The Critical Link Between Conservation Land & Tourism: Using Nature As An Economic Engine

Presented by the Lee County Visitor & Convention Bureau
Today’s Agenda

► The Lee County Visitor & Convention Bureau
   *Why the VCB exists & how it functions*

► Our Natural Assets
   *What the VCB uses to entice visitors*

► The Value of Tourism
   *What tourism means to Lee County*
The Lee County VCB
Why the VCB Exists & How It Functions
Lee County Visitor & Convention Bureau

➤ Lead marketing and promotional agency for Lee County tourism

➤ Agency of Lee County government funded by the 5% tourist development tax on short-term accommodations

  Commonly known as the bed tax

➤ Reports to County Manager, Tourist Development Council (TDC), and Board of County Commissioners

➤ Brands the area as “The Beaches of Fort Myers & Sanibel”
Since the creation of the beach & shoreline program in 1988, more than $75 million has been allocated to enhancing and protecting our coastal resources.
VCB Mission Statement

The VCB serves the broader interests of the economy of Lee County by acting as an industry leader to:
► Market the entire area globally
► Facilitate travel to the area, and
► Preserve and protect the area’s unique attributes for the continual benefit of its residents and the travel and tourism industry
Our Natural Assets
What the VCB Uses to Entice Visitors
Ever consider that the road to happiness might not be a road at all?

There's something magical about starting the day floating on warm Gulf waters. Where the only traffic is a pod of dolphins. And the only sounds are of sails gently shifting with the winds. Welcome to Florida's unspoiled island sanctuary. Start planning your vacation at fortmyers-sanibel.com. And get a Lonely Planet guidebook.
And to think, just yesterday you were stuck in traffic behind a snow plow.

It's amazing how fast your troubles melt away when your sole method of transportation requires a paddle. And the only thing on your to-do list is to relax and be awed by nature. Welcome to Florida's unspoiled island sanctuary. Start planning your vacation at fortmyers-sanibel.com. And get a free Lonely Planet guidebook.
Life is defined by moments. 
The ones you remember most
are the tiniest of all.
2011-12 Creative

Someday the blurry pictures will be forgotten, but her memory of this day will never fade.
Back flips, cannonballs, belly flops and brothers as best friends.
2011-12 Creative

She'll grow up. Go to college.
Get married. But not today.

Life goes by fast. That's why it's good to slow down once in a while. To walk hand in hand with your children along white sand beaches. Sit quietly waiting for manatees to surface. Welcome to Florida's unspoiled island sanctuary. Start planning your vacation at fortmyers-sanibel.com. And get a free Lonely Planet guidebook.
Siblings as best friends.
Togetherness.
Everything that matters most.

Remember when vacations were simpler? When the best souvenirs were memories? And the beach was your playground? There’s still a place where family traditions are treasured. Welcome to Florida’s unspoiled island sanctuary. Start planning your vacation at fortmyers-sanibel.com. And get a free Lonely Planet guidebook.
Later today you’ll go shopping with your wife. That is, if the redfish aren’t biting.
The Value of Tourism
What Tourism Means To Lee County
## The Value of Tourism

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Visitation to Lee County</td>
<td>4.8 million</td>
</tr>
<tr>
<td>Visitor Expenditures</td>
<td>$2.5 billion</td>
</tr>
<tr>
<td>Average Spending Per Person Per Day</td>
<td>$118</td>
</tr>
<tr>
<td>Tourist Tax Revenue to the County</td>
<td>$22.8 million</td>
</tr>
<tr>
<td>County Residents Employed Directly or Indirectly by Tourism</td>
<td>48,899</td>
</tr>
</tbody>
</table>

Sources: 2010 Annual Visitor Profile and Occupancy Analysis (Jan – Dec 2010), Clerk of Courts
The Value of Tourism

Tourist Tax Collections
Year-to-Date FY11 v. Year-to-Date FY10

Source: Clerk of Courts, October 2010 – August 2011
## The Value of Our Natural Environment

<table>
<thead>
<tr>
<th>TRAVEL DECISION INFLUENCES</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warm weather</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Peaceful/Relaxing</td>
<td>85%</td>
<td>85%</td>
</tr>
<tr>
<td>White sandy beaches</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>A safe destination</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Clean, unspoiled environment</td>
<td>71%</td>
<td>73%</td>
</tr>
</tbody>
</table>

When you were talking about coming to Lee County, if one (1) is “Not at All Influential” and five (5) is “Definitely Influential,” how strongly did the following influence your selection?

* Percentages shown reflect top 2 box scores (rating of 4 or 5)

Sources: 2010 Annual Visitor Profile and Occupancy Analysis (Jan – Dec 2010)
Thank you!

For more information:

www.FortMyers-Sanibel.com
www.GreatCalusaBlueway.com
www.LeeWaterFacts.com
www.LeeVCB.com