



Marketing

2024 - 2025

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

SAVOR
THE
SHORE

Savor the Shore '24



Dine throughout Fort Myers' islands, beaches and neighborhoods
and see what's cookin'!

Learn more at [SavorTheShore.com](https://www.SavorTheShore.com)

**fort
MYERS**
LEE COUNTY VISITOR &
CONVENTION BUREAU

Sanibel & Captiva are Cookin'

SAVOR THE SHORE



Dine throughout Fort Myers' islands, beaches and neighborhoods and see what's cookin'!

Learn more at SavorTheShore.com



Bonita Springs & Estero are Cookin'

SAVOR THE SHORE



Dine throughout Fort Myers' islands, beaches and neighborhoods and see what's cookin'!

Learn more at SavorTheShore.com



Fort Myers Beach is Cookin' SAVOR THE SHORE



Good food, good mood! Try a new local restaurant and see what's cookin' in your neighborhood!

Learn more at SavorTheShore.com

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LEE COUNTY VISITOR &
CONVENTION BUREAU

Boca Grande & Outer Islands are Cookin' SAVOR THE SHORE



Good food, good mood! Try a new local restaurant and see what's cookin' in your neighborhood!

Learn more at SavorTheShore.com

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Pine Island
& Matlacha
are Cookin'
SAVOR THE SHORE

Good food, good mood! Try a new local restaurant and see what's cookin' in your neighborhood!

Learn more at SavorTheShore.com

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Fort Myers &
North Fort Myers
are Cookin'
SAVOR THE SHORE

Good food, good mood! Try a new local restaurant and see what's cookin' in your neighborhood!

Learn more at SavorTheShore.com

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MYERS
LEE COUNTY VISITOR &
CONVENTION BUREAU

SAVOR THE SHORE

June 24 – August 11

- 7-week campaign
- Highlighted different neighborhood/s each week
- TV, radio, billboards, digital, social media, email & print placements

SAVOR THE SHORE

June 24 – August 11

12 million

Digital Display Ads

SAVOR THE SHORE



6.3 million
Radio & TV

SAVOR THE SHORE



1.2 million
Email

SAVOR THE SHORE



15 million
Digital Out-of-Home

Savor the Shore



60,000

Web Page Views

Savor the Shore



10,000

Partner Referrals

Savor the Shore



16%

Increase

**SAVOR
THE
SHORE**

**35.5 million
impressions!**



Beaches



Discover the Serenity of Our Beaches

Nestled along the Gulf of Mexico, our beaches are a hidden treasure waiting to be explored. Officimp orpori to optiis quiant rem res aliquunt lat plabo. Occaesent alitatur rehenet velluptat fuga.

“Here, every sunset is a masterpiece, every wave a gentle whisper.”

 Sanibel Island

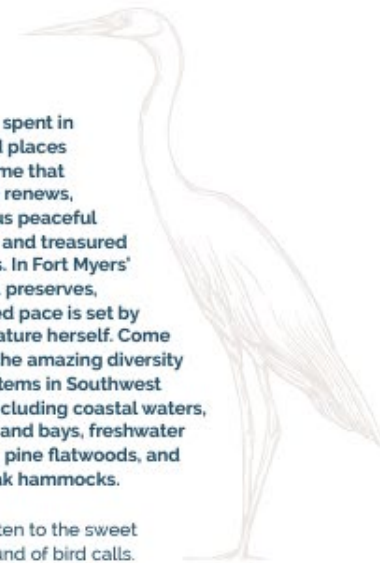
Nature & Parks



Time spent in wild places is time that heals and renews, bringing us peaceful moments and treasured memories. In Fort Myers' parks and preserves, the relaxed pace is set by Mother Nature herself. Come discover the amazing diversity of ecosystems in Southwest Florida, including coastal waters, estuaries and bays, freshwater wetlands, pine flatwoods, and upland oak hammocks.



Listen to the sweet sound of bird calls.



Creatures of the Coast



Burrowing Owl

Cape Coral is home to the largest population of Florida burrowing owls, which is the only owl species that make its homes underground.



Black Skimmer

These remarkable birds feed by flying just above the water, gently dragging their bills along the surface to capture small fish. Skimmers are the only birds in the world that do this.



Manatee

These marine mammals awe us with their sheer tonnage, but delight with their gentle demeanor.



Bottlenose Dolphin

Swift swimmers, dolphins slice through the waves at up to nearly 20 mph.



Snowy Egret

The male and female of this species take turns incubating their eggs, sometimes passing a stick to each other like a baton when switching off.



Osprey

These large hawks are often seen flying near waterways, sometimes with fish in their talons. They protect their chicks fiercely.



Sea Turtle

The region's most common species, the loggerhead, can grow to anywhere from 400 to 1,000 pounds.



Brown Pelican

Although they are very large birds, brown pelicans weigh only 8 to 10 pounds. Watch them dive-bomb into the Gulf, trapping fish in their gular, a flexible pouch.



Alligator

This cousin of the dinosaurs may be seen in any freshwater environment. Alligators can stay underwater for 20 minutes to several hours at a time.



Roseate Spoonbill

Our most stunning bird species can be seen here year-round in all its blushing pink glory.



See more information on Fort Myers parks and preserves along with an interactive map.



Getting out on the water is one of the best ways to experience the beauty of the greater Fort Myers area and – even better – exploring by kayak or stand-up paddleboard gives you access to areas no motorboat can reach.

Try one of these themed tours, led by local experts, and you may find yourself transported to a new state of mind where peace prevails and you feel a deep connection to nature.



Sunrise & Sunset

Starting or ending your day with a sun salutation on the water is bound to bring a sense of namaste. “We get a great view of the sunset where we paddle, and it’s so incredibly peaceful to be a part of the dawning light in the midst of mangroves or magnificently over Charlotte Harbor,” says Lisa Perry, co-owner of **Carmen’s Kayaks** in Bokeelia.

Paddlers often spot manatees in the early morning, and it’s common to see dolphins feeding around sunset. Both times of day, you’re practically guaranteed to share the setting with magnificent birds.



Wildlife Watching

Silently and respectfully entering the environments where wildlife thrives, paddlers often experience nature on an entirely different plane. “Kayaking and stand-up paddleboarding are two of the best ways to see wildlife,” says Wendy Schnapp, co-owner of **Tarpon Bay Explorers**, the official concession for the J.N. “Ding” Darling National Wildlife Refuge on Sanibel Island.

“No motors make a paddler’s impact minimal, which makes wildlife much more likely to go about their activities with little attention paid to the quiet observer,” she says.

In the refuge’s bay and trail waters, you may see everything from manatees and dolphins to fish, live shells, and coastal birds such as ibises, herons, and white pelicans.



Life often seems to move pretty fast – all the more reason to plan a family vacation in Fort Myers, the perfect place to slow your pace, enjoy family time, and make wonderful memories together.

Our islands, beaches and neighborhoods provide the best outdoor playgrounds imaginable,

while our parks are home to wildlife species that dazzle and fascinate. And when the kids need to let off some steam, fun parks are the perfect solution.

Here's a guide to making the most of your family vacation in Fort Myers.



Beaches & Nature

Morning – Immerse yourself in nature at J.N. "Ding" Darling National Wildlife Refuge on Sanibel Island. Get your bearings at the free visitor and education center, then drive, bike, or take a tram tour along Wildlife Drive through habitat teeming with birds and an occasional river otter or alligator.

You could also book a guided kayak tour with **Tarpon Bay Explorers**, where an experienced naturalist will provide insight into the interesting animals and plants that call the refuge home.

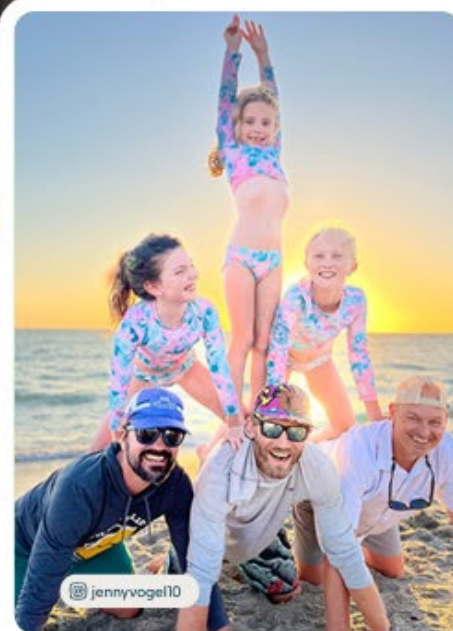
Or – Rent bikes (of all sizes and for all ages) and set out on some of the 25 miles of paved, shared-use paths on Sanibel Island.



At the **Bailey-Matthews National Shell Museum & Aquarium**, learn about the treasures you can find on our beaches. Continue riding along the lush paths, stopping for lunch along the way, or browsing the shops at **Jerry's**.

Afternoon – It's time to hit the beach for swimming and shell-seeking. **Bowman's Beach** and **Gulfside City Park** on Sanibel Island are covered with shells, especially after high tide.

Evening – Board a spacious catamaran and look for wild dolphins at play on an eco-tour with **Sight Sea-R Cruises**, or take up swashbuckling on your excursion with **Salty Sam's Pirate Cruise**, both departing from Fort Myers Beach.



In Fort Myers, endless fun awaits the whole family.

Romance



Our laid-back destination is the perfect spot for a romantic getaway. Whether you're planning a beach wedding or honeymoon – or simply looking to reconnect with your special someone by disconnecting from your busy life – Fort Myers will earn a special place in your heart.

There are so many ways to make your romantic getaway here memorable. Watch a beautiful sunset, rent a tandem kayak, charter a boat, or plan a sunset sail to experience romance on the water. Eat at colorful, flip-flop casual places or dress up for a night of fine dining. No matter who you are, your love is welcome here.

“Unwind, reconnect, and discover the perfect place to fall in love.”

Craft Beer

Sunny days, new friends, and delicious craft beers to sample – some might consider it the perfect recipe for a Florida getaway.



Fort Myers Brewing Co.

On your next Fort Myers vacation, relax in taprooms and beer gardens that pour the finest handcrafted wheat ales, IPAs, lagers, sours, and hazies – and, for entertainment, find lawn games, live music, food trucks, and even see animals on a working farm. Here are some of Fort Myers' happiest, hoppiest places – many of them both kid- and pet-friendly.

Fort Myers Brewing Co.

FORT MYERS

Southwest Florida's largest brewery – celebrating 12 years in 2025 – was the first to open in Fort Myers. Their award-winning beers include the popular High 5 IPA you'll find all over Florida as well as the Chocolate

Peanut Butter Porter offered year-round, but there are many delicious seasonal brews to try, as well as their Spyk'd hard seltzers.

Millennial Brewing Co.

DOWNTOWN FORT MYERS

This modern, open-concept beer hall with a rustic warehouse vibe offers plenty of room to spread out with family and friends, both indoors and out.



Crazy Dingo Brewing Co.

FORT MYERS

Set within Southern Fresh Farms, this brewery makes you feel like you're in a different world, as you sip a tasty beer at a picnic table overlooking the farm. Kids can feed the animals and enjoy the playground. You'll find food trucks and live music on weekends.



Crazy Dingo Brewing Co.

Hopsized Brewing Co.

BONITA SPRINGS

Winner of the "2023 Best Small Brewery in Florida," this is a family-friendly, must-try spot on your brewventure. Hopsized's co-founder leans on his science background to create nuanced, high-quality beer, which you can watch being made through a glass wall in the taproom.

Scotty's Bierwerks

CAPE CORAL

Sample the rotating selection of beers brewed on-site at this dog-friendly indoor/outdoor spot. Seasonal brews include Creamsicle Fruited Ale, German Pilsner, and Oatmeal Stout. Time your visit for Food Truck Fridays and enjoy live music.



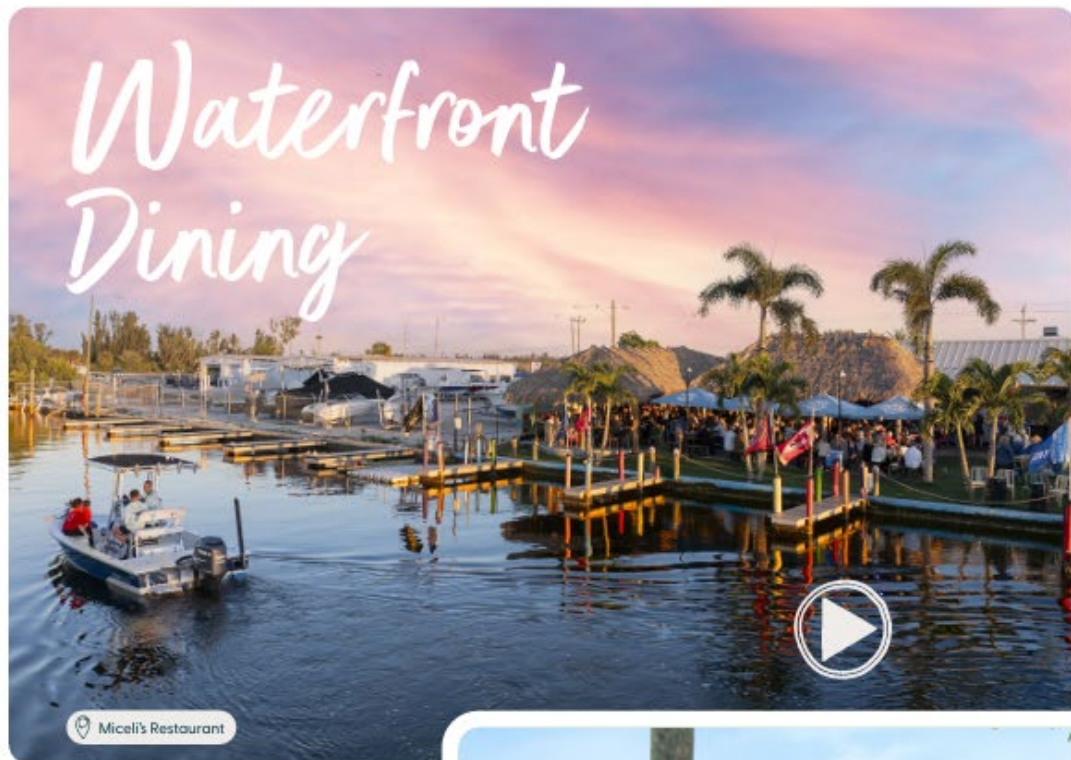
Check out **more breweries** in the Fort Myers area.

New Breweries

There's always upcoming talent adding inspired takes on brewing to the Fort Myers scene. Check out the newer kids on the beer block as you sample lagers, IPAs, sours, and more at **Voodoo Brewing Co.**, **Swamp Cat Brew Co.**, and **Chubby Mermaid Brewing Co.**



Scotty's Bierwerks



Looking for a truly memorable Florida vacation experience? It doesn't get better than relaxing with a cool drink and a delicious meal with a view of scenic waterways, boats and wildlife. Whether along a peaceful river, quiet canal, beautiful mangrove estuary or the incredible blue-green waters of the Gulf of Mexico, waterfront dining in and around Fort Myers is sure to enchant you. Enjoy amazing views, fresh seafood, frosty tropical drinks, live music and soft breezes – not to mention spectacular sunsets.

Fort Myers

With its stellar waterfront location, **Oxbow Bar & Grill** is a popular downtown spot. Dine indoors or out – either way, you'll enjoy scenic views of the Caloosahatchee River, as well as several bridges a-twinkle with lights at nightfall. This stunning setting calls for seafood and creative cocktails with a slight Southern accent, and that's just what you'll find on the menu.

Dining at **Boathouse Tiki Bar & Grill** at Sweetwater Landing Marina is as much about embracing Fort Myers' laid-back lifestyle and great weather as it is about having a tasty meal. Experience the expansive tiki hut, two bars, and a sandy area where you and your friends can relax – there's even a pool and live music every day. Come by boat and pull up right to the restaurant, order from the expansive food and cocktail menu, and enjoy the waterfront views.



Fort Myers Beach

Named for the lead character in the murder mystery novels written by Randy Wayne White (a local fishing captain-turned-novelist), **Doc Ford's Rum Bar & Grille** specializes in "Floribbean-style" cuisine. Indulge in their signature dish, the Yucatan Shrimp, which livens up fresh steamed shrimp with garlic butter, mild chilies, cilantro and Key lime juice. The waterfront view is a showstopper, and diners can watch shrimp boats heading in and out of Matanzas Pass.

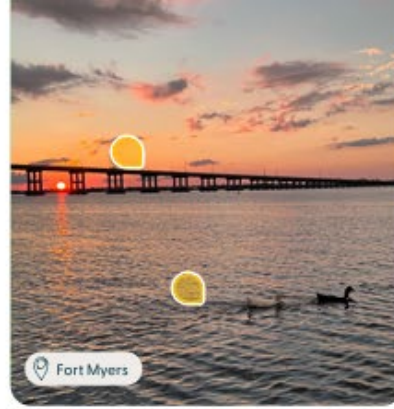
Another beloved landmark overlooking Matanzas Pass, **Snug Harbor Waterfront Restaurant** fits perfectly with the island's relaxed vibe. Just a stone's throw away, **Nervous Nellie's** serves up creative cocktails and fresh entrees that are just as colorful as the decor.

Soak in the relaxed atmosphere at **Fresh Catch Bistro** as you dine and take in gorgeous views of the marina and bay.





Bonita Springs



Fort Myers



Fort Myers Beach



Neighborhoods

Sanibel Island

One of the joys of traveling is finding the unique personalities of a place, often found in its quirky or lesser-known spots. In Fort Myers, our neighborhoods are places to discover hidden gems – including off-the-beaten-path historic sites, small art and culture centers, lovely community parks, and mom-and-pop restaurants where you can get a great meal and some equally great local advice. We invite you to take a turn you hadn't expected to explore our local history, culture and community. We think you'll come away with a deeper appreciation for our destination's natural beauty, too.

“See how much fun it is to make new discoveries.”

VISIT FLORIDA

*Flagler
Awards*



GC24



2024 FLAGLER AWARDS
"THE HENRY"
THE FLORIDA JOURNAL GROUP
LEAD, TRAVEL & SPA
SOCIAL MEDIA MARKETING
DIGITAL ADVERTISING & SOCIAL MEDIA
FLORIDA

2024 FLAGLER AWARDS
"THE HENRY"
AMELIA ISLAND CONVENTION & VISITORS BUREAU
RADIO ADVERTISING
AMELIA ISLAND

2024 FLAGLER AWARDS
"THE HENRY"
AMELIA ISLAND CONVENTION & VISITORS BUREAU
RADIO ADVERTISING
AMELIA ISLAND

2024 FLAGLER AWARDS
"THE HENRY"
SHORE COAST OFFICE OF TOURISM
TELEVISION ADVERTISING
SHORE COAST COUNTY/CLAM
FLORIDA

2024 FLAGLER AWARDS
"THE HENRY"
TAMPA BAY
TOURISM ADVOCACY
TOURISM ACADEMY
FOR STUDENTS
FLORIDA

2024 FLAGLER AWARDS
"THE HENRY"
TAMPA BAY
TOURISM ADVOCACY
TOURISM ACADEMY
FOR STUDENTS
FLORIDA





Celebrating 10 Years.

**ISLAND
HOPPER**

*Songwriter
Fest™*



Celebrating 10 Years.

ISLAND HOPPER

Songwriter Fest™

SEPTEMBER 20-29

Celebrate 10 years of Island Hopper, recently named USA TODAY's fourth-best music fest! Join the party during live, intimate performances by BMI's best singer-songwriters, like Jeffrey Steele, and the headliner of the Pink Shell Pool Party, Scotty McCreery.

Hit all the right notes at tropical-themed venues, beaches and pools on Captiva Island and Fort Myers Beach and in downtown Fort Myers and Cape Coral. Come relax at one of our pool parties and songwriter brunches or on a sunset cruise while we bring you closer to the stories behind the songs.

Start planning at IslandHopperFest.com | [#IslandHopperFest](https://twitter.com/IslandHopperFest)

Want even more from your festival experience? Download the Island Hopper mobile app for iOS and Android devices.



SCAN TO START PLANNING



2024 HEADLINER
SCOTTY MCCREERY





Greetings From
PINE ISLAND

Greetings From
PINE ISLAND
PINE ISLAND
PINE ISLAND









Celebrating Lehigh







36,813 Hours

02:21



747K Unique Visitors

00:20



1.7 Million Total Visitors

00:20

40,412 October Hours



LIVE



Wonder Gardens



720K Unique
October Visitors





Oct. 9 & 10, 2024
467K Unique Visitors

01:46



LIVE



Fort Myers Beach





Oct. 9 & 10, 2024
1.6 Million Total Visitors

01:46

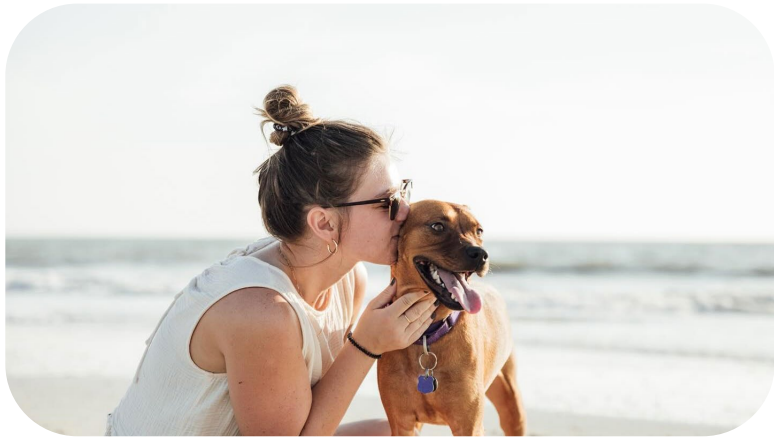


LIVE



Fort Myers Beach





Relaxed

Being fully present in the moment.

Adventurous

Looking forward to whatever comes your way.

Connected

Closer to nature and the ones you love.

Playful

Letting loose and having fun.

Curious

Eager to discover more.

JUST FEELS

Right



CHASING THE SUN
Just Feels Right

Start planning at
[VisitFortMyers.com](https://www.VisitFortMyers.com)

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MAKING YOUR OWN WAVES
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A FIRST TIME FOR EVERYTHING

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MAKING TIME FOR EACH OTHER

Just Feels Right



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COASTING THE DAY AWAY

Just Feels Right




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& NEIGHBORHOODS


Digital Display

Savvy Explorers

MAKING NEW
Friends

A photograph of a person on a jet ski moving across the water, leaving a white wake. In the foreground, a dolphin is leaping out of the water. The bottom portion of the image is overlaid with a semi-transparent red gradient.

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

A photograph of two dolphins leaping from the water in a playful manner. The bottom portion of the image is overlaid with a semi-transparent red gradient.

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ISLANDS, BEACHES
& NEIGHBORHOODS

JUST FEELS

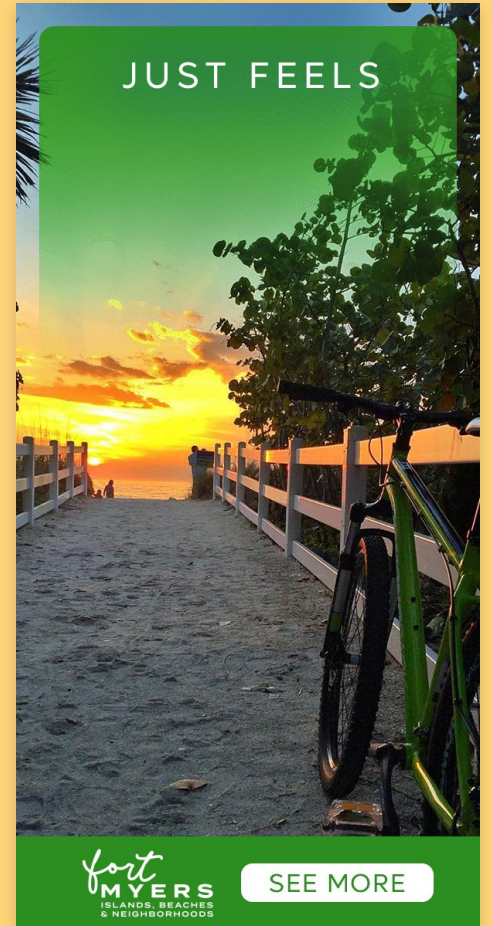
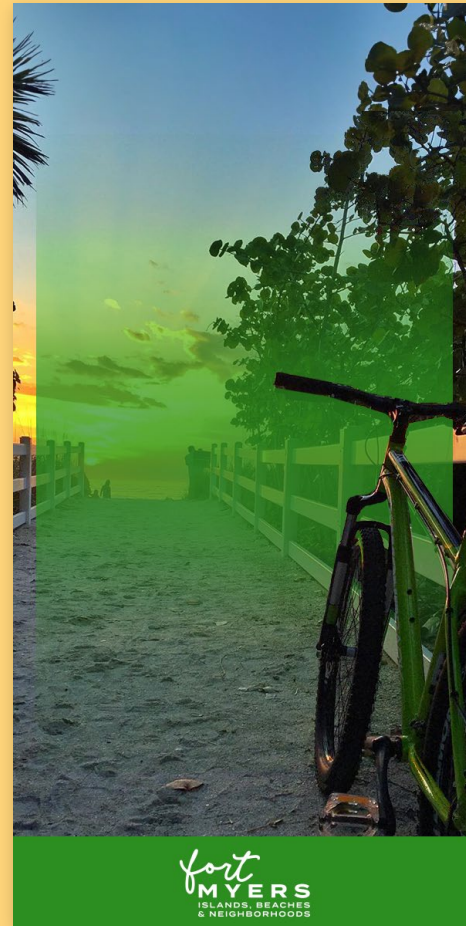
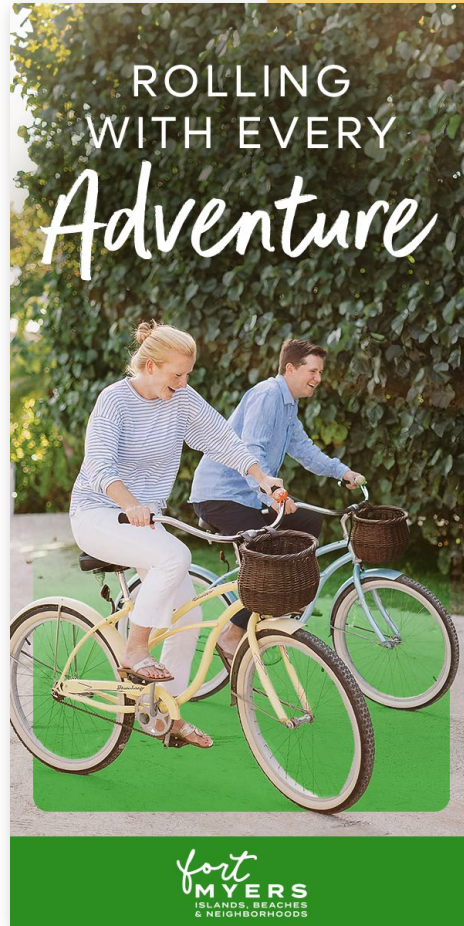
A photograph of two dolphins leaping from the water. The top portion of the image is overlaid with a semi-transparent red gradient.

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& NEIGHBORHOODS

SEE MORE

Digital Display

Social Sophisticates



Digital Display

Family
Fun-Seekers

SURROUNDED BY
Nature




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ISLANDS, BEACHES
& NEIGHBORHOODS



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JUST FEELS
Right



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& NEIGHBORHOODS

SEE MORE


Digital Display

*Timeless
Travelers*



Finding joy
IN THE LITTLE THINGS

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ISLANDS, BEACHES
& NEIGHBORHOODS



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JUST FEELS



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SEE MORE

Digital Display

Affluent Adventurers



COASTING THE DAY AWAY



Just Feels Right

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EXPLORE FORT MYERS



MAKE NEW FRIENDS

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LEARN MORE

9:41



visitfortmyers 12h

STRETCHING YOUR HORIZONS



Just Feels Right



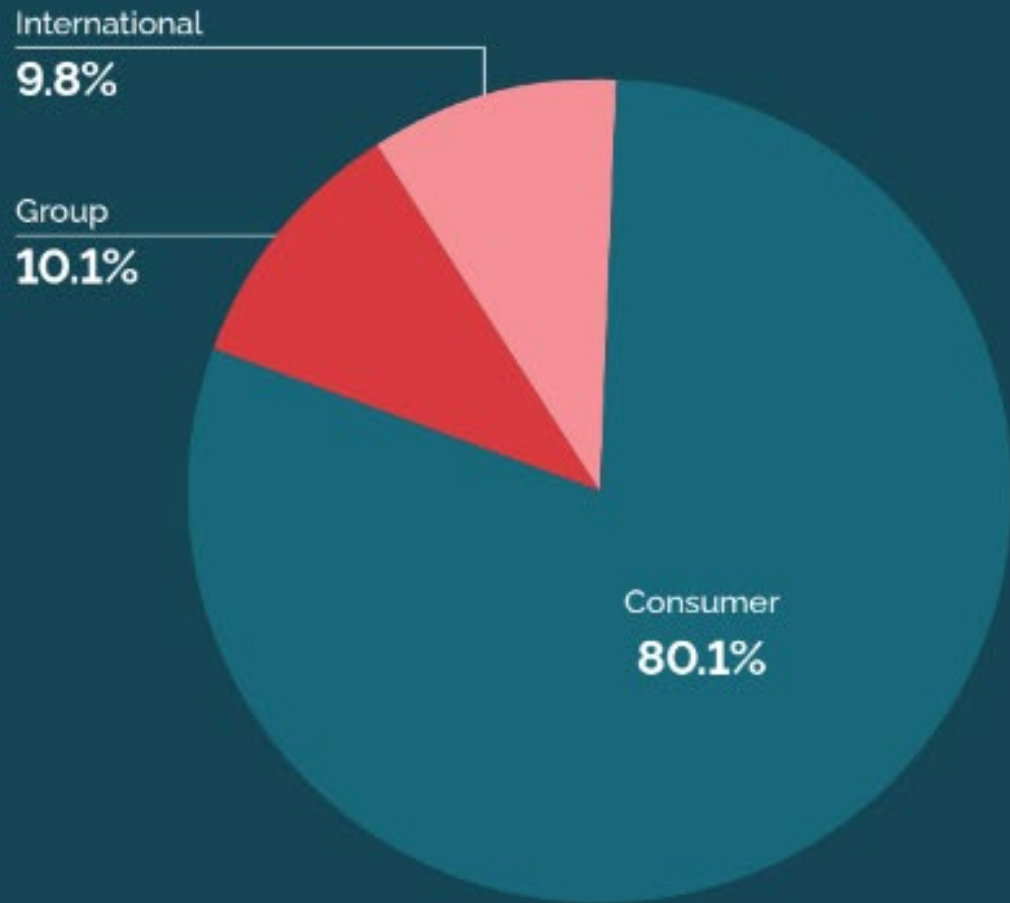
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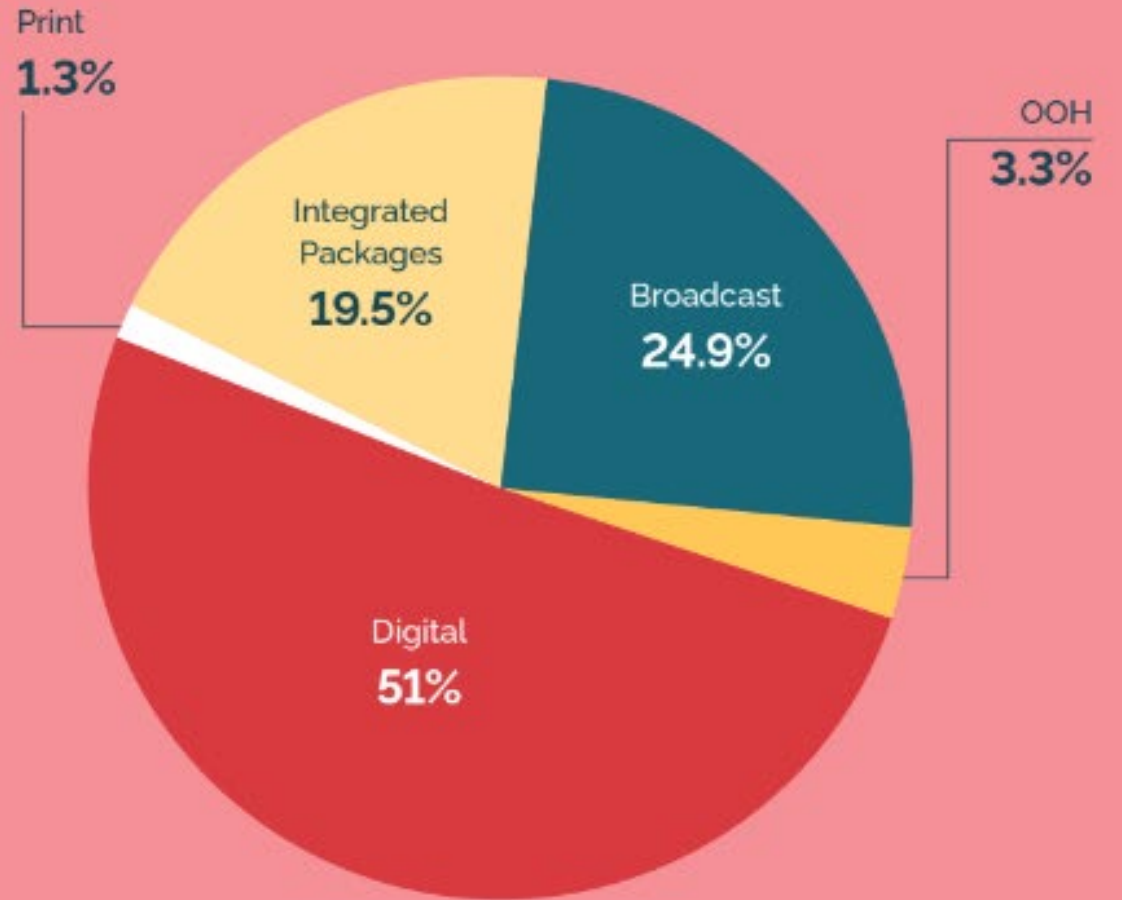
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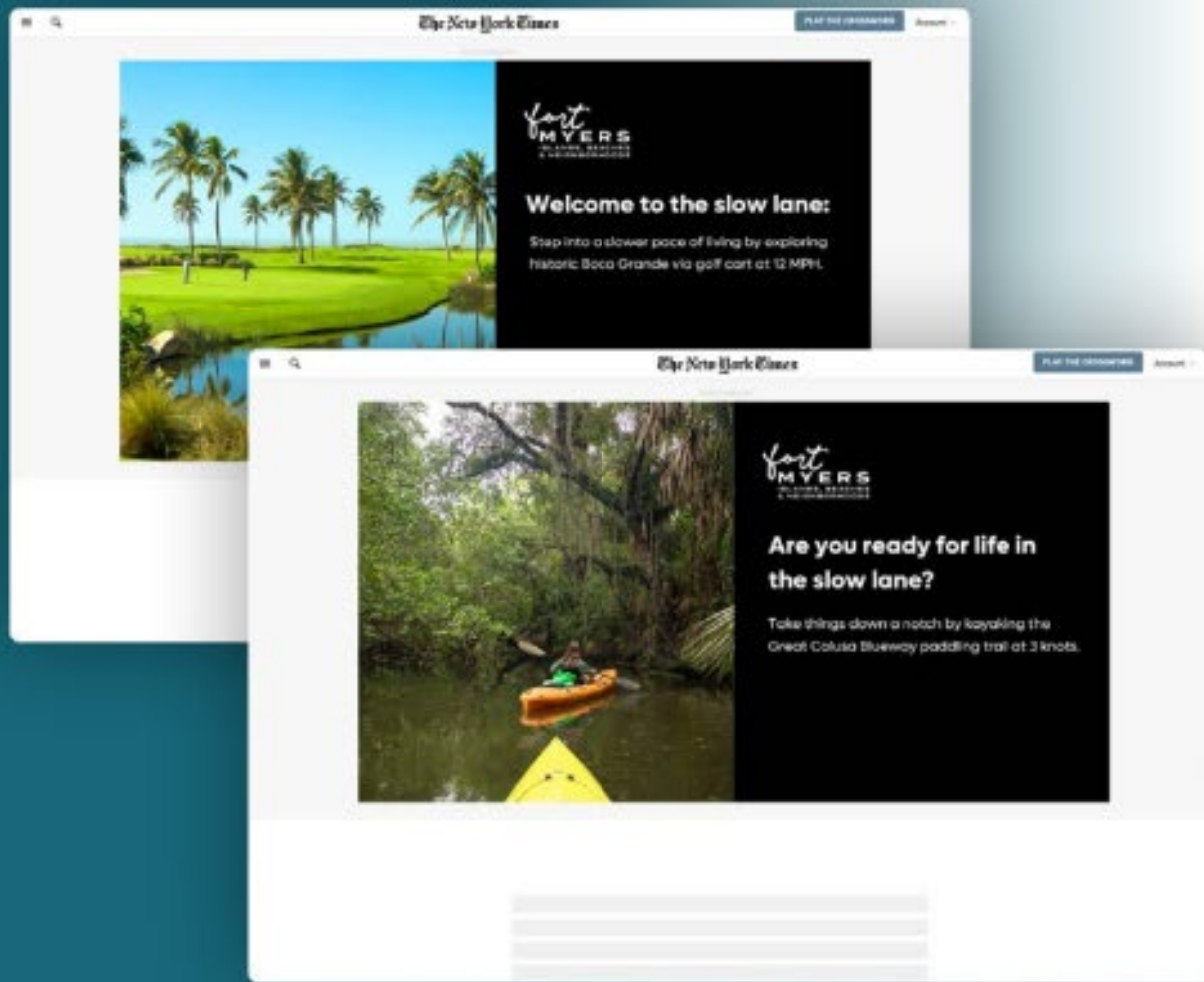
Right

FY24/25 Audience Allocation



FY24/25 Consumer Media Mix





Integrated Media Approach

The New York Times

Time for another great partnership. This package includes a paid post with social content on The New York Times travel handle as well as a custom audio podcast spot. The concept showcases ways visitors can connect with the most relaxed versions of themselves thanks to the slower pace of our islands, beaches and neighborhoods. Featured photos and illustrations highlight the different "speeds" at which visitors can experience our area.

Integrated Media Approach

Amazon CTV

This year, Connected TV placements will appear throughout Amazon Prime's premium inventory. Each spot targets one of our addressable audiences throughout key target markets.

Travelzoo

This broadcast media event features live segment videos airing across 15+ local and national news outlets that align with key target markets. The program includes a destination showcase highlighting stories, images and videos of Fort Myers and the surrounding areas. Email, native ads and social media will also promote the showcase in our key international markets of Germany, Canada and the UK.





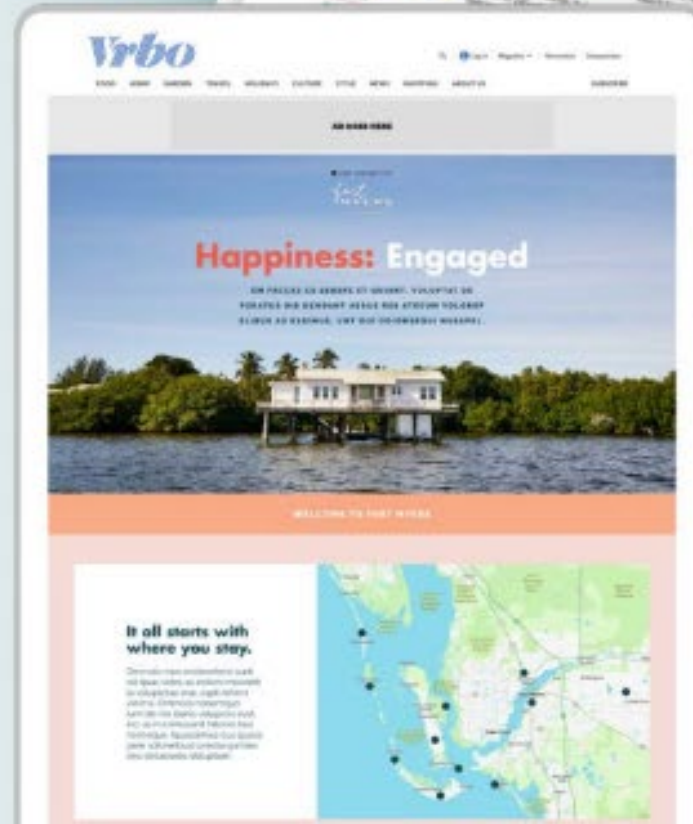
Integrated Media Approach

Garden & Gun

Let's bring Fort Myers flavor to the ATL. This legendary Southern-focused publication is hosting a menu takeover and Sunday Supper at their esteemed Garden & Gun Club located at The Battery in Atlanta, one of our key markets. The event features a Fort Myers-inspired cocktail menu, a signature dish and a dinner experience for Garden & Gun readers. As part of the program, we receive a social recap video on Garden & Gun social handles, as well as features in print, email and the digital space.

Integrated Media Approach Mega Campaign

This integrated campaign brings together the brand power of Dotdash Meredith and Vrbo for a large-scale promotion of vacation rentals throughout our area. Key placements feature print spreads in Midwest Living, Southern Living and Travel + Leisure. Digital custom content and paid social influencer content work with print to promote iconic and new things to do throughout our county. This includes a custom Vrbo landing page promoting vacation rental inventory with the ultimate goal to inspire visitors to plan their trip and book a vacation rental.



Brand Story Pillars

On the Water

Being on, in and around the water is key to local life. From the Gulf to the islands and every waterway in between, Lee County protects its nature and wildlife for all to enjoy.

Bright Spots

Every Lee County neighborhood has its own unique identity. They're what make the area so special and set the backdrop for stories that inspire visitors to have a different experience every time they visit.

Off the Water

On land, Lee County's unique geography and abundant natural offerings provide sights, sounds and adventure unavailable elsewhere. This includes visual arts and culture, musical performances, breweries and distilleries, and walkable downtown areas.

Shoulder-Drop

There's a relaxed vibe in Lee County that puts visitors at ease as soon as they arrive, from our slower-paced lifestyle to locals' friendly, laid-back nature, and from regional flavors to a variety of museums, historic sites, shopping, and more.





Special Delivery







JUST FEELS

Right