

An aerial photograph of a coastal city at sunset. The sky is filled with vibrant orange and pink clouds. The ocean is a deep blue-green, and a long wooden pier extends from the shore into the water. The beach is sandy and populated with people. To the right, the city is visible with various buildings, palm trees, and a road with cars.

TOURISM UPDATE

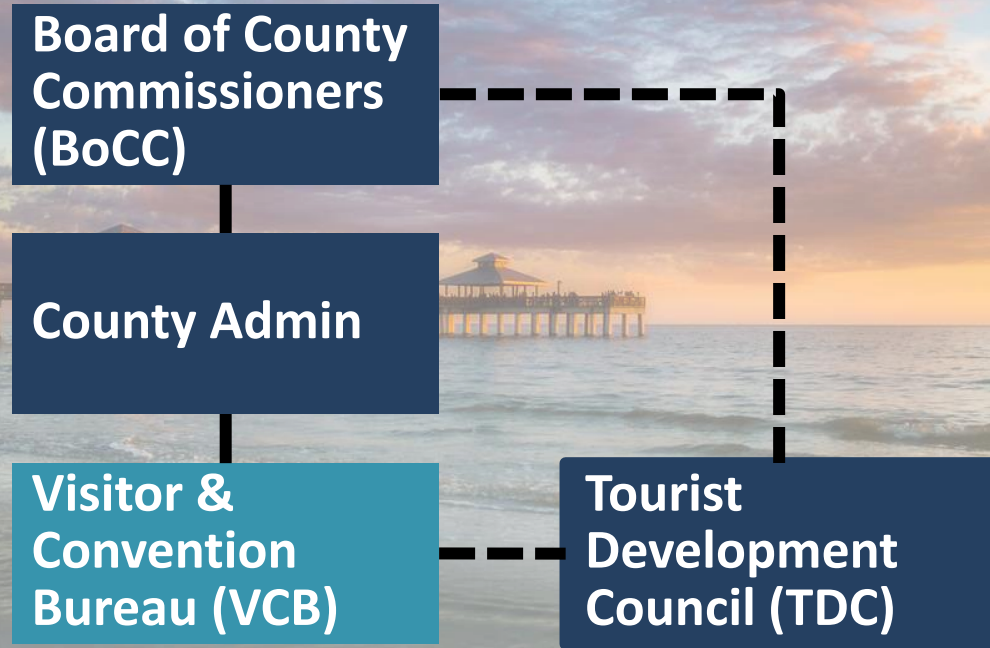
REIS of SWFL
JULY 13, 2021




LEE COUNTY VISITOR & CONVENTION BUREAU

- Lead marketing and promotional agency for Lee County tourism
- Department of Lee County government funded by the 5% tourist development tax (bed tax) on short-term accommodations
- Brands the area as “The Beaches of Fort Myers & Sanibel”

BOCC / TDC / VCB



Marketing

- 
- Digital, social, print, and broadcast media
 - Websites and Co-Op Advertising Program
 - Product Development


Sales

- 
- Promotes domestic and international group, meetings, and consumer tour and travel

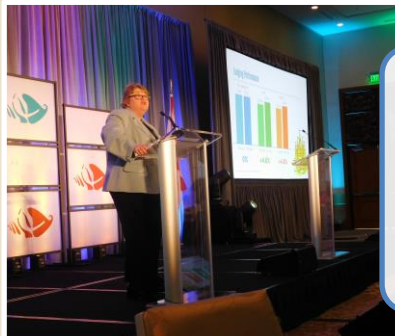
Communications/PR

- 
- Solicits local, national, and international media coverage
 - Conducts media missions and FAM tours

Visitor Services

- 
- Visitor Assistance Program at RSW
 - Team Tourism educational workshops and events

Admin

- 
- Operations
 - Community relations
 - TDC meetings
 - Customer service training (Guests First)

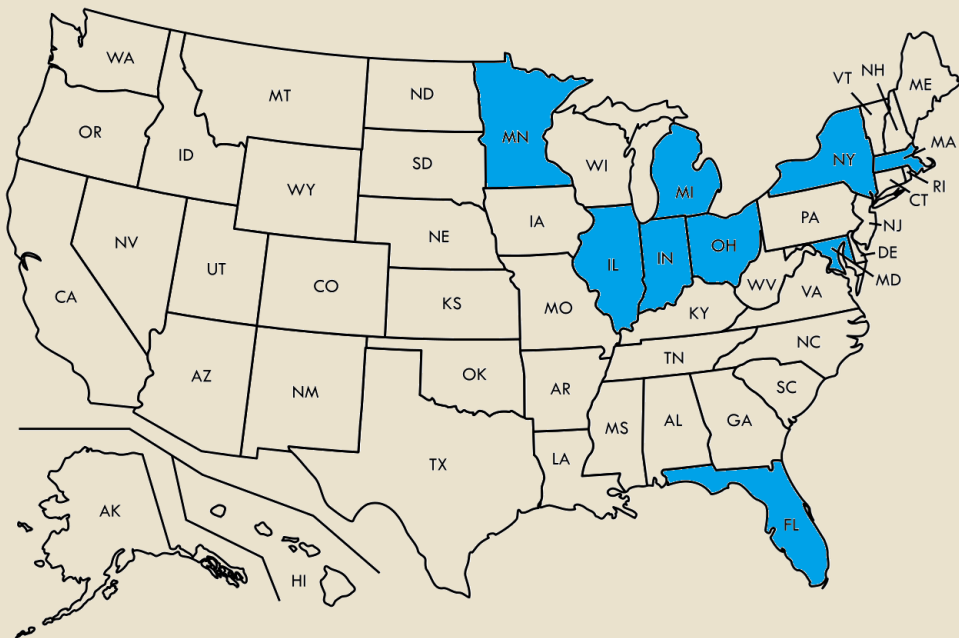
THE VALUE OF TOURISM



THE VALUE OF TOURISM

Visitation to Lee County 2020	3,391,700
Visitor Expenditures 2020	\$2.6 billion
Tourist Tax Revenue FISCAL YEAR 2019-20	\$38.3 million
Jobs County Residents Employed Directly or Indirectly by Tourism 2020	49,006

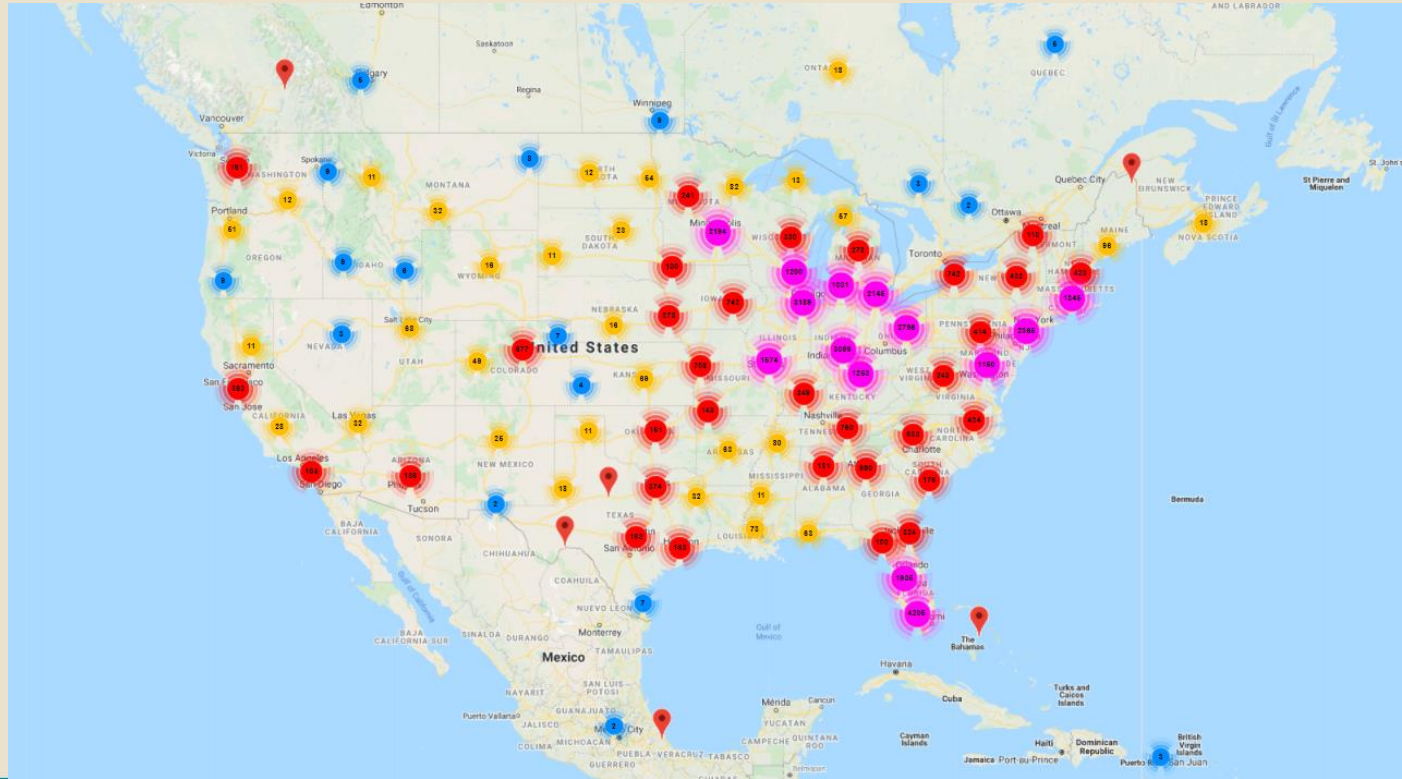
VISITOR ORIGIN



Domestic	International
94%	6%
New York	London
Chicago	Toronto
Miami-Ft. Lauderdale	Vancouver
Detroit	Calgary
Minneapolis-St. Paul	Berlin
Washington D.C. - Baltimore	Munich
Indianapolis	Dusseldorf
Cleveland	Amsterdam
Boston	Hamburg
Grand Rapids	

Source: 2020 Visitor Profile and Occupancy Analysis (DSG)

LEE COUNTY VACATION RENTAL VISITOR ORIGIN

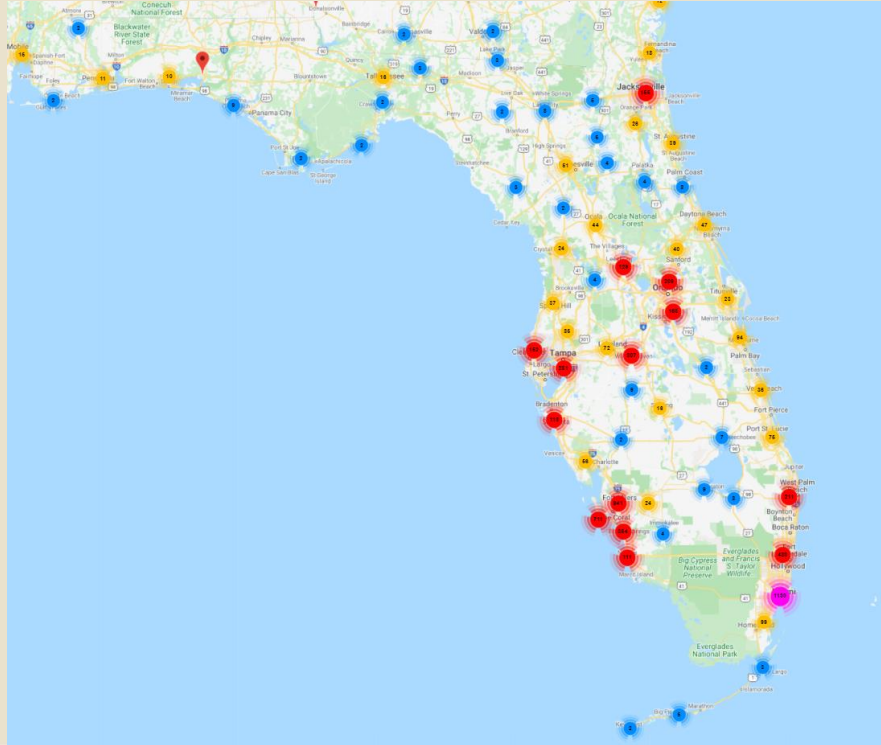


Source: KeyData, Calendar Year 2021 (Bookings as of July 9)



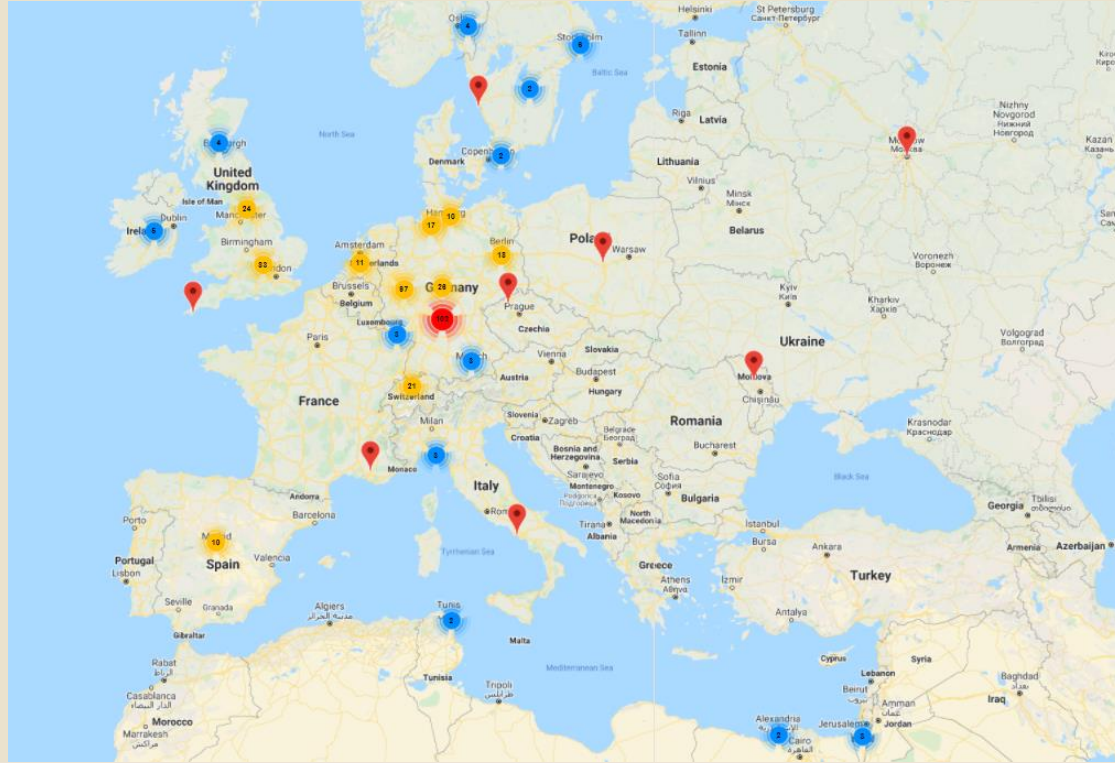
THE BEACHES OF
**FORT MYERS
AND SANIBEL**

LEE COUNTY VACATION RENTAL VISITOR ORIGIN



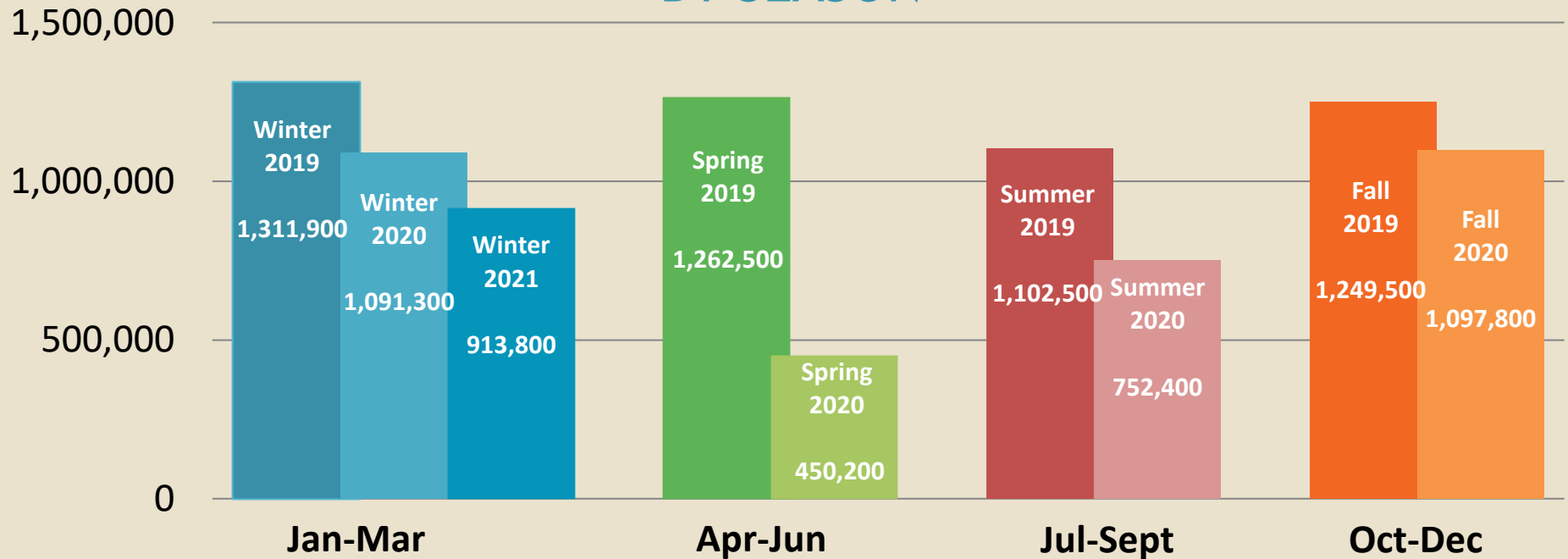
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LEE COUNTY VACATION RENTAL VISITOR ORIGIN



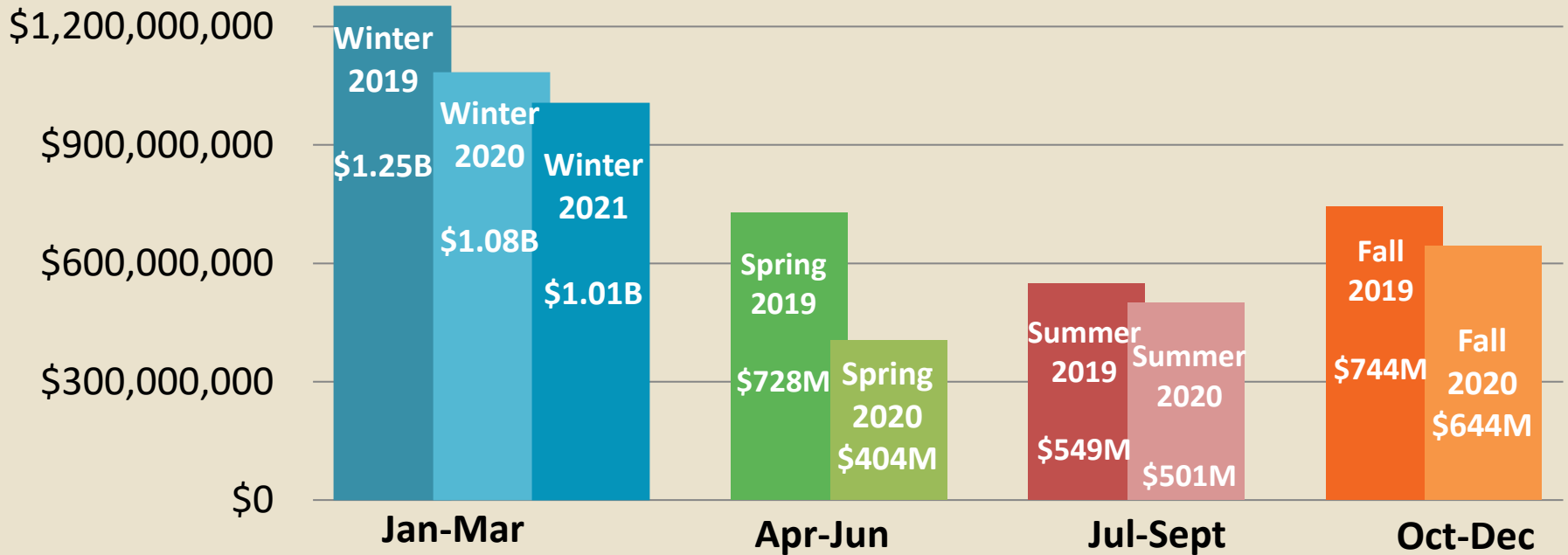
Source: KeyData, Calendar Year 2021 (Bookings as of July 9)

ESTIMATED VISITATION BY SEASON



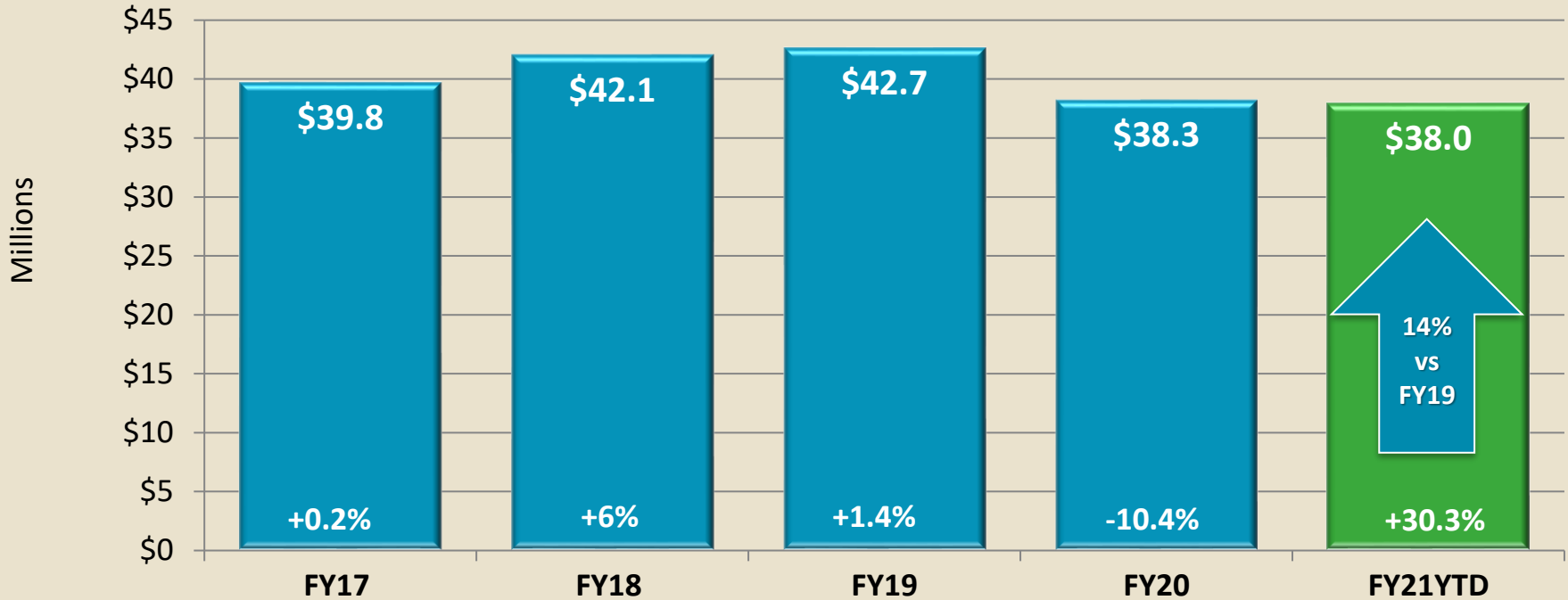
Source: Visitor Profile and Occupancy Analysis (DSG)

ESTIMATED VISITOR EXPENDITURES BY SEASON

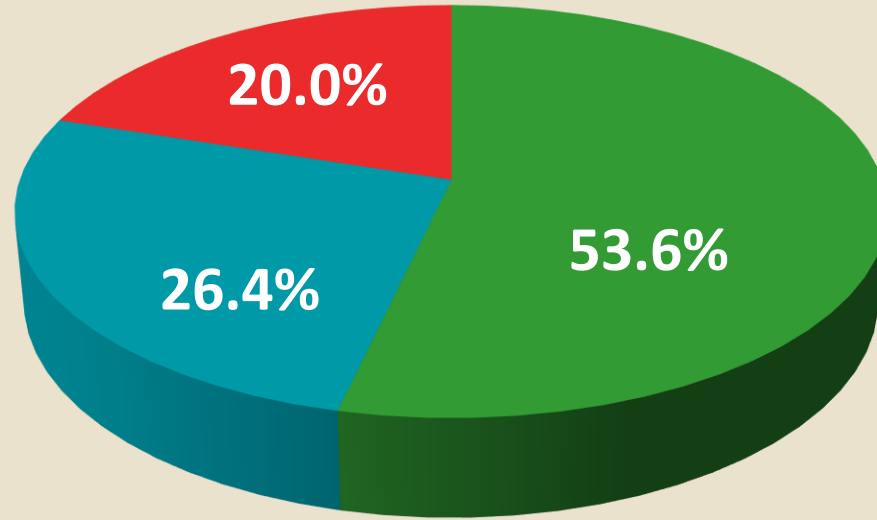


Source: Visitor Profile and Occupancy Analysis (DSG)

TOURIST TAX REVENUE



TOURIST TAX ALLOCATION



■ Advertising/Promotions ■ Beach & Shoreline ■ Stadium Facilities



VCB MARKETING



MARKETING ACTIVITIES

- Destination Website
- Visitor Guide
- Television – Broadcast and Advanced
- Print and Digital Ads
- Radio – Traditional and Streaming
- Social Media and Influencers
- Out-of-Home
- Videos and Podcasts
- Native Content
- Email and Direct Mail



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

SUMMER

50%

Drive



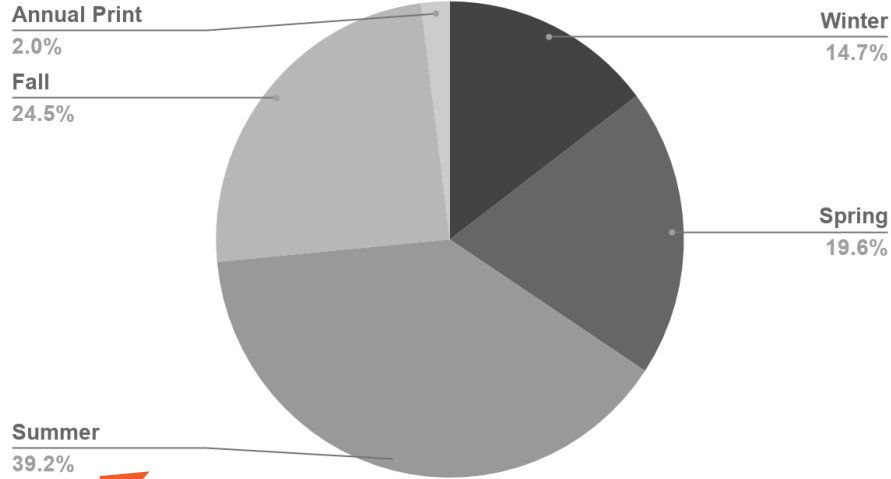
50%

Fly



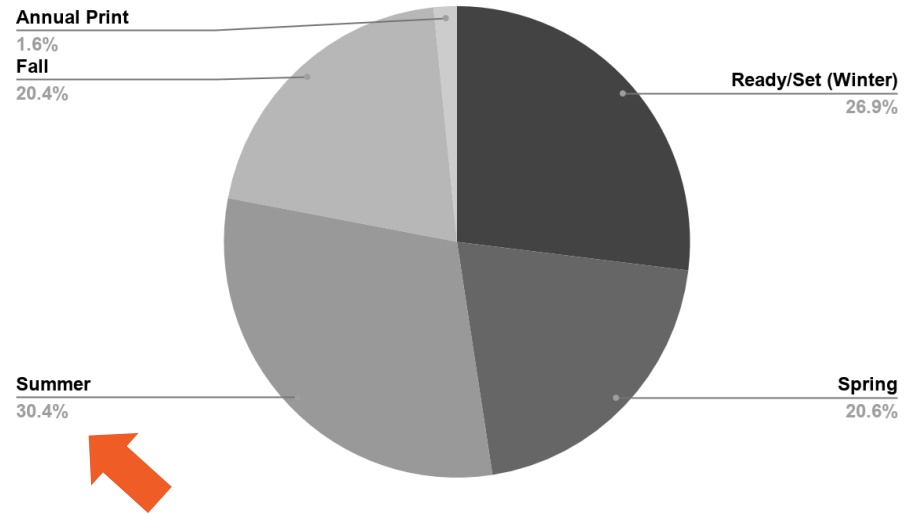
Consumer Media Seasonality

FY 19/20 Domestic Seasonal Weighting



Summer FY19/20
39.2%

FY 20/21 Domestic Seasonal Weighting



Summer FY20/21
30.4%

Summer Markets DRIVE

- Miami/Ft. Lauderdale
- Tampa/St. Petersburg
- Orlando/Daytona
Beach/Melbourne
- West Palm Beach/Ft. Pierce
- Jacksonville
- Atlanta, Charlotte, Raleigh,
Nashville



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Summer Markets

FLY

- Baltimore
- Boston
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Dallas/Ft. Worth
- Dayton
- Denver
- Detroit
- Fort Wayne
- Grand Rapids
- Green Bay
- Hartford
- Indianapolis
- Kansas City
- Lexington
- Louisville
- Milwaukee
- Minneapolis
- New York
- Philadelphia
- Pittsburgh
- Providence
- St. Louis
- South Bend
- Toledo
- Washington, DC



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FALL

Fall Campaign / Timing

	IN-STATE MARKETS	OUT-OF-STATE MARKETS
Travel Period	September – November	
Average Book-to-Arrival Window	20 Days	38 Days
Trip-Planning Window Allow 30 days for inspiration in advance of booking	30 Days	30 Days
Media Flighting	July 15 – September 30	July 6 – September 30



FALL

40%

Drive



60%

Fly



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MARKETING PROJECTS

SUN SAVER PASSPORT



SCAN ME

Features destination-wide
deals on restaurants,
attractions, and activities

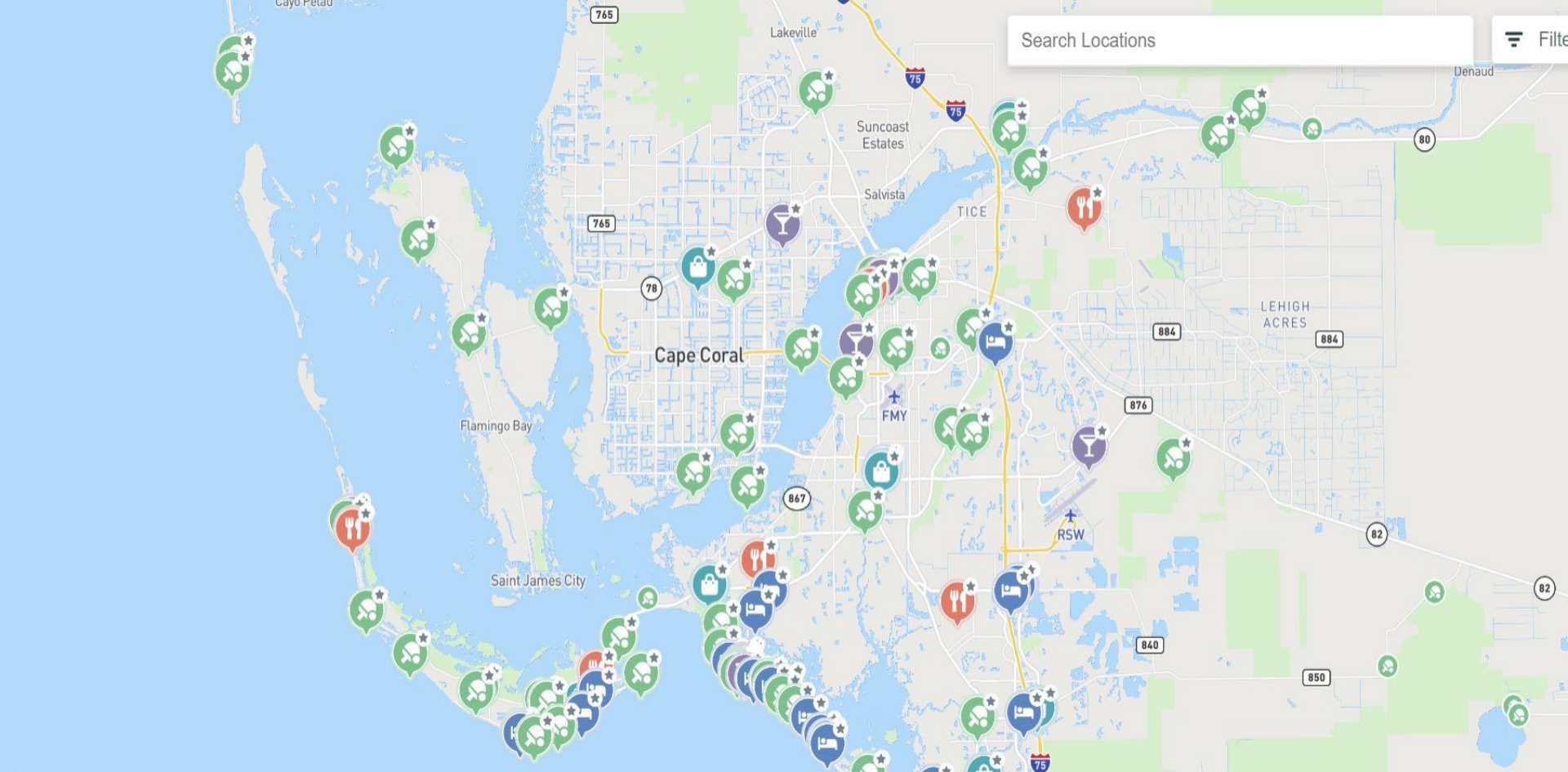
LAUNCHING THIS FALL

New Visitor Guide



New Consumer Website









VCB PR/COMMUNICATIONS



FENWAY PARK MEDIA EVENT

PR team hosted
journalists in a Red Sox
suite at Fenway Park in
June.



The 7 Best Beach Destinations in the U.S.

CAROLINE MORSE TEEL

Nothing puts you in the vacation mindset faster than a trip to the beach. It's pretty impossible to be stressed when you have your feet in the sand, salt in your hair, and sun on your face. Fortunately, you don't have to go far to find your own little slice of paradise—there are some incredible beaches right here in the U.S. if you know where to look.

Fort Myers & Sanibel Island, Florida



Martina | Adobe Stock

Turquoise waters and brilliant white sand beaches are fringed by wild greenery, lending a tropical paradise feel to the beaches of [Fort Myers and Sanibel Island](#). This vacation spot feels miles away from the real world—on Sanibel, it's said that no building is taller than a palm tree, and any lights near the beach are blacked out for sea turtle nesting and stargazing—but this Florida location is just 20 minutes from the airport.

There are more than 50 miles of shoreline to explore along Fort Myers and Sanibel. Collect some of the 400 shell species dotting the beach for a unique souvenir, watch dolphins frolic just offshore, or take a swim in the always-warm Gulf.

RECENT COVERAGE

SmarterTravel names Fort
Myers & Sanibel Islands in their
list of the 7 Best Beach
Destinations in the U.S.

SMARTERTRAVEL

RECENT COVERAGE



5.28.2021

There's plenty of room to roam at these 10 summer getaways

For your next vacation, go far from the crowds



By Allison Tibaldi
MAY 28, 2021

Destinations with wide-open spaces, fresh air and easy access to nature have long been popular. The pandemic's demand for social distancing has only enhanced the allure of more remote locations with plenty of room to roam.

Sparsely populated destinations are perceived as safer, turning the tourism tide towards under-the-radar towns and regions far from crowds.

Choosing a location with sleepy scenery and less people doesn't mean there won't be plenty to enjoy. Whether you crave a fresh-air adventure or a peaceful sojourn, there are a wealth of enticing options. For your next vacation, consider these 10 less crowded domestic destinations.

Instead of Miami, visit Sanibel Island, Florida



Sanibel Island — Photo courtesy of The Beaches of Fort Myers & Sanibel

PureWow

5.27.2021

10 Island Vacations You Can Take Without Leaving the Country

By Lindsay Cohen May 27, 2021
Additional reporting by Hannah Luccarelli

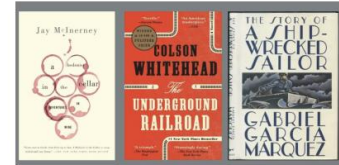
We love jetting off to an idyllic island for the week. But the whole standing in line at customs thing? Not so much. Our solution for satisfying that sense of wanderlust that doesn't include dealing with all the hoopla of an international trip? Well, it's simple. Plan a low-maintenance vacation to one of these ten dreamy islands in the United States. You don't even need an adapter doodad for your hairdryer (or a passport, for that matter).



MEN'S JOURNAL

5.10.2021

35 Books Every Man Should Read in His Lifetime



Books are **transportive**, eye-opening, life-affirming. Whether you're jonesing for your next **adventure** or looking for a bit of inspiration, get all that and more from these glorious reads. They're our top list of books every man should read in his lifetime.

With some classics and curveballs thrown in the mix, there's something for every kind of reader. And if you're looking for a great gift for the bibliophile in your life, this list has got you covered.



Gift from the Sea by Anne Morrow Lindbergh



THE BEACHES OF
FORT MYERS
AND SANIBEL

THE SHELLCAST PODCAST



- Launched in June 2020
- 3,000+ downloads and listeners in more than 12 countries
- 10 episodes, including newest from Dog Beach
- Episodes are available on: fortmyers-sanibel.com, [Apple Podcasts](#), [iHeart](#), [Google](#) and [Spotify](#)



UPCOMING





TDC MEETINGS

- Thursday, August 12 at 2:00 p.m.
- Thursday, October 14 at 9:00 a.m.
- Wednesday, Nov. 10 at 9:00 a.m.
- Thursday, December 9 at 9:00 a.m.

Meetings are held in Admin East Building conference room #118, located at 2201 Second Street, Fort Myers, FL 33901.



E Awards

Date: Thursday, August 26, 2021

Time: Breakfast begins at 8 a.m. and Awards Ceremony begins at 9 a.m.

Location: Luminary Hotel/Caloosa Sound Convention Center

Nomination Deadline: July 15, 2021

ISLAND HOPPER SONGWRITER FEST



- “Songs From The Sofa”
Series continues monthly
- New Island Hopper website
is complete, mobile app for
2021 in progress
- This year’s dates are Sept.
17-26, 2021 – the
countdown is on!



NEXT PERFORMANCE:
Tune in on Thursday, July 15 at 8PM EST
for a performance featuring BMI artist Kristen Kelly



@IslandHopperFest

Tamara Pigott, CDME, CGSP
Executive Director | tpigott@leegov.com

THANK YOU!



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LeeVCB.com