

Fort Myers
ISLANDS, BEACHES & NEIGHBORHOODS

FY26/27 Marketing Highlights



What We Are Seeing in The Data


Experiences drive decisions
Connections drive motivation
Choice drives competition



Experiences Are Driving Destination Choice


Buenos Aires
ARGENTINA
Bahía Blanca
Tres Arr
Bahia Blan
G. San Martin




HOTEL
BOTTLEWORKS HOTEL



What Travelers Are Looking For








Winner
OF EVERY MAJOR
MUSICAL POLL!
Count
Basie
ORCHESTRA
Joe Williams
AMERICA'S GREAT
McCollum Hall
BOXING
TUT LITTLE
VS
JOE HADEN
ELLINGTON
HOLIDAY









People remember experiences, not geographic boundaries


Connection
Gives Travel Meaning

Family
Friendship Belonging
Reconnect
Celebrate Milestones
Connection
Togetherness
Quality Time Unplug
Recharge
Shared Experiences
Memories
Escape Discovery



Connections Take Many Forms










Travelers Have More
Choices Than Ever



Spotify®

Google Reviews ★★★★★

TRAVELZOO®





ChatGPT

Claude

YouTube

The New York Times

Tripadvisor

TikTok

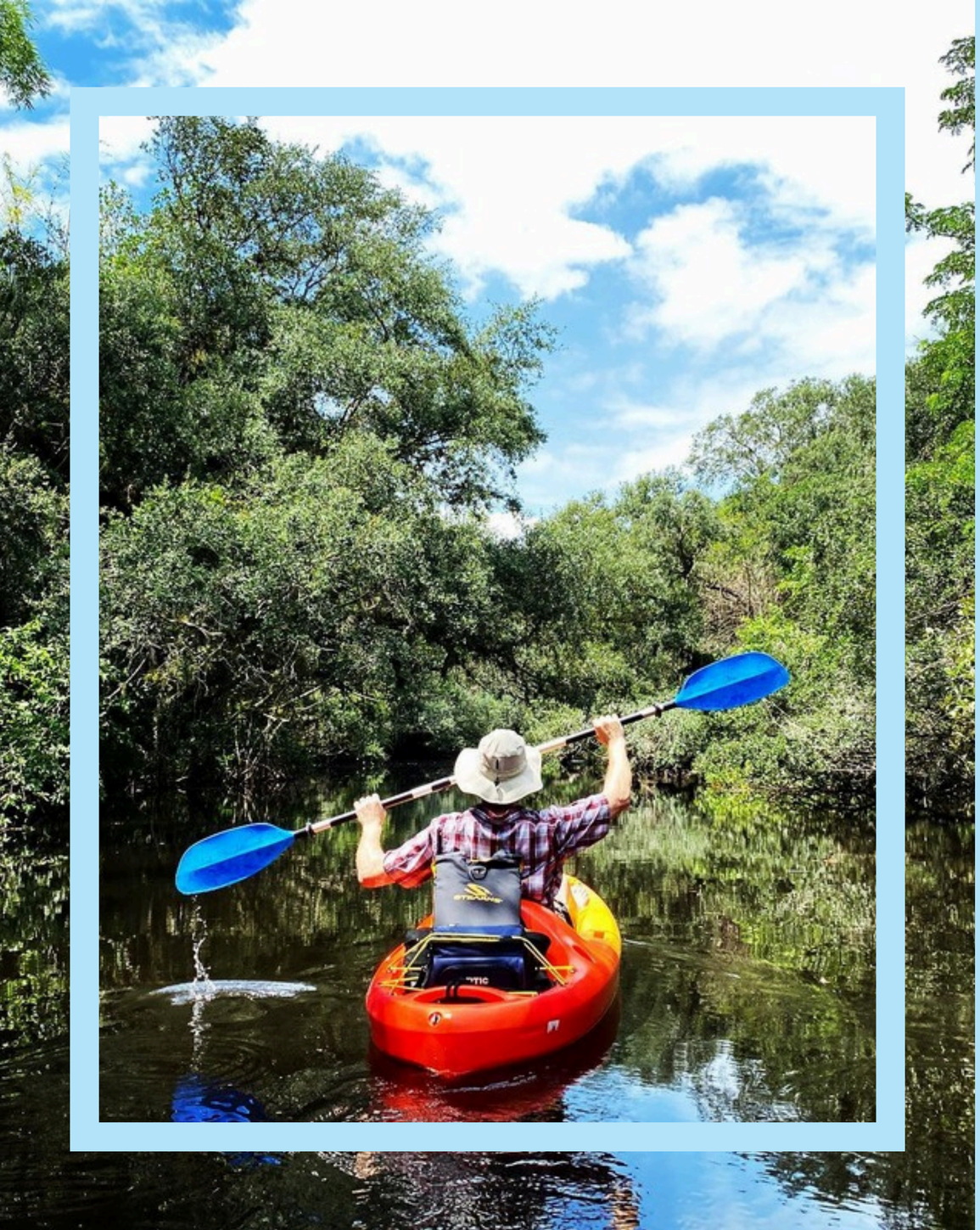


Trust Has Become The New Currency

- Friends/Family
- Reviews
- Creators
- Publishers

How Are We Responding?

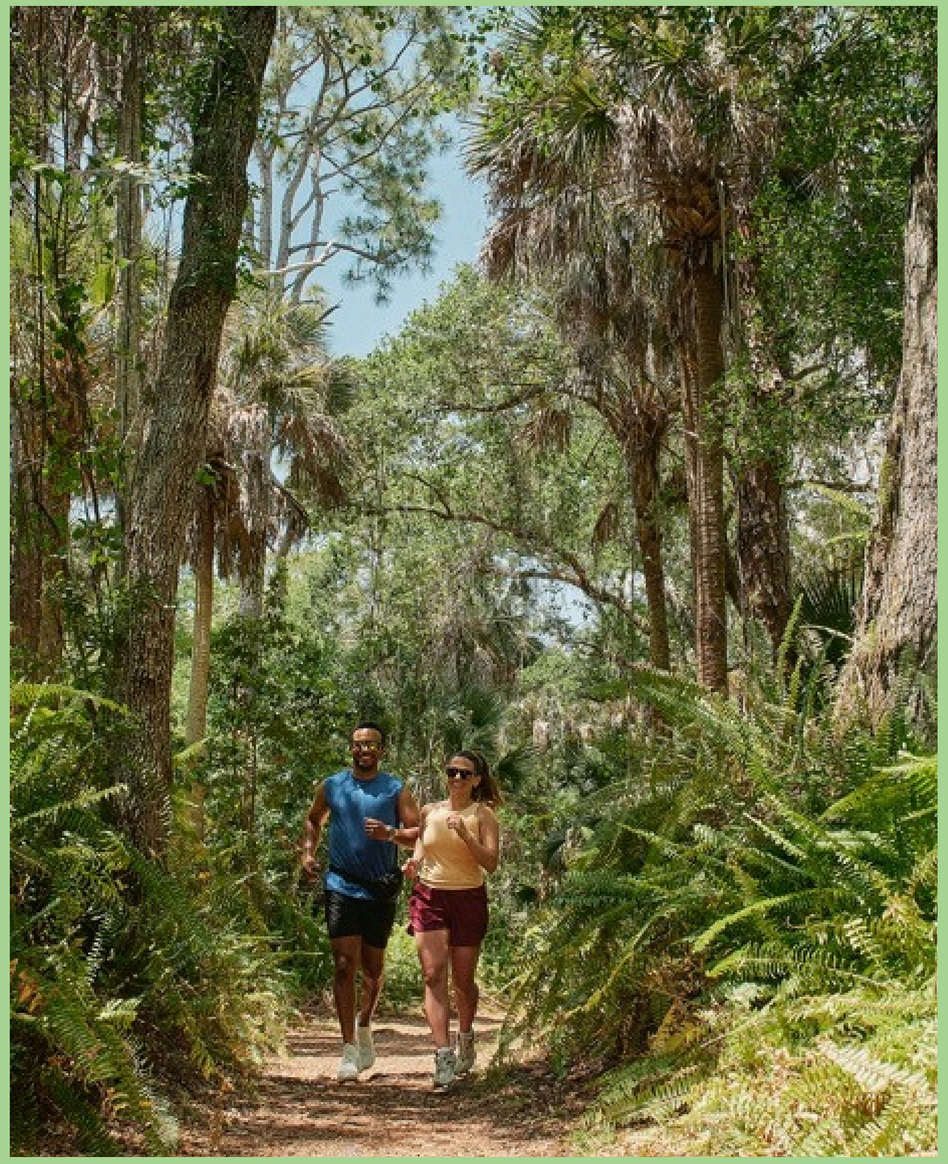


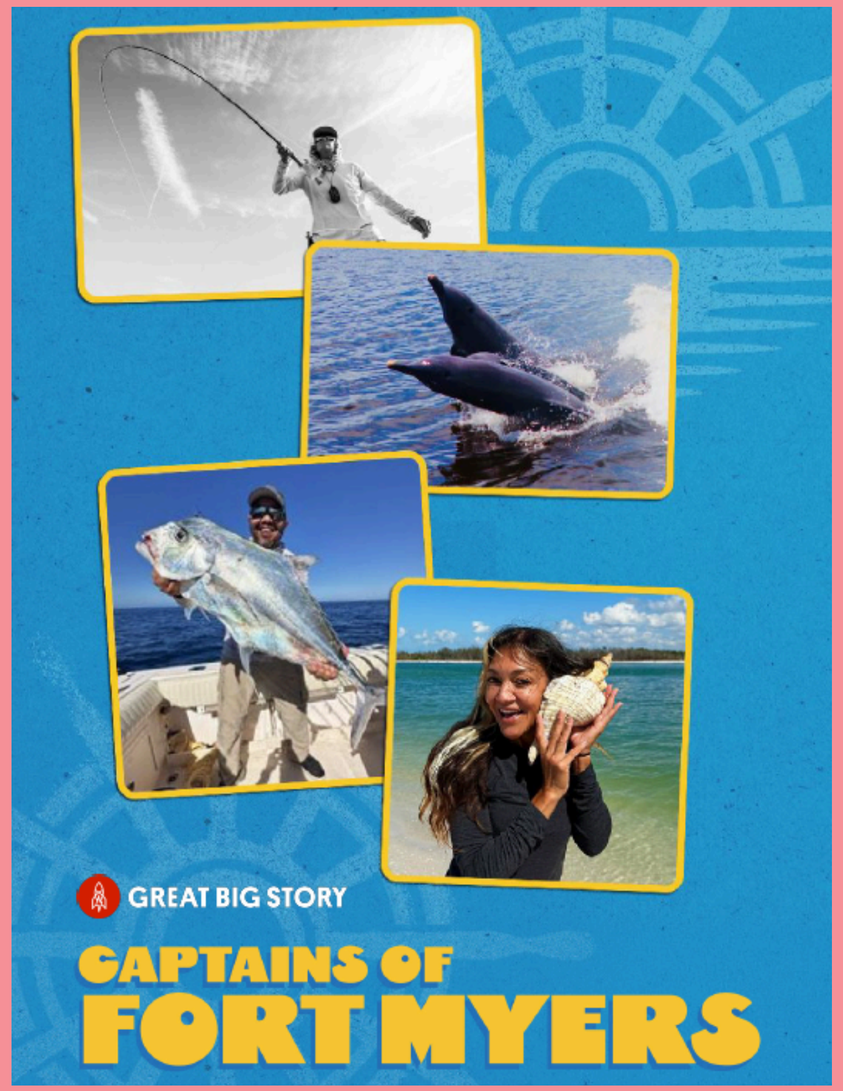


Experiences in Action

Nature, Adventure & Discovery

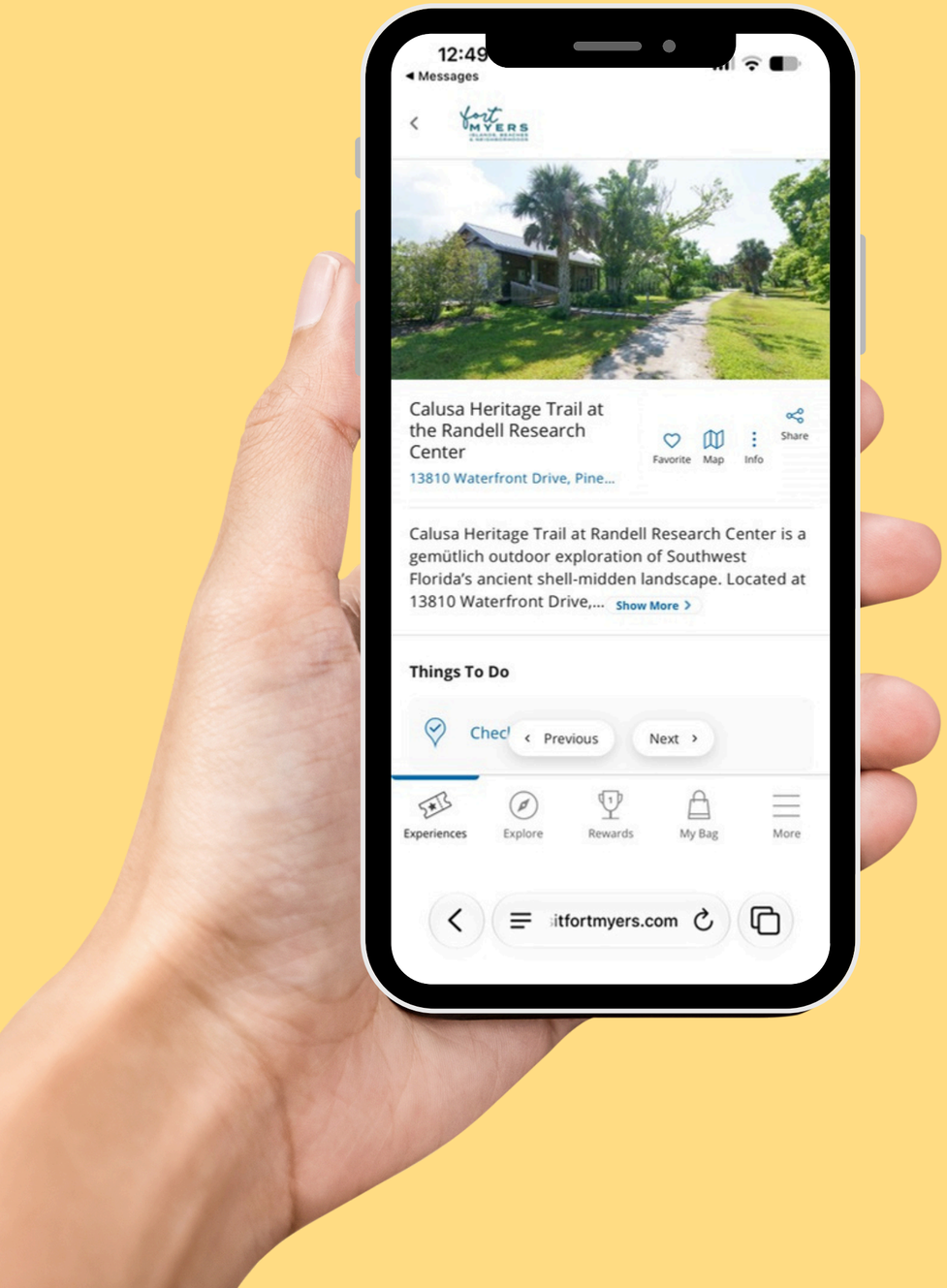
AllTrails





GREAT BIG STORY

Bandwango Digital Passes








Arts
& Culture
COMPASS

New Arts & Culture Compass

DISCOVER

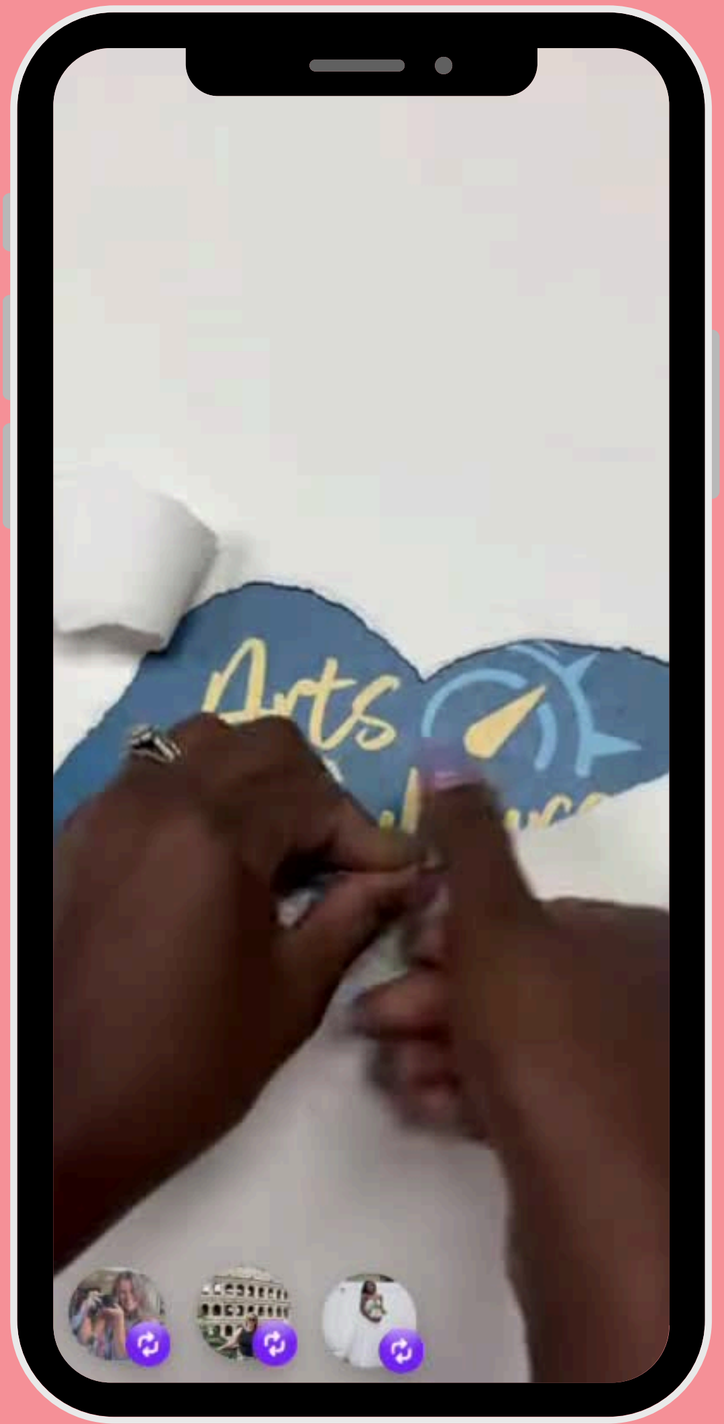
Arts, culture, history and hidden gems.

UNLOCK

Exclusive offers and rewards as you explore.

WIN

Prizes along the way and enter to **win** the Ultimate Arts & Culture Getaway!





Connections in Action

The New York Times



AFAR



TASTEMADE



GARDEN&GUN





Choice In Action



Dreaming

Video
Social
Storytelling



Planning

Search
Content
Itineraries
Visitor Guide



Booking

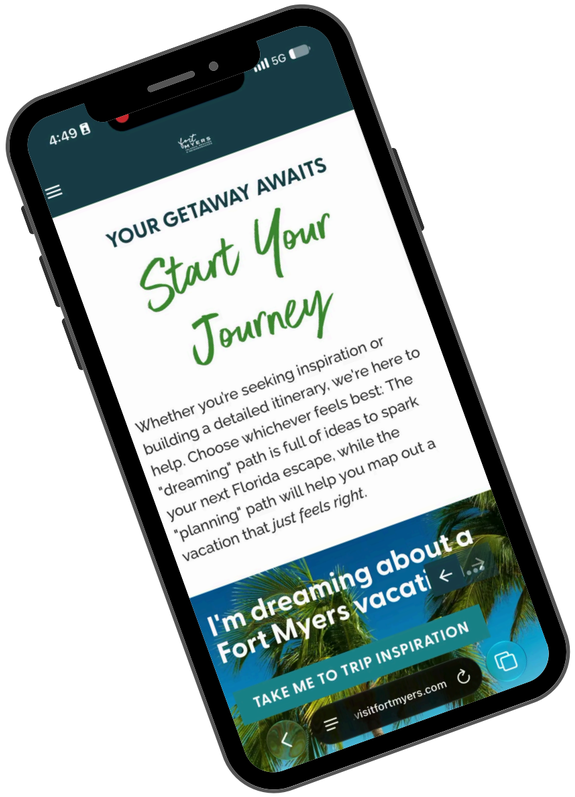
Seasonal Campaigns
Retargeting



Visiting

Exeriences
Digital Passes

Digital Visitor Guide







Itineraries

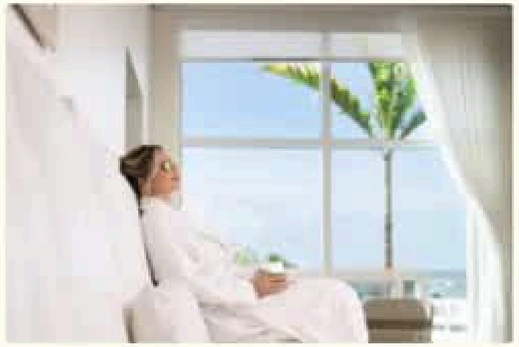
Home Meetings Weddings Travel Trade EN

fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS

Islands Beaches Neighborhoods Things to Do Eat & Drink Stay Explore Plan Your Trip

Explore itineraries that help you unwind from life's stressors, set your adventurous spirit free, experience the awe of nature and more.





Three Days of Relaxation

Ways to find your calm center and unlock your best self.



Three Days of Reconnection

Share the wonder, from eco-adventures to legendary eateries.



Three Days of Adventure

It's easy to indulge in your adventurous side.










Kickball Dad goes on a birding trip 🦜
📍 Fort Myers, FL





Creator Spotlight

Samuel Henderson

Nearly 1.2 million followers



> 1M views on IG

> 110K on Tik Tok

> 130K on FB


WHO
WHERE
WHEN
WHAT

The Fight For Relevance











We're Well Positioned for What's Next



Spring Training

Let’s Stay Connected!

@LeeCountyVCB

Lee County Visitor & Convention Bureau

Fort Myers - Islands, Beaches and Neighborhoods


Thank you!



Fort Myers
ISLANDS, BEACHES & NEIGHBORHOODS

Experiences, Connections & Choice:

Defining Travel's Next Chapter