



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 digital 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 us at vcblistings@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.