

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Framing the Future

FY2026/2027 Annual Plan

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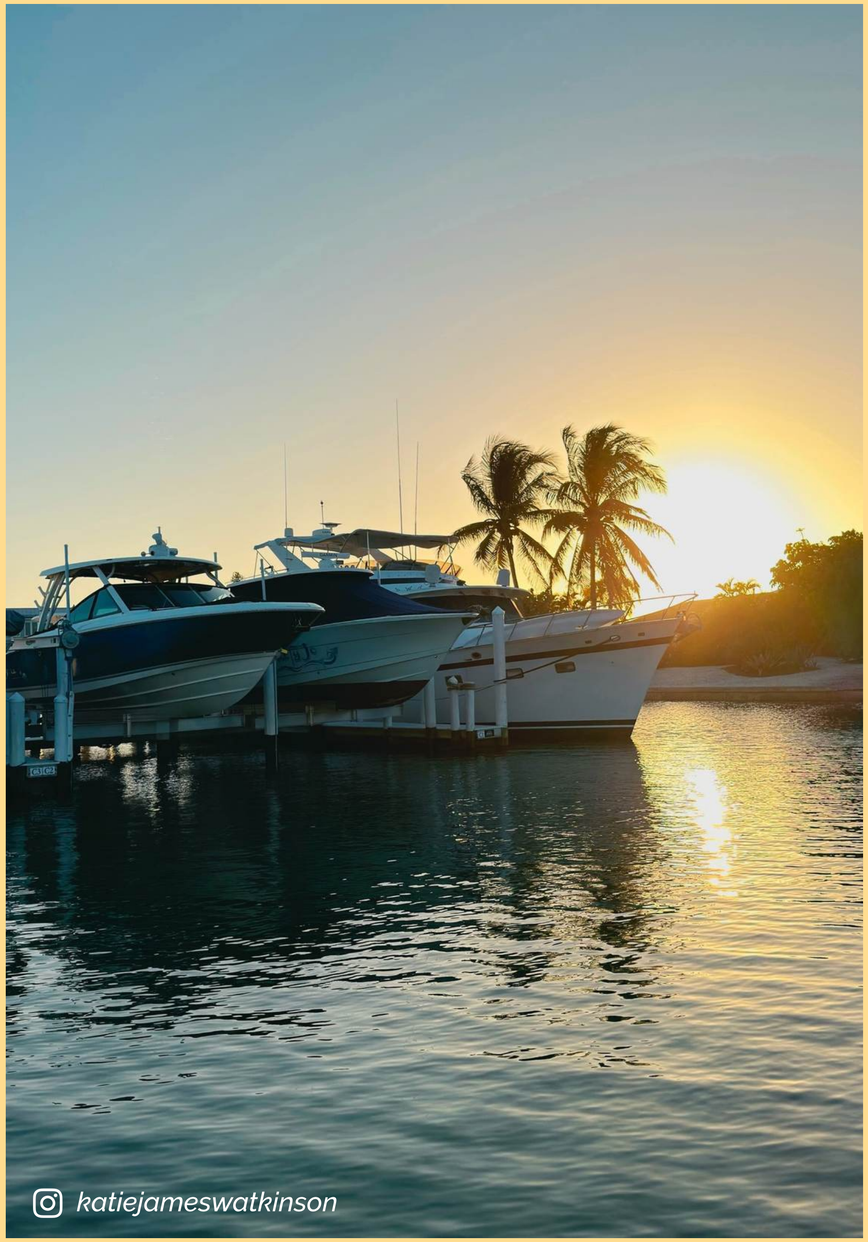
07 Staff Directory and Market Representatives 130

01 Introduction

Letter From the Executive Director

As I begin my first year as executive director, I'm encouraged by our destination's progress and the opportunities ahead. My years with the Lee County Visitor & Convention Bureau have given me a deep appreciation for our community and our industry. My conversations with you have reinforced how much our success depends on understanding your experiences and working together.

We have much to celebrate, as you'll read in the following pages: our second-highest year for tourist development tax collections on record, strong visitation and continued reinvestment in our communities. Our vibrant arts and cultural scene, three Michelin-recognized restaurants and growing downtown Fort Myers culinary district give travelers even more reasons to explore our area. The Sanibel Fishing Pier and Fort Myers Beach Pier rebuilding projects — both supported by tourist development tax dollars — are important signs of continued progress and resilience.







But this success does not tell every partner's story. Recovery and growth have unfolded at different rates across the county. While many properties are seeing strong year-over-year performance, others are facing real occupancy challenges and room rate pressures driven primarily by increasing inventory. Competition for travelers is intense — globally, nationally and even here within Southwest Florida. Economic uncertainty also continues to influence travel decisions and spending.

I want you to know we recognize these challenges, and they're guiding our priorities.

Our FY26/27 Sales & Marketing Plan provides a creative and strategic roadmap for moving forward together. It outlines our efforts toward driving demand throughout Lee County and doing our part to help you turn the strength of our destination brand into bookings and business growth.

One marketing highlight that really excites me this year is our new AI-powered website, set to launch before the end of the year. Traveler personas and profiles have always helped us understand audiences and preferences. This technology takes that understanding to an individual level, helping visitors discover experiences based on their interests. We believe it is among the first of its kind in our industry. It will help travelers build personalized itineraries around what matters most to them. For our partners, that means more opportunities to be discovered and included in a visitor's plans.



This is just one example of how our talented VCB teams will put this plan into action, connecting new and repeat visitors with our islands, beaches and neighborhoods and creating opportunities for your businesses.

Your continued involvement matters, too. Throughout the upcoming year, I encourage you to attend our meetings, share your ideas and concerns, and explore new ways to work with the VCB. Please tell us what's working, where you need support and what opportunities you see. My door is always open, and our team is committed to listening and collaborating.

We've made meaningful progress together. I'm optimistic about what we can accomplish next and look forward to working with you as we focus on Framing the Future.



With appreciation,

Pamela Johnson
Executive Director, Lee County Visitor & Convention Bureau

Vision

To enhance our position as the premier tourism marketing organization by working with our partners to promote one of the world's best tourism destinations.

Mission

The Lee County Visitor & Convention Bureau serves the broader interests of the economy of Lee County by acting as an industry leader to market the entire area globally, facilitate travel to the area, and preserve and protect the area's unique attributes for the continual benefit of its residents and the travel and tourism industry.



02 County Brand



County Brand

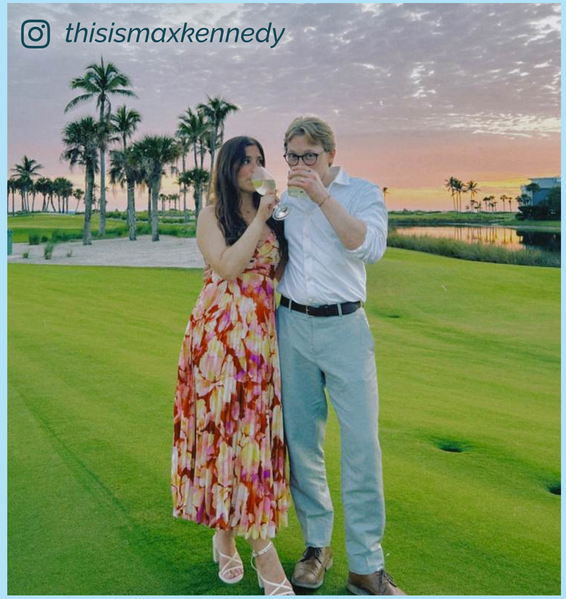
As the role of destination marketing organizations continues to evolve, a clear and consistent Lee County brand remains essential. Developed through engagement with residents, industry partners, business leaders and elected officials — and informed by traveler research — the brand creates a shared identity that connects our community with the people who visit, live and do business here.

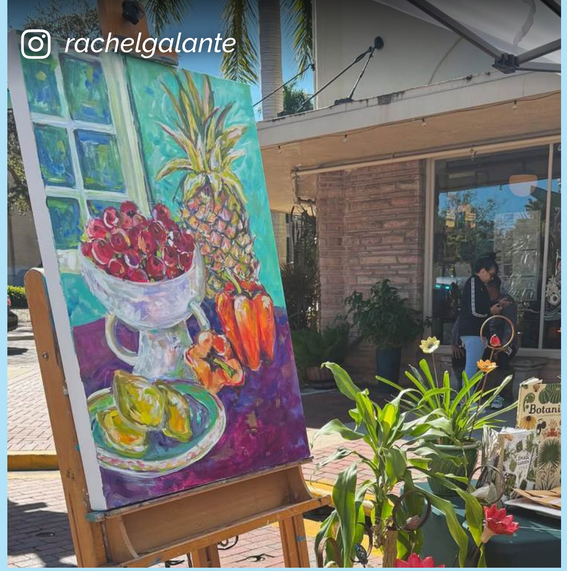
Since the brand adoption, Lee County has continued to evolve. Communities have welcomed new experiences, strengthened existing offerings and embraced opportunities for growth. Through this evolution, the brand provides a strong, flexible foundation for telling our collective story, strengthening local pride, and representing the many places and people that make the destination distinctive.

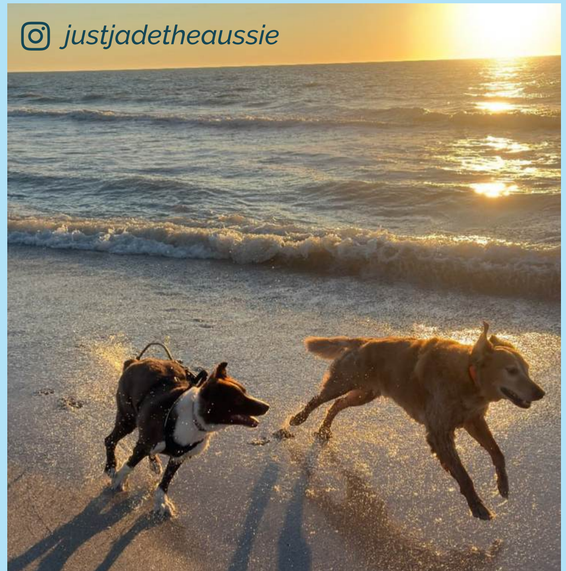
Travelers know us as “Fort Myers.” It is the name they encounter when planning a trip, booking a flight or traveling south on I-75. Building on that familiarity gives Lee County a clear and memorable presence in a competitive marketplace.

Paired with “Islands, Beaches and Neighborhoods,” the name becomes an inclusive invitation to discover the full destination. Fort Myers provides a recognizable point of entry, while the secondary line celebrates the individual identities, experiences and stories found throughout our communities.

Together, they balance clarity with variety:
one connected destination with many distinctive places to explore.











At the heart of the Lee County brand is a meaningful promise: the gift of time.

Travelers want time to reconnect, get away and pursue what matters to them. Lee County naturally provides that freedom. Here, visitors can be active or still, explore or unwind, reconnect with others or simply be present, always at their own pace.

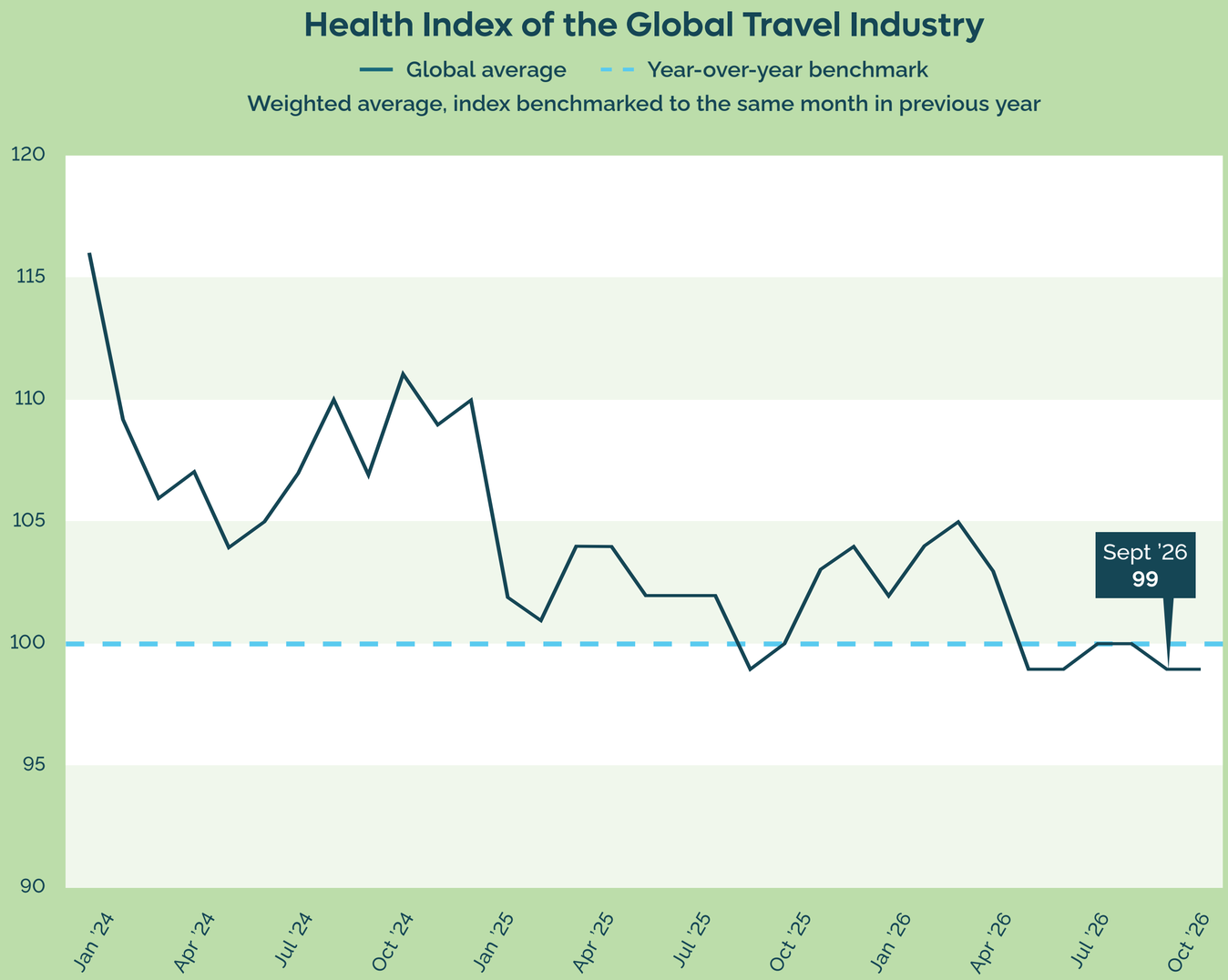
That promise has not changed, but it has become increasingly relevant. In a world that often feels hurried and overly scheduled, Fort Myers offers a welcome opportunity to slow down. The Just Feels Right campaign brings this promise forward, inviting visitors to follow what feels right and make more of every moment.

Brand Architecture

BRAND VALUES	Active • Connecting • Inspiring • Fresh • Fun
BRAND PURPOSE	We are a change of pace from the rest of the world. We create an environment that inspires visitors to take time to pursue their passions and make the most of every moment.
BRAND EXPERIENCE	This is our time • Always at our own speed Connected to the water • More time, more living
BRAND VOICE	Comfortable • Confident • Refreshing • Empowering • Passionate

03 The Travel Landscape

Global Travel Trends



Skift Travel Health Index

The Global Skift Travel Health Index shows a decline throughout 2026, with health dipping to a two-year low in September, dropping to 99. Looking regionally, the U.S. travel health index remained above benchmark at 101, which reflects a two-point growth year over year.

Methodology: *Skift tracks 76 travel indicators across 21 countries to assess the health of the travel industry in each country.*

International Travel to U.S. Softens

Overseas arrivals fell 4.7% compared to September 2025, with declines in 13 of the top 20 markets and notable weakness from Western Europe visitation. Within Skift's Global Destinations Index, the U.S. score declined to 88, reflecting continued sluggishness in inbound flight searches and bookings across tracked markets.

Sources: *National Travel and Tourism Office, September Report*
Global Skift Travel Health Index, October 2026





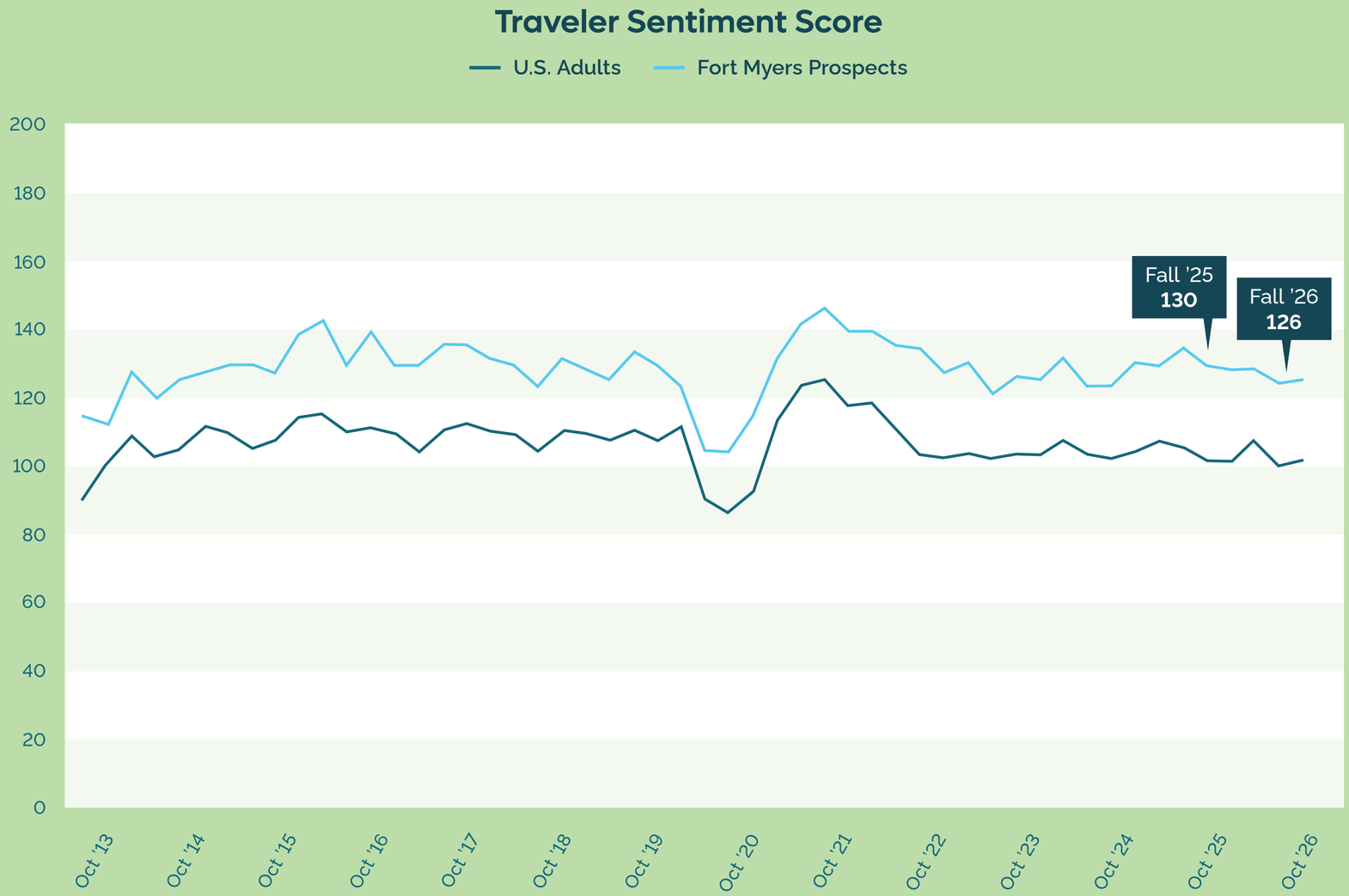
Domestic Travel Volume Holds Steady

TSA U.S. Airport Statistics indicate that 2026 opened slightly ahead of 2025, up about 1.5% in the first quarter, but fell short of projected traveler screenings through September. Signals point to a busy year but not breaking the historic highs of 2025.

Source: AirAdvisor



U.S. Travel Trends



Understanding the Score

The Traveler Sentiment Score consists of six variables, including: interest in travel, time available for travel, personal finances available for travel, affordability of travel, quality of service and safety of travel. It provides a glimpse into how U.S. adults are feeling about travel this year compared to the same time a year ago.

The Fort Myers prospect's travel sentiment remains stronger than the U.S. population. While overall U.S. Traveler Sentiment Score slightly declined by four points from Fall 2025, travel sentiment remains resilient.

Source: *MMGY's 2026 Portrait of American Travelers™* "Fall Edition - Lee County"

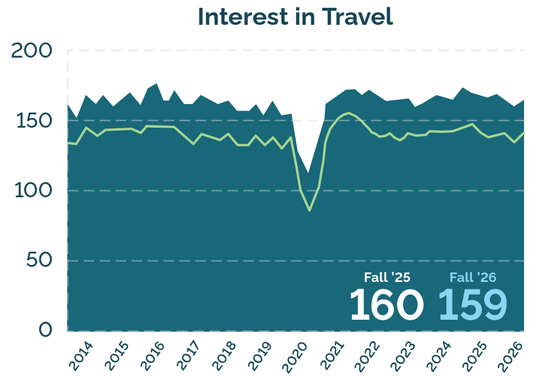
What's Driving Traveler Sentiment?

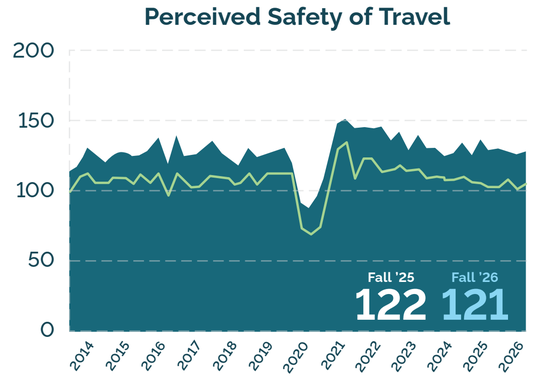
Travelers remain interested in taking trips, and their perceptions of safety and service quality have remained relatively stable compared with last year. However, concerns about affordability, personal finances and available vacation time have increased, reflecting broader pressures on consumers and their travel decisions.

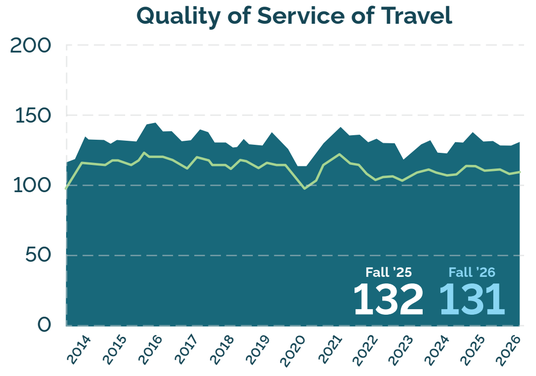
Source: MMGY's 2026 *Portrait of American Travelers*™ "Fall Edition - Lee County"

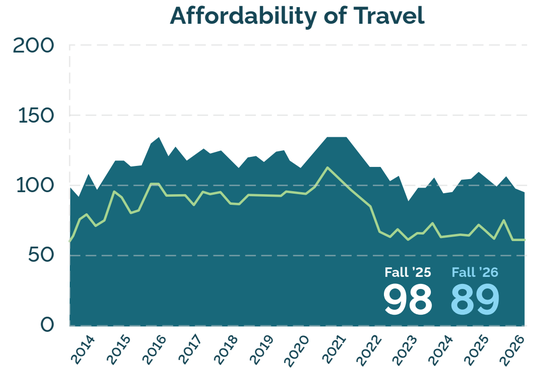
2026 Traveler Sentiment by Category

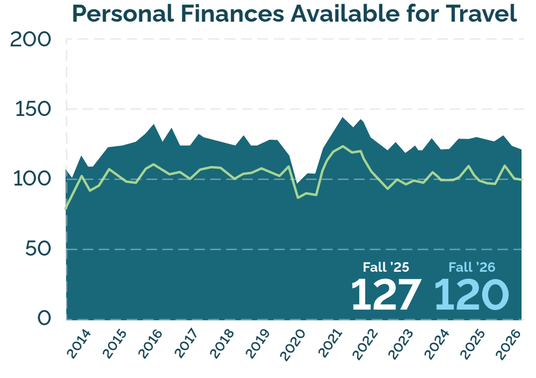
Sentiment for Fort Myers Prospects — Baseline for U.S. Adults Surveyed

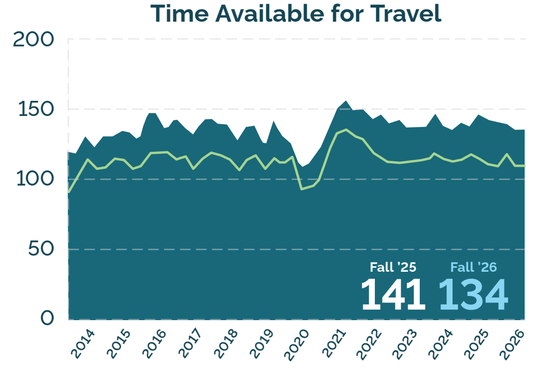






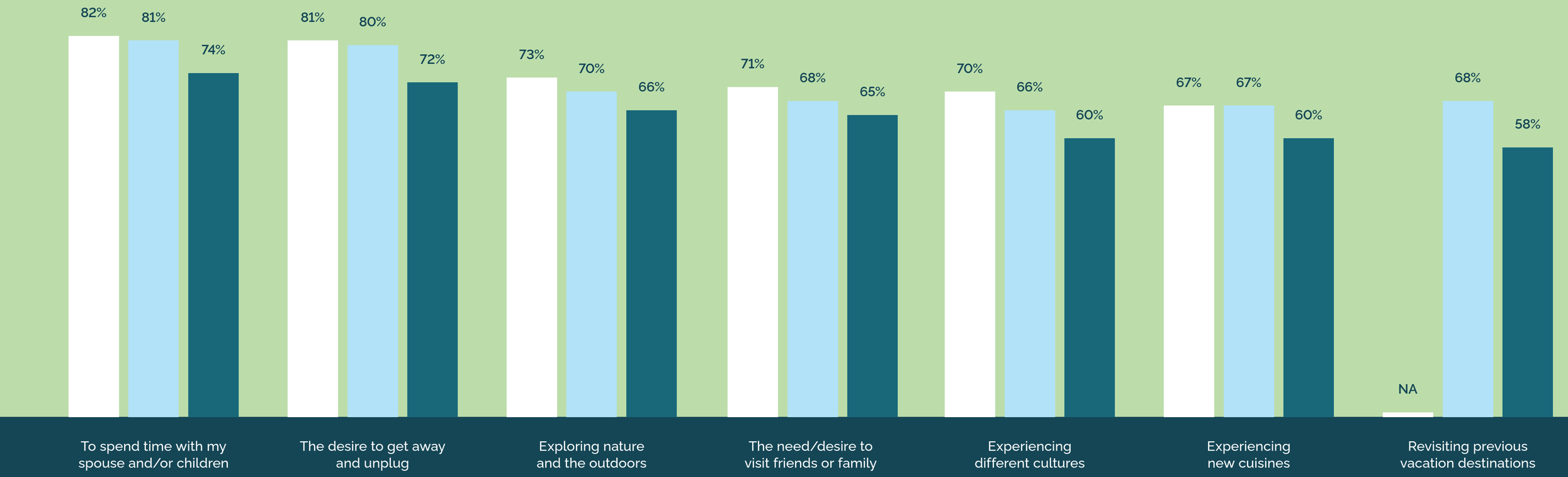






Travel Motivators

Spending time with family and unplugging remain the leading vacation motivators despite significant declines since Fall 2025. While fewer respondents are identifying individual reasons for traveling, overall travel frequency and sentiment remain resilient. This suggests that travelers' motivations may be evolving, even as their broader desire to travel remains strong.



Vacation Motivators for Fort Myers Prospects

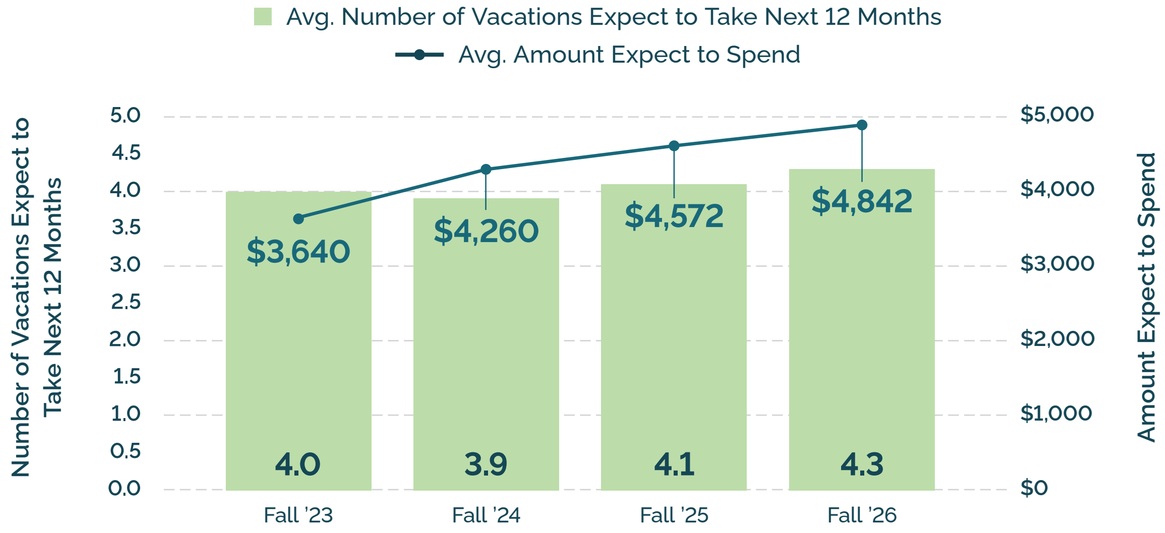
Fall '24 Fall '25 Fall '26

Source: MMGY's 2026 *Portrait of American Travelers*™ "Fall Edition - Lee County"

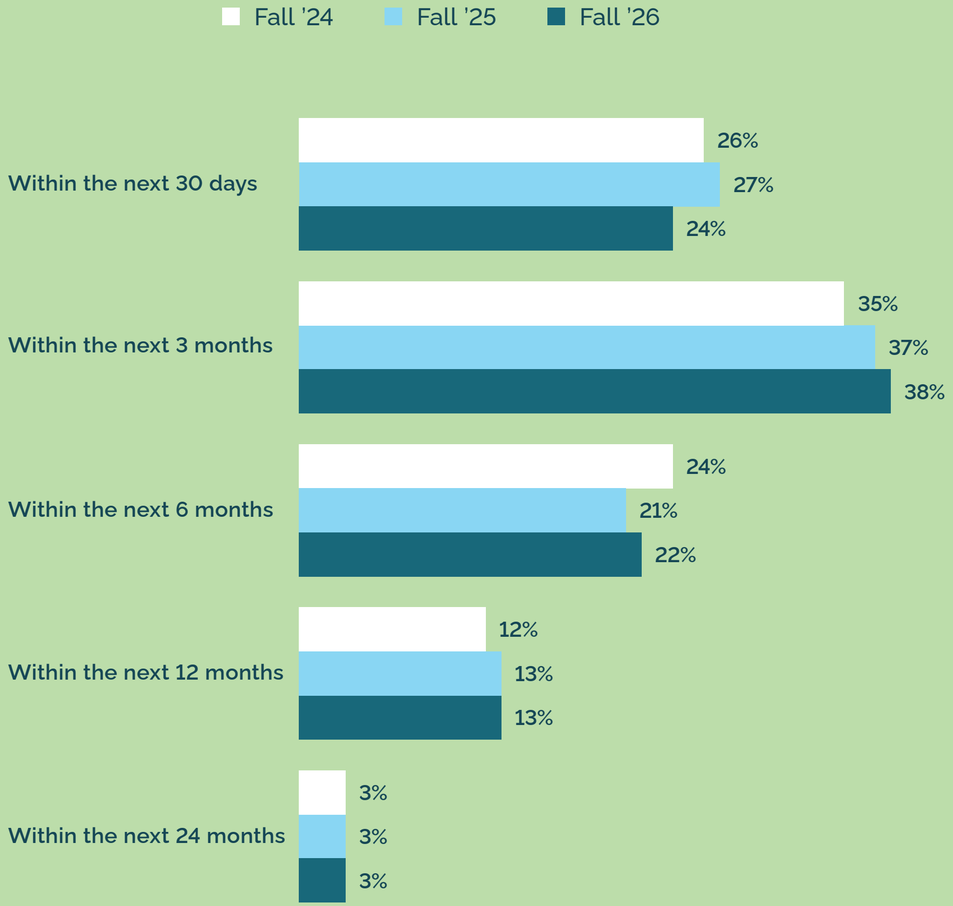
Fort Myers Prospect Leisure Travel Indicators (TSI)

Nearly two-thirds (62%) of Fort Myers prospects expect to take their next leisure trip within three months, consistent with the previous two years. Expected travel spending has increased by $270 since Fall 2025, while the average number of planned vacations has increased by 0.2 trips. This points to continued resilience in travel demand among Fort Myers prospects.

Leisure Travel and Spending in the Next 12 Months Among Fort Myers Prospects



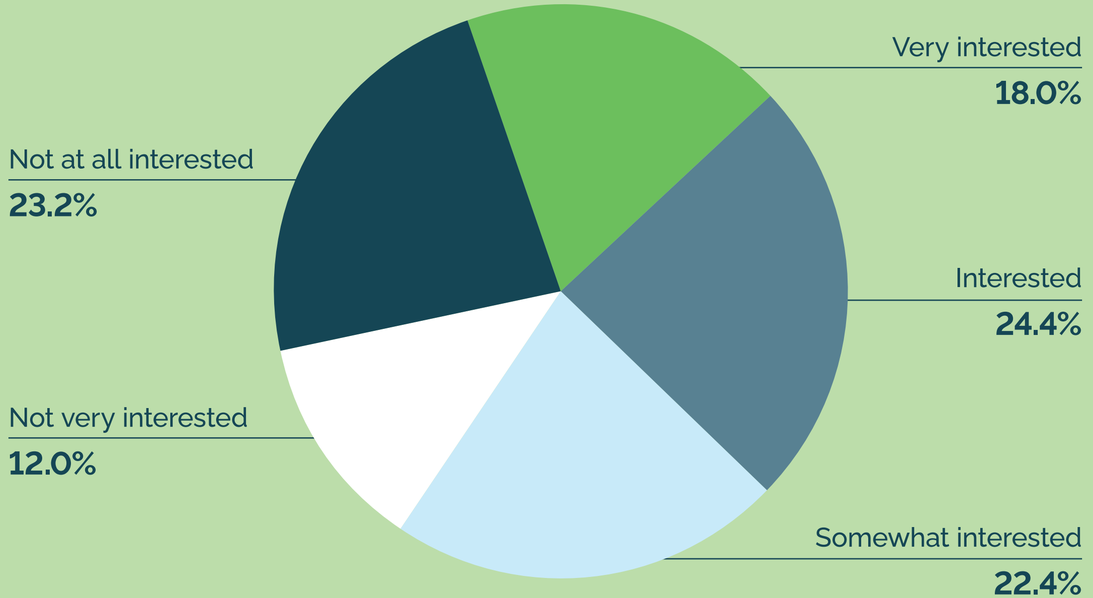
Expected Timing of Next Leisure Vacation Among Fort Myers Prospects

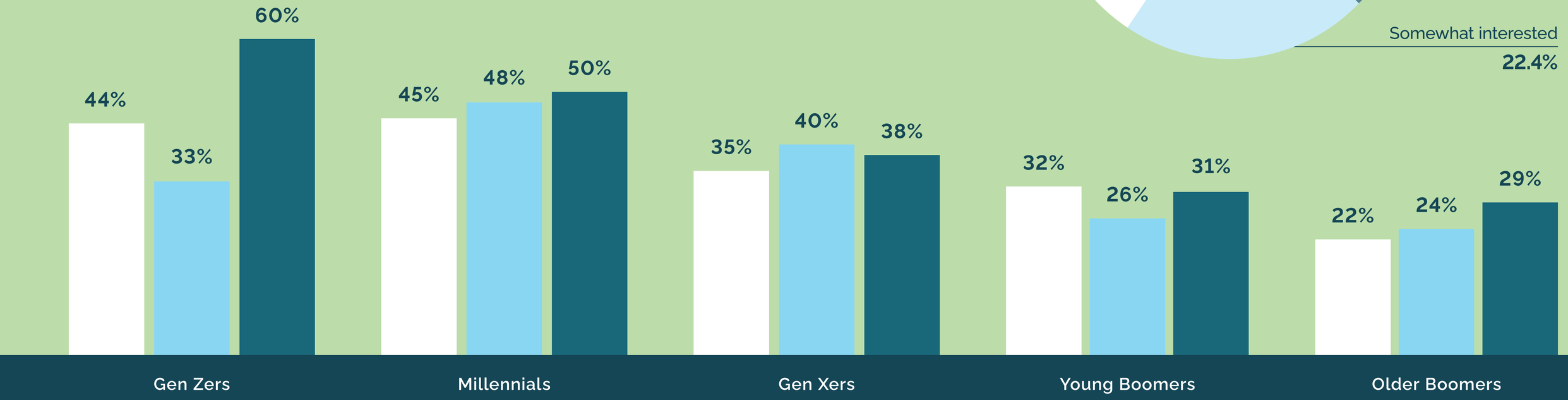


Source: MMGY's 2026 *Portrait of American Travelers*™ "Fall Edition - Lee County"

Travel Intent

The share of U.S. leisure travelers interested or very interested in visiting Fort Myers rose six points to 42% (4 in 10). Interest from Gen Zers has significantly increased, along with modest increases from Young Boomers and Older Boomers.





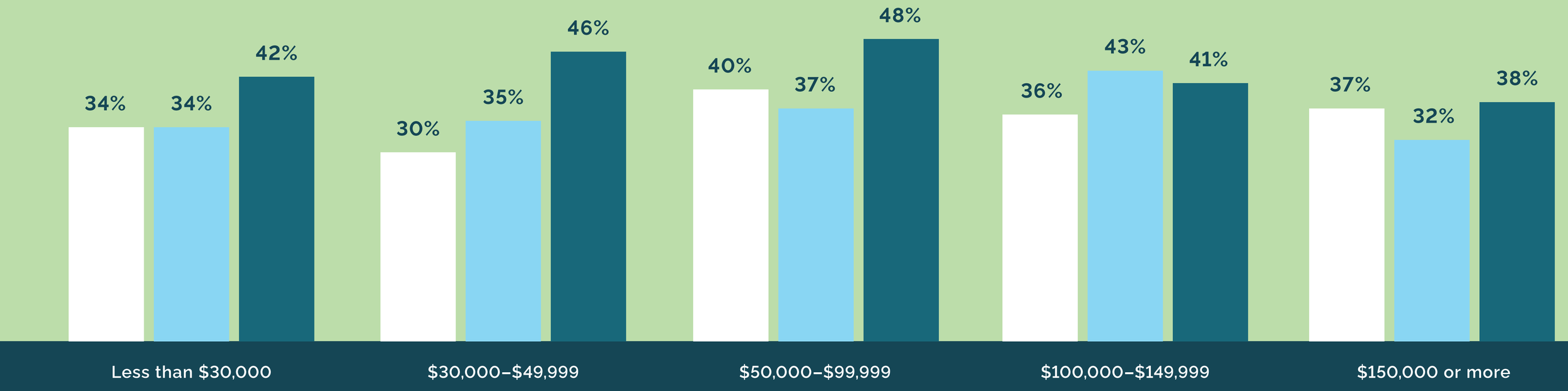
Interest in Visiting Fort Myers – Islands, Beaches and Neighborhoods by Generation

Fall '24 Fall '25 Fall '26

Source: MMGY's 2026 *Portrait of American Travelers*™ "Fall Edition - Lee County"

Travel Intent
(continued)

Interest in nearly all household income brackets has increased over the last two years.



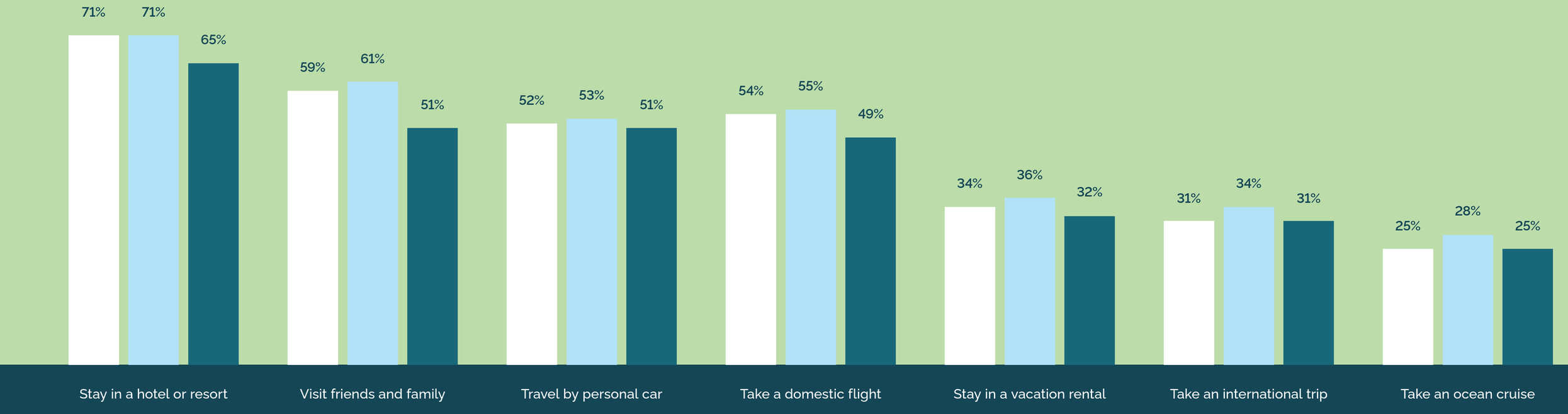
Interest in Visiting Fort Myers – Islands, Beaches and Neighborhoods by Household Income

Fall '24 Fall '25 Fall '26

Source: MMGY's 2026 *Portrait of American Travelers*™ "Fall Edition - Lee County"

Travel Expectations

Among Fort Myers prospects, fewer respondents expect to stay in hotels, visit friends and family, or take flights over the next six months, with significant declines versus the previous survey period. These findings suggest a more cautious outlook for travel activity in the months ahead.



Travel Expectations in the Next 6 Months for Fort Myers Prospects

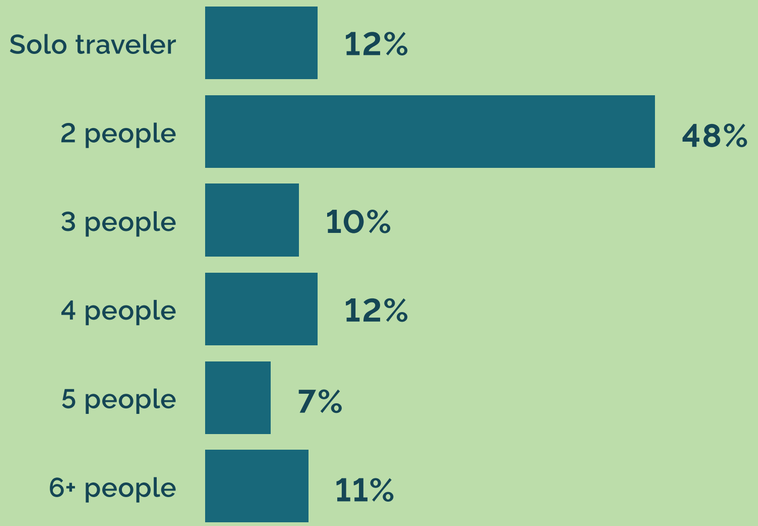
Fall '24 Fall '25 Fall '26

Travel Party

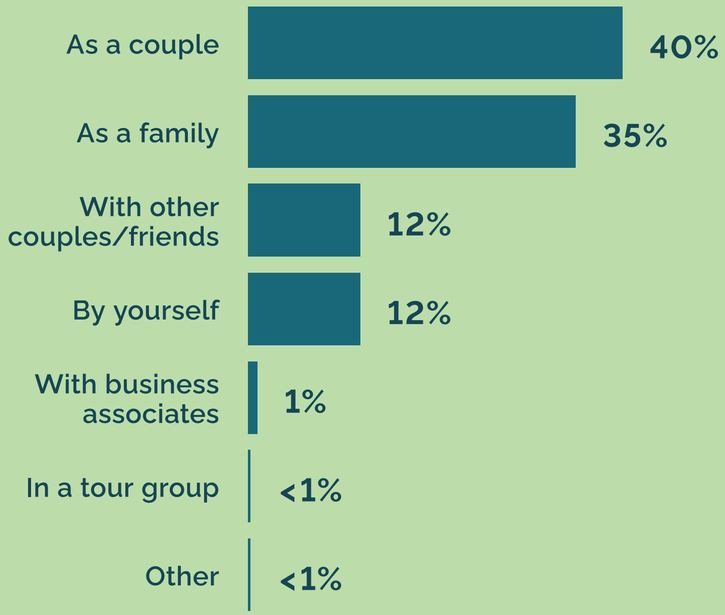
Traveling as a couple remains the most common way to travel to the Fort Myers area, with a slight increase over last year. Of the 35% of visitors traveling as a family, 28% had children under the age of 18.

Source: *Downs & St. Germain Research, Lee County Visitor & Tracking Report, April–June 2026*

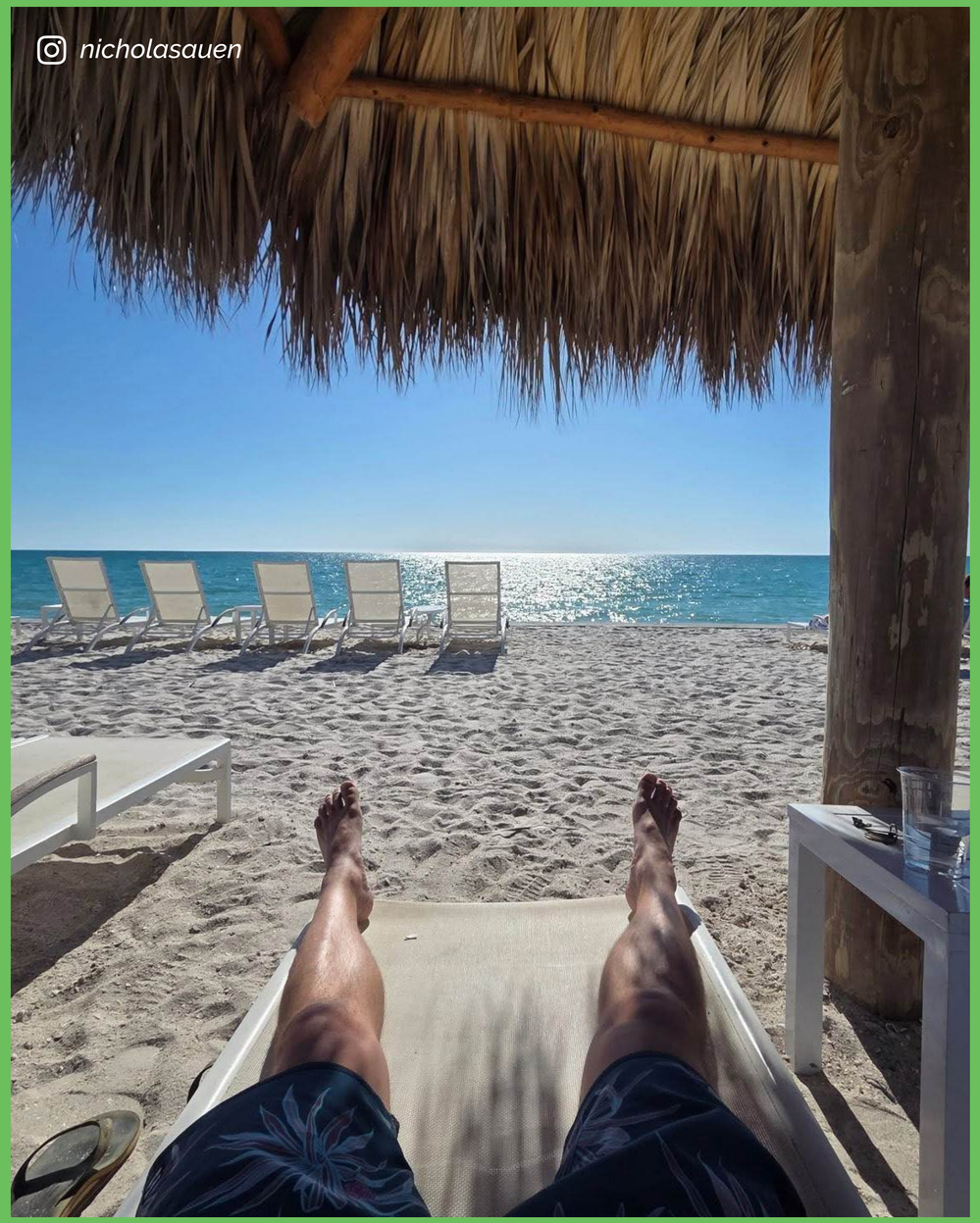
Travel Party Size and Composition



Travel Party Type

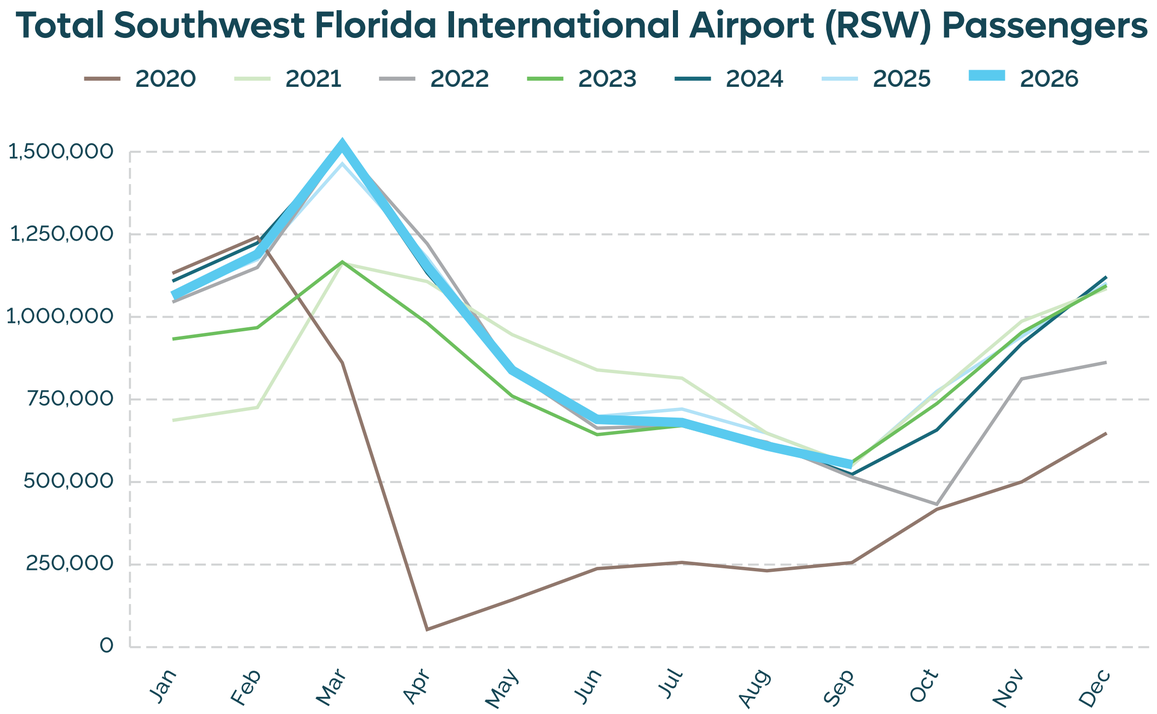






RSW Air Service Update

Southwest Florida International Airport (RSW) passenger traffic is largely unchanged year-to-date compared with the past two years.



Source: *FlyLCPA.com/Business and Community/Reports and Statistics*

RSW Air Service Update
(continued)

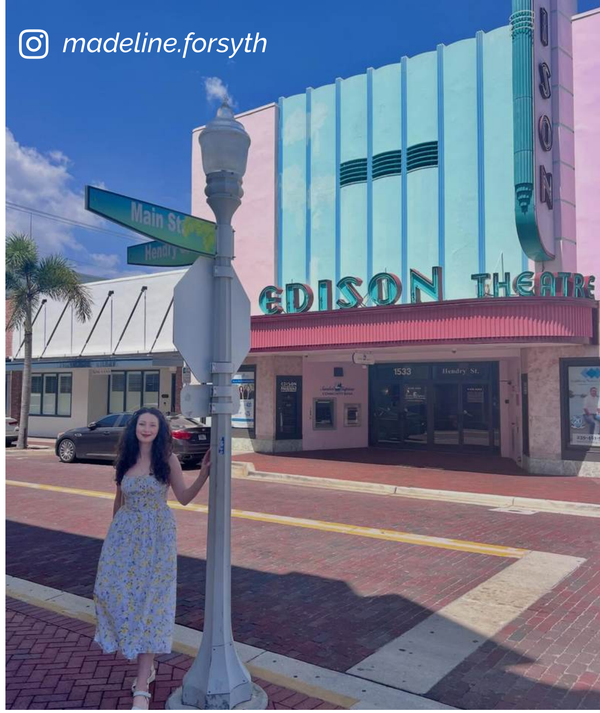
As of the October 2026 Air Service Update, Southwest Florida International Airport (RSW) provides nonstop service to more than 80 destinations by 15 carriers.

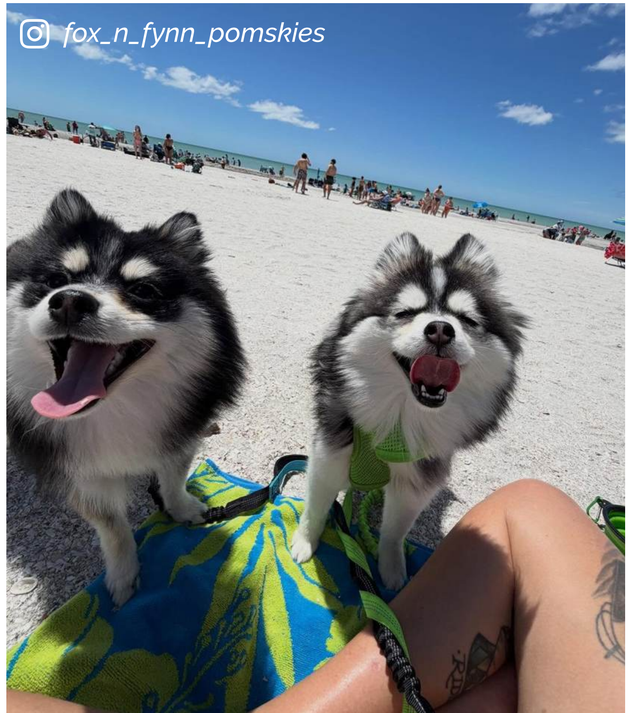
New flights include:

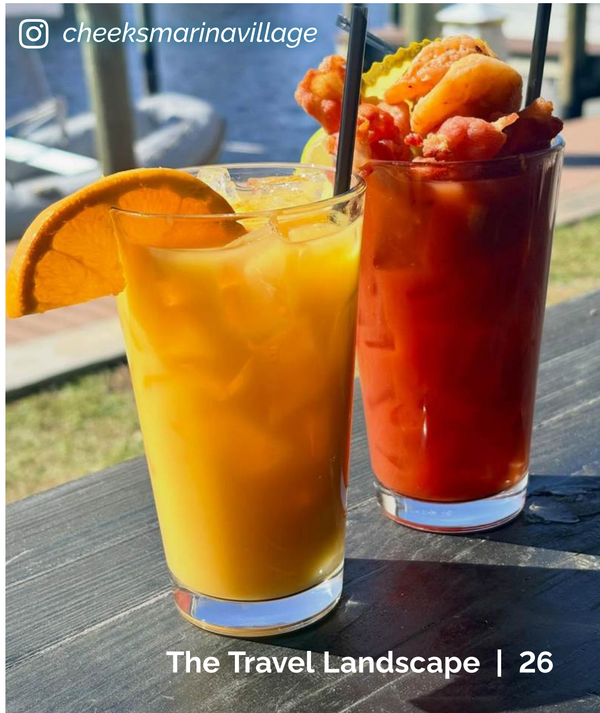
- Allegiant
  - Flint, MI (FNT)
- Avelo Airlines
  - Concord, NC (USA)
  - McKinney, TX (DTX)
- Breeze Airways
  - Dayton, OH (DAY)
- Southwest Airlines
  - Omaha, NE (OMA)
- Sun Country Airlines
  - Duluth, MN (DLH)

Source: *FlyLCPA.com October 2026 Air Service Update*









Arrivals

Azira measures arrivals to Lee County, providing insights into visitor origin markets, length of stay and locations visited. We use this information to inform strategies around target markets, booking windows and the experiences featured in our advertising. Azira data reflects a sample of visitor activity captured through its mobile device panel and does not represent total visitation to the destination. In FY25/26, Azira observed 1.28 million visitors to Lee County, of whom 85% stayed at least one night.

Overall, visitors stayed an average of 2.9 days in FY25/26, consistent with the 3.0 day average for FY24/25. Note that both figures reflect Azira data as currently reported for full fiscal years. Prior reports may differ due to partial-year data available at the time of reporting or subsequent updates to Azira's historical data.

Arrival volume from in-state markets continues to trend similar to last year, with Tampa, Miami, and Orlando accounting for 40% of total visitation, including both in-state and out-of-state visitors. However, the largest share still comes from fly markets, with nearly 50% of arrivals originating more than 500 miles away. Compared to FY24/25, visitation share increased from Chicago, Indianapolis, and Cincinnati.

Source: ***Azira/Tourism Economics***







Booking Windows

According to Sojern ecosystem data, over 50% of flight bookings occur more than a month in advance; however, 47% of hotel bookings occur within two weeks of arriving in-destination. This suggests that travelers plan where they are going to visit in advance, but take longer to commit to their accommodations. Sojern also observed that 81% of lodging reservations were for stays of one to three nights, with an average stay of two nights.

Expedia data shows nearly 23% of bookings are completed within 31–60 days of travel, and the second-highest volume (21%) occurs zero to six days out. Visitors trend toward longer booking windows ahead of winter and spring high seasons and shorter booking windows as we transition to summer and fall.

Expedia data also reflects longer stays in vacation rentals, as 47% of vacation rental stays last six to nine days. Historically, the summer season brings a higher volume of vacation rental stays lasting six days or more, which aligns with the overall average. Together, these trends reinforce the importance of reaching travelers early in the planning process while maintaining a flexible media presence to influence shorter-term accommodation decisions.

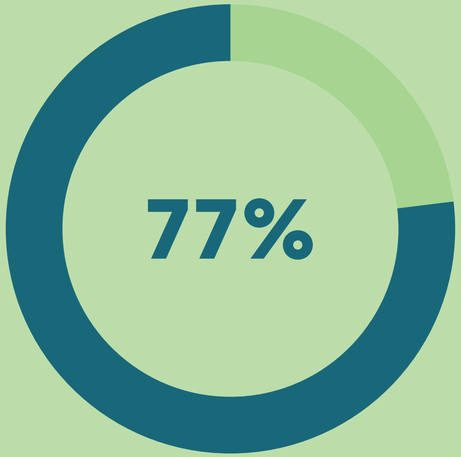
Media Consumption

In the face of information overload, travelers turn to trusted voices to plan their travel, from personal recommendations to creators they follow.



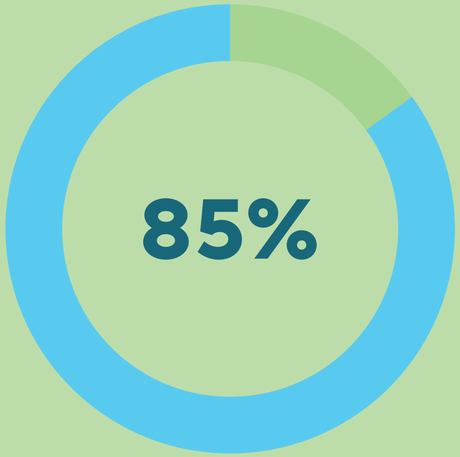
of U.S. leisure travelers cite recommendations from their friends and families as their top source of inspiration and information.

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"



of social media users prefer influencer content over traditional ads.

Source: *IZEA Insights 2025 Trust in Influencer Marketing*



of social media users trust influencers over celebrities.

Source: *IZEA Insights 2025 Trust in Influencer Marketing*



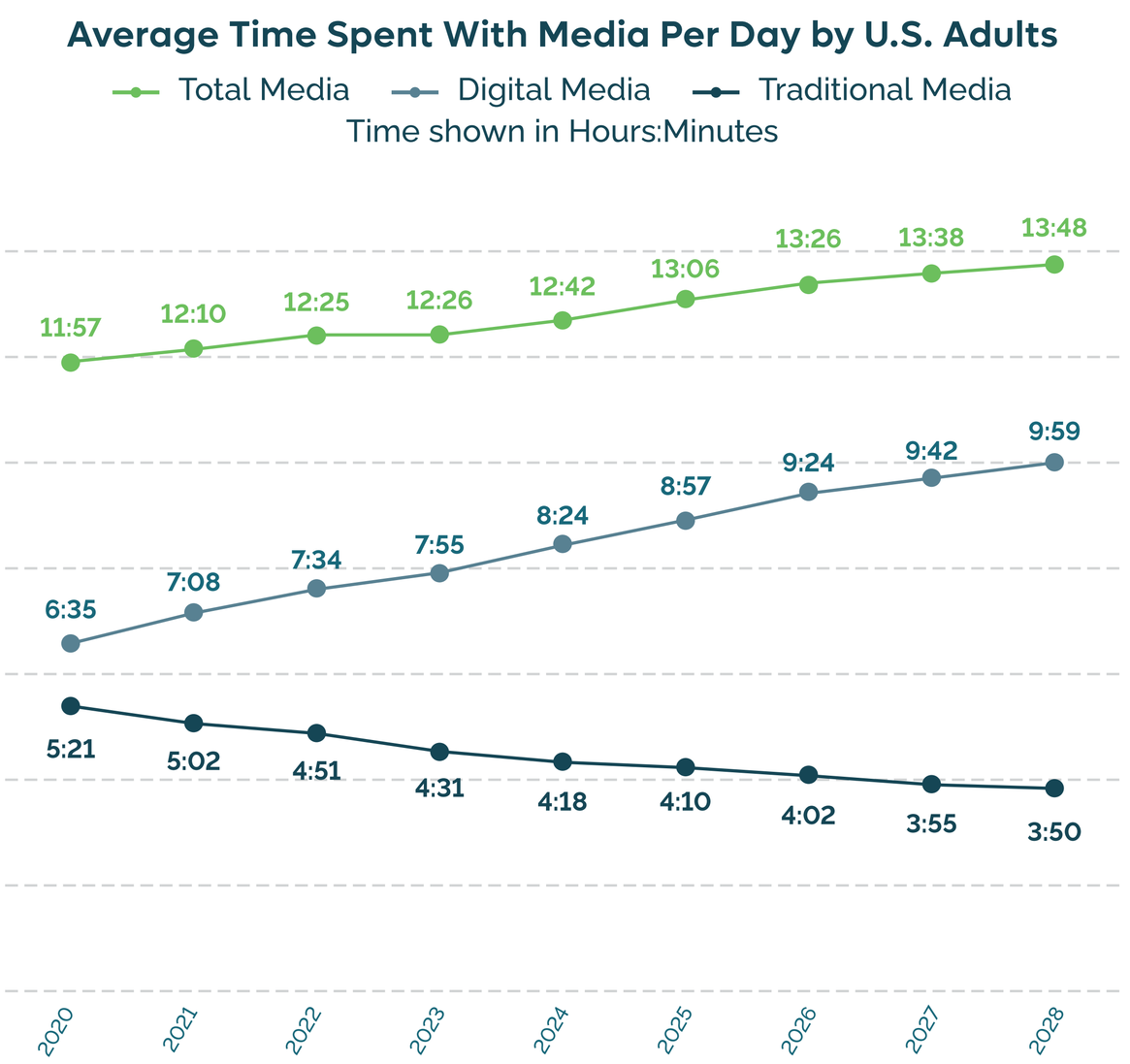
Time With Media

Total media consumption continues to grow and will reach a projected 13 hours and 48 minutes per day by 2028, up from 11 hours and 57 minutes per day in 2020. Americans are expected to spend nearly two additional hours per day with media compared to 2020.

Digital media is driving all growth. Time spent with digital media is projected to increase from 6 hours and 35 minutes per day in 2020 to 9 hours and 59 minutes per day in 2028, representing more than three additional hours of daily consumption.

The gap between digital and traditional media continues to widen. Digital consumption grows every year while traditional media declines annually, reinforcing the long-term shift toward streaming, mobile, connected TV, digital audio and online content.

Average Time Spent With Media Per Day by U.S. Adults



Source: *EMARKETER Forecast, May 2026*

Instagram Video Growth

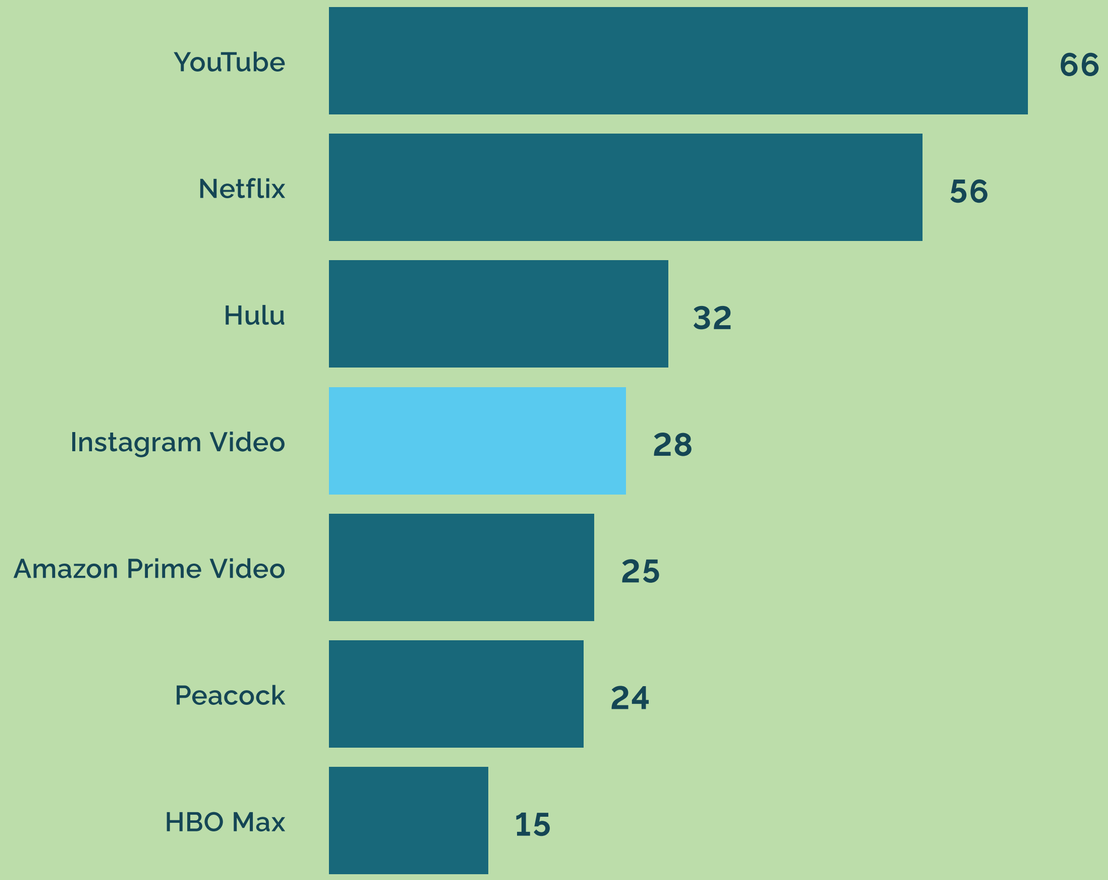
Instagram has crossed from social app to streaming competitor; Instagram video ranks alongside Netflix, Disney+, and HBO Max. YouTube remains the time-spent leader; Instagram is the fastest-rising challenger. Attention is fragmenting across more video destinations, not consolidating on one platform.

What winning looks like:

- Evolve video from a broadcast-led tactic to a connected, cross-channel strategy.
- Diversify investment across platforms rather than relying on a single hero channel or publisher.
- Match creative formats and messaging to how audiences consume video within each environment.

Average Minutes Per Day With Streaming/Video Platforms by Adult Users in 2026

Time shown in Minutes

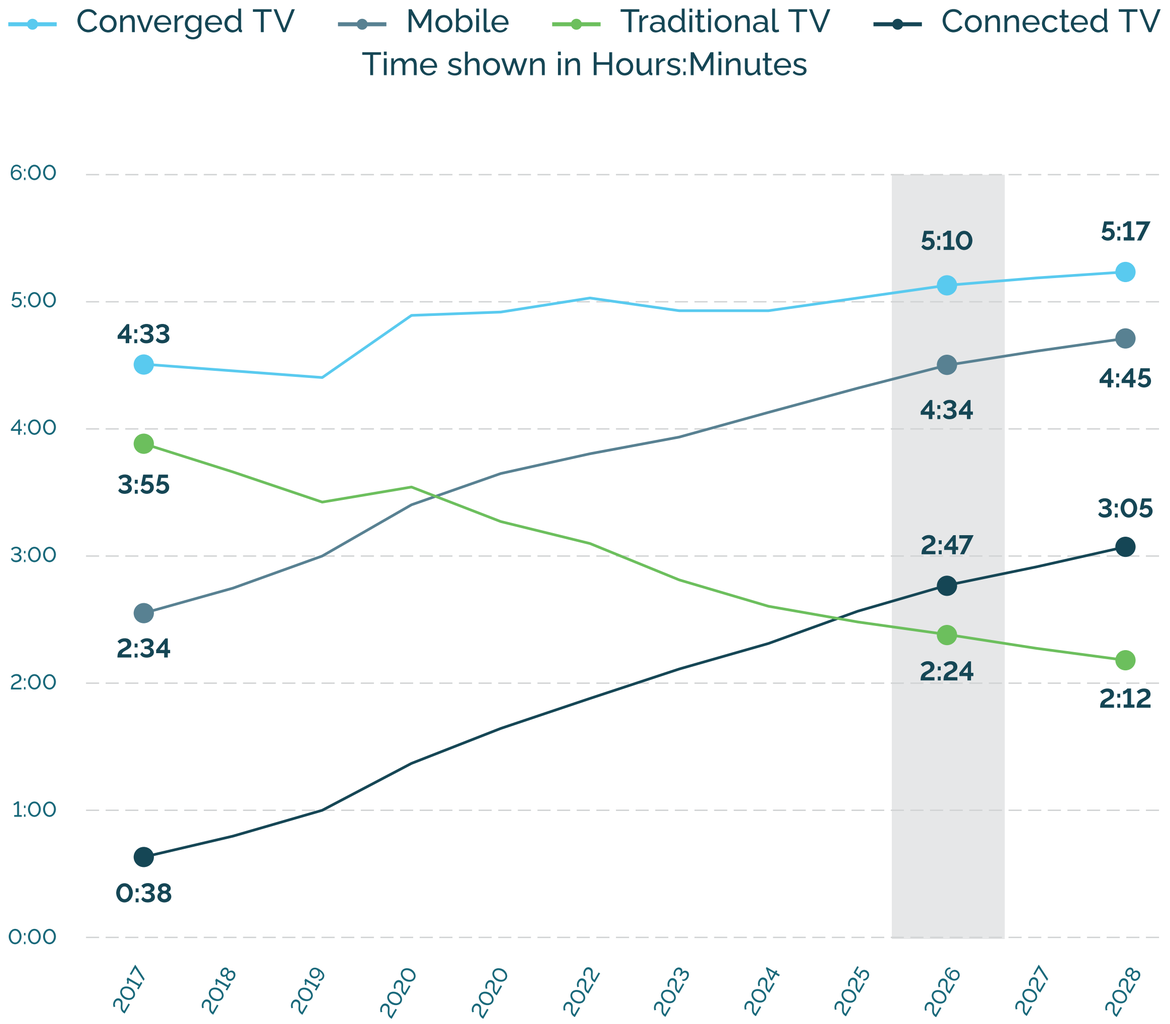


Source: *EMARKETER Forecast, May 2026*

Big Screens Still Prevail

Traditional TV and Connected TV (CTV) combined dominate attention, with U.S. adults spending five hours a day with a big screen. CTV continues to take over traditional TV viewing time. We will prioritize CTV and streaming video investments to align with consumer viewing trends.

Average Time Spent Per Day With Select Media Channels by U.S. Adults



Source: *EMARKETER Forecast, May 2026*

Meeting Planner Insights

Meeting planners remain optimistic about the industry with 56% expecting to produce the same number of events in 2027 and 34% planning more.

Mirroring 2025, rising costs and budget constraints continue to dominate concerns, leading with higher-than-expected food and beverage costs and increasing room rates. While prices are not expected to decline, increases across most event-planning categories are forecast to moderate to 1%–5% in 2027.

Cost and quality remain the top importance in destination selection. Planners are putting more importance on key factors like cost containment, return on time/experiences, health and safety measures, as well as social impact.

Booking windows are tightening, with 43% of planners booking events less than three months out. Meanwhile, 62% are sourcing and researching venues, suggesting steady demand alongside delayed booking decisions. Limited hotel room supply and compressed timelines may also put pressure on rates and negotiations.

Sources: *NorthStar Meetings Group: Meetings Industry Forecast 2027*
NorthStar Meetings Group + Event: September 2026 Meeting Industry PULSE Survey
Amex GBT: 2027 Global Meetings and Events Forecast





Wedding Insights

Couples are spending with intention, and a growing share are expanding the traditional wedding day into a full weekend of celebrations and experiences.

85% of couples said the economy affected their planning, and 77% of those adjusting budgets increased spending.

Source: *The Knot Worldwide 2026 Study*

37% of couples are hosting at least one additional event and 18% are planning a full wedding weekend spanning two to three days.

Source: *Zola: 2026 Wedding Trends First Look Report*

47% of couples are prioritizing splurging on the venue while cutting back on costs like favors, stationery and cakes.

Source: *Zola: 2026 Wedding Trends First Look Report*

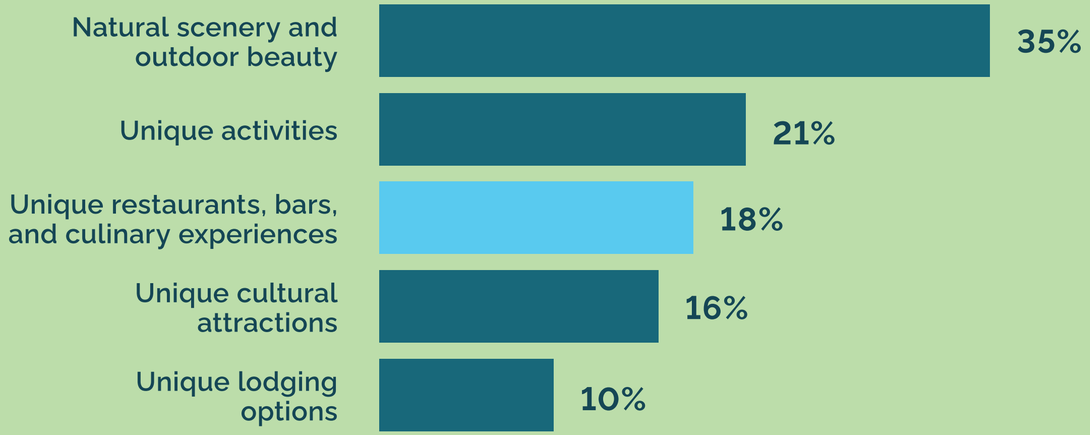
Culinary Insights

Nearly 1 in 5 travelers say that food experiences are most likely to influence where they choose to visit.

Featuring local food and culinary experiences can showcase several things at once – like culture, cuisine options and atmosphere – helping travelers imagine themselves in the destination.

Source: MMGY's 2026 *Portrait of American Travelers*™ "Summer Edition"

Factors Most Likely to Positively Impact Interest in Visiting a Travel Destination

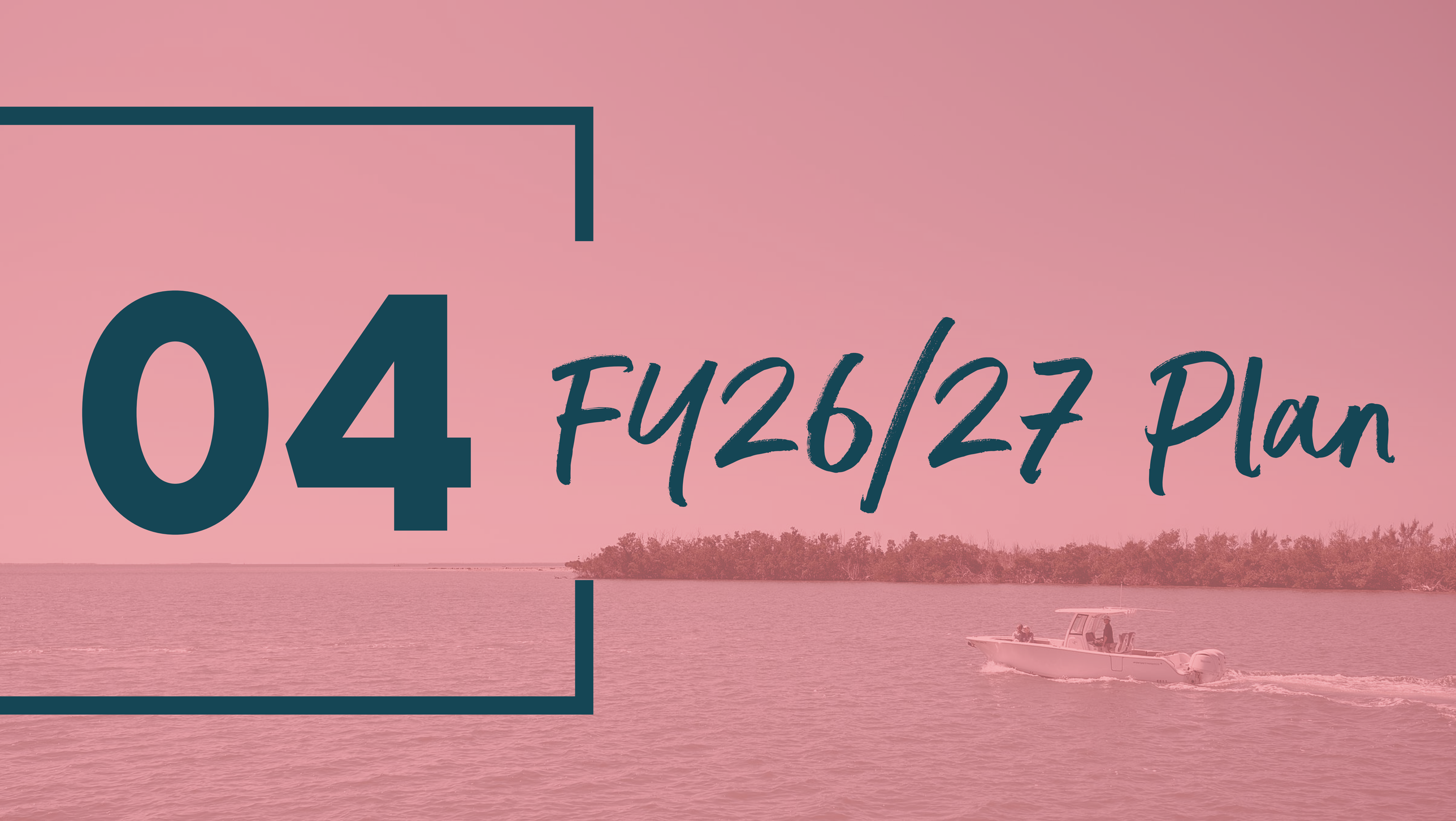








04 FY26/27 Plan





Marketing

Overarching Plan Objective:

Drive increased visitation and visitor spend.

Core Pillars of Success

Defined Measurement Strategy

Establish clear objectives and meaningful measures of success that align with the consumer journey. Continue refining the VCB's research program to translate data and performance indicators into meaningful, actionable insights.

Purposeful Planning

Maintain a full-funnel approach that aligns media, messaging and audiences with travel motivators, organizational objectives and evolving destination attributes.

Friends and Relatives

Leverage the visiting friends and relatives market to encourage visitation and strengthen connections to the Fort Myers area.

Data-Led Strategies

Leverage vendor and booking data, along with other insights, to inform targeting strategies and align audience segments with changing guest patterns.

Be Ready

Maintain an agile approach, recognizing that changing destination conditions may require ongoing adjustments to strategy, targeting and execution.

Uplift Partners

Support consumer brand messaging through co-op programming based on partner needs and feedback.

Thought Leadership

Share insights, expertise and fresh perspectives that help our tourism partners navigate change while contributing to broader industry conversations and innovation.

Champion Tourism Impacts

Help partners and residents better understand the positive impact of tourism on Lee County's economy, communities and quality of life.

Approach to Seasonality

Overview

Launch media in market 60 days before each season to align with search and booking windows as travelers begin planning their trips. Lower-funnel, OTA placements intended to influence accommodation bookings will remain always on, ensuring coverage for last-minute booking windows.

SEASONALITY		
SEASON	**TRAVEL PERIODS**	**MEDIA FLIGHTING**
Winter	Dec 1–Mar 14	Oct 1–Dec 31
Spring	Mar 15–May 31	Jan 1–Mar 31
Summer	Jun 1–Aug 31	Apr 1–Jul 4
Fall	Sep 1–Nov 30	Jul 5–Sep 30



FY26/27 Domestic Seasonality and Target Markets

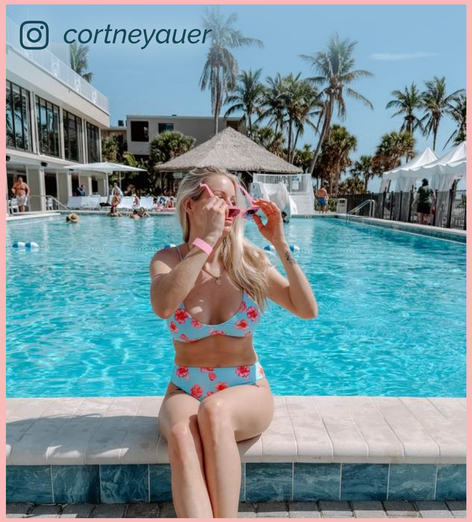
SEASON	WINTER	SPRING	SUMMER	FALL
Travel Periods	Dec 1–Mar 14	Mar 15–May 31	Jun 1–Aug 31	Sep 1–Nov 30
Media Flighting	Oct 1–Dec 31	Jan 1–Mar 31	Apr 1–Jul 4	Jul 5–Sep 30
Short Haul	Atlanta, **Jacksonville,** Miami, Orlando, Tampa, **West Palm Beach**	Atlanta, **Jacksonville,** Miami, Orlando, Tampa, **West Palm Beach**	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach
	20%	20%	**30%**	30%
Out-of-State Tier 1	Boston, Chicago, Cleveland, Detroit, Indianapolis, Minneapolis, New York	Boston, Chicago, Cleveland, Detroit, Indianapolis, Minneapolis, New York, Washington, D.C.	**Charlotte**, Chicago, **Cincinnati**, **Cleveland**, **Indianapolis**, Minneapolis, New York	Chicago, Detroit, **Indianapolis,** Minneapolis, New York
	50%	50%	45%	45%
Out-of-State Tier 2	**Charlotte,** Cincinnati, Columbus, Milwaukee, Philadelphia, Washington, D.C.	Cincinnati, Columbus, Milwaukee, Philadelphia, St. Louis	Boston, **Columbus**, Detroit, **Grand Rapids**, Philadelphia, **St. Louis**, Washington, D.C.	Boston, **Charlotte, Cincinnati, Cleveland**, **Columbus**, **Grand Rapids**, **Milwaukee,** Philadelphia
	30%	30%	**25%**	25%
ALWAYS-ON: NATIONAL TARGETING BASED ON TRAVEL INTENT				

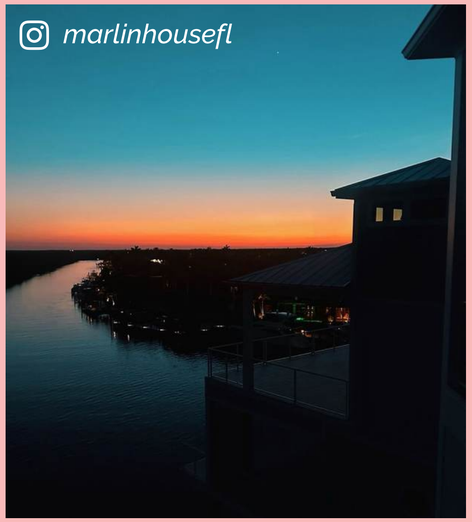
Bold: New or adjusted FY26/27 recommendation

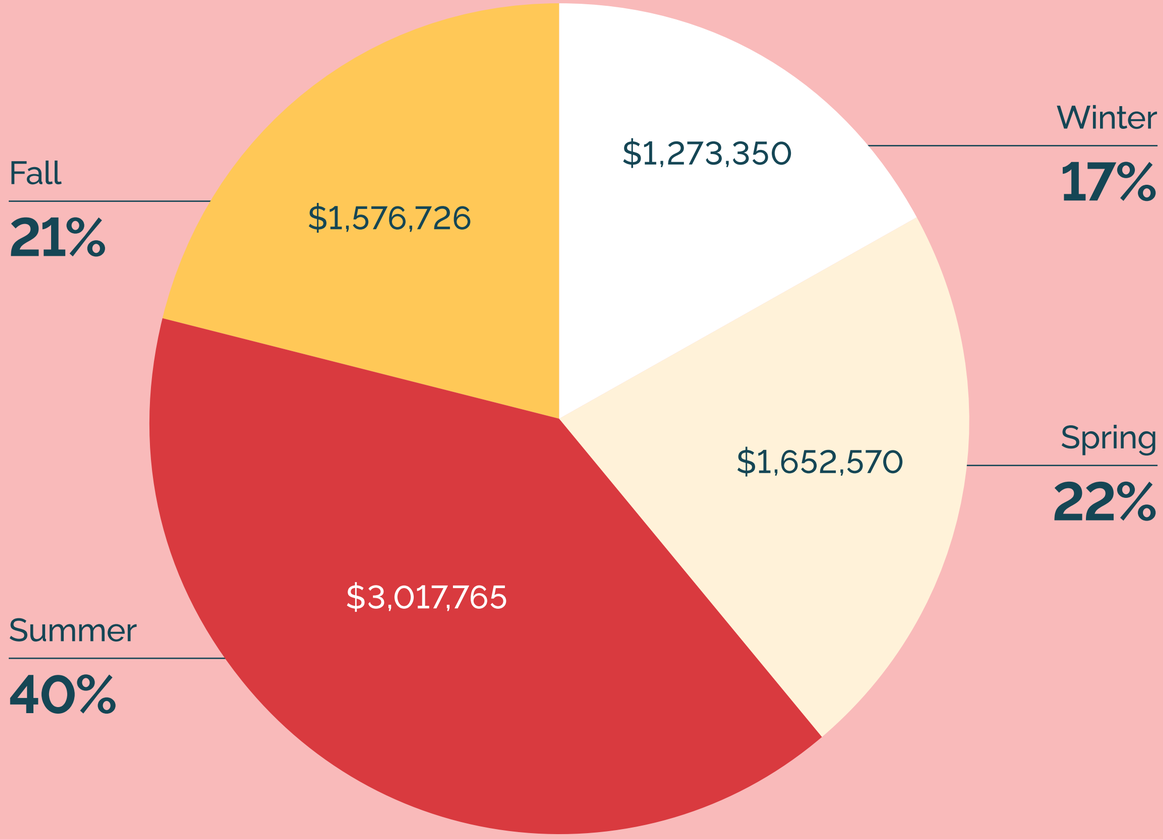
FY26/27 Seasonal Consumer Investment



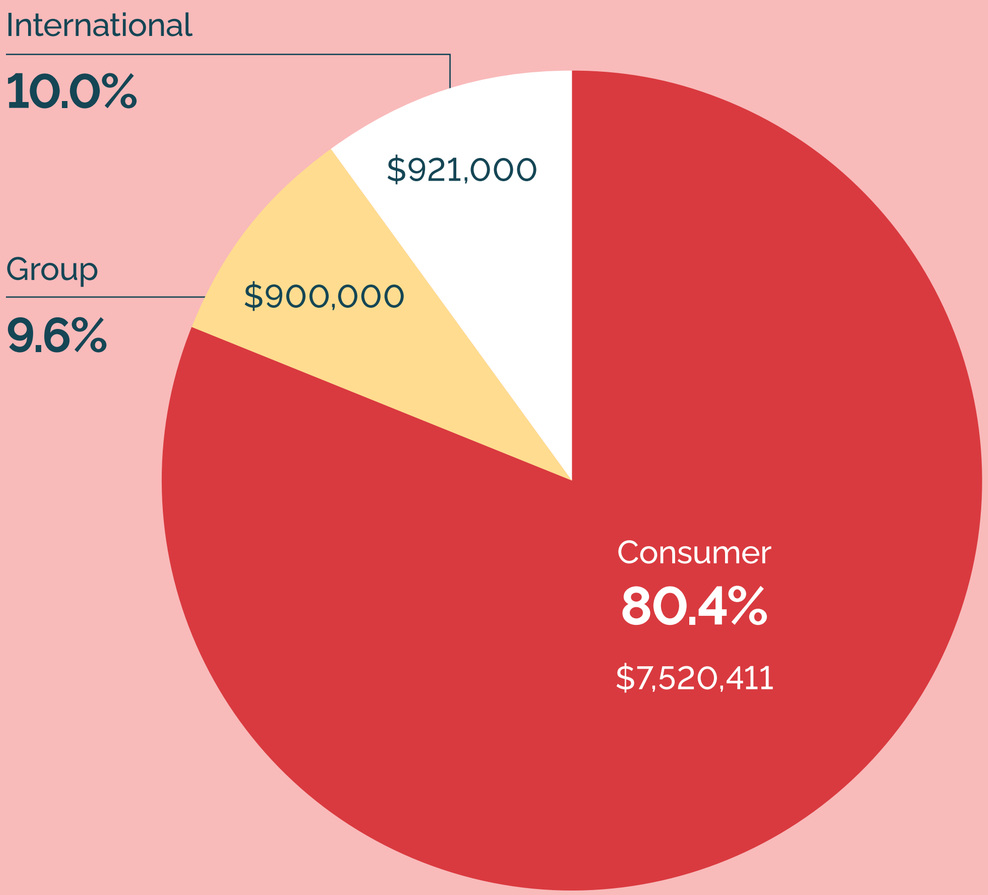




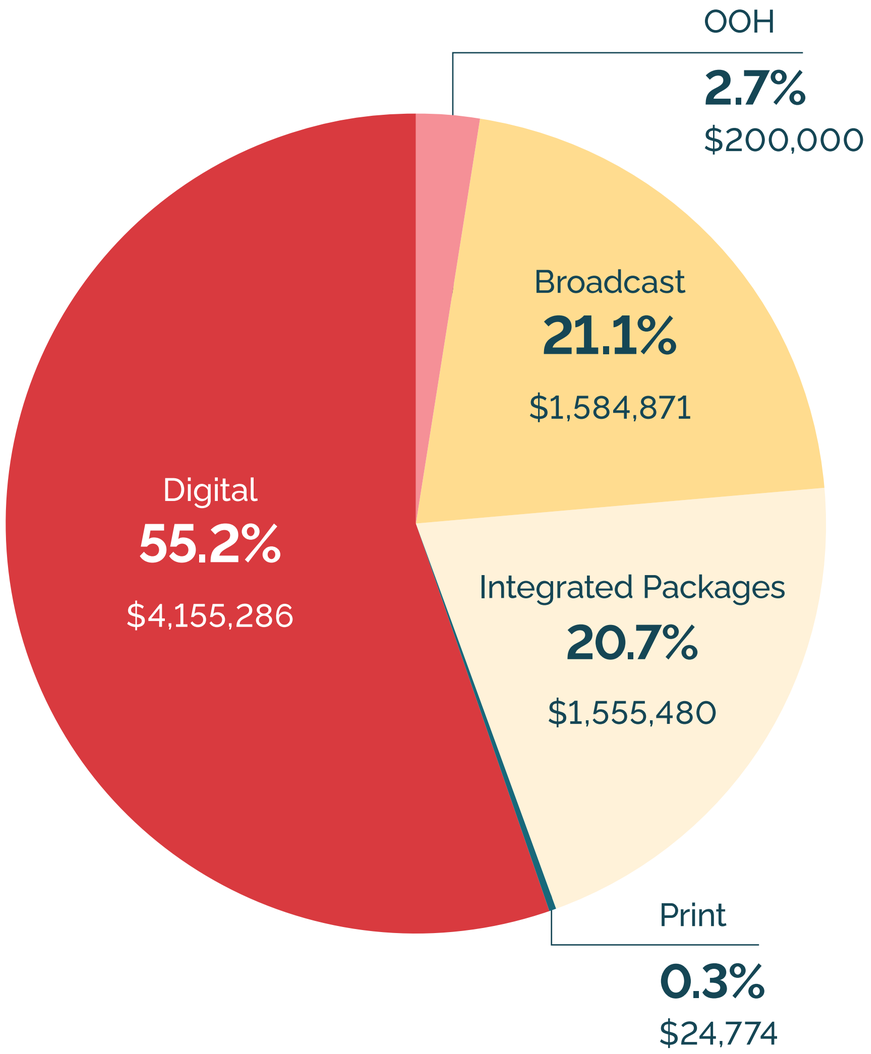




FY26/27 Audience Allocation



FY26/27 Consumer Media Mix



Approach to Markets

Prioritize traveler intent to reach audiences most likely to consider visiting the Fort Myers area.

Use data to evaluate established and emerging markets, including those with nonstop air service to RSW.

Adjust geographic targeting and investment to reflect the unique opportunities and needs of each season.





Target Audiences

Audience Strategy

- Refine targeting strategies based on the characteristics and behaviors of current visitors to reach more qualified prospects.
- Continue leaning into addressable audiences for year-round, one-to-one prospecting.
- Utilize contextual, behavioral, purchase, search, and social targeting to capitalize on demonstrated intent.
- Reengage past visitors by showcasing new experiences and the continued evolution of the Fort Myers area.

Addressable Audiences

Social Sophisticates

Social Sophisticates are active and wealthy 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:	Household Income:	95%	28%
45-64	$155K+	Married	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

Ages:	Household Income:	98%	100%
35-64	$135K+	Married	Have Children



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

Ages:	Household Income:		
25-54	$87K+	71% Married	52% Have Children



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 is important to them. They enjoy their leisure time and a slower pace of life.

Travel Interests:
Parks, Wildlife, Boating, Camping, Golfing, Personal Health

Ages:	Household Income:	81%	51%
55+	$150K+	Married	Have Children



Addressable Audiences

Affluent Adventurers

Affluent Adventurers are pragmatic, open-minded and curious explorers. They seek culinary experiences but are known to prioritize their health, also pursuing outdoor activities and natural environments. They are loyal to brands they like and prefer brands that make them feel valued.

Travel Interests:
Local Food, Hiking, Fine Dining, Galleries

Ages:	Household Income:		
45-64	$250K+	90% Married	45% Have Children



Channel Mix

Consumer Approach

- **Data-Led Strategies**: Utilize vendor, booking and audience data to inform targeting strategies, aligning segments with evolving guest patterns.
- **Expand Reach:** Develop a dedicated approach to reengage past visitors while reaching new audiences, building awareness and testing emerging markets.
- **Power of Publishers:** Leverage buying power and publisher relationships to develop innovative media partnerships and placements.
- **Integrated Messaging:** Align paid messaging with organic, creative and audience strategies based on funnel phase to reach travelers at each stage of the planning journey.
- **Promote Bookings:** Focus on driving overall bookings and bed tax contributions with dedicated approaches for both vacation rentals and hotels.
- **Uplift Partners:** Support brand messaging with co-op programming based on partner needs and feedback.



Key Vendors:

- AllTrails
- Amazon CTV
- Disney+
- Expedia
- Garden & Gun
- Great Big Story
- Hopper
- iHeart
- Kayak
- NPR
- Pandora
- People Inc.
- Priceline
- Samsung
- SmarterTravel
- Sojern
- Spotify
- Tastemade
- The New York Times
- TripAdvisor

Integrated Media Approach

AllTrails Promotion

Estimated impressions: 9,800,000

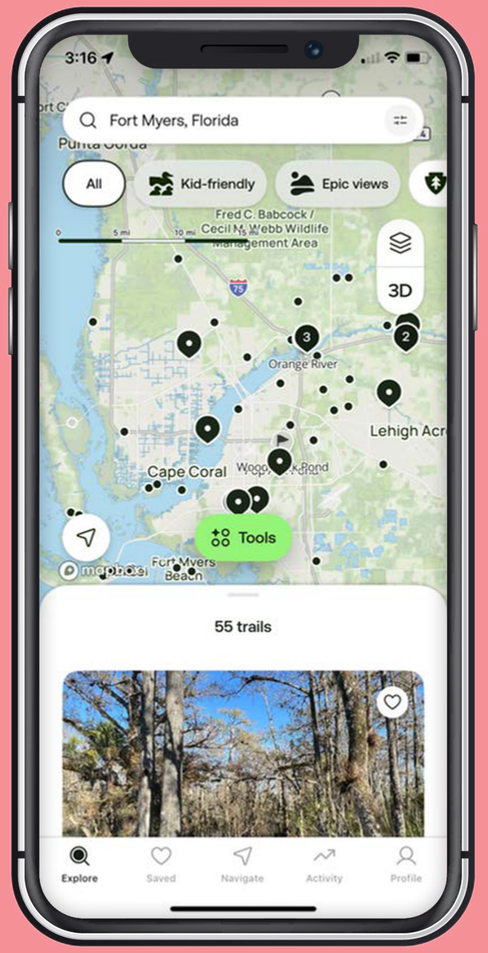
The program will leverage AllTrails, a leading outdoor recreation platform and mobile app, through a sponsored trail list and custom article, amplified across social, display and email channels this fall.

The New York Times Summer Reading Month Sponsorship

Estimated impressions: 9,600,000

As interest in literary-inspired travel grows, with 91% of travelers interested in trips centered around reading, relaxation and quality time with loved ones and a 285% year-over-year increase in reading-related terms in Vrbo guest reviews, this sponsorship offers a timely opportunity to reach travelers and book lovers. High-impact display and podcast placements will provide premium visibility across relevant content during the summer need period.

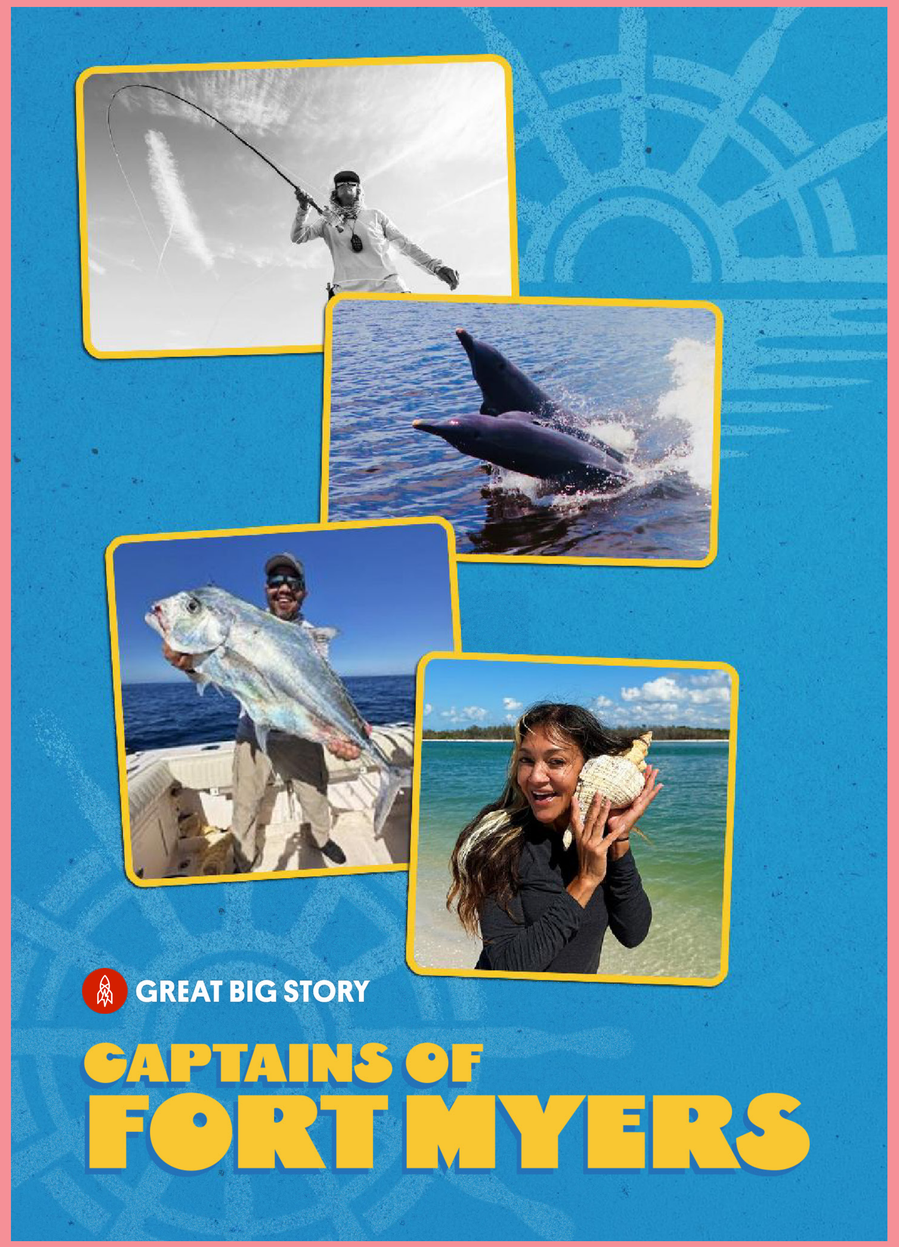
Source: *Expedia Unpack '26*



AllTrails



The New York Times



Garden & Gun “Generations on the Gulf” Custom Content

Estimated impressions: 4,100,000

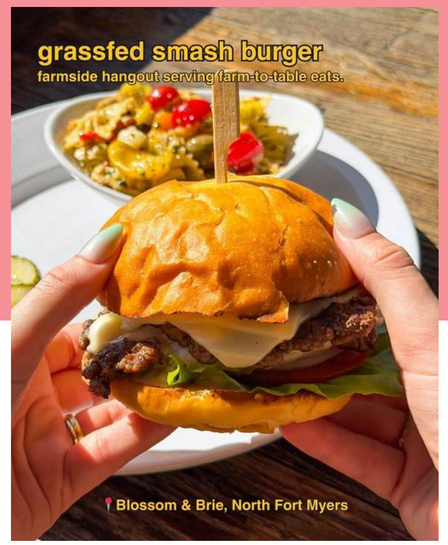
Garden & Gun will send a contributor and their family to experience the Fort Myers area firsthand, highlighting coastal excursions, local flavor and the culinary scene through a multigenerational travel lens. The program will culminate in the June/July 2027 Travel Issue, featuring the contributor’s content alongside additional advertorial and advertising placements, supported by digital and social extensions.

Great Big Story YouTube Series

Estimated impressions: 2,200,000

Launching this spring, this global digital publisher and video studio will produce a “Captains of Fort Myers” YouTube series surrounding travel, food and human storytelling in our area. The videos will be promoted through YouTube and Meta, and available for ongoing use across our owned channels.









TASTEMADE

People Inc. Partnership

Estimated impressions: 10,500,000

The partnership will combine custom print and digital storytelling across prominent travel and lifestyle publications, including Travel + Leisure, Midwest Living, Real Simple, Southern Living and Parents Magazine. The content will engage a range of traveler audiences, including solo travelers, families and couples, supported by native, high-impact display, social video sponsorships and an AI-powered brand agent to further extend campaign reach.

Tastemade Girls Trip Travel Guide

Estimated impressions: 3,200,000

Tastemade will bring the destination to life through an in-market “Can’t-Miss Girls’ Getaway Spots” social video, with promotion across Meta and Pinterest. Additional Travel Guide carousels and a sponsored story ad across Tastemade channels will extend the campaign’s reach and engagement.

Tripadvisor Social Storytellers

Estimated impressions: 11,900,000

Influencers will showcase how to experience the destination, highlighting beaches, outdoor activities and other value-focused experiences in social storyteller videos. Custom content articles will cover these itineraries in more depth, with support for all content through native and social drivers.

Travelzoo Campaign

Estimated impressions: 5,000,000

This campaign will feature a destination showcase landing page highlighting multigenerational travel and family-friendly experiences in the Fort Myers area. The content will be supported by email, native advertising and social promotion, targeting audiences in the U.S., Canada, the U.K., and Germany.





Channel Mix

Group Approach

(Meeting Planners, Travel Advisors, Weddings)

- Maintain partnerships with proven performers while testing new publishers, platforms, placement types and targeting.
- Align with key planning windows and relevant publisher content.
- Develop content that informs and inspires group travel planning.
- Grow the database of qualified leads for remarketing.
- Support group brand messaging with co-op programs that feature partner offerings.
- Align messaging with creative and audience strategies to reach group prospects at each stage of the planning journey.
- Build a dedicated approach to reengage lapsed planners and advisors, highlighting new destination experiences and offerings.

Meeting Planners:

- Association Convention & Facilities
- Convention South
- Corporate & Incentive Travel
- EproDirect
- Florida Trend
- FSAE Source
- LinkedIn
- Mobilefuse
- Northstar Meetings Group
- Skift Meetings
- Sojern

Travel Advisors:

- Expedia TAAP
- Insider Travel Report
- Northstar Agent at Home
- Northstar Travel Weekly
- People Inc.
- Recommend
- Travel Market Report
- VAX Vacation Access

Weddings:

- Bridal Guide
- Condé Nast – Vogue Weddings
- Garden & Gun Weddings
- Meta
- Pinterest
- The Knot

Meetings

LinkedIn

Estimated impressions: 800,000

Beginning this spring, we will expand our paid media approach onto LinkedIn for the first time, targeting meeting and event planner professionals to drive traffic to our meetings content.

Convention South

Estimated impressions: 526,000

We'll be running an integrated campaign consisting of print ads, online advertorial, dedicated emails and newsletters aimed at reaching over 18,000 meeting planners. Select print and online advertorial placements will target meeting planners in regional drive markets.

Skift Webinar

Estimated impressions: 100,000

New this year, we'll be participating in an editorial webinar package with banner and eNewsletter promotional support. The webinar is expected to generate more than 250 contacts for future marketing and sales outreach.







Travel Advisors

Travel Weekly Ambassador Experience

Estimated impressions: 1,700,000

As part of our advertising placements, we will host travel advisors for an in-market experience in collaboration with Visit Florida. This ambassador experience will be promoted to travel advisors, tour operators, corporate travel executives and travel industry suppliers through Travel Weekly channels.

VAX Vacation Access

Estimated impressions: 350,000

Reach travel advisors through the VAX digital marketplace with an integrated presence spanning a dedicated destination page, display advertising and email.

Weddings

Garden & Gun Weddings

Estimated impressions: 2,300,000

Focused on the traditions and style of Southern weddings, this digital-only publication offers a strong fit for the destination, with placements spanning full-page ads, social, display and a sponsored “Due South” newsletter.

Vogue Weddings

Estimated impressions: 253,000

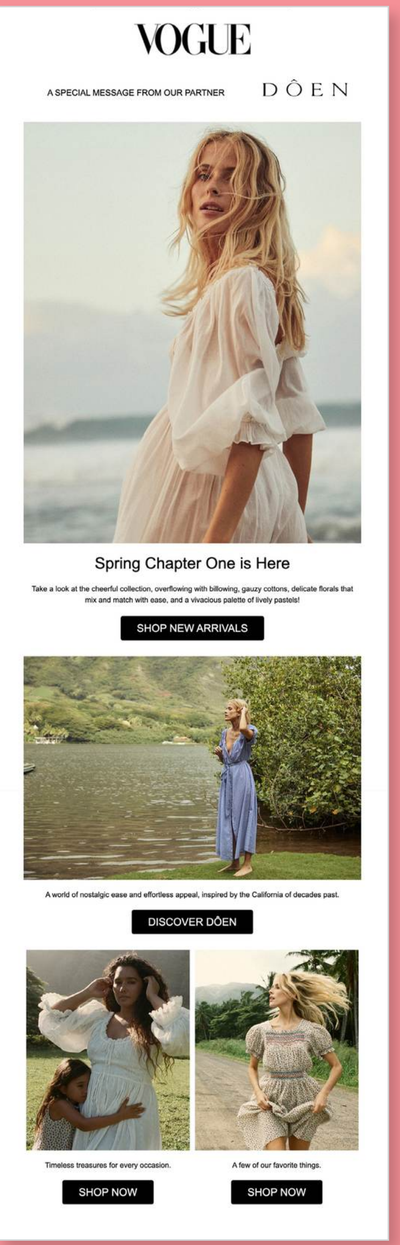
New this year, we’ll reach Vogue’s wedding audience through a newsletter sponsorship and a dedicated email spotlighting the Fort Myers area as an ideal setting for weddings.

Bridal Guide

Estimated impressions: 3,200,000

The campaign will reach engaged couples throughout the wedding and honeymoon planning journey through an integrated mix of native content, an Instagram takeover, display advertising, branded content articles, a dedicated email and newsletter sponsorships.





International Approach

Travelzoo Destination Showcase

(Germany, U.K., Canada)

- Travelzoo is a global travel publisher focused on member offers and travel inspiration
- This year's campaign will expand high-performing destination showcase content and international market promotion
- Campaign includes destination showcase landing page, along with email, native and social traffic drivers in target markets

Brand USA Optimized Audience Campaigns

(Germany and U.K.)

- These campaigns feature native and display placements across Booking.com, Expedia, Kayak, and on the Brand USA AmericaTheBeautiful.com page.
- Targeting will focus on travel intenders using Brand USA's first-party audience data and look-alike modeling to reach qualified prospects.

BRAND USA

Latin American Markets

(Brazil and Argentina)

- Utilizing Booking.com and Brand USA/ Despegar to establish presence and expand awareness in Brazil and Argentina
- Placements include display, custom landing pages and paid social, strategically timed to align with key travel-planning and booking periods.

FY26/27 International Consumer/Sales Support Media Mix

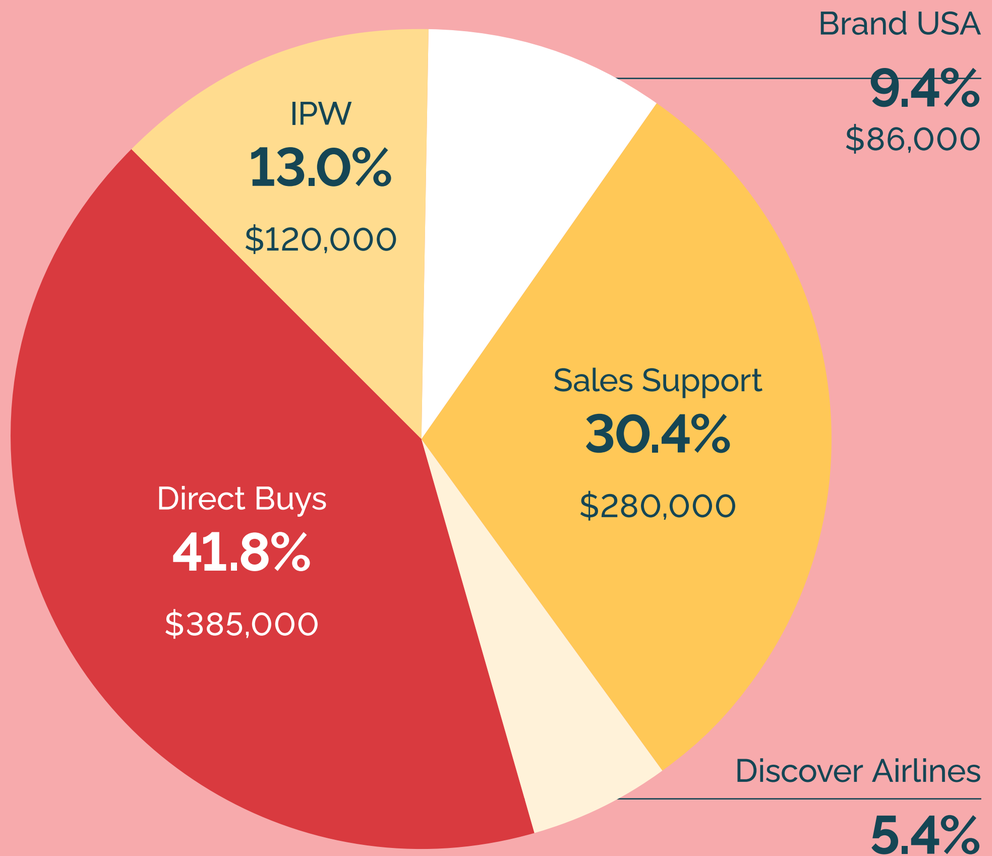
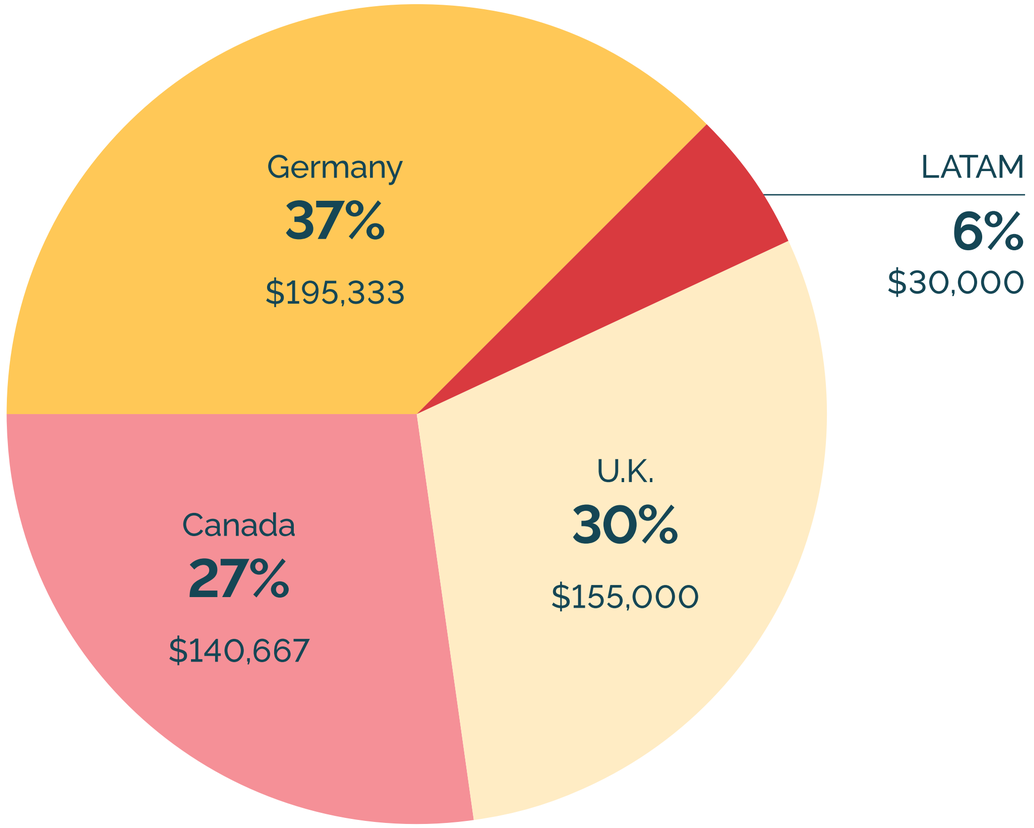


Chart includes Consumer paid media and Sales support for international audiences.

FY26/27 International Consumer Market Mix



Owned Channel Overviews, Strategies and Tactics

Web

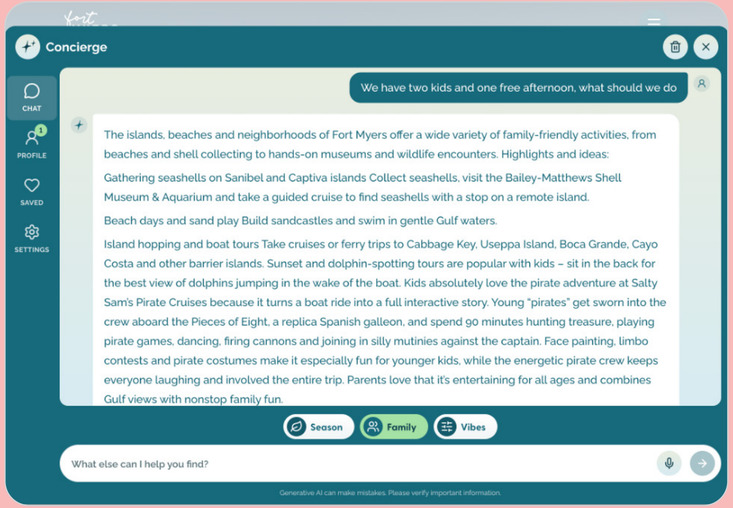
Horizon: A New Front Door for Fort Myers

VisitFortMyers.com is being rebuilt on Horizon, MMGY's AI-powered website platform created specifically for destination marketing organizations. It is designed to be more conversational, more personal and more useful to travelers and to the AI tools they plan with.



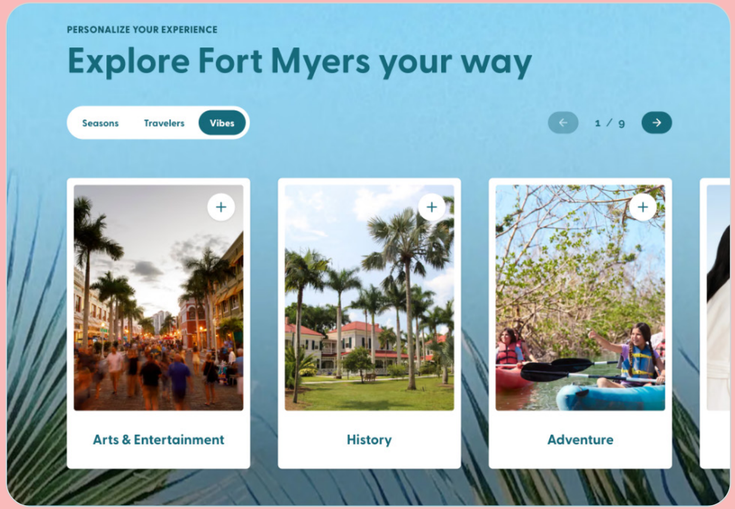
From “Show Me Everything” to “Help Me Decide”

Horizon learns what kind of trip a traveler wants, then personalizes the website experience and its AI-powered travel concierge to match.



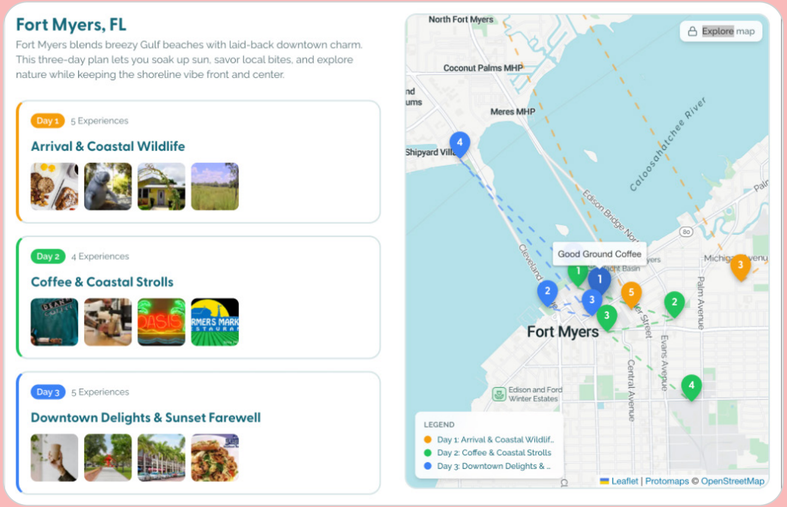
1. Ask the AI concierge

Travelers type or speak a question and get a real answer: local recommendations, what is open now, a plan for the afternoon. Answers draw only on Fort Myers area content.



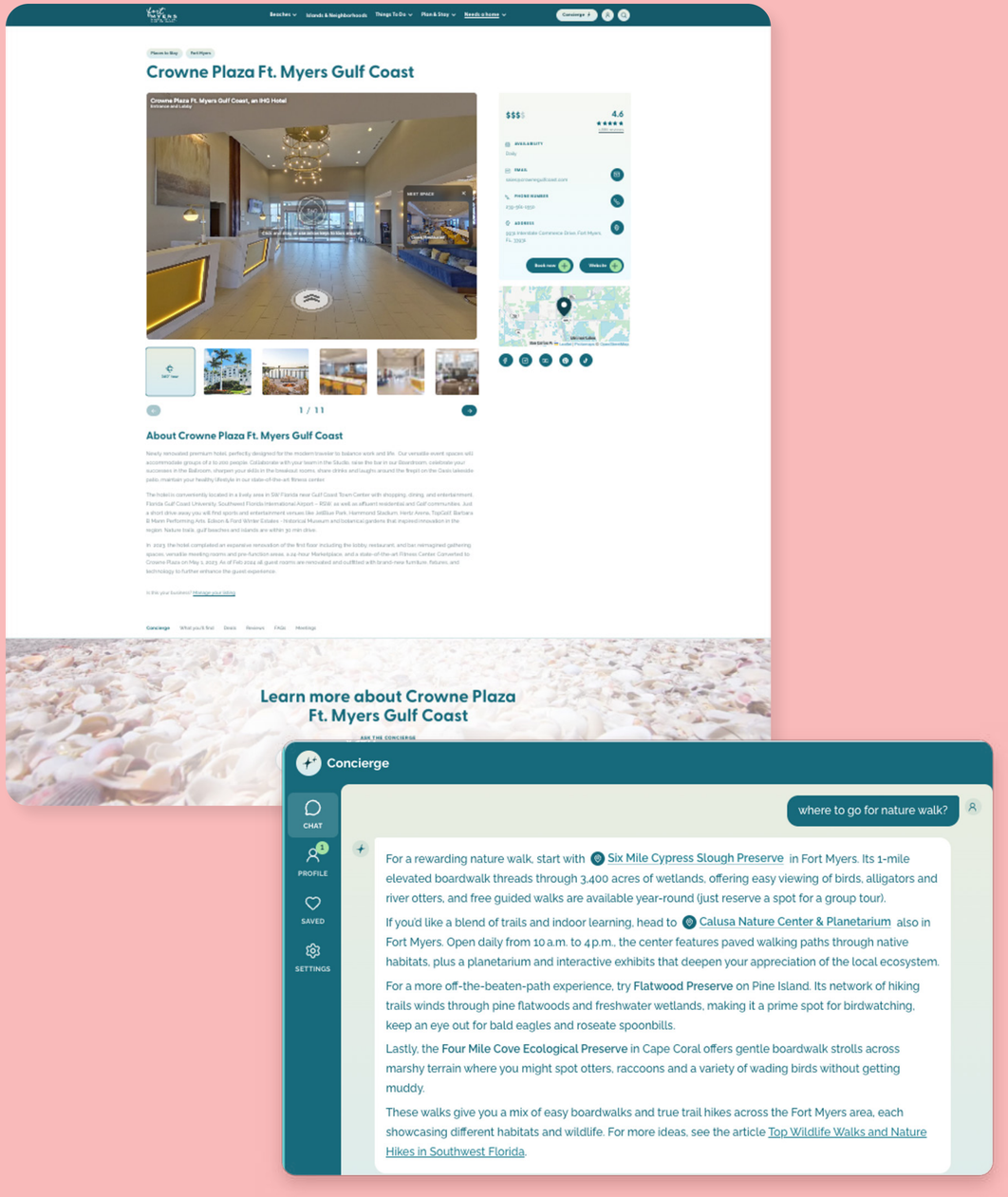
2. Choose a vibe

Beach bliss, foodie, family fun, wildlife. What a traveler picks becomes a signal, and the site re-weights its content around that kind of trip, with room left for discovery.



3. Get a plan you can use

Questions turn into itineraries, maps and saved favorites that travelers can use when planning their trip and once they are here.



For industry partners, Horizon creates more ways for travelers to find you.

- **Featured listings and placements**: Co-op partners are highlighted through featured business listings and content placements that raise their visibility.
- **Recommended in the conversation:** We are exploring new ways to feature and recommend partners across the site and within its AI concierge.
- **Refreshed industry partner section:** A more modern, useful home for partner resources, research and co-op opportunities.
- **Better insights into traveler interests:** Insights from traveler questions and website engagement will help us understand what visitors are looking for and identify opportunities to strengthen partner visibility.

Beautiful for people. Readable for machines.

Travelers are increasingly turning to AI tools like ChatGPT, Gemini and Google AI for trip ideas alongside traditional search. If AI systems are going to answer questions about the Fort Myers area, we want them learning from the most accurate, current source available: VisitFortMyers.com.

For people:

- Inspiration
- Personalization
- Conversation
- Discovery

For AI:

- Structure
- Accuracy
- Freshness
- Authority

What this means:

- Schema, clean data and crawlable content make Fort Myers area content easier for AI systems to understand and cite.
- Hours, events and seasonal updates stay current because accuracy is part of the brand.
- New reporting shows how AI tools find and use website content, so we focus on what travelers need most.















AI Search Optimization

- VisitFortMyers.com will continue building on its early progress in helping destination content appear in AI-powered search.
- We will continue improving how easily travelers can find destination inspiration across search engines, AI tools and social platforms, wherever they begin planning.
- What travelers are searching for will help guide which stories and planning resources we create first.
- New reporting will reveal how our website content appears in AI-driven search, allowing us to optimize around the information travelers are actively seeking.

Integrated Content Promotion

- Ensure a seamless transition of VisitFortMyers.com's existing content library to the new website.
- Extend the reach and value of destination content by adapting it for use across the website, media and social channels.
- Amplify compelling publisher content developed through paid media partnerships.
- Inspire trip planning through engaging landing pages featuring videos, imagery and experiences organized by activity, event and neighborhood.



Webcams

- Since launching in spring 2023, our webcam network has grown into an established trip-planning resource.
- Our Fort Myers Beach webcam gives travelers and residents a front-row view of the pier's reconstruction. Regular website updates will help tell the story as the project moves forward.
- Select webcam views will continue streaming on YouTube after testing showed that livestreaming reached more viewers without reducing website visits.
- This year, the focus will be keeping webcam streams clear and reliable. We will also review equipment and internet connections to identify possible improvements for FY27/28.





Co-Op

- Expand visibility for co-op partners through featured business listings and relevant content placements across the website, showcasing partner offerings within the destination experience and creating more opportunities for travelers to discover and engage with participating businesses.
- Explore new ways to feature and recommend partners throughout the new website and its AI concierge.



Social Media Overview

Social media is where travelers find inspiration, get answers and make decisions. This year, our approach will focus on strengthening brand recognition, sharing timely and useful information, improving discoverability and leveraging creator partnerships to inspire travelers to explore and plan their next Fort Myers visit.

Strategy: Bring the evolving Just Feels Right brand campaign to life across social media through a distinctive visual identity, recognizable voice and engaging storytelling that differentiates the Fort Myers area from other beach destinations

Tactics:

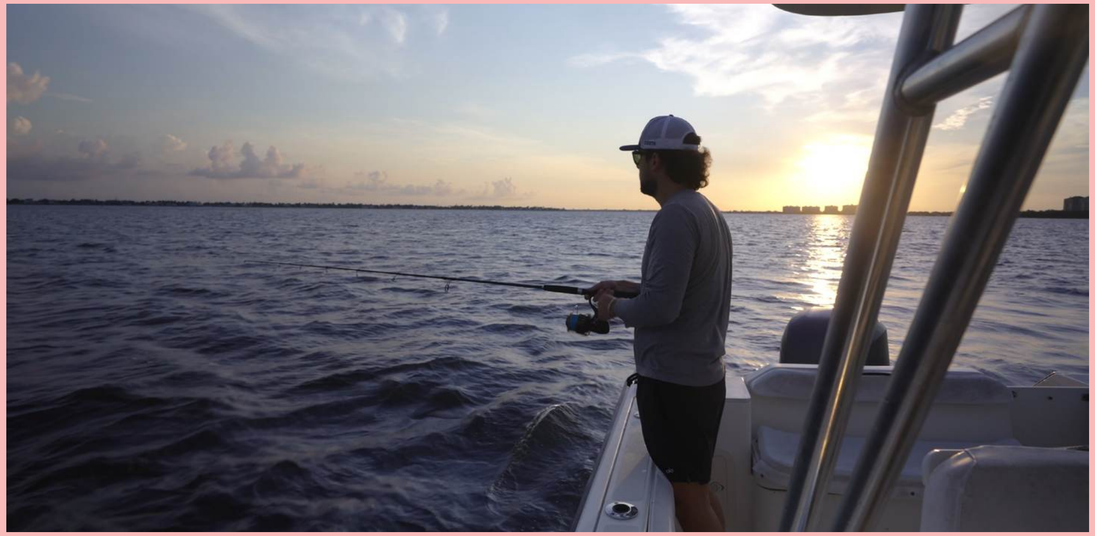
- Strengthen our social brand identity through recognizable content with a cohesive look and feel.
- Launch ownable, repeatable social content series that bring the Just Feels Right message to life through video and social-first storytelling.
- Extend the destination experience into the comments section and community management through active engagement and proactive outreach.

Social Media Overview

Strategy: Build traveler confidence by showcasing the experiences, variety and value that make the Fort Myers area worth visiting

Tactics:

- Answer traveler questions and highlight what's new, open and happening now through stories, live video, webcams, broadcast channels and video responses.
- Use creators, ambassadors and real travelers as proof points, leveraging takeovers, live coverage and first-person storytelling to provide authentic perspectives on the Fort Myers experience.
- Demonstrate the value and variety of a Fort Myers area vacation by highlighting neighborhood experiences, seasonal offerings and timely itineraries that show travelers what they can see, do and experience during their stay.





Social Media Overview



Strategy: Strengthen the VCB's position as a trusted destination authority by creating useful, discoverable content that helps travelers explore and plan their visits

Tactics:

- Create content around real traveler questions and search behaviors, providing useful information throughout the inspiration, research, planning and in-destination phases of the travel journey.
- Optimize social content for discovery by incorporating search-friendly headlines, keywords, captions, on-screen text and video formats on TikTok, Instagram and YouTube.
- Develop repeatable, planning-focused content, including itineraries, neighborhood guides, events, "what's new" updates, recommendations and other highly searchable topics that give travelers a reason to save, share and return.
- Expand YouTube as both a storytelling and discovery platform, testing long-form destination content, creator partnerships, livestreams and webcams alongside short-form video.

Social Media Overview

Strategy: Integrate creator content across paid and owned channels, coordinating with communications efforts where appropriate to extend its reach and value

Tactics:

- Maintain an always-on influencer program, partnering with a diverse mix of creators throughout the year to tell authentic Fort Myers stories across travel, lifestyle and niche-interest categories.
- Activate larger creator campaigns around priority moments and ownable destination stories, including signature programs, seasonal initiatives and emerging travel trends.
- Continue evolving the local ambassador program, using on-the-ground voices to capture timely experiences, events, openings and destination updates while building a pipeline of authentic social assets.
- Expand creator deliverables beyond traditional sponsored posts by testing live content, broadcast channel takeovers, long- and short-form YouTube content, search-focused content and other emerging formats.
- Integrate influencer content across paid, owned and earned channels, extending top-performing creator storytelling beyond individual audiences and maximizing the value of creator partnerships.



Messaging Strategy

Purpose

Our brand story pillars align Lee County's core assets and values with the priorities of our audiences, creating a stronger emotional connection. Together, they inspire interest and action through relevant messaging while providing a foundation for ongoing learning and optimization.



Brand Story Pillars

On The Water

Being on, in and around the water is central to life in Lee County. From the Gulf and islands to every waterway in between, these natural environments shape how people relax, explore and connect. Protecting our waters and wildlife helps ensure they can be enjoyed for generations to come.

Off The Water

Beyond the water, Lee County's varied landscapes and communities offer sights, sounds and experiences all their own. Visitors can discover visual arts and live music, breweries and distilleries, walkable downtowns and outdoor adventures, often within the same trip.

Bright Spots

Every Lee County neighborhood has a distinct identity. Together, these places give the destination its character and inspire visitors to discover different experiences, unexpected finds and new reasons to return with every trip.

Shoulder-Drop

Lee County has an easygoing spirit that puts visitors at ease from the moment they arrive. It can be felt in our slower pace, friendly welcome, regional flavors and unhurried opportunities to explore museums, historic sites, shopping districts and more.

Just Feels Right 2.0 Brand Campaign

Overview

Just Feels Right is entering its next chapter. The original campaign established Fort Myers as a place where visitors can step away from everyday pressures, reconnect and feel more present. The campaign's evolution builds on that foundation by moving beyond a defined set of feelings and revealing the broader emotional range a Fort Myers vacation can hold.

Today's travelers want more than a list of must-sees, must-dos or carefully planned itineraries. They want the freedom to make a vacation their own, to slow down, wander farther, follow their curiosity or change the plan entirely.

In Fort Myers, vacation goes by feel. One moment can lead naturally to another, creating a trip that is personal, spontaneous and difficult to script. From one experience to the next, it just feels right.





Campaign Extensions

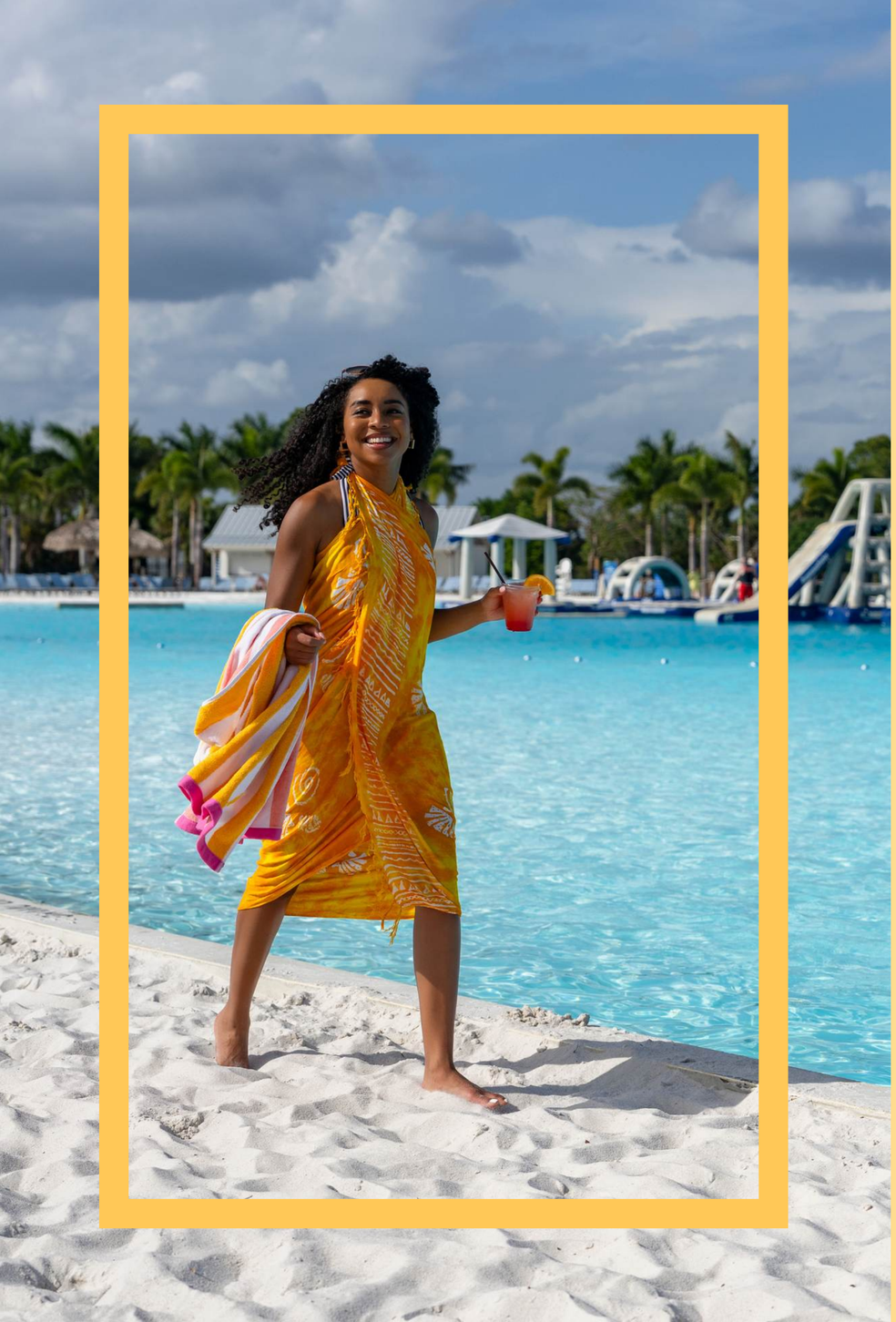
More ways to experience what feels right

The next evolution of the campaign brings this idea to life through candid imagery, playful language and brief stories that unfold across multiple moments.

The creative captures the spontaneity and variety of a Fort Myers vacation, connecting experiences in ways that feel natural and personal. Each execution offers a fresh perspective on the destination while reinforcing the freedom at the heart of Just Feels Right.

This approach gives the campaign greater flexibility across audiences, interests and stages of travel planning. Messaging can be personal, unexpected and experience-driven, while varied imagery and clear location cues showcase more of the destination.

Together, these extensions preserve the campaign's enduring promise while giving travelers more ways to see themselves in Fort Myers.



Sales

The Sales team remains focused on growing domestic and international travel trade business for the Fort Myers area by targeting high-value markets, strengthening strategic partnerships and creating opportunities that generate measurable economic impact for Lee County. As Florida's tourism landscape continues to evolve, our approach prioritizes high-value opportunities, attracting visitors, meetings and travel trade partners that align with the destination and deliver the greatest return.

In FY26/27, we will build on successful sales programs while expanding lead generation and advisor engagement through new strategic partnerships.

The addition of HPN Global will enhance meetings and group lead opportunities, while our partnership with Signature Travel Network will increase Fort Myers' visibility among luxury travel advisors serving affluent travelers. Together, these initiatives will strengthen our position in both the meetings and leisure markets while supporting long-term, sustainable growth.

Our objective remains to position Fort Myers as a preferred destination for small- and mid-sized meetings, social gatherings, and high-value domestic and international visitors seeking authentic experiences rooted in nature, wellness, sustainability and culture.

Core Pillars of Success

The following five pillars continue to guide our sales strategy in FY26/27. They reflect the destination's competitive strengths, evolving traveler expectations, and our commitment to delivering measurable results for Lee County.

High-Value Traveler Focus

We focus our efforts on attracting visitors and groups that provide the greatest economic benefit to Lee County, including affluent international travelers, premium leisure segments, and right-sized meetings that complement the destination's character and hospitality offerings.

Air Service and Accessibility

Reliable air service remains essential to the destination's continued success. Supporting existing routes while encouraging future domestic and international air service into RSW remains a priority as we work alongside airline partners to stimulate demand from key markets.

Experience-Driven Sales

Fort Myers distinguishes itself through experiences that cannot be replicated elsewhere. Our sales messaging highlights the destination's outdoor recreation, wellness offerings, sustainability, cultural heritage, culinary experiences, and unique venues that create memorable experiences for both leisure travelers and groups.

Partner Accountability and Collaboration

Strong partnerships drive stronger results. We will continue working collaboratively with hotels, attractions, airlines, and travel trade partners through cooperative programs, joint sales initiatives, educational opportunities, and transparent ROI reporting to maximize shared success.

Agility and Resilience

The travel industry continues to respond to changing economic conditions, weather events, global markets, and shifting consumer preferences. Our sales strategy remains flexible and data-driven, allowing Fort Myers to adapt quickly while maintaining a competitive position.



Meetings and Groups

Meetings and group travel continue to gain momentum as organizations seek destinations that offer authentic experiences, flexible meeting environments and opportunities for connection beyond the boardroom. Although booking windows remain shorter than historical norms, demand for smaller, experience-focused meetings aligns well with Fort Myers' strengths.

In FY26/27, sales efforts will focus on corporate, association, SMERF (social, military, educational, religious, and fraternal), incentive, and wellness-related groups that are well suited to the destination's accommodations and meeting facilities.

Strategy: Grow meetings and group business by positioning Fort Myers as a distinctive destination for experience-driven meetings

Tactics:

- Target corporate, association, SMERF, incentive and wellness groups that align with the destination's accommodations, meeting facilities and experiences.
- Strengthen relationships with third-party meeting planners, site-selection firms and Florida-based associations, while leveraging HPN Global to generate qualified opportunities and increase bookings during need periods.
- Conduct targeted sales missions and participate in key industry events to build relationships with meeting professionals in priority markets.





- Host high-impact FAM tours showcasing distinctive venues, beaches, wellness offerings and off-site experiences.
- Continue the Island Incentive Program to drive conversion and generate additional group business during need periods.
- Leverage planner testimonials and success stories to demonstrate the destination's ability to deliver memorable small- to mid-sized meetings.

Leisure Sales

Travelers continue to prioritize authentic, experience-driven vacations that emphasize wellness, nature, culinary exploration, and meaningful connections. Fort Myers is well positioned to meet this demand while expanding relationships with advisors who specialize in premium and luxury travel.



Strategy: Grow leisure visitation by strengthening travel trade relationships in priority domestic markets

Tactics:

- Focus sales efforts on high-performing feeder markets throughout the Midwest, Northeast and Southeast.
- Strengthen relationships with travel advisors, tour operators, AAA offices and retail agencies serving experiential, family, multigenerational and premium travelers.
- Expand engagement with luxury travel advisors through Signature Travel Network programs, events and educational opportunities.
- Conduct targeted sales calls and host FAM tours for high-producing and high-potential travel advisors.
- Develop cooperative opportunities with travel trade and airline partners that promote experience-driven Fort Myers vacations.

















Weddings Campaign

The Weddings Campaign positions Fort Myers as a destination where every part of the celebration feels more romantic. Through compelling imagery and messaging, the campaign showcases the breathtaking settings found across our islands, beaches and neighborhoods, inviting couples to imagine their special day in a place that feels uniquely their own.

Beyond the ceremony, the campaign highlights the moments that make a destination wedding truly memorable, from gathering with loved ones to enjoying meaningful experiences together before and after the big day.

With distinctive venues, natural beauty and experiences worth sharing, the Fort Myers area offers more than a beautiful backdrop. It provides the setting for a celebration that becomes an unforgettable getaway for everyone involved.

Meetings Campaign

Meeting planners need both inspiration and practical information when evaluating a destination. Our interactive meetings video allows planners to explore the content most relevant to their groups, creating a useful and personalized viewing experience. A welcoming host guides them through meeting spaces, accommodations, activities and destination experiences.

The supporting print and digital campaign brings Fort Myers' work-play balance to life through split-screen creative. Productive meeting moments are paired with opportunities to connect, recharge and experience the destination beyond the agenda.

From inspiring natural settings to memorable off-site activities, Fort Myers creates the conditions for fresh thinking, meaningful connection and successful outcomes. When work meets play, planners can deliver meetings that accomplish their goals and leave attendees with even more to remember.











International Sales

International visitation is a cornerstone of Fort Myers' visitor economy. Despite currency fluctuations and changing global conditions, affluent international travelers continue to seek destinations offering authentic, high-quality experiences. Our strategy focuses on attracting visitors who stay longer, spend more and appreciate the nature, wellness, sustainability and local culture that distinguish Fort Myers from competing destinations.

Strategy: Grow high-value international visitation through targeted trade, consumer and destination partnerships

Tactics:

- Focus sales efforts on affluent travelers in Canada, the United Kingdom, German-speaking markets and Latin America.
- Execute targeted trade and consumer campaigns that position Fort Myers as a premium Gulf Coast destination offering authentic experiences centered on nature, wellness and local culture.
- Deepen relationships with luxury travel advisors, premium tour operators and niche online travel agencies serving high-value travelers.
- Leverage Visit Florida and Brand USA programs to expand destination visibility and trade engagement in priority international markets.
- Showcase the destination through targeted FAM tours, storytelling initiatives and educational programs that build destination knowledge and advocacy.
- Develop premium itineraries and experiences tailored to affluent couples and multigenerational travelers.











Strategy: Strengthen air service partnerships and connectivity to increase access from priority domestic and international markets

Tactics:

- Collaborate with airline partners to support existing service and identify opportunities to strengthen domestic and international access to RSW.
- Develop cooperative marketing initiatives with airline partners in gateway and feeder markets with strong potential to generate visitation.
- Promote the Fort Myers area as a preferred destination for international travelers by highlighting convenient air connections through major U.S. gateway airports to RSW.
- Integrate airline partnerships into domestic and international sales initiatives to build destination awareness and stimulate demand.



Public Relations

Our Communications team builds awareness of Fort Myers - Islands, Beaches and Neighborhoods through earned media, strategic storytelling and communications across domestic and international markets.

Through targeted media relations, compelling press materials, press trips and familiarization tours, the team brings Fort Myers stories to life.

By connecting media with the people, places and partners that give the destination its distinct character, the team inspires authentic storytelling about what sets the Fort Myers area apart. These efforts strengthen visibility and reputation across consumer and travel trade press while also sharing the value of tourism with local audiences. Together, they invite travelers to discover a change of pace and the meaningful moments that make Fort Myers feel right.

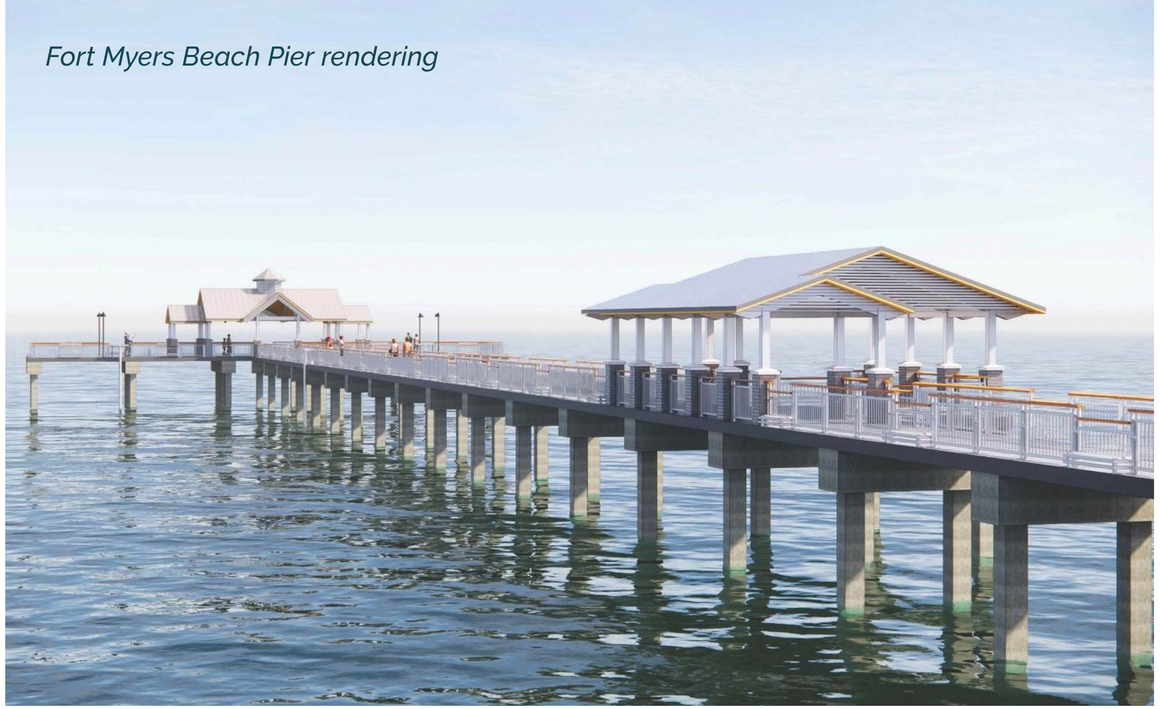
Strategy: Grow destination awareness by generating compelling earned media coverage that gives journalists fresh reasons to experience and share the Fort Myers story throughout the year

Tactics:

- Host at least 40 journalists throughout FY26/27, creating immersive FAM experiences that showcase the destination across seasons and travel interests.
- Develop timely, differentiating story angles around emerging travel interests, including wellness travel, book-inspired getaways, unexpected local finds, quiet luxury and nature experiences.
- Highlight Fort Myers as a year-round family destination, with particular emphasis on summer travel opportunities.
- Leverage the rebuilding and reopening of the iconic Fort Myers Beach Pier as a powerful symbol of the island's strength, resilience and continued comeback.



Fort Myers Beach Pier rendering



- Showcase the destination's diverse accommodations through compelling story angles that go beyond the traditional hotel stay, including distinctive vacation rentals, camping and RV experiences, and other memorable ways to stay.
- Partner with local businesses and community organizations to create memorable itineraries and authentic, local experiences for visiting journalists.
- Coordinate with the marketing team to align earned media storytelling with paid campaigns and amplify the reach of earned media through social media channels.







Strategy: Expand visibility in priority domestic markets, including Florida drive markets, by building stronger media relationships and generating greater destination awareness

Tactics:

- Connect pitches to timely national travel trends, seasonal opportunities and cultural moments that position Fort Myers as a relaxed change of pace among Florida destinations.
- Use media targeting tools to identify and cultivate relationships with influential journalists, editors and media outlets in priority domestic markets.
- Leverage opportunities to highlight local events, history and experiences that connect the Fort Myers area to broader national conversations and cultural moments.
- Engage regional Florida drive-market media through relevant story ideas, immersive “micro-FAM” opportunities and targeted media outreach.



Strategy: Grow international media reach through strategic partnerships, targeted media engagement and storytelling tailored to established and emerging markets

Tactics:

- Collaborate with Visit Florida to host media from priority Latin American markets, and participate in coordinated media missions aligned with target audiences and market opportunities.
- Work with international contractors to identify culturally relevant story angles, media opportunities and emerging trends in Canada, Germany, the United Kingdom and Nordic/Scandinavian markets.
- Partner with other Florida DMOs to develop multi-destination itineraries that make Florida storytelling more compelling and accessible for international journalists.
- Engage local businesses with meaningful international connections when they can add cultural context and authenticity to visiting media experiences.

Strategy: Strengthen understanding and advocacy for tourism in Lee County through meaningful communications with partners, residents and business leaders that demonstrate tourism's value to our community



Tactics:

- Cultivate local media relationships and connect journalists with tourism partners, community voices and fresh story opportunities that showcase what makes the Fort Myers area distinctive while deepening understanding of tourism's role in Lee County.
- Elevate signature VCB events, programs and initiatives, including Island Hopper Songwriter Fest, Elaine McLaughlin Outstanding Hospitality Service Awards (E Awards) and Visitor Services activities, through earned media that demonstrates the VCB's impact and connection to the community.
- Refresh the monthly Industry Partner Newsletter to deliver greater value to partners, with each edition designed to help them take action, gain useful insight or feel recognized. Use performance insights to continually strengthen content and engagement.
- Proactively communicate the value and impact of tourism through local media, community events, VCB channels and speaking engagements, using relevant stories to build greater understanding among Lee County partners and residents.
- Build communications and advocacy readiness with clear messages, community proof points and trusted relationships that help the VCB respond quickly and effectively when issues affecting tourism arise.



Destination Development

Through careful planning and industry collaborations, our Destination Development team shapes the natural assets, events and attractions of Lee County into meaningful experiences that draw visitors, boost the economy and enhance everyday life for residents.

Strategy: Oversee the Beach & Shoreline and Attractions & Events Marketing funding programs in accordance with Tourist Development Tax (TDT) guidelines and governing statutes

Tactics:

- Annually review and update program guidelines; share changes via webinars.
- Monitor project progress and the reimbursement process continuously.
- Evaluate the return on investment (ROI) of funded projects to ensure alignment with program goals.







Strategy: Promote sustainable tourism through immersive, experience-based itineraries integrated into marketing, sales and public relations efforts

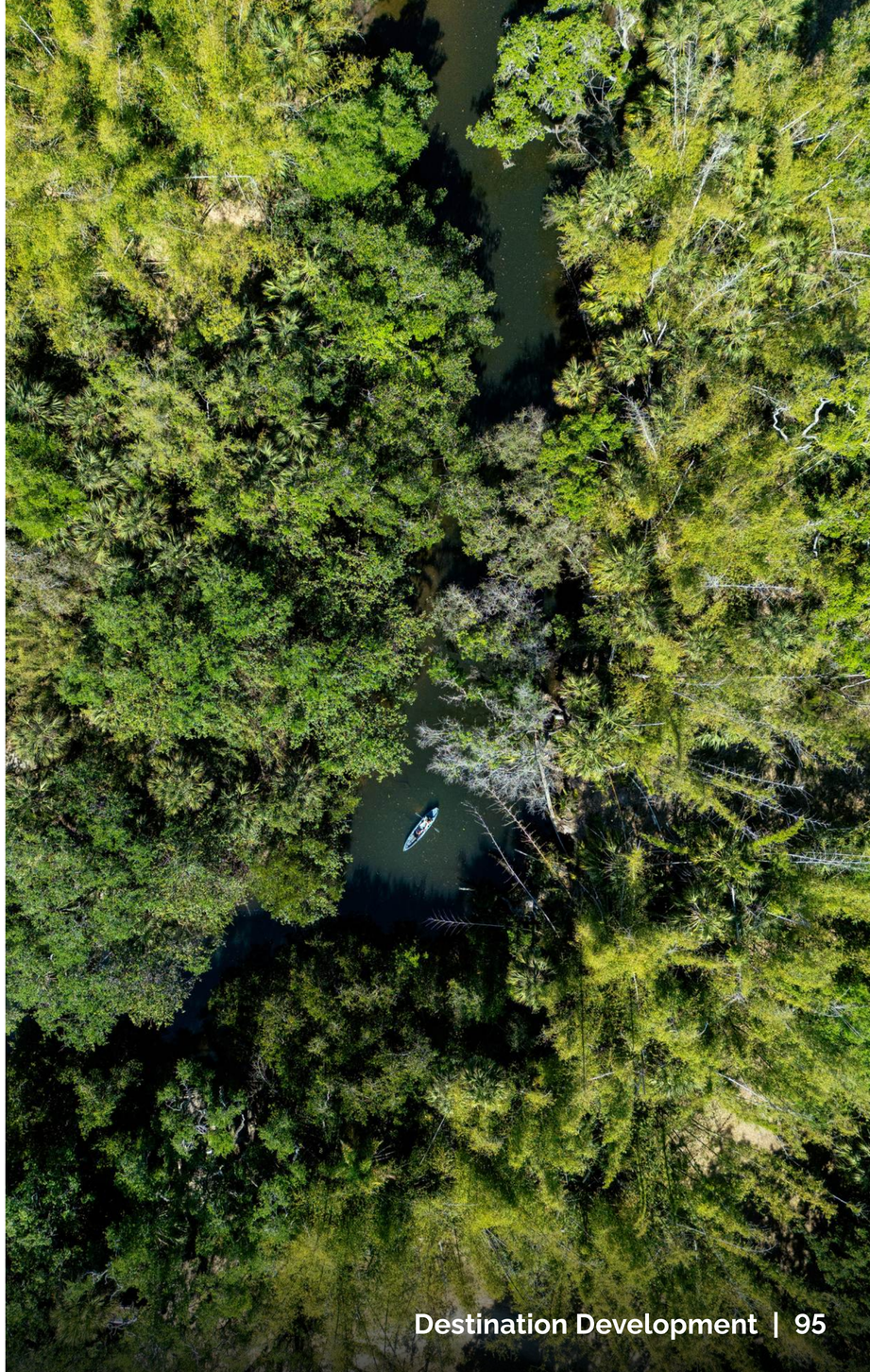
Tactics:

- Explore opportunities in culinary tourism, agritourism, ecotourism, and other experiential travel.
- Develop digital destination trails, challenges and passports throughout the Fort Myers area, including an Arts and Culture Digital Pass.
- Foster the development of arts and culture experiences that yield opportunities for collaborative partnerships with other visitor-facing businesses.
- Continue the partnership with Kind Traveler as Florida's first destination offering a guest give-back opportunity through select properties.
- Promote the Florida Green Lodging Program to hotel partners to encourage participation.
- Develop voluntourism experiences in collaboration with groups such as Keep Lee County Beautiful, Sanibel-Captiva Conservation Foundation, and Lee County Parks & Recreation, combining education with community service.

Strategy: Strengthen community and industry partnerships through collaboration, shared resources and new visitor experiences that showcase the destination and drive bookings

Tactics:

- Oversee the Island Hopper Songwriter Fest, prioritizing partner satisfaction and continuous quality improvement over expansion.
- Present regularly to community and industry organizations to educate them about VCB initiatives and partnership opportunities.
- Continue working with partners to increase awareness of the area's arts and cultural offerings, strengthen partnerships and create new opportunities for engagement.
- Identify potential collaborators to co-develop new events and experiences.
- Ensure we hold leadership roles in key industry organizations, including:
    - Florida Society for Ethical Ecotourism
    - American Shore & Beach Preservation Association
    - Florida Shore & Beach Preservation Association
    - Florida Restaurant & Lodging Association
    - Florida Festivals & Events Association



Strategy: Support the collaborative development and enhancement of public spaces to strengthen community identity and foster a sense of place

Tactics:

- Define and communicate the unique story of each neighborhood.
- Incorporate local art into the design of rebuilt beach park facilities.
- Leverage our network of neighborhood webcams to showcase live destination views and highlight the unique character of our communities.
- Expand the interactive neighborhood mural program, aiming for at least one mural in each community (currently 10 completed).
- Stay engaged with City Nation Place to identify creative ways to empower community partners to tell their stories and elevate our destination's identity.











Sports Development

The Lee County Sports Development department attracts world-class sporting events that generate visitor spending, hotel demand and national exposure while enhancing quality of life for Lee County residents.

Strategy: Drive demand and diversify Lee County's tourism economy through sports

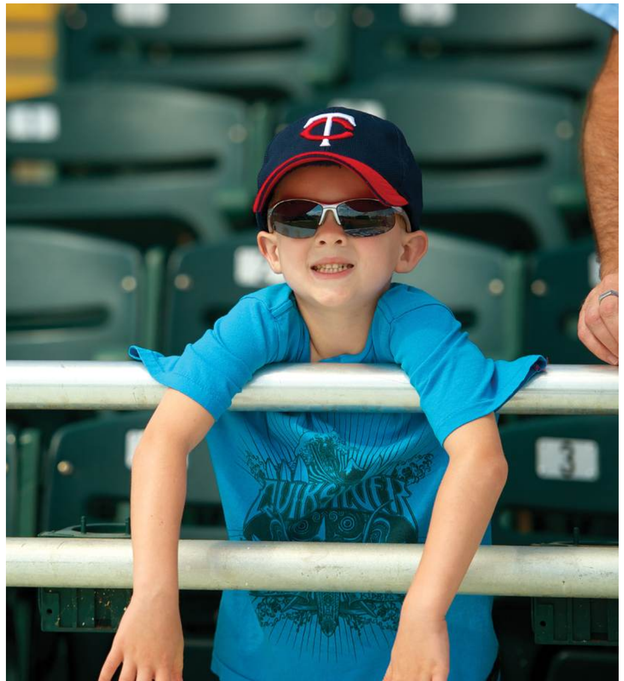
Tactics:

- Produce 180,000 hotel room nights in Lee County through sports tourism events and business activities in FY26/27.
- Expand sports tourism through emerging sports and new sport organizations.
- Identify and host a new sports association meeting annually.
- Attract a minimum of 50 international teams to participate in Lee County sports tourism events.
- Retain 90% of our sports business as repeat business.
- Identify opportunities to integrate the Fort Myers brand into sports tourism initiatives and promote Lee County as a global sports destination.
- Maintain a strong national presence by attending key industry events including, but not limited to, the TEAMS Conference, SportsETA Symposium, Sports Express, etc.









Strategy: Strengthen partnerships that grow Lee County's visitor economy

Tactics:

- Leverage signature sports events, such as the Fort Myers Tip-Off, MLB Spring Training and the City of Palms Basketball Classic, to showcase Lee County, generate national media exposure and strengthen business recruitment efforts.
- Identify new sports facility needs and opportunities within the community.
- Collaborate with the VCB's Sales team to attract sports-related conferences and events.
- Maintain up-to-date sports metrics on the Lee County Performance Dashboard.

Strategy: Tell the story of sports tourism's impact on our community

Tactics:

- Share regular sports tourism updates with hospitality partners.
- Partner with Lee County Community Engagement and Communications to ensure sports tourism successes and "quality of life" stories are communicated to residents.
- Highlight economic impact, visitor trends, industry challenges and future opportunities.
- Work collaboratively with Lee County Parks & Recreation to maximize the benefits of sports tourism while minimizing impacts on residents' access to public recreational facilities.
- Promote sports tourism as a placemaking tool that supports the economic development and destination marketing efforts of Lee County.





Visitor Services

The Visitor Services team welcomes travelers and provides information, guidance and assistance to help them navigate the Fort Myers area and enjoy a positive visitor experience. Volunteer programs, community outreach and the Elaine McLaughlin Outstanding Hospitality Service Awards (E Awards) also strengthen connections with the local community and celebrate the people who make our destination special.

Visitor Services Programs

Volunteer Tourism Ambassador Program

In 1990, the Visitor & Convention Bureau started a specialized volunteer program at RSW that has grown significantly since its inception. Knowledgeable and friendly volunteers greet travelers at the airport and annually answer more than 900,000 questions about the area and the airport. Ambassadors work at five Visitor Information Booths, two mobile booths and roam the airport to provide hands-on help to passengers. We also collaborate with Lee County Sports Development to provide two mini Visitor Information Booths at county stadiums, which are staffed by volunteers during Spring Training and special events.

Project Cookie

Airport and airline partner emergency assistance and comfort are provided to stranded passengers whose travel is interrupted due to severe weather or lengthy delays.

Special Projects

Ambassador teams assist at conferences, conventions, sporting and community events by providing a quality Lee County experience for visitors and residents.

Visitor Assistance Program

Specialized assistance is provided to travelers during emergencies or crises. We work closely with accommodations, law enforcement, transportation, government, foreign consulates and medical services to provide emergency support to visitors and their families.

Elaine McLaughlin Outstanding Hospitality Service Awards (E Awards)

This program recognizes extraordinary hospitality customer service professionals in Lee County as nominated by visitors and residents.



pelican_bay_charters

Strategy: Grow and strengthen the Tourism Ambassador program

Tactics:

- As Southwest Florida International Airport expands, increase the Tourism Ambassador program from 150 to 165 trained volunteers over the next two years to enhance the visitor experience and connect travelers with Southwest Florida.
- Continue to train multilingual volunteers to provide assistance inside U.S. Customs and Border Protection at RSW by greeting international visitors. Currently volunteers are able to assist in nine different languages, including American Sign Language.
- Place our two mobile information booths at the airport in strategic locations with a focus on high visibility, accessibility and visitor engagement.
- Celebrate destination awareness days and other special occasions by having Tourism Ambassadors distribute local seashells and themed stickers to travelers, creating a memorable welcome while building awareness of the Fort Myers area.





Strategy: Recognize and elevate Tourism Partners and Tourism Ambassadors

Tactics:

- Collect and share positive visitor stories highlighting exceptional tourism and hospitality employees and recognize their contributions through the annual Elaine McLaughlin Outstanding Hospitality Service Awards (E Awards).
- Regularly spotlight Tourism Ambassadors through social media and other communications channels, sharing stories that demonstrate their knowledge, hospitality and impact on the visitor experience at RSW.
- Highlight Tourism Ambassador familiarization trips to local partner businesses through social media, showcasing how these experiences strengthen volunteers' destination knowledge, improve visitor assistance at RSW and increase exposure for participating partners.



Guests First Program

While Lee County's beaches, nature and attractions entice visitors, it is the people they encounter throughout their journey who shape the experience. From the airport to the hotel front desk, restaurants, retail and attractions, the people who interact with our visitors every day have an incredible influence on how Lee County is experienced, remembered and talked about.

Overview

Developed in partnership with the American Hotel & Lodging Educational Institute, Guests First provides practical, tourism-focused training that helps employees build stronger connections, navigate changing situations and deliver intentional service. Participants also have the opportunity to earn the Certified Guest Service Professional (CGSP) designation, providing a recognized professional achievement while raising the standard of service throughout our hospitality industry.

Guests First is more than customer service training. It is an investment in the people who bring the destination to life. The program empowers hospitality employees with skills, confidence and the right mindset to recognize the impact of their role and create guest experiences that help Lee County stand out as a premier destination.

In a fast-paced hospitality environment, exceptional service does not always require doing something extraordinary. Sometimes it means slowing down, being present, listening to a question, noticing a need or taking an extra moment to make someone feel welcomed and valued. These everyday interactions can become the moments guests remember the most.

For businesses, Guests First is an opportunity to invest in their workforce, strengthen their service culture and turn frontline employees into one of their greatest competitive advantages. Stronger employees and intentional service can support guest satisfaction, business reputation and loyalty. For the destination, it helps create a consistent culture of hospitality that extends beyond individual businesses and shapes the visitor experience across Lee County. When we invest in the workforce, we strengthen the experience and elevate the destination.





Core Objectives

Elevate the frontline: Change the way we see and value frontline hospitality employees by recognizing the essential role they play in representing their businesses and shaping the visitor experience.

Create meaningful connections: Equip employees with the skills, confidence and mindset to be present, listen, observe and create genuine connections that turn everyday interactions into memorable experiences.

Strengthen businesses through service: Make professional development accessible while helping businesses build service cultures that support workforce and business goals.

Strategy: Position Guests First as a workforce and business investment

Tactics:

- Develop and share frontline employee success stories that demonstrate the impact of everyday service interactions on visitors and businesses.
- Promote Guests First and CGSP as a professional development opportunity that builds employee confidence, skills and career value.
- Conduct targeted outreach to hospitality businesses and industry leaders to increase awareness and participation.
- Use partner testimonials and real-world examples to demonstrate the business value of investing in frontline employees.







Strategy: Promote the power of intentional service and human connection

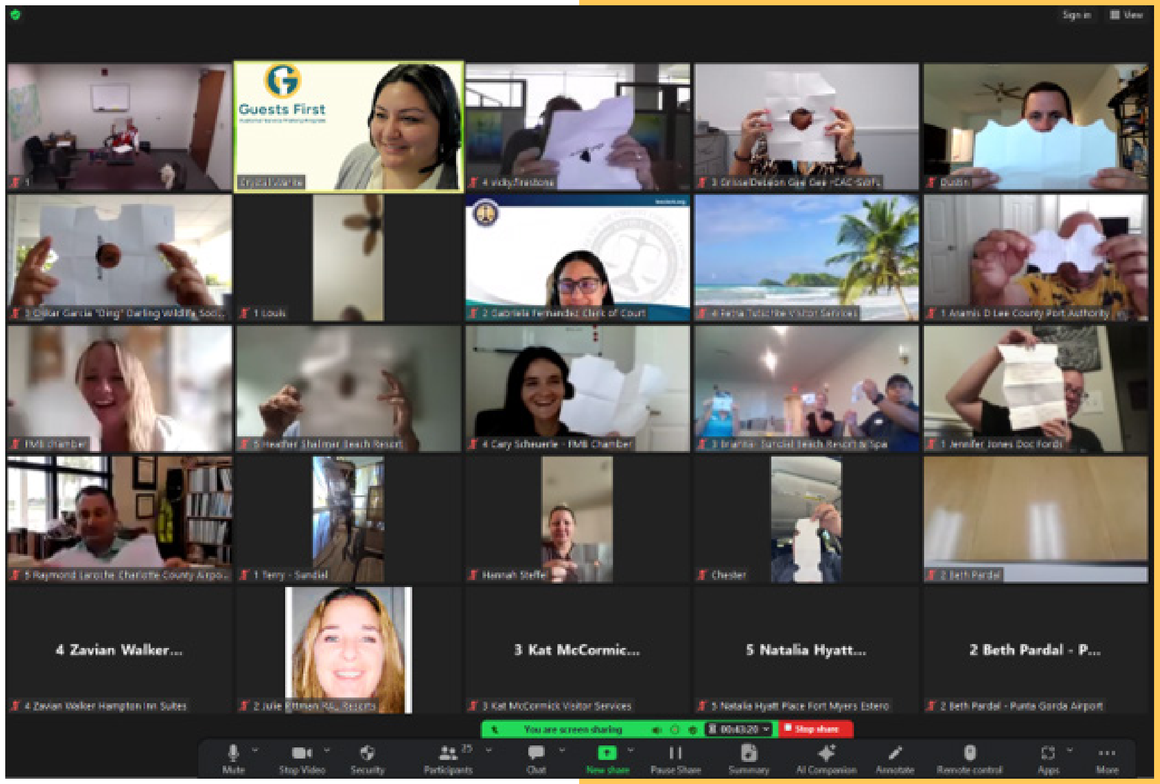
Tactics:

- Incorporate real-world hospitality scenarios that demonstrate the impact of small acts of service.
- Reinforce personalization, observation, communication, empathy and anticipatory service.
- Encourage participants to identify opportunities in their own workplaces to improve the guest experience.
- Encourage participating businesses to reinforce Guests First principles with employees beyond the classroom.

Strategy: Grow business participation through accessible, relevant and customized training opportunities

Tactics:

- Partner with businesses across Lee County to host training opportunities throughout the destination.
- Offer a variety of training formats including virtual, in-person and expedited sessions.
- Develop exclusive and customized training opportunities for businesses seeking to strengthen their internal service culture.
- Conduct targeted outreach to new and existing business partners to increase participation and repeat engagement.
- Provide businesses with tools and resources to reinforce Guests First principles beyond the classroom.



05

FY26/27 Targets Summary

	SOURCE	FY26/27 TARGETS
OVERARCHING		
Bed Tax	Audited Returns	$53.5M
PAID MEDIA (Including Paid Search and Paid Social)		
Impressions	Google Ads/Google Campaign Manager/Paid Social	648M
Total Engagements	Google Ads/Google Campaign Manager/Paid Social	80M
Total Inquiries	Google Ads/Google Campaign Manager/Paid Social	610K
CPM	Contracts	$13.00
Added-Value Placements	Contracts	$3.5M
SOCIAL		
Website Referrals	Sprout Social	1.26M
Video Views	Sprout Social	22M
Total Social Media Engagements	Sprout Social	3.5M
Total Influencer Impressions	Sprout Social	5M
Total Social Impressions	Sprout Social	144M

	SOURCE	FY26/27 TARGETS
EMAIL		
Website Leads: Unique Open Rate	Salesforce/Google Analytics 4	30%
Website Leads: Click Rate	Salesforce/Google Analytics 4	1.75%
Unsubscribe Rate	Salesforce/Google Analytics 4	0.20%
All Leads: Partner Referrals	Salesforce/Google Analytics 4	22K
WEBSITE		
eNews Sign-Ups (Leisure, Meetings and Weddings)	Salesforce	20,000
Average Pages/Visit	Google Analytics 4	1.70
Average Session Duration	Google Analytics 4	2:50
Accommodations Referrals	Google Analytics 4	4%
Dining Referrals	Google Analytics 4	0.4%
Activities Referrals	Google Analytics 4	1.6%
Engagement Rate of Organic Search Sessions	Google Analytics 4	82%
DESTINATION DEVELOPMENT		
Event Marketing	Events Supported	12 events funded
Attractions Marketing	Applications	35 attractions funded
Placemaking Initiatives	Bandwango Passports/Murals	5 passports/3 murals
Beach & Shoreline (TDT) Funding	Projects Funded/Amount	17 projects totaling $12.9M
Kind Traveler "Every Stay Gives Back" Partnership	Participating Properties	8 lodging/charitable partners

	SOURCE	FY26/27 TARGETS
PUBLIC RELATIONS		
Media Impressions	Ad Service	6B impressions
Media/Journalists Hosted	VCB Count	40
Media Hot List Inclusions	MMGY Count	100
AI Visibility	Ad Service (Muck Rack)	At least 80% of secured coverage to come from media outlets with High or Some AI Visibility, meaning their content appears or is referenced in AI-generated search results and responses.
Partner Mentions	VCB Count	250
Article Counts	VCB Count	400
INDUSTRY RELATIONS		
Guests First Participants	VCB Count	500
Guests First Trainings	VCB Count	50
Awards Recognition	VCB Count	500 nominations
Tourism Ambassadors	VCB Count	15 new Tourism Ambassadors
SALES – DOMESTIC AND INTERNATIONAL		
Meeting/Conference Conversion	Simpleview	40,000 room nights (group)
Meeting Leads	Simpleview	330,000 room nights (group)
FAM Trips/Site Inspections	VCB Count	50 domestic & international travel professionals
Destination Education/Client Events (Webinars, Podcasts, Training Classes, Events)	VCB Count	50 destination education events
Community Engagement	VCB Count	60 local organization meetings or events

06

FY25/26 Performance

	SOURCE	FY25/26 TARGETS	FY25/26 RESULTS
OVERARCHING			
Bed Tax	Audited Returns	$49.1M	$56.9M
PAID MEDIA (including Paid Search and Paid Social)			
Impressions	Google Ads/Google Campaign Manager/Paid Social	606M	677M
Total Engagements	Google Ads/Google Campaign Manager/Paid Social	82M	83M
Total Inquiries	Google Ads/Google Campaign Manager/Paid Social	510K	592K
CPM	Contracts	$12.00	$12.95
Added-Value Placements	Contracts	$3.5M	$3.9M
SOCIAL			
Website Referrals	Sprout Social	810K	1.2M
Video Views	Sprout Social	22M	20.8M
Total Social Media Engagements	Sprout Social	4M	3.2M
Total Influencer Impressions	Sprout Social	5M	4.4M
Total Social Impressions	Sprout Social	145M	132.3M

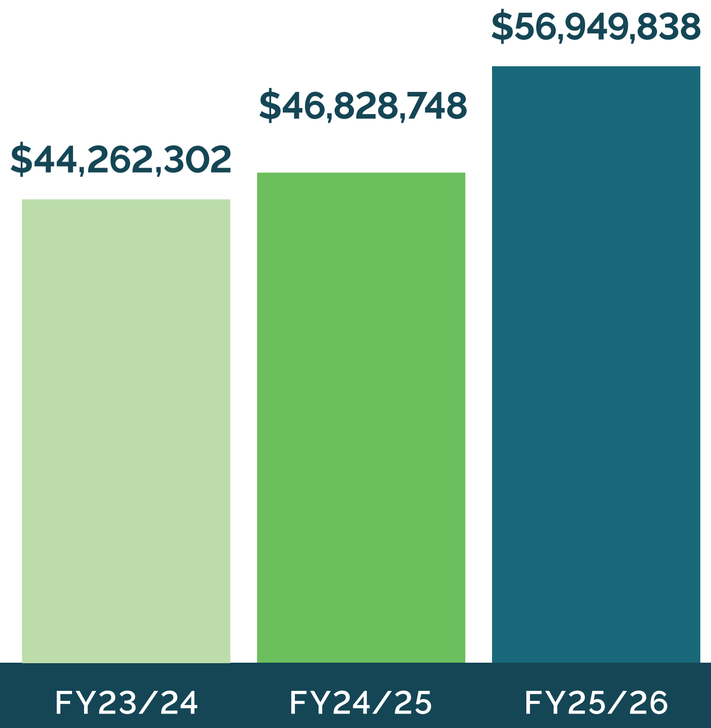
	SOURCE	FY25/26 TARGETS	FY25/26 RESULTS
EMAIL			
Website Leads: Unique Open Rate	Salesforce/Google Analytics 4	32%	28%
Website Leads: Click Rate	Salesforce/Google Analytics 4	1.75%	1.45%
Unsubscribe Rate	Salesforce/Google Analytics 4	0.20%	0.18%
All Leads: Partner Referrals	Salesforce/Google Analytics 4	20K	24K
WEBSITE			
eNews Sign-Ups (Leisure, Meetings and Weddings)	Google Analytics 4	18,000	24,464
Average Pages/Visit	Google Analytics 4	1.75	1.70
Average Session Duration	Google Analytics 4	2:50	2:25
Accommodations Referrals (Jan–Sep)	Google Analytics 4	5%	2.78%
Dining Referrals (Jan–Sep)	Google Analytics 4	0.4%	0.26%
Activities Referrals (Jan–Sep)	Google Analytics 4	1.6%	1.00%
Engagement Rate of Organic Search Sessions	Google Analytics 4	82%	76.57%
DESTINATION DEVELOPMENT			
Event Marketing	Events Supported	12 events funded	11 events funded
Attractions Marketing	Applications	35 attractions funded	35 attractions funded
Placemaking Initiatives	Bandwango Passports/Murals	5 passports/4 murals	5 passports/3 murals
Beach & Shoreline (TDT) Funding	Projects Funded/Amount	23 projects totaling $30.4M	23 projects totaling $30.4M
Kind Traveler “Every Stay Gives Back” Partnership	Participating Properties	5 lodging/charitable partners	5 lodging/charitable partners

	SOURCE	FY25/26 TARGETS	FY25/26 RESULTS
PUBLIC RELATIONS			
Media Impressions	Ad Service	5.5B	17.6B
Media/Journalists Hosted	VCB Count	40	43
Partner Mentions	VCB Count	250	235
INDUSTRY RELATIONS			
Guests First Participants	VCB Count	500 Guests First participants	796 participants
Guests First Trainings	VCB Count	Host a minimum of 50 training sessions	51 training sessions
Awards Recognition	VCB Count	Encourage 500 nominations	984 nominations
Tourism Ambassadors	VCB Count	Add 15 new Tourism Ambassadors	22 new Tourism Ambassadors
SALES – DOMESTIC AND INTERNATIONAL			
Meeting/Conference Conversion	Simpleview	45,000 room nights (group)	47,360 room nights (group)
Meeting Leads	Simpleview	400,000 room nights (group)	332,805 room nights (group)
Wedding Leads	Simpleview	130 wedding leads	46 wedding leads
FAM Trips/Site Inspections	VCB Count	55 travel professionals	66 travel professionals
Destination Education/Client Events (Webinars, Podcasts, Training Classes, Events)	VCB Count	60 destination education events	68 events
Community Engagement	VCB Count	60 local organization meetings or events	64 events

Performance

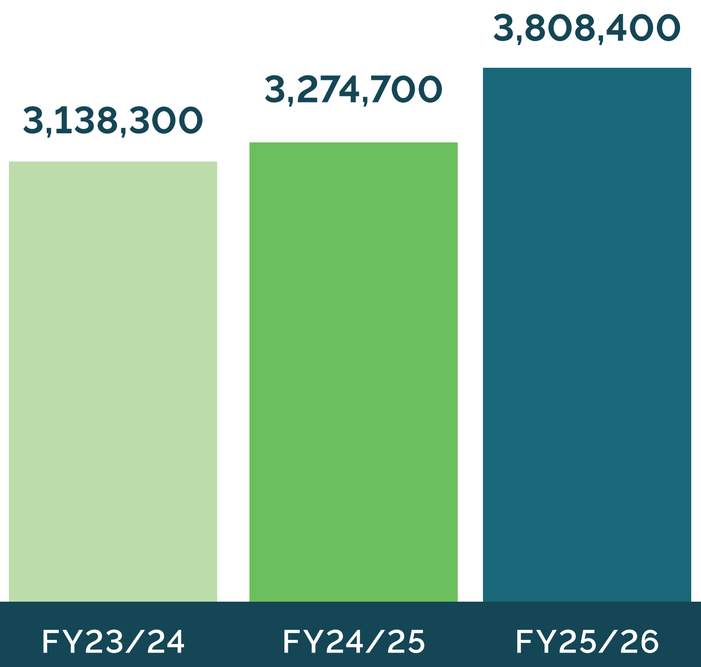
BED TAX

Source: *Lee County Clerk of Court*



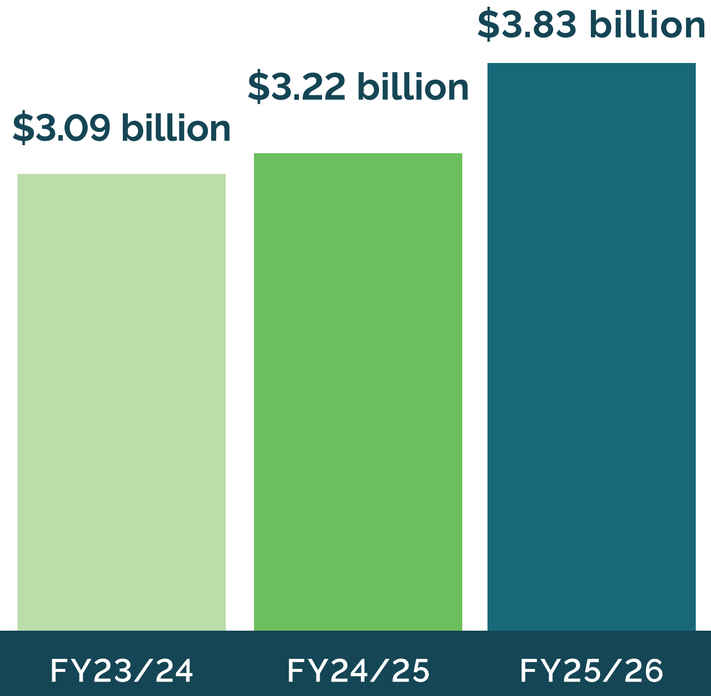
NUMBER OF VISITORS

Source: *Downs & St. Germain Research*



VISITOR EXPENDITURES*

Source: *Downs & St. Germain Research*

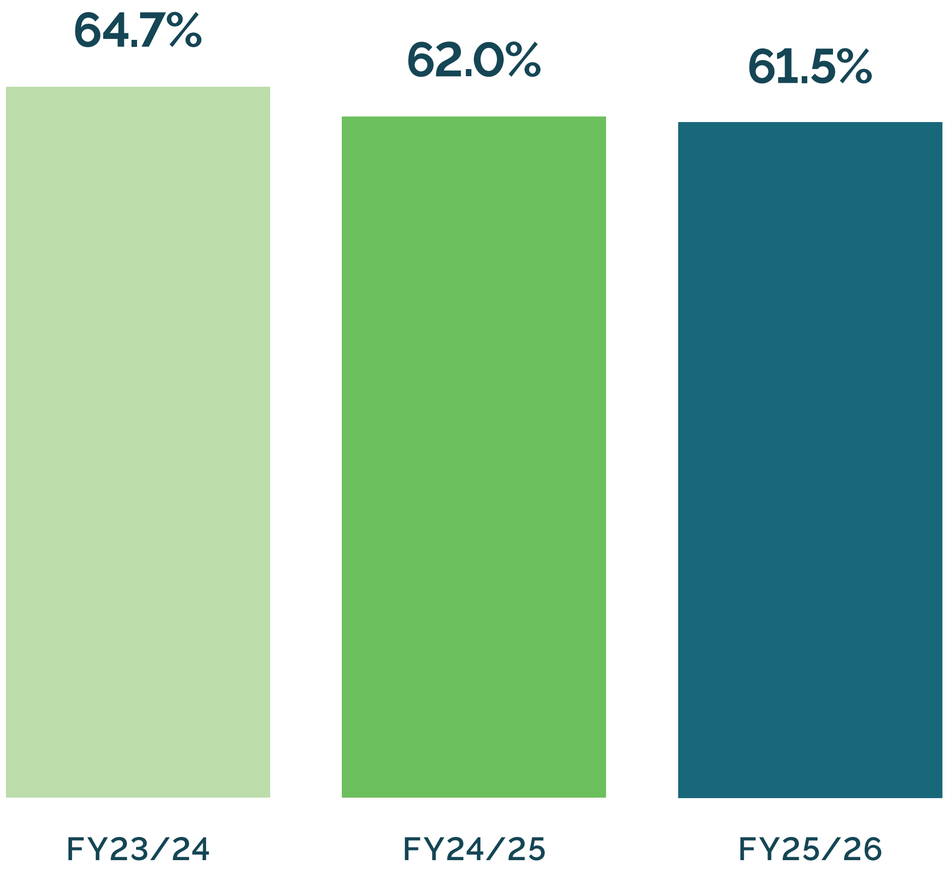


For more detailed information, please visit our Performance Dashboard on LeeVCB.com

*Visitor Expenditures includes accommodations, restaurants, entertainment, shopping, transportation, groceries, and other expenses.

Lodging Performance

OCCUPANCY



ADR



RevPAR



SUPPLY*

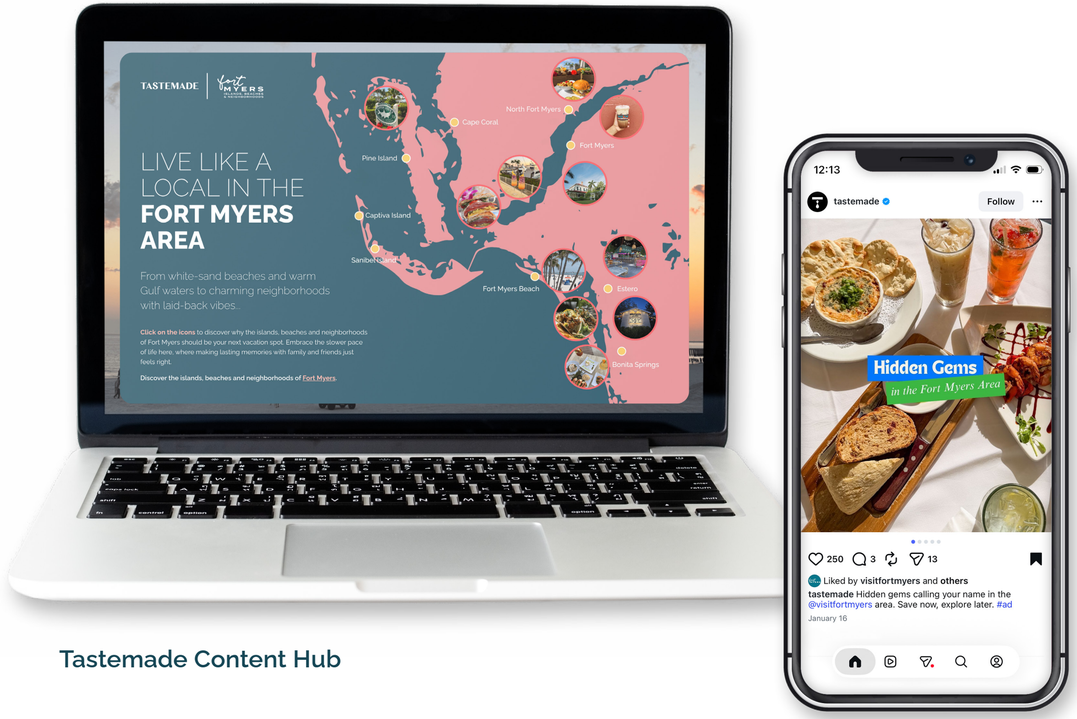


*Supply is a measure of the total inventory of sellable hotel rooms measured by Smith Travel Research for the given market period

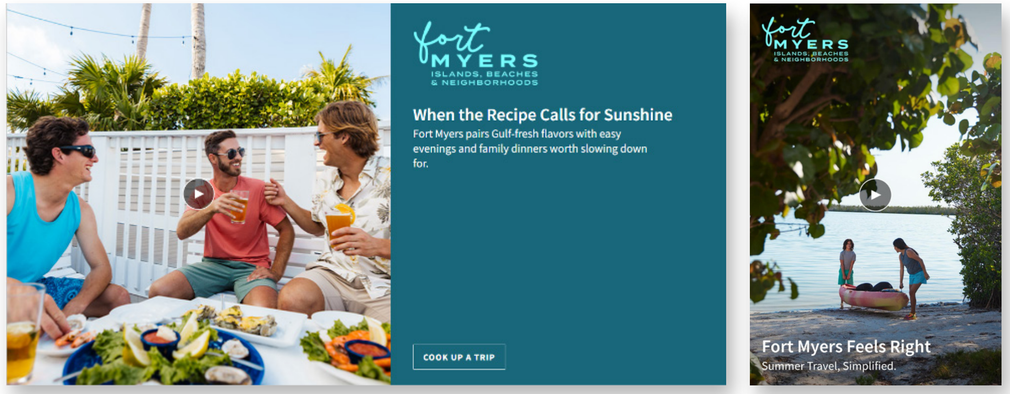
FY23/24 FY24/25 FY25/26

FY25/26 Paid Media Highlights

- Tastemade Content Hub
- Expedia Travel Shops
- TravelZoo Destination Showcase
- The New York Times Easy Sheet Pan Dinners Sponsorship



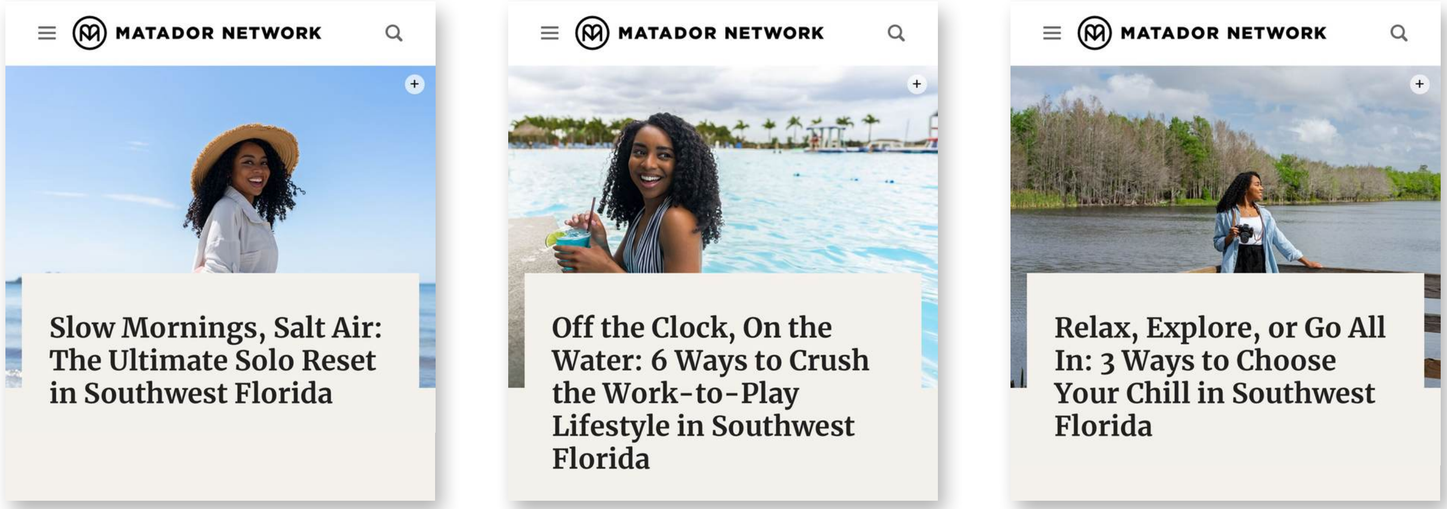
Tastemade Content Hub



New York Times Easy
Sheet Pan Dinner Sponsorship



Conde Nast Traveler Custom Content



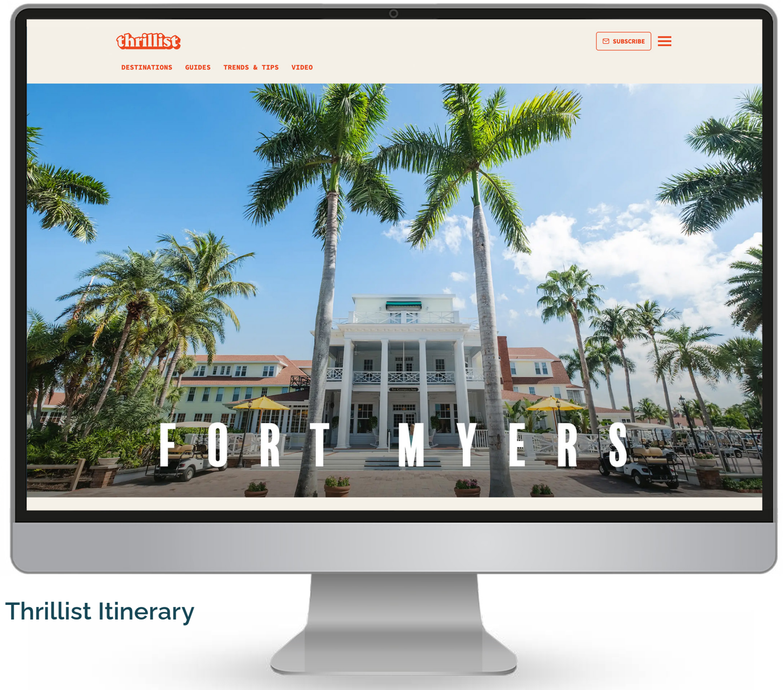
Matador Network Photoshoot and Custom Content

Paid Media Highlights

- Condé Nast Traveler Custom Content
- TripAdvisor Memory Makers Video + Hub
- Matador Network Photoshoot and Custom Content
  - Slow Mornings, Salt Air: The Ultimate Solo Reset in Southwest Florida
  - Off the Clock, On the Water: 6 Ways to Crush the Work-to-Play Lifestyle in Southwest Florida
  - Relax, Explore, or Go All In: 3 Ways to Choose Your Chill in Southwest Florida

Paid Media Highlights

- Thrillist Itinerary
- Honeyfund Sweepstakes
- Garden & Gun Weddings Custom Content



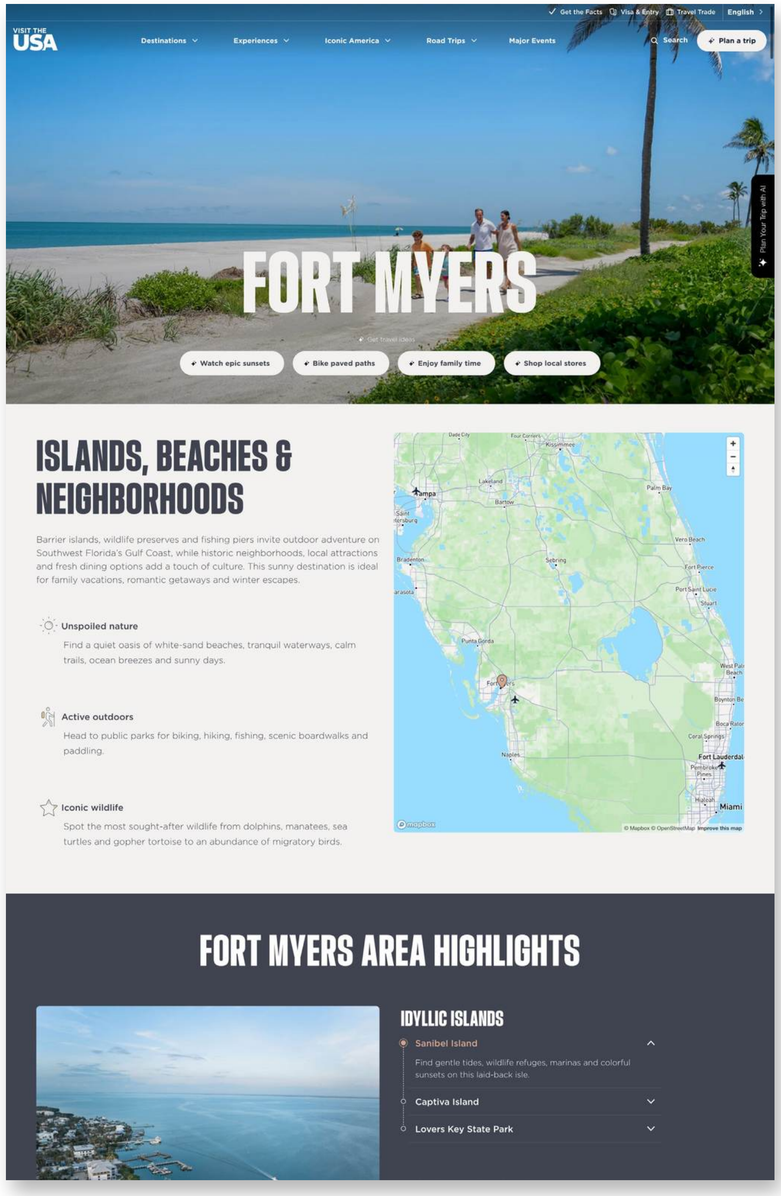
Thrillist Itinerary



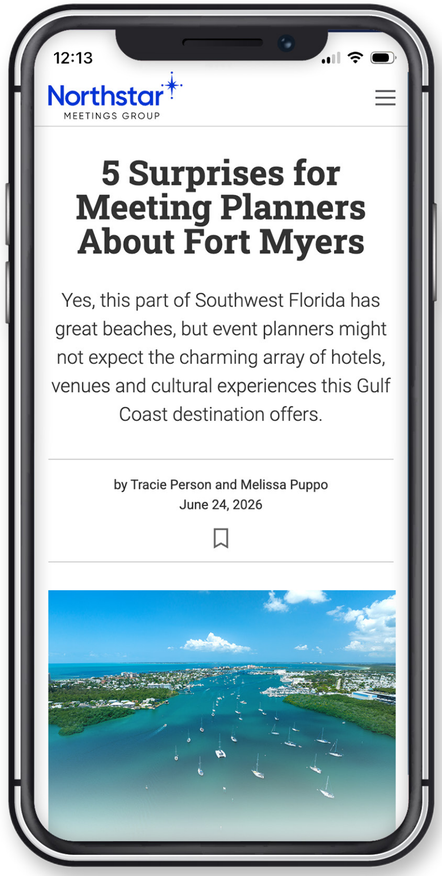
Garden & Gun Weddings Custom Content



Honeyfund Sweepstakes



Brand USA Destination Landing Page



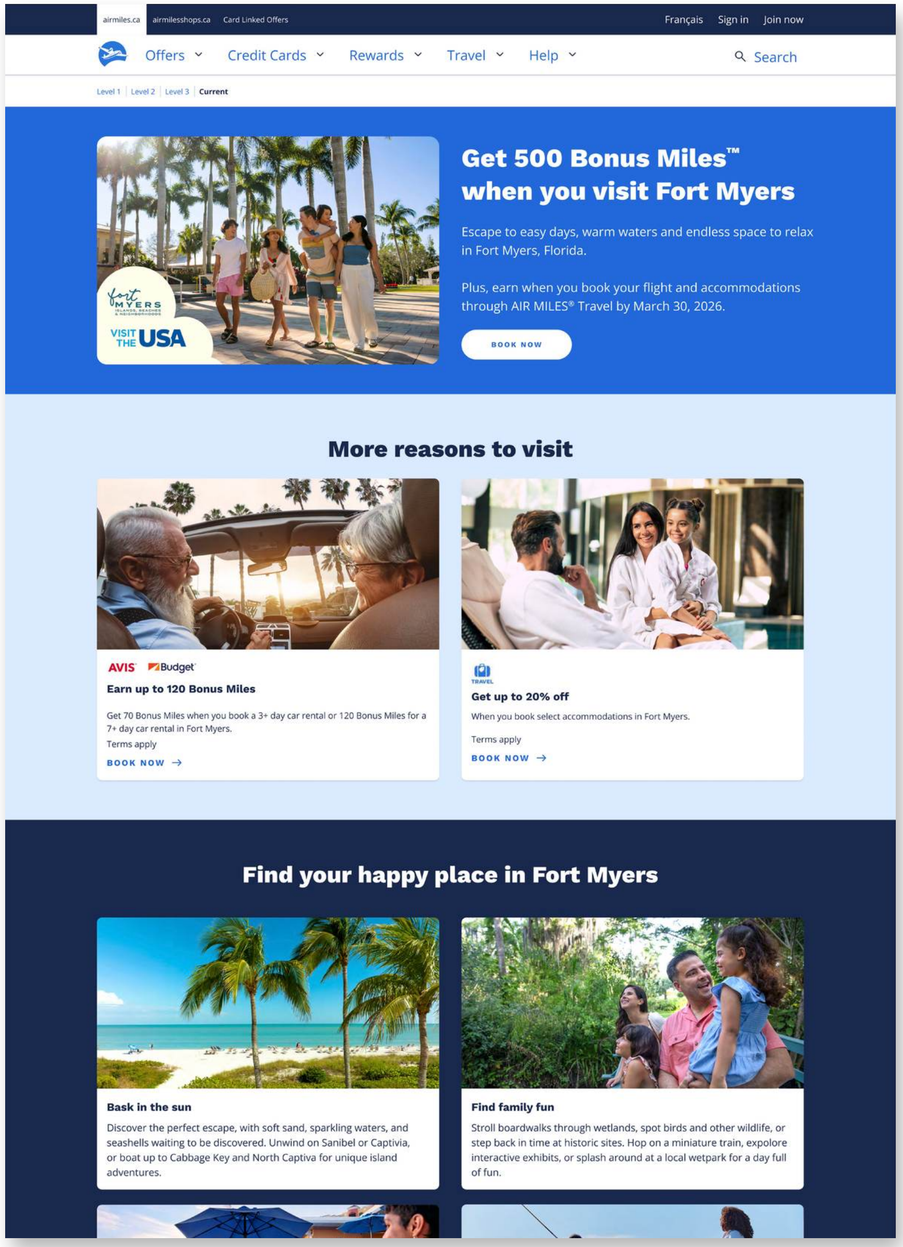
Northstar Meetings Group Custom Content

Paid Media Highlights

- Skift Meetings Sponsored Content
- Northstar Meetings Group Custom Content
- Brand USA Destination Landing Page

Paid Media Highlights

- Brand USA Audience Optimization Campaigns









Social Highlights

Total FY25/26

- 132.3M impressions
- 3.2M engagements
- 28% year-over-year increase in video views
- 20.8M views

Summer Nature Navigators content

- 50+ pieces of content
- 600K impressions

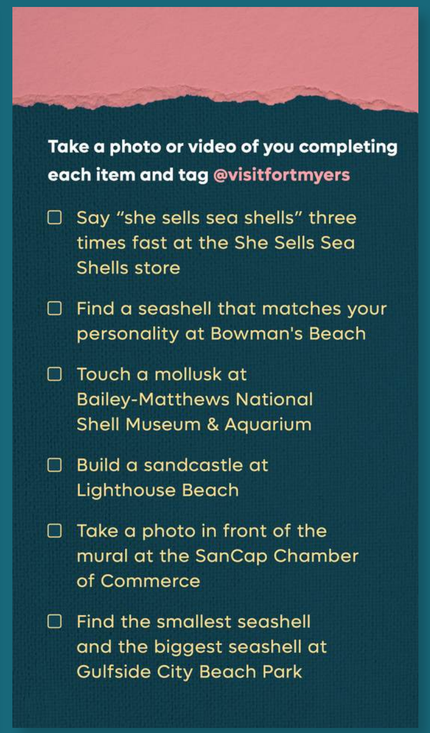
National Seashell Day social content

- 27 posts
- 92K+ impressions

Influencer content

- 300 owned social assets
- 25+ partnerships
- 4.4M impressions













Awards

Flagler Awards 2026

- Direct Marketing Gold (Henry) Award for Neighborhood Email Series
- Print Advertising Bronze Award for Just Feels Right Campaign Ads

Adrian Awards 2025

- Broadcast Television Silver Award for Just Feels Right TV Spots
- Broadcast Television Bronze Award for TravelZoo Broadcast Event
- Technology Bronze Award for Concierge Module
- Consumer Brand Campaign Bronze Award for Just Feels Right Integrated Campaign

Sunsational Awards 2026

- First place for Island Hopper Songwriter Fest (IHSF) Banners
- First place for IHSF T-Shirt
- Second place for IHSF Mobile App
- Second place for IHSF Social Media Ad Campaign
- Third place for IHSF Promo Video
- Third place for IHSF Website

Accolades

- Sanibel Island Only U.S. Island Made Expedia's Island 'Hot List' For 2026—And It's In Florida - *Southern Living*
- 10 Best Beaches for Kids Across America, From Calm Coves to Wave-Ready Shores - *Fodor's Travel*
- 10 U.S. Vacations Everyone is Eyeing for Spring Break 2026 - *Yahoo Creators*
- 11 Of The Most Underrated Beach Towns In Florida - *Southern Living*
- 12 Southwest Florida resorts families will love for beach vacations - *Yahoo Travel*
- 15 Best Weekend Getaways in Florida, According to a Local - *Travel + Leisure*
- 15 Hidden Beach Towns Across America Locals Hope You Never Find - *Only in your State*
- 15 Romantic Getaways In Florida For A Laid-Back Couples Trip - *Southern Living*
- 18 U.S. Babymoon Roadtrip Destinations For Parents-to-Be - *Parents*
- 30 Beach Getaways So Beautiful They Belong On Every Bucket List - *Southern Living*
- 5 Underrated Spring Break Destinations In Florida, According To A Travel Writer - *Southern Living*
- 52 Places to Go in 2026 - *New York Times*
- 6 Florida Beaches With The Best Shelling—And Barely Any Crowds - *Southern Living*
- 9 Best Coastal Towns in the U.S. for Retirees - *Travel + Leisure*
- Best Family Beach Vacations in the U.S. for 2026 - *US News & World Report*
- Discover the 15 Best Places to Retire in Florida - *Travel + Leisure*
- Florida's 11 Most Peaceful Destinations To Visit For A Stress-Free Vacation - *Islands*
- Forget Key West — Florida's Trendiest Island In 2026 Is Filled With Endless Family-Friendly Fun And Beach Beauty - *Islands*
- I've Lived on Florida's Gulf Coast for 30 Years—These Are the Best Quiet Beach Towns to Visit - *Travel + Leisure*

- Plan a Vacation to the Best Warm-Weather Destinations of 2026—See All the Winners - *Midwest Living*
- Six of the best spring getaways for 2026 - *BBC*
- The 10 Florida beach resorts families will love in 2026 - *USA Today*
- The 11 Best Beaches in Florida, From Cityside Shores to Uninhabited Islands - *AFAR*
- The 12 best family-friendly hotels and resorts in Southwest - *Family Vacationist*
- The 50 Best Beach Towns In The South - *Southern Living*
- The best family beach vacations in the US for summer 2026 - *USA Today*
- The best Florida beach towns for families, according to a travel expert - *USA Today*
- The Best Places to Live in Florida for Beach Bums, Nature Lovers, and History Buffs - *Condé Nast Traveler*
- The Best U.S. Road Trips to Take in Every Decade of Your Life, From Your 20s to Your 80s - *Travel + Leisure*
- The Gasparilla Inn & Club - *Condé Nast Traveler*
- The No. 1 Beach Destination In The South Is A Quiet Island With Sea Turtles And Salt Marshes—See The Full List - *Southern Living*
- The South's Best Inns Offer Secluded Shores, Cozy Fireplaces, And Legendary Hospitality—See The List - *Southern Living*
- The top 10 islands to visit in 2026, according to Expedia - *USA Today*
- These Are the 8 Best Trips to Take in Your 60s—from Ranch Stays to River Cruises - *Travel + Leisure*
- These Are the Top Island Destinations for 2026, According to Expedia—and No. 1 Destination Is a Caribbean Favorite - *Travel + Leisure*
- This Historic Florida Getaway Was Just Named The South's Best Small Town—See All The Winners - *Southern Living*
- Top 15 Resorts in Florida: Readers' Choice Awards 2026 - *Condé Nast Traveler*
- Top Florida Golf Courses for Group Outings - *Meetings Today*
- Top Islands: Readers' Choice Awards 2026 - *Condé Nast Traveler*
- Traveling with kids? Try these 10 destinations in 2026 - *USA Today*

07

Staff Directory and Market Representatives

VCB Staff Directory

Administration

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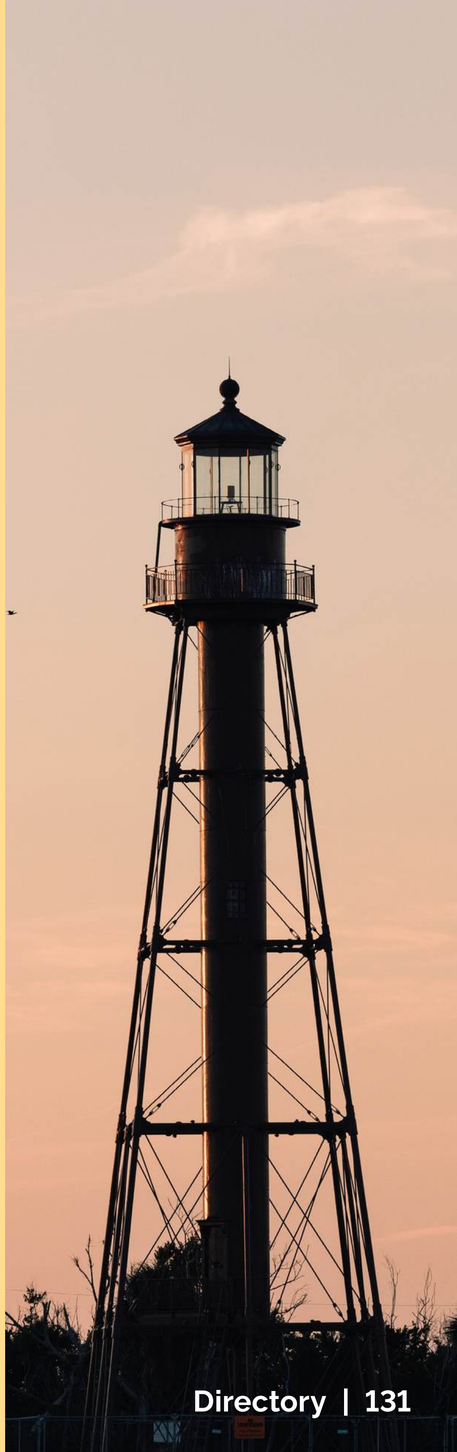
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Nyell Philp
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