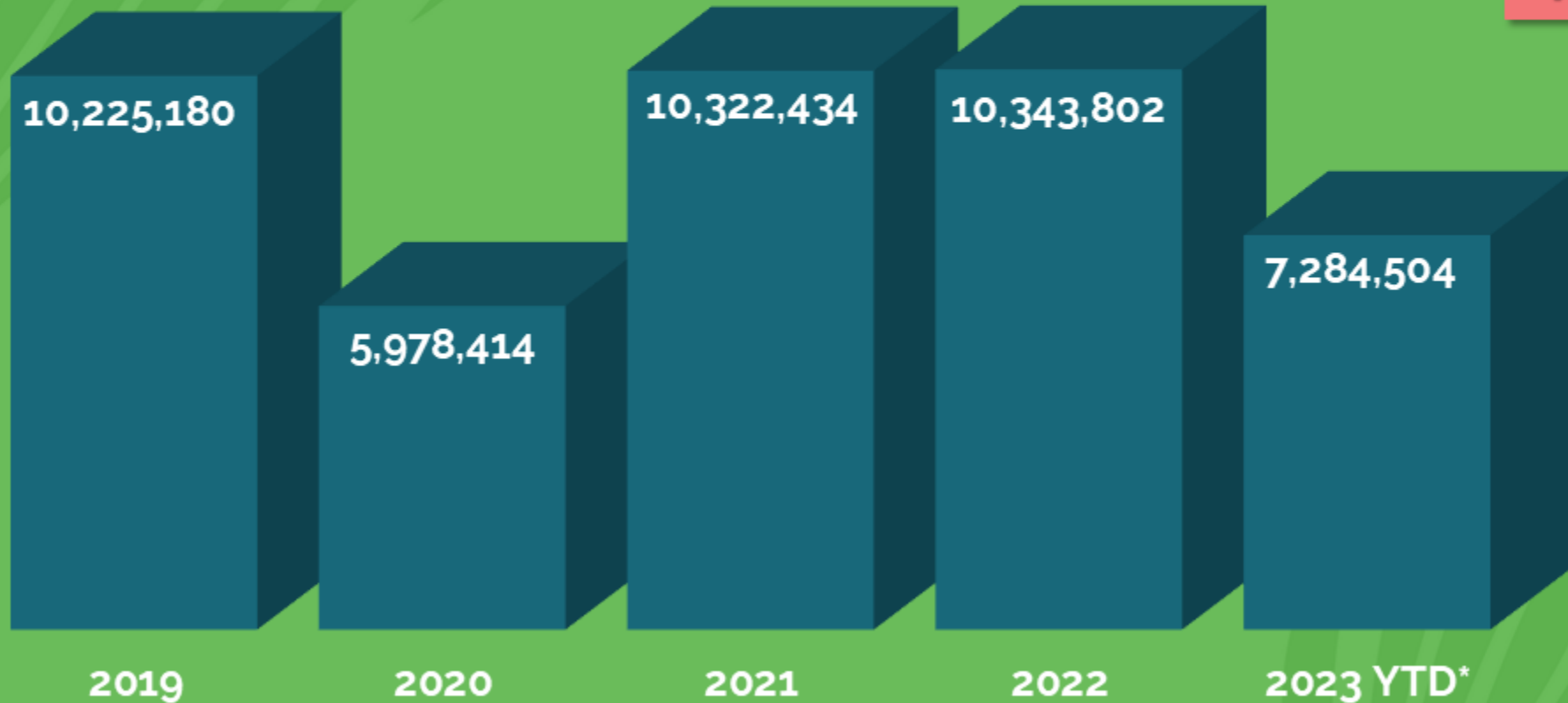
Performance Metrics

Source: STR

# Southwest Florida International Airport (RSW) Traffic

\* January – September 2023

-11.6%  
vs. Jan-Sept. 2022



Performance Metrics



# Roberta Atzori

Research & Analytics  
Manager



Statistics

# Performance Dashboard

- Executive Summary
- Lee County, FL Hotels
- Lee County, FL (Coastal) Hotels
- Lee County, FL (Inland) Hotels
- Lee County, FL Lodging Summary
- Tourist Tax
- RSW Airport
- Air/90 Day Outlook
- Media Performance
- Website Performance

## Tourism Market Indicators

September 2023



### Highlights

Lee County hotels in September produced 61.5% occupancy, an increase of 13.6% YOY, given decreases in demand (-12.6%) did not outpace the drop in supply (-23.1%). Rates were level at \$127, which contributed to a parallel 12.6% decrease in room revenue.

By contrast, short term rentals decreased occupancy relative to last year by 22.6%, registering 14.1% occupancy. ADR and RevPAR likewise fell versus the previous year, down 23.5% and 40.8%, respectively.

US September employment gains registered at +336K, with nearly 30% of the jobs added attributable to leisure and hospitality. This was the second greatest monthly increase in employment for the year, behind only January. The unemployment rate remained stable at 3.8%.

Travel prices in the US, as represented by the US Travel Travel Price Index (TPI) increased 4.4% in September relative to one year ago, a greater increase than overall prices (as represented by CPI) which grew 3.7% YOY. TPI increases were softened by declines in the pricing of Airline Fares (-13.4% YOY).



**61.5%**  
Hotel Occupancy  
+13.6% YOY



**\$127**  
Hotel ADR  
+0.0% YOY

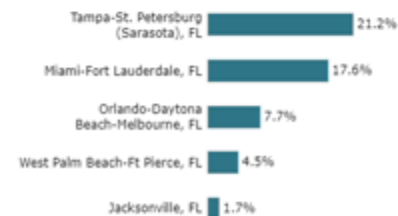


**\$78**  
Hotel RevPAR  
+13.6% YOY



**560.4K**  
RSW Air Passengers  
+8.8% YOY

### Top 5 In-State Visitor Origin Markets



### Top 5 Out-of-State Visitor Origin Markets





**Jill Vance**

Sales Director

# Hurricane Ian







If You're Going  
Through Hell,  
**KEEP GOING**

- Winston Churchill



# Highlights & Trends

FY 2022-23



*fort*  
**MYERS**  
ISLANDS, BEACHES  
& NEIGHBORHOODS



# Meeting Sales Leads

Leads Sent to Hotels Fiscal Year 2022-23

Leads Production	Lead Room Nights	Avg. Room Nights for Leads
864	451,453	523
-2.2% YOY	+25.2% YOY	+28.2% YOY

Surpassed  
2019 by 12%

# FY 2022-23 Group Market Segment Production

**Corporate**  
**Association**  
**SMERF**  
(Social, Military, Education,  
Religious, Fraternal)

**TOTAL**  
(Room Nights)

Prior Fiscal Year (2021-22)

Leads  
Sent

68%

23%

9%

451,453  
(+25%)

360,528

Leads  
Booked

29%

57%

14%

39,446  
(+8%)

36,597

Conversion  
Rate

5%

22%

14%

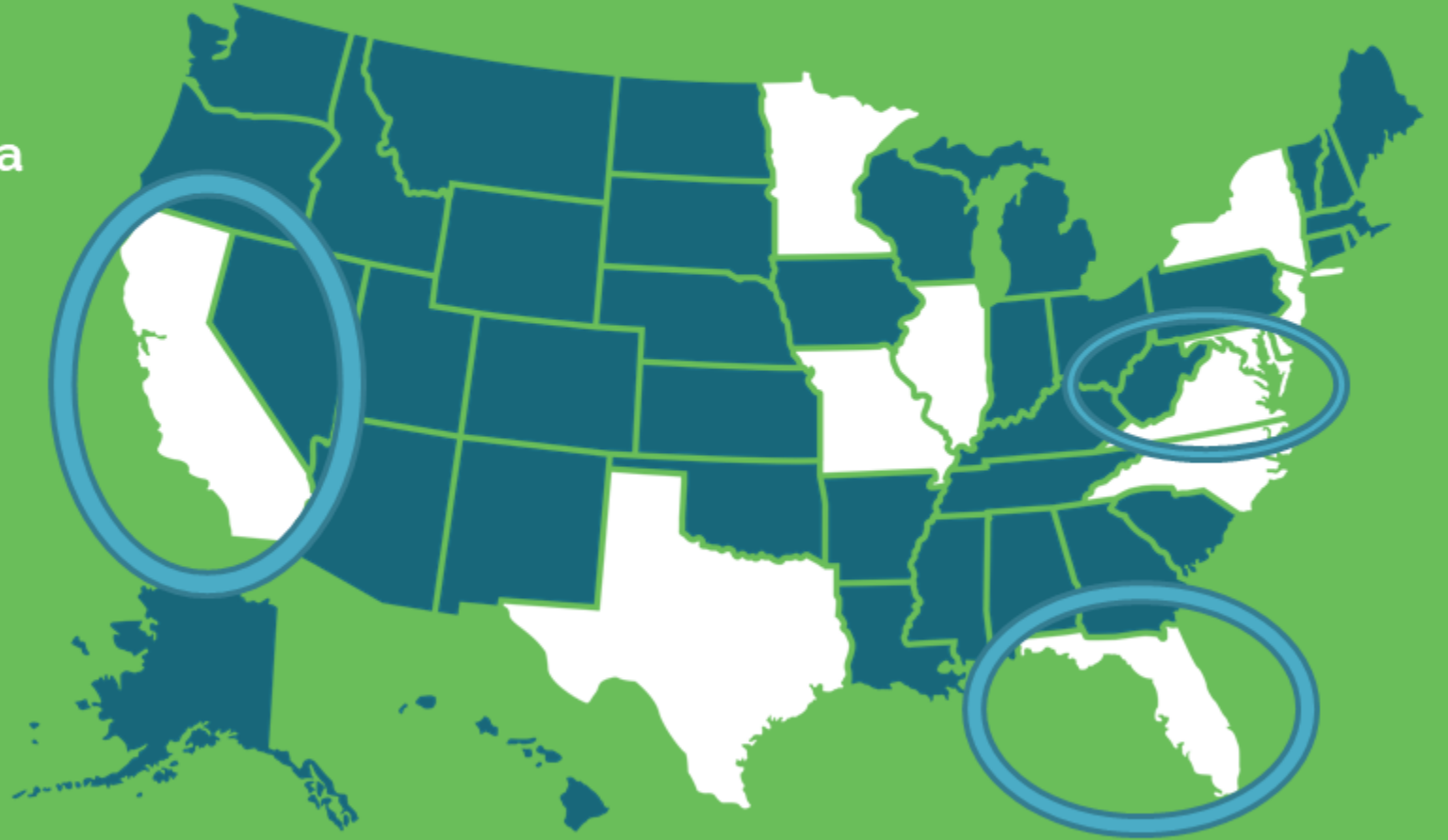
10%  
(-6%)

16%

# Group Conference Origin

## Top Ten FY 2022-23 Group RFP Feeder Markets

1. Florida
2. DC/Maryland/Virginia
3. Illinois
4. Minnesota
5. New Jersey
6. California
7. Texas
8. New York
9. North Carolina
10. Missouri



# WELCOME

*NEW*

Midwest Sales  
Representative



**Lauren Hyps**  
National Sales Manager,  
Midwest



- ✓ 15 years of  
CVB Sales  
Experience
- ✓ 9 years  
Hotel Sales
- ✓ HQ in  
Milwaukee, WI

**The Path Forward**

**Elevate Sales Tools**



# Interactive Video

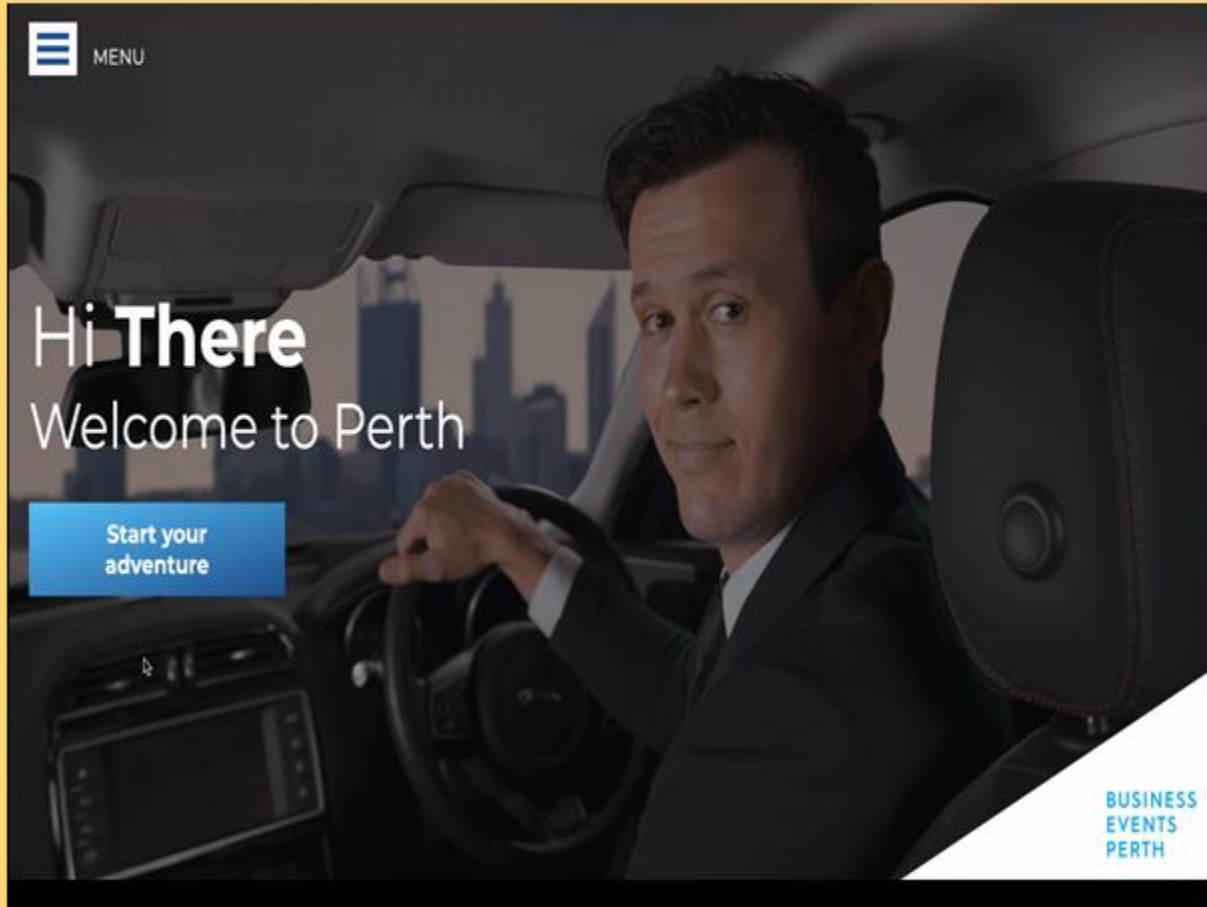
**A choose-your-own-preference video that features a look at the variety of Lee County meeting spaces, accommodations and experiences.**

# Plan with the Planner's Planner



- Ellie helps planners feel inspired and assures them they are in good hands
- Her personality is bubbly and completely loveable
- Ellie will efficiently and comically guide group planners through all that our destination has to offer their specific meeting

# Interactive Video



## Video Framework

### SECTION 1: Intro

- Destination Intro & Meeting Space Intro

### SECTION 2: Flexible Meeting Spaces

- Convention Center & Conference Resorts
- Hotel Meeting Space
- 

### SECTION 3: Accommodations

- Resorts
- Hotels
- Boutiques & Rentals

### SECTION 4: Experiences

- Team-Building Time
- Sun & Sand
- Fun on Land

### SECTION 5: Outro video

- Destination Summary and Call-to- Action: SUBMIT RFP

# Meetings Campaign

**“Where Work Meets Play”**



# GOAL

## Productive Outcome





# Unique Nature

Supports  
Peace & Clarity



Leads To  
Creativity  
& Innovation





## “Where Work Meets Play”

Our natural settings support the kind of relaxation and inspiration that allows for creative thinking and productive outcomes. When work meets play, planners meet their clients' goals and expectations.

New campaign ads will feature side-by-side images that show similar work/play poses or situations.



**Brian Ososky**

Director of Marketing





# Marketing

## Overarching Plan Objective:

Drive increased visitation and visitor spend.



THE ISLANDS, BEACHES AND NEIGHBORHOODS OF FORT MYERS ARE UNSTOPPABLE. THEY'RE BIGGER THAN ANY MAP CAN HOLD BECAUSE WE BELIEVE THIS IS MORE THAN JUST A PLACE. WE CARRY FORT MYERS WITH US, HOLD IT CLOSE AND LIFT IT UP. WE FIND BALANCE ON PADDLEBOARDS AND TRANQUILITY AMONG THE TREES. WE WATCH FOR DOLPHIN JUMPS AND MANATEE CROSSINGS, AND FIND JOY IN SEEING SOMETHING NEW ON THE WATER. WE BELIEVE IN STICKY FINGERS AND BRAIN FREEZES, HIGH-FIVES AND HOLES-IN-ONE. WE'LL FORGET TODAY'S PLANS TO MAKE LASTING MEMORIES. WE ENJOY COLD DRINKS IN THE SHADE AND HOT MUSIC ON STAGE. WE SAVOR LOCAL EATS AND MOUTHWATERING TREATS. WE APPLAUD SUNSETS AND COLLECT SEASHELLS AT SUNRISE. WE BELIEVE BRIDGES REACH ACROSS MORE THAN WATER AND BOARDWALKS CONNECT US TO THE PAST. WE BELIEVE IN THE SPIRIT OF NATURE AND THE TRIUMPH OF RENEWAL, AND THAT EVERYONE HERE FINDS THEIR VERSION OF PARADISE.





# Paddling

Explore the same serene waters the indigenous Calusa once did. While you're likely to use a kayak, the Great Calusa Blueway Paddling Trail honors the people who plied these water in dugout canoes.

Experience the soothing sounds of paddling in quiet waters.



## THE GREAT CALUSA BLUEWAY PADDLING TRAIL

Spanning nearly 200 miles, the Great Calusa Blueway winds through the Intracoastal Waterway, the Caloosahatchee River, and narrow creeks from Cayo Costa south to Bonita Springs' Imperial River. Along the way, you may spot dolphins, manatees, rays, jumping mullet, and an abundance of birds including bald eagles, roseate spoonbills, and ospreys. After paddling past historic sites, mangrove forests, aquatic preserves, beaches, and islands, you'll come away with a deeper appreciation of Florida nature and a true sense of peace.

Find trail maps, tips, and more in-depth information to help you enjoy paddling the Great Calusa Blueway.

## TOP SPOTS ALONG THE TRAIL

Follow trail markers as you meander through coastal waters and inland tributaries.

Dotted with mangrove islands, Matlacha Pass teems with birds. Launch from the **Matlacha Park** boat ramp to explore the mangrove estuary, which serves as a fish nursery. Paddle past the dolphins and birds that feed on them.

**J. N. "DING" Darling National Wildlife Refuge**, which preserves more than 6,400 acres on Sanibel Island and outlying islands, has two launches – at Tarpon Bay Recreation Area and along Wildlife Drive. Look for manatees in Tarpon Bay, and kayak through mangrove tunnels on the Commodore Creek Trail.



The natural beach at **Bunche Beach Preserve** on San Carlos Bay has paddlecraft rentals, swimming, fishing docks, and a short boardwalk. Look for reddish egrets, North America's rarest heron. Rent a kayak or canoe, and launch into the Caloosahatchee River from **Port Sanibel Marina** in Fort Myers, or try the 3-mile paddling trail, which traverses mangrove canopies and tunnels.

At the concession at **Lovers Key State Park**, south of Fort Myers Beach, rent kayaks to explore **Estero Bay Aquatic Preserve**, known for its many dolphins. Watch osprey dive to catch fish, or see snowy plovers scurrying on the sand. You can also launch Gull-side off the park's gorgeous beaches or into its wildlife-rich estuary.



## My Fort Myers



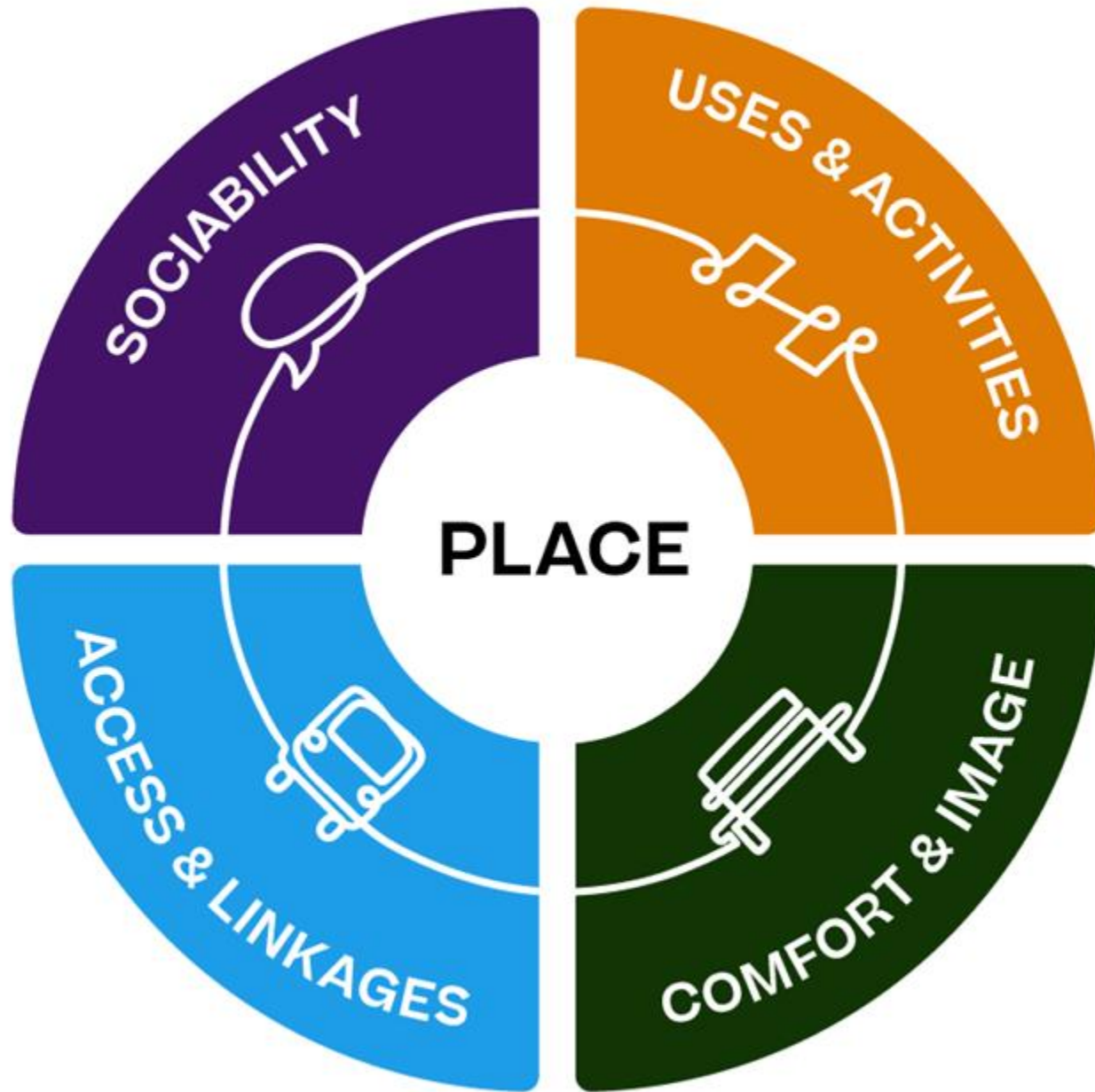
### DIANA & BRYAN STOCKBRIDGE

Owners of Gulf Coast Kayak in Matlacha, Diana and Bryan love introducing visitors to nature.

*"Watching the smiles on their faces when they come off the water as they experience a dolphin show or a manatee up close. That's very special and memorable for them."*

VisitFortMyers.com | 21

























## Fort Myers Webcams

We wish you were here, but exploring our islands, beaches and neighborhoods with live webcams is the next best thing. Catch the sun setting in downtown Fort Myers, spot butterflies in Cape Coral or watch the tide roll in off Pine Island.

For instructions on how to operate a webcam, click [here](#).







Lee County  
Sports  
Complex



vs. PHILLIES  
MAR 1 - 1:05



HOME OF THE



Baseball is back, back, back, back.





# Savor THE SHORE

*fort*  
**MYERS**  
LEE COUNTY VISITOR &  
CONVENTION BUREAU



SUPPORT LOCAL  
RESTAURANTS

[SavorTheShore.com](http://SavorTheShore.com)

# DINNER WITH A SIDE OF SUNSET



## SAVOR THE SHORE

Dine along the coast and be part of Lee County's recovery efforts. It's a challenging time for our restaurants and businesses. When you eat and play here, you make a difference!

Learn more at [SavorTheShore.com](http://SavorTheShore.com)

fort  
MYERS  
LEE COUNTY VISITOR &  
CONVENTION BUREAU

# SEAFOOD SERVED WITH GULF BREEZES



## SAVOR THE SHORE

Dine along the coast and be part of Lee County's recovery efforts. It's a challenging time for our restaurants and businesses. When you eat and play here, you make a difference!

Learn more at [SavorTheShore.com](http://SavorTheShore.com)

fort  
MYERS  
LEE COUNTY VISITOR &  
CONVENTION BUREAU

# ORDER UP A SLICE OF PARADISE



## SAVOR THE SHORE

Dine along the coast and be part of Lee County's recovery efforts. It's a challenging time for our restaurants and businesses. When you eat and play here, you make a difference!

Learn more at [SavorTheShore.com](http://SavorTheShore.com)

fort  
MYERS  
LEE COUNTY VISITOR &  
CONVENTION BUREAU



## WFTS-TV (Tampa, FL) - Action News at 9AM Edit

Television

Aired on August 1, 2023 at 9:45 AM on WFTS-TV (Tampa, FL)  
Tampa Bay, FL, United States

Hurricane Ian recovery: Lee County waives toll fees to Sanibel for next

Ad Value  
\$5 per 30 seconds



WGCU  
PBS NPR

PBS and NPR for Southwest Florida



WGCU  
Fresh Air

NEX

The Lee Board of County Commissioners voted Tuesday to waive tolls on the Sanibel Causeway for the next six Sundays in support of the "Savor the Shore" campaign.

News-Press

News Cape Coral Sports Opinion Restaurants Advertise Obituaries eNewspaper Legals

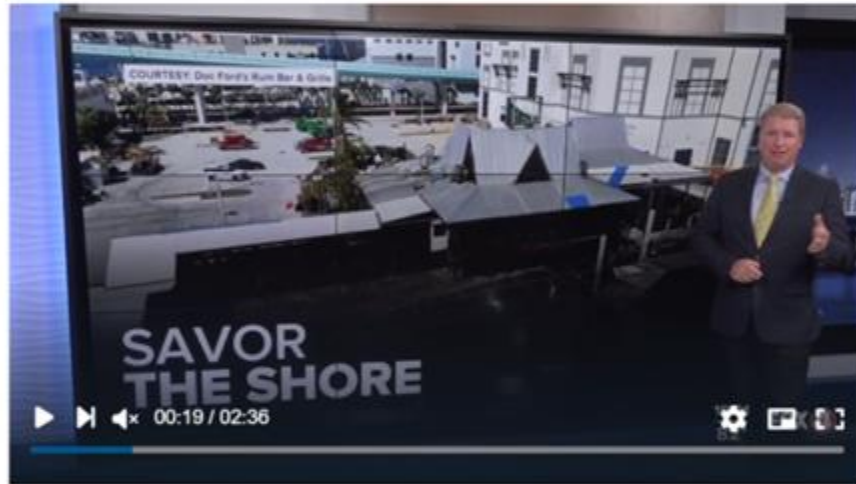
The message coming from the Lee Tuesday was loud and clear.

Let's support Sanibel.

Commissioners voted to waive tolls on the Causeway for the next six Sundays in support of the "Savor the Shore" campaign. A range of destruction Hurricane Ian caused on the island is a much needed boost.

Tolls on the Causeway will be waived through Sept. 10 and on the Causeway for the next six Sundays in support of the "Savor the Shore", a Lee County Visitor & Convention Bureau-sponsored awareness campaign that encourages visitors to visit and spend money in rebuilding coastal communities.

# Savor the Shore keeps dollars local this year to help rebuilding coastal communities



Savor the Shore is an initiative encouraging people to visit and spend money in rebuilding coastal communities.

"GOOD MORNING SUNSHINE"

Send us your "Good Morning Sunshine" videos and we'll play them on FOX 4 Morning News!

Send us your "Good Morning Sunshine" videos and we'll play them on FOX 4

HAPPENING NOW

"SAVOR THE SHORE" TO SUPPORT BUSINESSES  
Sanibel

4:09  
93° WINK

Discovering the great dinner spots and area attractions is the focus of a new effort called Savor the Shore, and Lee County wants everyone who calls Southwest Florida home to support businesses struggling after Hurricane Ian.

It is to support the "Savor the Shore" campaign of Lee County Visitor & Convention Bureau.

It is to encourage people to visit and enjoy local restaurants and attractions during the off-season.

Tolls are waived each Sunday through September 10 on the Sanibel Causeway only.

Featured News  
'Savor the Shore' campaign aims to support businesses impacted by Ian







## Addressable Audiences

# Social Sophisticates

Social Sophisticates are active and affluent travelers. They are conscientious consumers who value quality over price, are extremely brand loyal, and have high expectations of the services they receive. They read reviews before they purchase and want their brands to be environmentally friendly and socially responsible.

### Travel Interests:

Parks, Wildlife, Nightlife, Active Vacations

Ages:

45-64

Household  
Income:

\$155K

95%

Married

28%

Have Children







## Addressable Audiences

# Family Fun-Seekers

Family Fun-Seekers are family-focused, sociable trailblazers. They lead busy lives, so spending time together and making new memories are important to them. They prefer vacations where they can do a lot of activities together as a family, and lifestyle presentation is also a high priority.

### Travel Interests:

Parks, Amusement Parks, Boating, Camping, Golfing







## Addressable Audiences

# Savvy Explorers

Savvy Explorers are community-centric, bring diverse perspectives and immerse themselves in local culture. When traveling, having new experiences is a big deciding factor in their choices, and they place an emphasis on unique culinary opportunities. They also like to research online recommendations ahead of time.

### Travel Interests:

Eco-Travel, Arts and Culture, Photography, Zoos





## Addressable Audiences

# Timeless Travelers

Timeless Travelers are health-conscious, easygoing and put comfort first. Most are retired or empty nesters. Spending time and celebrating special occasions with friends and family are important to them. They enjoy their leisure time and a slower pace of life.

### Travel Interests:

Parks, Wildlife, Boating, Camping, Golfing, Personal Health







Creating a unified digital ecosystem.



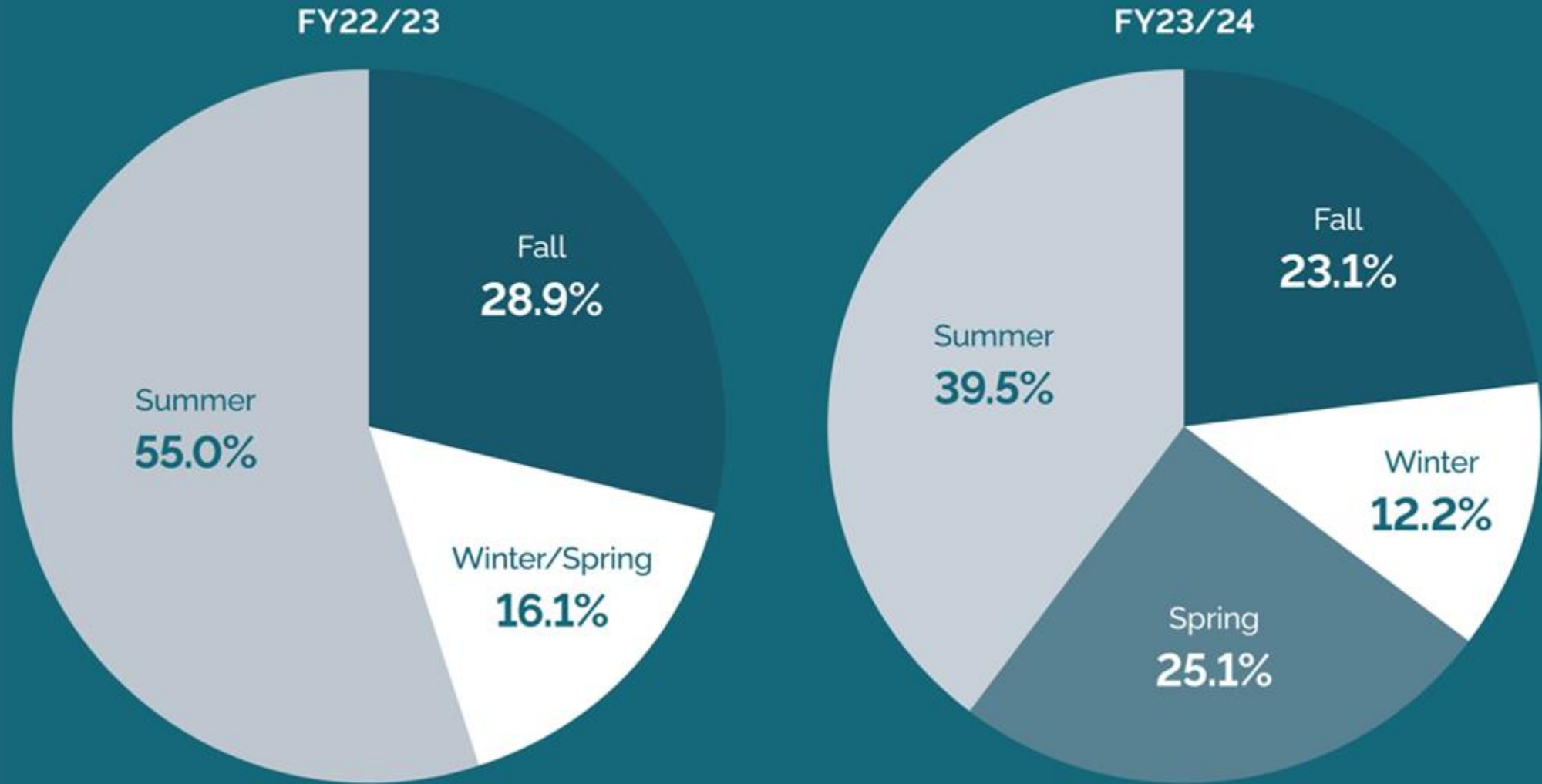
# Campaign Objective

Deliver data-driven media to consumers at all funnel phases to **drive increased consideration and visitation** in this next phase of recovery.



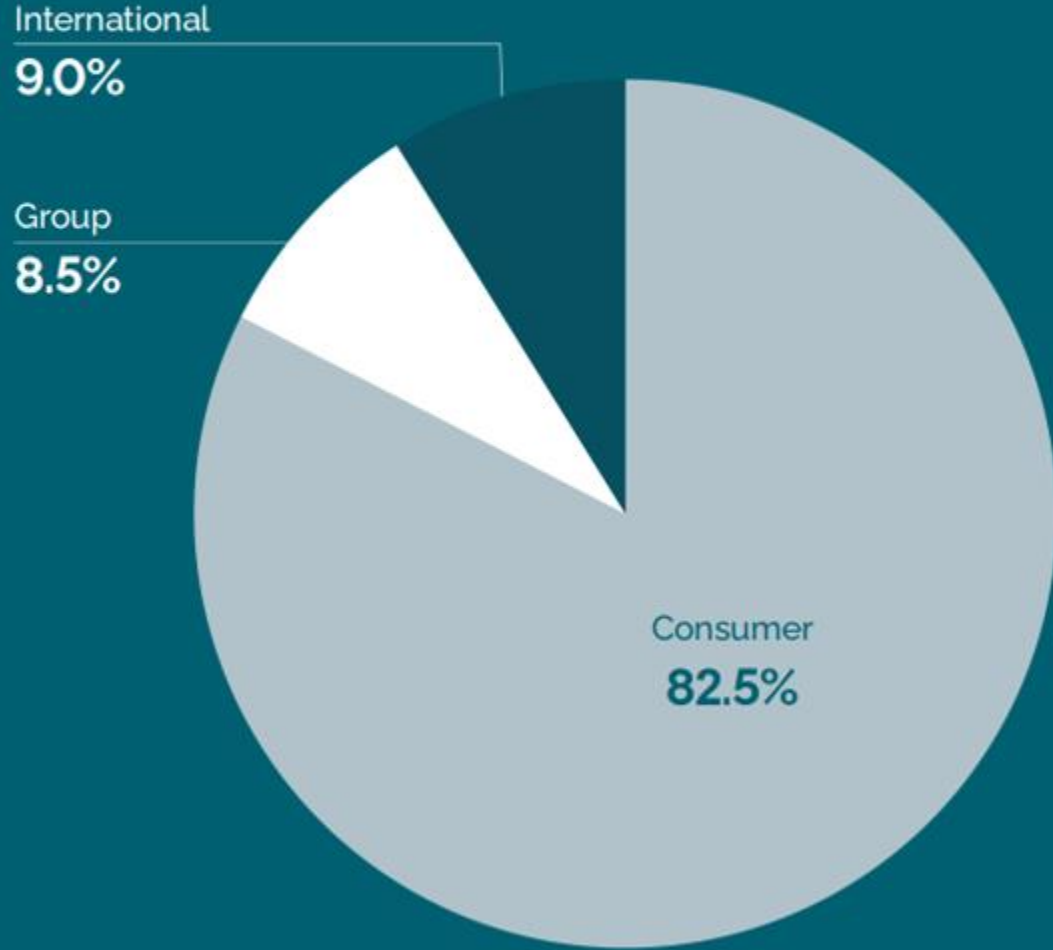
2023-2024

# Seasonal Consumer Investment

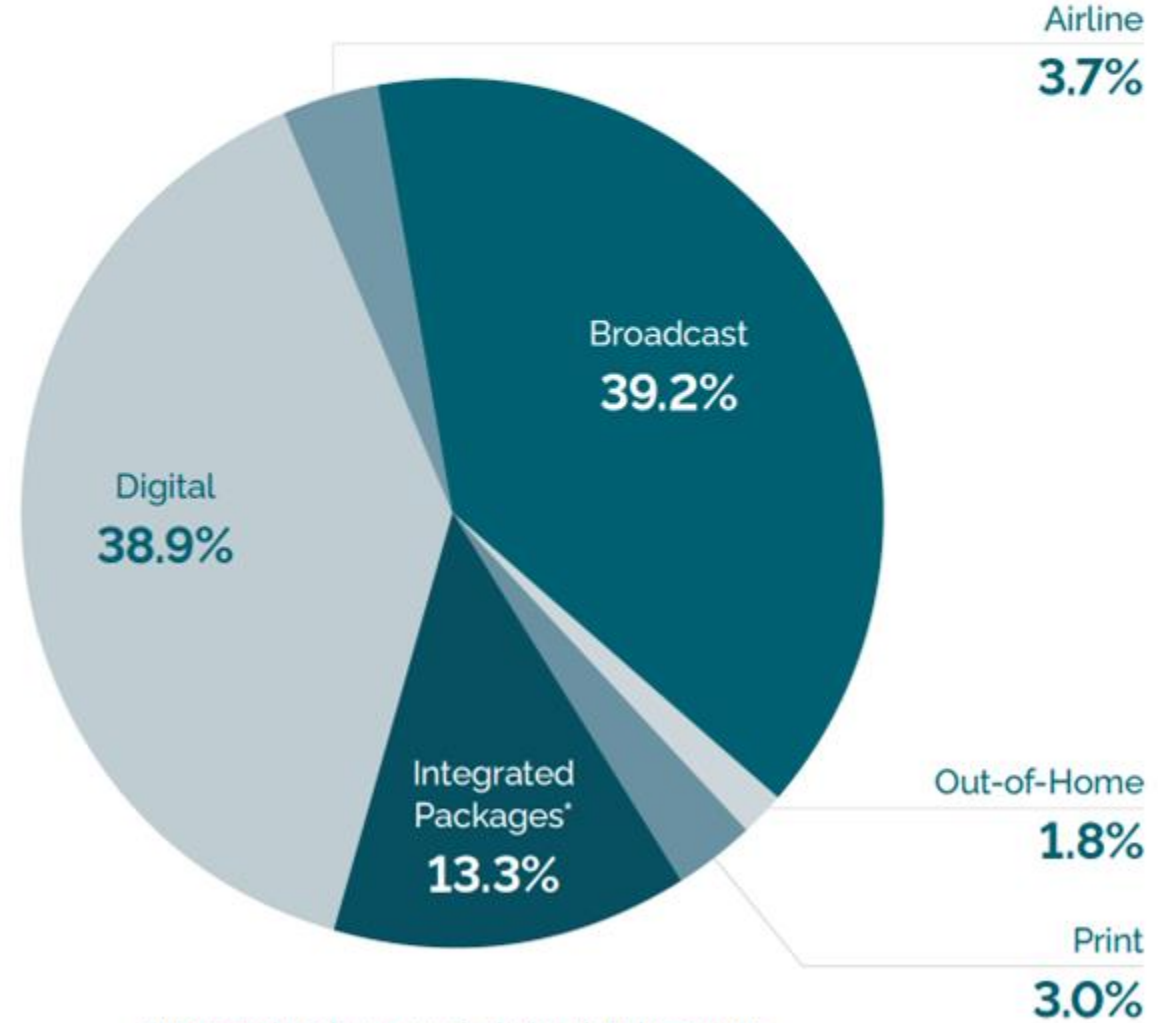




# FY23/24 Audience Allocation



# FY23/24 Consumer Media Mix



\*Integrated packages can include print placements.

# My Fort Myers Campaign



# Weddings Campaign

More romantic  
with every  
*moment*

Start dreaming of  
your perfect wedding.

fort  
MYERS  
ISLANDS, BEACHES  
& NEIGHBORHOODS

Visit [fortmyers.com/wedding](http://fortmyers.com/wedding)

More romantic  
with every  
*moment*

START HERE

fort  
MYERS  
ISLANDS, BEACHES  
& NEIGHBORHOODS

More romantic  
with every  
*moment*

START HERE

fort  
MYERS





HEALTH + WELLNESS

Travel to Heal

**AFAR**

5.7M ESTIMATED IMPRESSIONS

---

“Are we OK?  
What do we  
need to do to  
be OK?”

---

# GARDEN & GUN

3.4M ESTIMATED IMPRESSIONS

## Field Guides by G&G

YOUR CITY  
ITINERARY FOR ARTS AND CULTURE



Moto Museum



Dance Theatre



Museum of Art



Chamber Symphony



Sculpture Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Et tortor consequat id porta nibh venenatis eras. Id eu nisi nunc mi ipsum. A laculis at erat pellentesque adipiscing. Massa ultricies mi quis hendrerit dolor. Purus gravida quis blandit turpis. Quam id leo in vitae **Moto Museum** massa sed elementum tempus. Fames ac **turpis** egestas maecenas pharetra convallis posuere. Dignissim suspendisse in est ante in nibh mauris cursus. Laoreet sit amet cursus sit amet dictum sit amet. Sed **turpis** tincidunt id aliquet risus feugiat in ante metus. Id porta nibh venenatis eras sed felis. Felis donec et odio pellentesque diam volutpat. Sed egestas egestas fringilla phasellus faucibus scelerisque eleifend donec.



# The New York Times

MORNING  
N

KORNBLAU

SUN PAPERS

The New York Times



The New York Times PLAY THE CROSSWORD Account ▾

**ACROSS**

1. Lorem ipsum
4. Donec sit amet mauris
7. Tortor \_\_\_ pharetra
8. Fusce malesuada
9. Pulvinar libero, eg.
10. Condimentum
11. Pellentesque \_\_\_ lacinia orci feugiat convallis.
13. Venenatis, lobortis urna vel
14. Suscipit elit
18. Sed dui dui
20. Tempor dignissim dui
21. Phasellus et tellus metus
22. Orci varius
23. Natoque penatibus
24. \_\_\_ et magnis dis parturient
25. Proin consectetur

**DOWN**

1. Sed tristique magna
2. Ullamcorpe
3. Ante tincidunt atr, with 5-Down
4. See 3-Down
5. Nam sem odio
6. Vitae tellus ut, vehicula
12. Ultrices \_\_\_ tellus
15. Nam eu rhoncus nulla
16. In suscipit quis
17. Quam a lobortis
19. Pellentesque vel, briefly
20. Nisl a eros

[LEARN MORE](#)

1:17

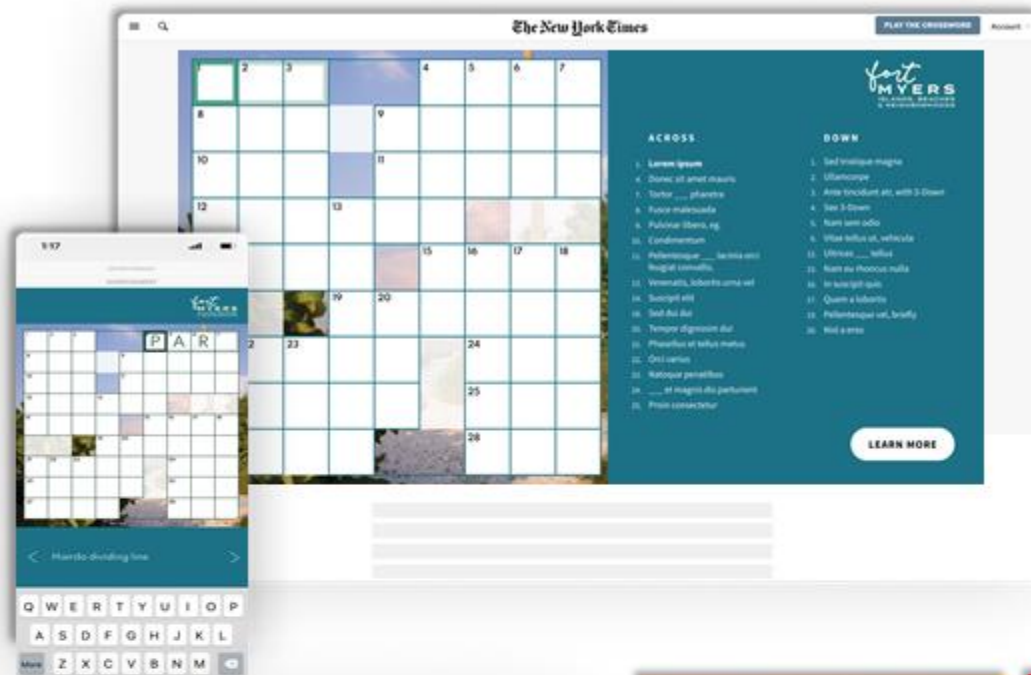
ADVERTISEMENT  
ADVERTISEMENT

Hairdo dividing line

Q W E R T Y U I O P  
A S D F G H J K L  
More Z X C V B N M

The  
New York  
Times





The  
New York  
Times

11.3M  
Total Estimated  
Impressions



Paddle through mangrove tunnels and shallow bays at Suncho Beach.

## senses of ADVENTURE

Reconnect with all five of your senses in and around Fort Myers, where life rolls with the Florida tides and clocks run on island time.



GASPARILLA ISLAND LIGHTHOUSE

### SEE

#### GASPARILLA ISLAND LIGHTHOUSE

On select days, climb the 105-foot-tall beacon for 360-degree panoramas. Or enjoy the restored 1927 landmark from below. Salt-weathered beach shops and bars star in the nearby village of Boca Grande.

#### J.N. "DING" DARLING NATIONAL WILDLIFE REFUGE

On Sanibel Island, a paved road winds through 6,400 acres of wetlands that is home to 245-plus bird species. Keep an eye out for vibrant roseate spoonbills, ibis, and majestic white pelicans with 9-foot wingspans.

#### FISH HOUSES OF PINE ISLAND SOUND

The Pine Island Sound preserves not only fish and wildlife habitats, but also historic human ones. See wood-frame houses on stilts that were lived in by fishermen a century ago.

### TOUCH

#### BLIND PASS BEACH

Place your hands in the sands of this Sanibel Island beach to search for seashells. These free souvenirs are yours to keep.



#### SHANGRI-LA SPRINGS

Come for expert spa treatments and stay to wander the gardens and visit an organic farmers market. It's all anchored by therapeutic waters in Borite Springs.



CAPTIVA CRUISES

### HEAR

#### DOLPHIN CRUISE IN PINE ISLAND SOUND

The noise from a boat's motor draws dolphins to swim alongside and catch a free ride in your wake. Even the most jaded travelers go all goofy at the sight of the charismatic creatures, known for their clicks and whistles.

#### SANDALFOOT BEACHFRONT CONDOMINIUM

Unwind to the sound of the waves crashing against the shore from your beachfront condo with gorgeous Gulf vistas. Relaxation continues in the heated pool or with a friendly round of tennis, shuffleboard, or pickleball.

### TASTE

#### FANCY'S SOUTHERN CAFE

Have the crons ready when you order the chicken and waffles here: It's a towering spectacle—and it tastes even better than it looks. Other menu highlights at the Fort Myers favorite include fried green tomatoes and house-made banana pudding.

#### TARPON LODGE AND RESTAURANT

History is always on the menu at this 1926 lodge across the street from ancient Calusa shell mounds. Dive into beautifully plated catches of the day and an addictive smoked fish dip with pickled jalapeños, onions, and scallions.

#### THE VERANDA

Two early 1900s homes with an intimate piano bar and lush courtyard set the scene for refined dinners of tender steaks and local seafood. You're going to want dessert, with options such as Bailey's Irish Cream Cheesecake and Warm Southern Pecan Praline Tart with Ice Cream.



FANCY'S SOUTHERN CAFE



MATANZAS ON THE BAY

### SMELL

#### MOJOE'S COFFEE CAFE

On Fort Myers Beach, grab a seat on the sun-dappled patio and perk up with the scents of stony brews and hearty breakfast dishes like avocado toast and pound cake French toast.

#### MATANZAS ON THE BAY

Fresh seafood simply tastes (and smells) better along the pristine shores of Fort Myers Beach. Get your fill of crab cakes, Gulf shrimp, and Florida lobster tail, which all pair nicely with some pineapple slaw and a strong mallo.

#### accessible fun

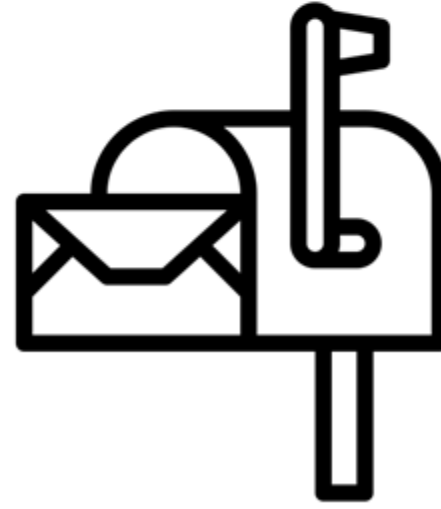
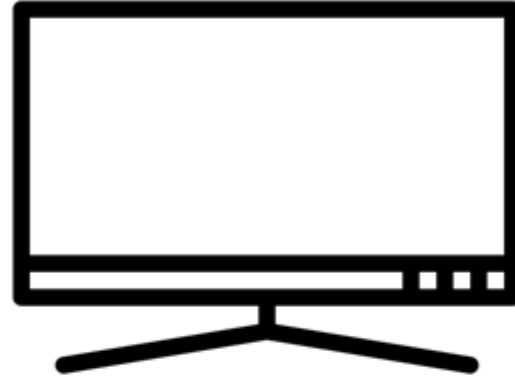
The Caloosahatchee Creeks Preserve, Bailey-Matthews National Shell Museum, and Mound House are just a few of the wheelchair-accessible attractions around Fort Myers. Many beach accesses offer Mobi-mats for wheelchairs.



Dotdash  
meredith

3.7M ESTIMATED IMPRESSIONS

# Market Blitz!







city of  
**CINCINNATI**











Meet **Minneapolis**  
City by Nature







CITY OF  
GRAND  
RAPIDS



# Broadcast & *Streaming*



**SAMSUNG**



VISIT **FLORIDA**<sup>TM</sup>

# A Golf Guide to Fort Myers – Islands, Beaches and Neighborhoods

By: [Chelle Koster Walton](#)

[Traditional golf courses](#)

[Next-level golf experiences](#)

[Off-course activities](#)

[Food & drink refueling](#)





**MATADOR**  
network



# **MATADOR** network

10.4M GUARANTEED IMPRESSIONS







**#MyFortMyers**





## Jeff Mielke

Executive Director,  
Lee County Sports  
Development



**MEN'S TOURNAMENT**  
**MONDAY, NOV. 20- WEDNESDAY, NOV. 22, 2023**

**MEN'S TOURNAMENT**  
**MONDAY, NOV. 20- WEDNESDAY, NOV. 22, 2023**







**WOMEN'S TOURNAMENT**  
THURSDAY, NOV. 23- SATURDAY, NOV. 25, 2023

**WOMEN'S TOURNAMENT**  
FRIDAY, NOV. 24- SUNDAY, NOV. 26, 2023







#11



#9

VS



Thanksgiving Day

6PM

Suncoast Credit  
Union Arena

FOX



Get Your Discounted  
\$10 Tickets!

Use QR Code Above or Visit:

[WomensFortMyersTipOff.com/Tix](https://WomensFortMyersTipOff.com/Tix)

Enter promo code:

**WFMT0**

Help Pack The House For National TV!



the  
**PATH**  
forward

fort  
MYERS

ISLANDS, BEACHES  
& NEIGHBORHOODS