



Business Rules for Listings

The Lee County Visitor & Convention Bureau (VCB) consumer website, www.visitfortmyers.com, provides an opportunity for local tourism-related businesses to promote their business, organization, events and special offers/deals to potential visitors. To obtain a listing, your business or organization must meet one of the following requirements:

- Any collector of the Lee County bed tax **with multiple units** (rental properties: [click here](#)).
- A Lee County attraction (**open year-round**) that provides an activity for visitors that enhances their experience in the destination. *Unique regional attractions located in Collier, Charlotte and Hendry counties may be listed at the discretion of the VCB.*
- A Lee County restaurant (**open year-round**) that provides a unique dining experience.
- A transportation company that services the Lee County area.
- A Lee County business that caters to group functions, meetings and weddings.
- Any Lee County event or festival that is open for public participation, unique to the destination and relevant to visitors of the destination.

The Lee County Visitor & Convention Bureau has no legal requirement to include any business on its website or print/electronic visitor guide. All listings can be edited, modified or removed at the discretion of the VCB.

How do I create and manage my listing?

- If your business or organization meets the criteria stated above, and you do not currently have a business account on our website, visit <https://www.visitfortmyers.com/user/register> and click "Register" to create a new account.
- Once you have created an account, you may add multiple business listings (if applicable), as well as events and special offers/deals under a single login.
- If your business is currently displayed on www.visitfortmyers.com, and you do not remember your username and/or password, please contact Vanessa Gomez at vgomez@leegov.com.
- If you meet the criteria stated above, your content will be reviewed by a VCB website moderator and published within 3 business days of submittal.

The following guidelines must be followed when creating a listing:

- All business listings may select as many categories as applicable, but may only select one of the following main categories:
 - Hotels + Places to Stay
 - Restaurants
 - Attractions
- A maximum of 10 images (including 1 video) may be uploaded to your listing page's Gallery.
- Business information such as description, contact information, location and amenities must be provided to be considered for publication.
- All event listings must include exact dates, a detailed description, cost, website link, images and contact information.