



THE BEACHES OF **FORT MYERS** **AND SANIBEL**

The Beaches of Fort Myers and Sanibel
Lee County Visitor & Convention Bureau
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Representative at the International Tourism and Travel Show 2016:

- **Jeanette Faria**, Account Manager

About the Organization:

The Beaches of Fort Myers & Sanibel Visitor and Convention Bureau is the official tourism marketing organization for Lee County, Florida, and is devoted to maintaining and building year- round tourism for the community. To achieve this goal, the VCB works closely with the local lodging, attractions and hospitality industries to increase domestic and international visitation through advertising, marketing, public relations and sales initiatives targeting key domestic and international markets for visitation.

Objectives at the International Tourism and Travel Show (ITTS) 2016:

- Our goal is to provide ITTS attendees with information and education about our beautiful Southwest Florida destination. By participating, we wish to provide attendees with practical and useful information on how to get there, where to stay, and what types of unique vacation/holiday experiences are available in our area.