



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lee County celebrates the Power of Travel May 2-8

LEE COUNTY, Fla. (U.S.A.) – Lee County celebrates National Travel and Tourism Week (NTTW) May 2-8, as it spotlights the critical role travel plays in driving economic recovery efforts and building the path forward through the theme **Power of Travel**.

The annual celebration of the contributions of the U.S. travel industry, NTTW was created by Congress in 1983 to elevate the economic power of domestic travel. The weeklong celebration arrives at an opportune moment to recognize the importance to the U.S. economy of initiating a post-pandemic travel recovery.

In place of the Lee County Visitor & Convention Bureau's (VCB) annual in-person Travel Rally, a virtual celebration will feature engaging videos about the people and places that make Southwest Florida special to its visitors and to the community. The VCB will showcase appreciation for the local tourism and hospitality industries, and share the importance these businesses have played in bolstering the local economy.

Join us on Facebook [@LeeVCB](https://www.facebook.com/leevcb), www.leevcb.com and www.youtube.com/LeeVCB/

“NTTW takes on a special significance this year as our industry continues to rebound quickly from the pandemic and accelerate recovery efforts,” said Lee County Commissioner Brian Hamman, chairman of the Tourist Development Council. “We all recognize the past year was incredibly challenging, but we saw the full power of our destination on display in the way we united and supported one another through this crisis.”

As the tourism industry moves forward with optimism about the future, it's important to recognize that visitor spending in calendar year 2020 generated an economic impact of \$4,274,184,500. The destination attracted 3,391,700 visitors and tourism supported 49,006 jobs.

The upcoming NTTW schedule includes:

Sunsational Sunday, May 2, kicks off NTTW as we celebrate the importance of the tourism industry and show appreciation for its workforce and the impact within the community, along with educating the public on the **Power of Travel**.

Magical Managers Monday, May 3, highlights three special leaders that make a difference in Lee County's tourism community. They are exemplary role models and mentors to our frontline staff.

Be Kind Tuesday, May 4, profiles and recognizes employees whose acts of kindness have helped guide us through the pandemic and demonstrate what it means to be kind.

Wanderlust Wednesday, May 5, creates an urge to get out and explore some of the hidden gems Lee County has to offer. Learn about the cultural experiences within the destination and how to plan a vacation in your own backyard.

Throwback Thursday, May 6, is a reminder of how far we have come in Lee County tourism. With Lee County attracting 5 million visitors a year, tourism is a tool for enhancing what we love about our region – from its ecological wonders to its history and culture.

Fantastic Friday, May 7, showcases the **Power of Travel** and how it has positively impacted our community through economic spending, local workforce and our tourism ambassador program at Southwest Florida International Airport. Join us for fun facts and trivia as we celebrate the visitors who choose Lee County as their vacation destination.

Small Business Saturday, May 7, recognizes the resilient business owners who have had an impact in our local tourism community as we continue our recovery. Their support with the launch of the VCB's cost-saving Sun Saver Passport is helping keep our community thriving with discounted experiences as we continue in our recovery phase.

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***Editor's note:** The Beaches of Fort Myers & Sanibel in Southwest Florida includes Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers and Lehigh Acres. For media assistance, visit www.fortmyers-sanibel.com/media-central*