

A person is walking away from the camera on a long wooden pier that stretches across a calm body of water. In the background, there is a dense line of trees, some of which appear to be dead or dormant, under a clear blue sky. The scene is peaceful and scenic.

fort MYERS

ISLANDS, BEACHES
& NEIGHBORHOODS

Destination Toolkit

Updated June 2025



Who is this toolkit for?

Local business owners and realtors interested in promoting the Fort Myers area and aligning their consumer-focused messaging with ours.

How to use it

Lean on language and information represented in this document to inform your messaging strategy and to guide you when writing about the destination.

aliciabencke



kavaculturefmb



thegarrellstravel



moundhouse



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About the brand

Travelers are already familiar with our destination as “Fort Myers” — they’ve booked flights to our airport and seen signs along the interstate. We built on that familiarity in an inclusive way, showing that our area encompasses more than just the city of Fort Myers with a secondary line that acknowledges our many communities and their strong identities as islands, beaches and neighborhoods.

This language is not public-facing and is for your information only.

What we're known for

- Secluded white-sand beaches and easy island hopping
- Unmatched seashell collecting: Sanibel Island is known as the "Seashell Capital of the World"
- Natural settings for outdoor activities like kayaking, biking, hiking, stand-up paddleboarding, and more
- Year-round fishing: Boca Grande Pass is known as the "Tarpon Fishing Capital of the World"
- Wildlife including migratory birds, turtles, dolphins, and manatees
- Serene parks and nature preserves
- Waterfront dining with fresh Gulf seafood, especially "pink gold" shrimp and seasonal stone crabs supplied by local commercial fisheries
- Spring training home of the Boston Red Sox and Minnesota Twins
- Rich local history and landmarks, including the Edison and Ford Winter Estates

Feel free to lift this language directly when writing or talking about the destination.





Just Feels Right Campaign

Our audiences are living with multiple stressors on a daily basis. They're looking for ways to escape feeling overwhelmed. Whether they're traveling as a family or without kids, we can appeal to their desire to feel they're in the right place when they visit.

The Just Feels Right campaign shows our audiences how feeling relaxed, adventurous, connected, playful and curious feel so much better in Fort Myers. On every trip, they're free to enjoy what they do, big or small, because they can let go of what's weighing them down. Everyday worries melt away. Simple joys become more vivid. There's finally time to feel whole again. Let's show that Fort Myers is the place to reclaim a sense of being present and follow what feels right. Because when you find your place, you keep coming back.

Rather than lifting this language directly, use this slide as inspiration for crafting compelling narratives.

Just Feels Right campaign, cont.

What feelings does the Fort Myers area inspire?

Relaxed

Being fully present in the moment.

Adventurous

Looking forward to whatever comes your way.

Connected

Closer to nature and the ones you love.

Playful

Letting loose and having fun.

Curious

Eager to discover more.

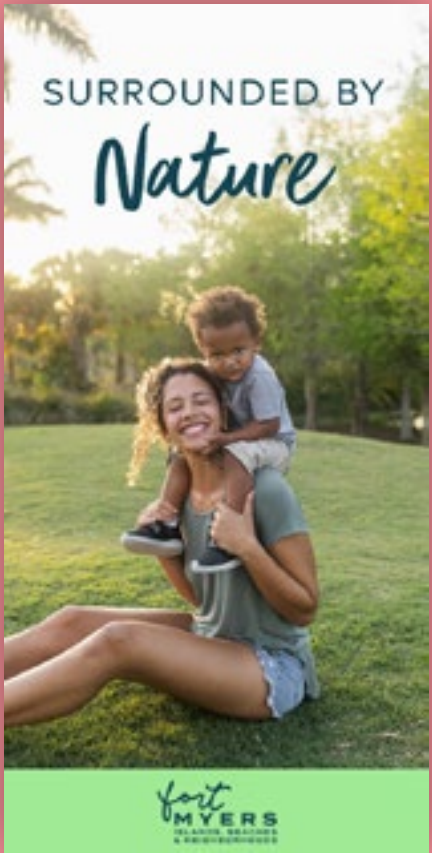
Rather than lifting this language directly, use this slide as inspiration for crafting compelling narratives.

Just Feels Right Campaign Headlines

Feel free to use these headlines when writing about the destination.



Print Ad



Digital Display

- Making new friends *just feels right.*
- Rolling with every adventure *just feels right.*
- A beach playdate *just feels right.*
- Surrounded by nature *just feels right.*
- Chasing the sun *just feels right.*
- Finding little joys *just feels right.*
- Coasting the day away *just feels right.*
- A first time for everything *just feels right.*
- Kidding around *just feels right.*
- Making time for each other *just feels right.*
- Stretching your horizons *just feels right.*

Accolades

[“These 6 U.S. Beach Towns Are at the Top of Traveler's Wishlists for Good Reason”](#) - **Matador Network**

[“The 30 Most Magical Island Getaways in the United States”](#) - **Women's Health**

[“The South's Best Beach Bars 2025”](#) - **Southern Living**

[“The 15 Best Beaches In The South, According To Our Readers”](#) - **Southern Living**

[“10 Best Beach Towns For Girls' Weekend Getaways”](#) - **Southern Living**

[“15 Best Islands in the Continental U.S.”](#) - **Travel + Leisure**

[“14 Best Spring Break Getaways in the U.S.”](#) - **The Points Guy**

[“Where to Stay in Florida: 10 Dreamy Beach Resorts Perfect for Families”](#) - **USA Today**

[“The 20 Best Beaches in Florida — From Romantic Islands to Family-friendly Spots”](#) - **Travel + Leisure**

[The 50 Best Places to Travel in 2025](#) - **Travel + Leisure**

[15 Best Beach Towns in Florida](#) - **Travel + Leisure**

[17 Best Beach Towns in the U.S. with Laid-back Vibes and Stunning Coastal Views](#) - **Travel + Leisure**

[19 Florida Beaches That Could Pass for The Caribbean](#) - **Southern Living**

[The 15 Best Beaches for Shelling](#) - **Southern Living**

[This Sheller's Paradise was Named One Of The Best Beach Towns In The South](#) - **Southern Living**

[The 50 Best Beach Towns in the South 2025](#) - **Southern Living**

[“Bowman's Beach on Sanibel named #6 Best Beach In Florida”](#) - **USA Today**

Writing About the Destination

Sanibel Island

Across the causeway from mainland Fort Myers is a laid-back, family-friendly paradise. Spend your days on Sanibel collecting whole seashells from white sands, paddling through mangrove forests, hiking or biking through a dense wildlife preserve, and enjoying delicious coastal cuisine. Let your worries melt away while you surround yourself with the island's natural beauty.

[Read More About Sanibel Island](#)



Captiva Island

Known for quiet, laid-back ambiance, Captiva Island invites you to stay in this tropical sanctuary. Its white-sand beaches, crystal-clear turquoise waters and island charm make it well worth the journey. It's a peaceful, unspoiled escape that will take you away from the hustle and bustle of everyday life, transporting you to another world.

[Read More About Captiva Island](#)



Feel free to lift this neighborhood-specific language directly.

Writing About the Destination

Fort Myers Beach

Discover an effortlessly chill and slightly quirky part of the Fort Myers area. Here, the drinks are always cold and flip-flops pass as formal attire. Sink your toes into soft white sand on the beach all day long, then sidle up to a waterfront restaurant for fish tacos as the sun sets over the water. Strike a perfect balance between adventure and relaxation on these shores.

[Read More About Fort Myers Beach](#)



Fort Myers

At the center of our islands, beaches and neighborhoods is the community of Fort Myers. It's an area that's as diverse as it is charming. Go back in time at a historical landmark, connect with nature at a lush preserve, experience the excitement of live theater, and more. No matter what kind of trip you have planned, there's something in this part of town that will surprise and delight everyone in your group.

[Read More About Fort Myers](#)



Feel free to lift this neighborhood-specific language directly.

Writing About the Destination

Estero and Bonita Springs

Historically, this portion of Southwest Florida has been considered so naturally beautiful it was thought to have healing powers. It's even been home to a utopian community and a sacred site for the Indigenous Calusa people. Today, it's the perfect place to go for a little R & R – good for mind, body and soul. Discover a thriving arts scene, farm-to-table dining, and a live music venue where peace and tranquility are easy to find.

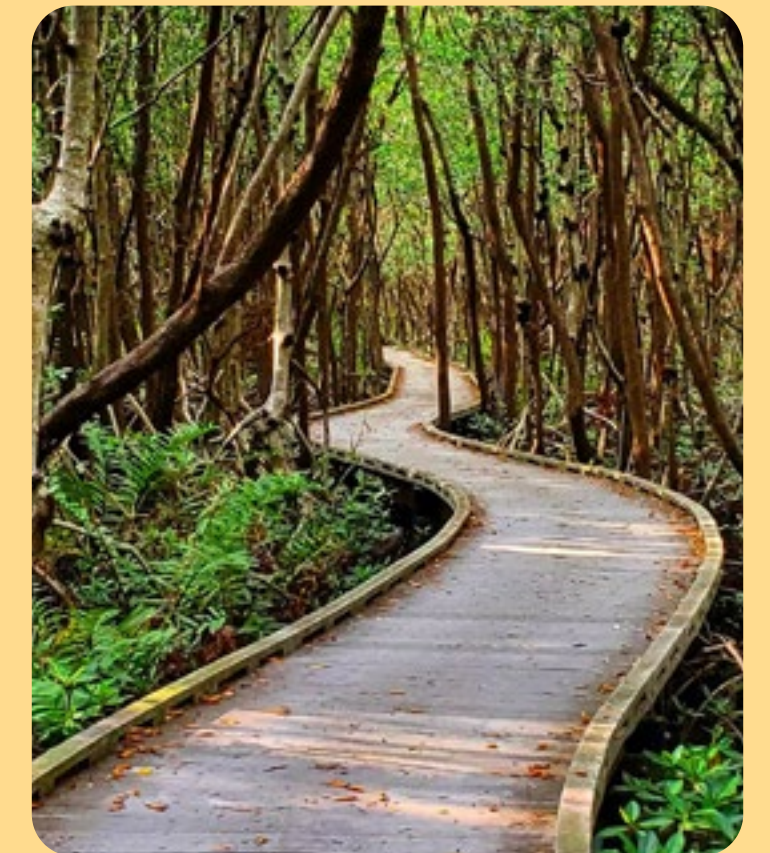
Read More About [Estero](#) and [Bonita Springs](#)



Cape Coral

It's little wonder what makes Cape Coral so wonderful. With more waterways than Venice (it's true!), this city represents some of the best the greater Fort Myers area has to offer. It's a diverse community where thrill-seekers, nature explorers, foodies, beach lovers, and more will feel right at home.

Read More About [Cape Coral](#)



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Writing About the Destination

Pine Island and Matlacha

Feel worlds away when you explore Fort Myers' coastal islands. Before crossing onto Pine Island, you'll find yourself on Matlacha, a historic fishing village with an artistic twist. On Pine Island, it doesn't get more Old Florida than fresh Gulf seafood and waterfront views. There are also natural adventures, charming farm stands and on-the-water activities to discover. It's a little bit of everything to love about Southwest Florida.

[Read More About Pine Island and Matlacha](#)



Boca Grande and Outer Islands

Plan an island-hopping adventure to Boca Grande and the outer islands off the coast of Fort Myers. Located on Gasparilla Island, you don't want to miss Boca Grande's picturesque downtown and the historic Boca Grande Lighthouse. Little pockets of paradise like North Captiva, Cabbage Key and Useppa Island are accessible only by boat, but they're well worth the journey for their tropical settings and waterfront dining options.

[Read More About Boca Grande and Outer Islands](#)



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Writing About the Destination

North Fort Myers

A visit to North Fort Myers will show you what Old Florida is truly all about: outdoor adventure, natural beauty and a welcoming community. Here, life moves at a slower pace and days are filled with boating, bird-watching and simply appreciating the outdoors. Explore marinas, gentle rivers, and parks and preserves that inspire a deep connection to nature and community.

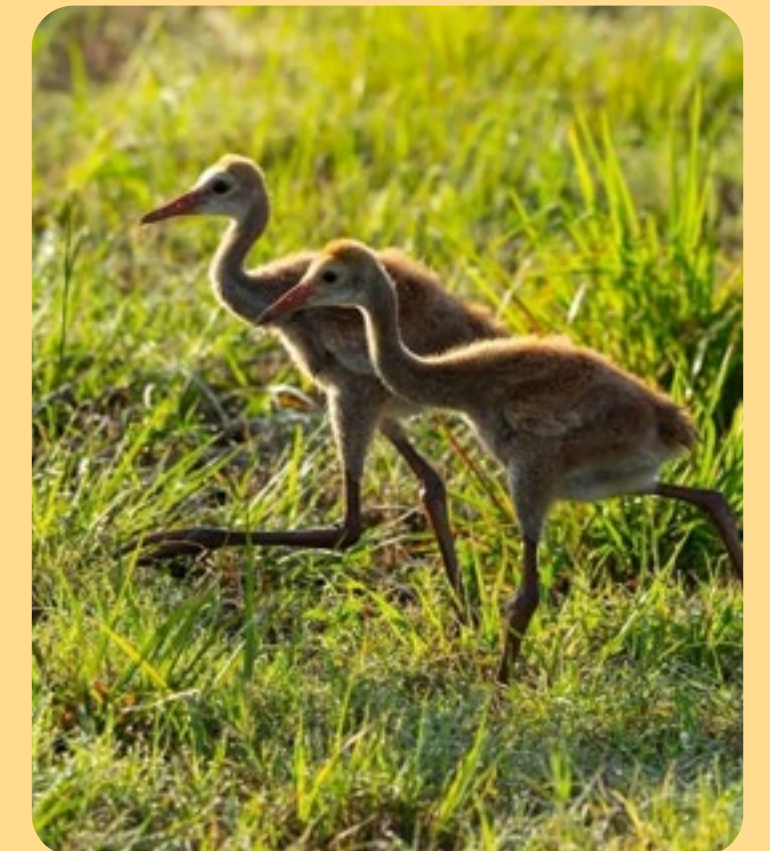
[Read More About North Fort Myers](#)



Alva, Buckingham and Lehigh Acres

Quiet settings, charming produce stands and farm-to-table dining await you in this trio of neighborhoods. Life moves a little slower out here, making it the perfect place to unwind. Wellness is within reach on hiking and biking trails, the golf course and in serene outdoor spaces.

[Read More About Alva, Buckingham and Lehigh Acres](#)



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Images

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[Video footage throughout our islands, beaches and neighborhoods](#)



Resources

On Social Media

[Facebook](#) | [Instagram](#) | [YouTube](#) | [TikTok](#)

More Sales and Marketing Information

[2024/2025 Annual Plan](#)
[Digital Visitor Guide](#)

Questions?

[Contact our team](#)

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