

10 Ways the VCB Supports You



The Visitor & Convention Bureau (VCB) is the official destination marketing organization for Lee County, promoting the area's attractions, experiences, retail shops, restaurants, and lodging businesses. Our job is to generate year-round tourism that positively impacts the local economy.



fort MYERS
LEE COUNTY VISITOR &
CONVENTION BUREAU

LeeVCB.com

A Quick Overview

Our Goals:

- Promote the destination globally to leisure, group and business travelers
- Support tourism industry development
- Assist with preserving and protecting the destination assets that make us unique
- Educate Lee County residents on the value of tourism and how it improves our lives. Tourism is essential to our economic vitality.

Our Framework:

The VCB works closely with local businesses, our advertising agency, and vendors based in the Northeast, Midwest, Canada, United Kingdom, the Nordics and Germany who represent Lee County in those respective markets.

The Tourist Development Council (TDC) gives recommendations on our programs and has oversight of our annual budget, which is approved by the Lee County Board of County Commissioners. This tax is used to strengthen the local economy and increase employment through the ongoing promotion and development of tourism, Lee County's major industry.



6 Key Departments

Marketing

Markets the area for vacations, meetings and group events.

Domestic & International Sales

Promotes the area to meeting professionals, travel agents and travel wholesalers.

Communications

Works with journalists to get our area positive press coverage.

Visitor Services

Provides information and services to visitors and residents at Southwest Florida International Airport (RSW).

Guests First

Facilitates a customer service training certification program for hospitality workers.

Administration

Includes fiscal, data analytics, and all other aspects of VCB operations.

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There are several ways industry partners can work with the VCB. Some of these include but are not limited to:

Business Listings

We encourage you to list your hotel, attraction, tour business, restaurant, or event for FREE on VisitFortMyers.com.

Deals & Specials

We also invite you to regularly post special offers and consumer-focused deals or packages on VisitFortMyers.com.

Co-op Advertising

Buy into our cooperative advertising program that gives you national ad presence and/or booth-sharing opportunities at trade shows at a fraction of the cost.

Grant Funding

Check eligibility and apply for one of our three [TDC funding programs](#): Beach & Shoreline, Events Marketing and Arts & Attractions Marketing.

Host Journalists and Influencers

Host press and social media influencers the VCB invites to write about our area, whether online or in print.

Data & Research

Complete our surveys and use our published statistics as a source for timely visitor research and industry information.

Events

Attend our events: Tourist Development Council Meetings, Tourism Outlook, Team Tourism Meetings, Travel Rally, E Awards, and Training Workshops.

Site Visits

Facilitate site visits for travel agents, travel wholesalers and meeting planners.

Train Staff

Enroll your staff in [Guests First](#), our Certified Guest Service Professionals (CGSP) program that improves customer service excellence.

Engage on Social

Follow @VisitFortMyers on [Facebook](#), [Instagram](#), [Pinterest](#), and [Twitter](#); engage with us, and use #MyFortMyers on relevant posts.



@VisitFortMyers



SCAN ME



"We look forward to working with you!"

—Tam Pigott, Executive Director

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