



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Lee County Visitor & Convention Bureau wins U.S. Travel Association's top tourism marketing award

LEE COUNTY, FL – The Lee County Visitor & Convention Bureau (VCB) won a top award from the U.S. Travel Association's Destinations Council for a marketing campaign that showcases a relaxed beach environment to those in need of a break from the routine of real life.

The Destiny Award for branding and integrated marketing went to the VCB's Islandology campaign at the U.S. Travel Association's annual Educational Seminar for Tourism Organizations (ESTO) conference on Aug. 14 in Phoenix.

This is the ninth time the VCB and The Beaches of Fort Myers & Sanibel have been recognized in the prestigious awards competition. Previous honors were received in 1994, 1996, 2002, 2007, 2009, 2011, 2014 and 2016.

The Destiny Awards recognize U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local and regional level; and foster the development of imaginative and innovative destination marketing promotion programs and activities.

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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/*