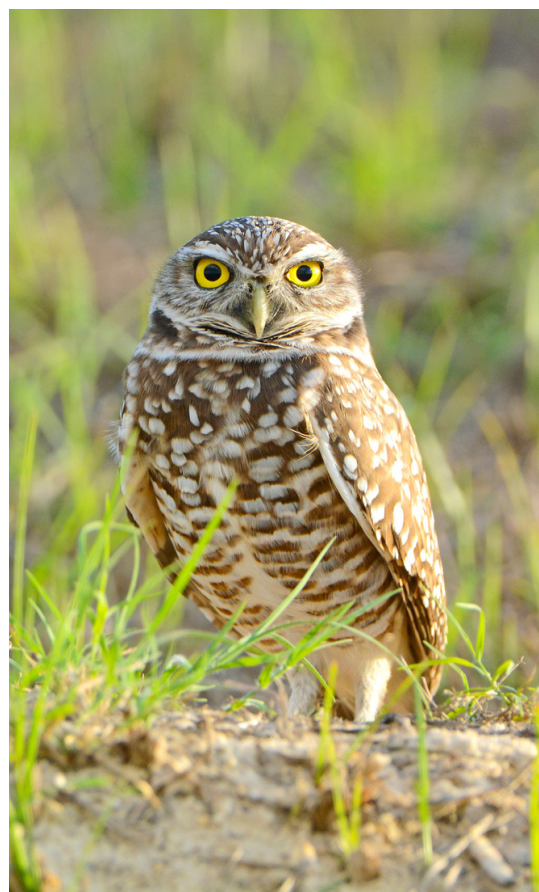




# fort MYERS

ISLANDS, BEACHES  
& NEIGHBORHOODS



## Recent Coverage





## Media Contributions

Article Number: 1  
Headline: Cabbage Key Is The Popular Florida Restaurant That's Only Accessible By Boat  
First Name: Lisa Curran Matte Last Name: Company:  
Type of Medium: Web  
Subject of article/  
broadcast: [Feature on Cabbage Key](#)  
Featured Members: Captiva Cruises, Inc.,Cabbage Key,Tarpon Lodge & Restaurant,Pineland Marina

Circulation  
843,698

Readership  
2,531,094

Value  
\$9,000.00

Result Of  
Group FAM

Date of Article  
12/28/2023

Article Number: 2  
Headline: 9 Best Places To Visit On Your Next Florida Vacation  
First Name: Geoff Last Name: Whitmore Company:  
Type of Medium: Web  
Subject of article/  
broadcast: [Geoff Whitmore included Sanibel Island in a roundup article in Forbes, titled "9 Best Places To Visit On Your Next Florida Vacation."](#)  
Featured Members: Sanibel and Captiva Chamber of Commerce,Bowman's Beach

Circulation  
72,975,564

Readership  
218,926,692

Value  
\$0.00

Result Of  
Other

Date of Article  
12/23/2023

Article Number: 3  
Headline: Fort Myers, post-hurricane: What can visitors expect?  
First Name: Diane Last Name: Bair Company: Boston Globe  
Type of Medium: Web  
Subject of article/  
broadcast: [As a result of hosting journalist Diane Bair, on our recent Fort Myers by Water Press Trip, she published a feature piece highlighting her experience in The Boston Globe titled, "Fort Myers, post-hurricane: What can visitors expect?". Diane includes hurricane messaging and vividly portraying the palpable and inspiring spirit of resilience across Fort Myers following Hurricane Ian, as the rebuilding process focuses on building a new future for Fort Myers, while safeguarding its distinctive charm and paradise-like allure.](#)  
Featured Members: Lovers Key State Park, Lee County Chamber of Commerce, Pink Shell Beach Resort and Marina, Cayo Costa State Park, South Seas Island Resort, Lee County Visitor & Convention Bureau, Cabbage Key, Fort Myers Beach Chamber of Commerce, Bailey-Matthews National Shell Museum & Aquarium, Tarpon Bay Explorers, Tropic Star of Pine Island, Greater Pine Island Chamber of Commerce, Sanibel and Captiva Chamber of Commerce, Tarpon Lodge & Restaurant, Lovers Key Adventures & Events, The Westin Cape Coral Resort at Marina Village, "Ding" Darling Wildlife Society, Captain Brian Holaway, JetBlue Park at Fenway South, Margaritaville Beach Resort

Circulation  
4,018,905

Readership  
12,056,715

Value  
\$0.00

Result Of  
Group FAM

Date of Article  
12/28/2023

Article Number:	4				
Headline:	Fort Myers, post-hurricane: What can visitors expect?				
First Name:	Diane	Last Name:	Bair	Company:	Boston Globe
Type of Medium:	Web				
Subject of article/ broadcast:	<a href="#">As a result of hosting journalist Diane Bair, on our recent Fort Myers by Water Press Trip, she published a feature piece highlighting her experience in The Boston Globe titled, "Fort Myers, post-hurricane: What can visitors expect?". Diane includes hurricane messaging and vividly portraying the palpable and inspiring spirit of resilience across Fort Myers following Hurricane Ian, as the rebuilding process focuses on building a new future for Fort Myers, while safeguarding its distinctive charm and paradise-like allure.</a>				
Featured Members:	Lovers Key State Park, Lee County Chamber of Commerce, Pink Shell Beach Resort and Marina, Cayo Costa State Park, South Seas Island Resort, Lee County Visitor & Convention Bureau, Cabbage Key, Fort Myers Beach Chamber of Commerce, Bailey-Matthews National Shell Museum & Aquarium, Tarpon Bay Explorers, Tropic Star of Pine Island, Greater Pine Island Chamber of Commerce, Sanibel and Captiva Chamber of Commerce, Tarpon Lodge & Restaurant, Lovers Key Adventures & Events, The Westin Cape Coral Resort at Marina Village, "Ding" Darling Wildlife Society, Captain Brian Holaway, JetBlue Park at Fenway South, Margaritaville Beach Resort				
Circulation	Readership	Value	Result Of	Date of Article	
135,281,915	405,845,745	\$0.00	Group FAM	12/28/2023	

Article Number:	5				
Headline:	The Best Things To Do in Fort Myers, Plus Where To Eat and Stay				
First Name:	Melody	Last Name:	Pittman	Company:	
Type of Medium:	Web				
Subject of article/ broadcast:	<a href="#">As a result of our recent hosting during the Fort Myers by Water Press Trip, journalist Melody Pittman, wrote a feature article highlighting her experience and recommendations in Fort Myers in Matador Network, titled "The Best Things To Do in Fort Myers, Plus Where To Eat and Stay." In her article, Melody intertwines hurricane messaging, noting it as the perfect time to support the economy of Fort Myers, while her vivid descriptions capture the beauty of the city, from its unspoiled beaches to the diverse wildlife habitats.</a>				
Featured Members:	Lovers Key State Park, Cayo Costa State Park, Cabbage Key, Marina Village at Snug Harbor, J.N. Ding Darling National Wildlife Refuge, Snug Harbor Waterfront Restaurant, Southwest Florida International Airport, RumRunners at Cape Harbour, The Westin Cape Coral Resort at Marina Village, Captain Brian Holaway, Margaritaville Beach Resort, Nautical Tiki Cruises, Gather Restaurant				
Circulation	Readership	Value	Result Of	Date of Article	
1,045,733	3,137,199	\$0.00	Group FAM	01/04/2024	

Article Number:	6				
Headline:	Fort Myers ready to welcome fans for Sox spring training				
First Name:	Moira	Last Name:	McCarthy	Company:	Boston Herald
Type of Medium:	Web				
Subject of article/ broadcast:	<a href="#">As a result of hosting journalist Moira McCarthy during our Spring in Fort Myers trip last year and our continued relationship and conversations with her, she published an additional article online in the Boston Herald recapping her experience, titled "Fort Myers ready to welcome fans for Sox spring training."</a>				
Featured Members:	Lee County Chamber of Commerce, Marriott Sanibel Harbour Resort & Spa, Fort Myers Beach Chamber of Commerce, Bailey-Matthews National Shell Museum & Aquarium, Edison and Ford Winter Estates, Lee County Sports Complex, Wonder Gardens, Sanibel and Captiva Chamber of Commerce, J.N. Ding Darling National Wildlife Refuge, She Sells Sea Shells, JetBlue Park at Fenway South, Margaritaville Beach Resort				
Circulation	Readership	Value	Result Of	Date of Article	
1,510,435	4,531,305	\$0.00	Group FAM	01/07/2024	

Article Number:	7				
Headline:	Fort Myers ready to welcome fans for Sox spring training				
First Name:	Moira	Last Name:	McCarthy	Company:	Boston Herald
Type of Medium:	Newspaper				
Subject of article/ broadcast:	<a href="#">As a result of hosting journalist Moira McCarthy during our Spring in Fort Myers trip last year and our continued relationship and conversations with her, she published an additional article in print in the Boston Herald recapping her experience, titled "Fort Myers ready to welcome fans for Sox spring training."</a>				
Featured Members:	Lee County Chamber of Commerce,Marriott Sanibel Harbour Resort & Spa,Fort Myers Beach Chamber of Commerce,Bailey-Matthews National Shell Museum & Aquarium,Edison and Ford Winter Estates,Lee County Sports Complex,Wonder Gardens,Sanibel and Captiva Chamber of Commerce,J.N. Ding Darling National Wildlife Refuge,She Sells Sea Shells,jetBlue Park at Fenway South,Margaritaville Beach Resort				
Circulation	Readership	Value	Result Of	Date of Article	
43,749	131,247	\$0.00	Group FAM	01/07/2024	

Article Number:	8				
Headline:	This Undiscovered Gem in Florida Has Nearly 300 Days of Sunshine Each Year — and It's Perfect for Re				
First Name:	Carrie	Last Name:	Honaker	Company:	Travel + Leisure
Type of Medium:	Web				
Subject of article/ broadcast:	<a href="#">As a result of coordinating an interview with Trish Leonard, owner of TLC Marketing &amp; Creative Services and journalist Carrie Honaker, she included Bonita Springs in this wonderful feature piece in Travel + Leisure (UVM: 12,989,514), titled "This Undiscovered Gem in Florida Has Nearly 300 Days of Sunshine Each Year — and It's Perfect for Retirees." This piece highlights Bonita Springs as an undiscovered gem and provides a comprehensive guide of all of its small town charm to its incredible attractions from its uncrowded beaches, amazing restaurants and more.</a>				
Featured Members:	Lovers Key State Park,Hyatt Regency Coconut Point Resort & Spa,Trianon Bonita Bay,City of Bonita Springs - City Council,Wonder Gardens,Mound Key Archaeological State Park,Doc's Beach House,Flamingo Island Flea Market,Southwest Florida International Airport,TLC Marketing & Creative Services,The Survey Café,Buffalo Chips Restaurant,Center for the Arts Bonita Springs,Promenade at Bonita Bay,Riverside Park,Dog Beach Park,Bonita Springs Historical Society, Inc.,Old 41 Restaurant,Rooftop at Riverside				
Circulation	Readership	Value	Result Of	Date of Article	
12,989,514	38,968,542	\$0.00	Other	01/17/2024	

Article Number:	9				
Headline:	This Undiscovered Gem in Florida Has Nearly 300 Days of Sunshine Each Year — and It's Perfect for Re				
First Name:	Carrie	Last Name:	Honaker	Company:	Travel + Leisure
Type of Medium:	Web				
Subject of article/ broadcast:	<a href="#">As a result of coordinating an interview with Trish Leonard, owner of TLC Marketing &amp; Creative Services and journalist Carrie Honaker, she included Bonita Springs in this wonderful feature piece in Travel + Leisure (UVM: 12,989,514), titled "This Undiscovered Gem in Florida Has Nearly 300 Days of Sunshine Each Year — and It's Perfect for Retirees." This piece highlights Bonita Springs as an undiscovered gem and provides a comprehensive guide of all of its small town charm to its incredible attractions from its uncrowded beaches, amazing restaurants and more.</a>				
Featured Members:	Lovers Key State Park,Hyatt Regency Coconut Point Resort & Spa,Trianon Bonita Bay,City of Bonita Springs - City Council,Wonder Gardens,Mound Key Archaeological State Park,Doc's Beach House,Flamingo Island Flea Market,Southwest Florida International Airport,TLC Marketing & Creative Services,The Survey Café,Buffalo Chips Restaurant,Center for the Arts Bonita Springs,Promenade at Bonita Bay,Riverside Park,Dog Beach Park,Bonita Springs Historical Society, Inc.,Old 41 Restaurant,Rooftop at Riverside				
Circulation	Readership	Value	Result Of	Date of Article	
135,281,915	405,845,745	\$0.00	Other	01/17/2024	

Article Number: 10  
Headline: As Southwest Florida recovers from Ian, new vacation options emerge  
First Name: Christina Last Name: Jelski Company: Travel Weekly  
Type of Medium: Web  
Subject of article/  
broadcast: [Additionally, as a result of coordinating an interview with Jacki Liszak, CEO of the Fort Myers Beach Chamber of Commerce and journalist Christina Jelski, she included Fort Myers and hurricane messaging in Travel Weekly, titled "As Southwest Florida recovers from Ian, new vacation options emerge."](#)  
  
[Christina quotes Jacki to reinforce the challenges faced on Fort Myers throughout its recovery from Hurricane Ian, Jacki specifically highlights the opening of Margaritaville Beach Resort as a key turning point and exciting new higher end hospitality project that opened despite setbacks.](#)  
Featured Members: Sandpiper Gulf Resort,Town of Fort Myers Beach,Fort Myers Beach Chamber of Commerce,Wyndham Hotels & Resorts,Margaritaville Beach Resort

Circulation  
48,172

Readership  
144,516

Value  
\$0.00

Result Of  
Other

Date of Article  
01/17/2024

Article Number: 11  
Headline: 15 Winter Island Escapes In the South  
First Name: Tara Last Name: Massouleh McCay Company: Southern Living  
Type of Medium: Web  
Subject of article/  
broadcast: [We're thrilled to share that due to our ongoing relationship with Southern Living and Sanibel's win in their "Best of the South" list, Sanibel and Captiva Islands were included in this recent roundup article, titled "15 Winter Island Escapes In the South." The article recommends exploring Sanibel Island \(ranked sixth\) as an ideal winter retreat, given its renowned status as the Seashell Capital of the World. It emphasizes delightful activities like cycling along the island's extensive 25-mile paths and observing birds at the J.N. "Ding" Darling National Wildlife Refuge. Captiva was also ranked fifteenth for its pristine white sand, excellent seashells and the serene atmosphere, suggesting that it serves as an ideal destination for a tranquil getaway with a focus on beach activities and relaxation.](#)  
Featured Members: Sanibel and Captiva Chamber of Commerce,J.N. Ding Darling National Wildlife Refuge

Circulation  
18,174,865

Readership  
54,524,595

Value  
\$0.00

Result Of  
Other

Date of Article  
01/22/2024

Article Number: 12  
Headline: Marriott picks Fort Myers to debut low-cost extended-stay brand  
First Name: Mark Last Name: Gordon Company: Business Observer  
Type of Medium: Web  
Subject of article/  
broadcast: [We're excited to share that Tam was featured in a recent article by journalist Mark Gordon in Business Observer, titled "Marriott picks Fort Myers to debut low-cost extended-stay brand," which is as a result of our coordination of Tam attending Marriott's StudioRES event. The article quotes Tam, highlighting her speech at the brand groundbreaking event in Fort Myers. She notes the ongoing recovery from Hurricane Ian in Lee County and Southwest Florida, with available hotel rooms improving but still at 73% of pre-Ian levels.](#)  
Featured Members: Lee County Chamber of Commerce, Lee County Visitor & Convention Bureau

Circulation  
53,151

Readership  
159,453

Value  
\$0.00

Result Of  
Other

Date of Article  
01/18/2024

Article Number:	13			
Headline:	Florida: News from Fort Myers for Outdoor-Fans and Foodies			
First Name:	Elisabeth	Last Name:	Kapral	Company:
Type of Medium:	Magazine			
Subject of article/ broadcast:				
Circulation 62,820	Readership 188,460	Value \$900.00	Result Of Press Release	Date of Article 01/08/2024
Article Number:	14			
Headline:	New year, new vacation: Visit Fort Myers in spring!			
First Name:		Last Name:		Company:
Type of Medium:	Web			
Subject of article/ broadcast:				
Circulation 1,064,610	Readership 3,193,830	Value \$4,899.00	Result Of Press Release	Date of Article 01/15/2024
Article Number:	15			
Headline:	Fort Myers publishes new online guide			
First Name:		Last Name:		Company:
Type of Medium:	Newsletter			
Subject of article/ broadcast:				
Circulation 100,000	Readership 300,000	Value \$1,000.00	Result Of Press Release	Date of Article 01/17/2024

Article Number: 16				
Headline: New year, new vacation: Visit Fort Myers in spring!				
First Name:		Last Name:		Company:
Type of Medium: Web				
Subject of article/ broadcast:				
Circulation 7,319	Readership 21,957	Value \$5,271.00	Result Of Press Release	Date of Article 01/18/2024

Article Number: 17				
Headline: Golf pleasure in the southwest of Florida: A golfer's paradise with over 30 courses				
First Name: David		Last Name: Santini		Company:
Type of Medium: Web				
Subject of article/ broadcast:				
Circulation 26,000	Readership 78,000	Value \$1,080.00	Result Of Press Release	Date of Article 01/19/2024

Article Number: 18				
Headline: Fried Alligator, real Cowboys and the Florida panther				
First Name: Bernhard		Last Name: Obst		Company:
Type of Medium: Web				
Subject of article/ broadcast:				
Circulation 176,000	Readership 528,000	Value \$7,500.00	Result Of Individual FAM	Date of Article 01/26/2024

Article Number: 19				
Headline: 15 Best Beaches in Florida Locals Want to Keep Secret				
First Name: Liz		Last Name: Zack		Company: Reader's Digest
Type of Medium: Web				
Subject of article/ broadcast: <a href="#">Turner Beach on Captiva Island, Bowman's Beach on Sanibel Island Boca Grande Beach on Gasparilla Island were all included in this hidden gem beach roundup article titled "15 Best Beaches in Florida Locals Want to Keep Secret" in Reader's Digest.</a>				
Featured Members: Marriott Sanibel Harbour Resort & Spa,South Seas Island Resort,Gasparilla Inn & Club,Sanibel and Captiva Chamber of Commerce,Bowman's Beach,Boca Grande Beach Access				
Circulation 8,445,916	Readership 25,337,748	Value \$10,603,345.00	Result Of Other	Date of Article 01/25/2024

Article Number: 20  
Headline: New Margaritaville Resort brings festive atmosphere back to still-recovering Fort Myers Beach  
First Name: Susan Last Name: Glaser Company: The Plain Dealer  
Type of Medium: Newspaper  
Subject of article/  
broadcast: [Fort Myers Beach recovery and the impact from Margaritaville Beach Resort opening along with other things to do in the area.](#)  
Featured Members: Lovers Key State Park,Pink Shell Beach Resort and Marina,Lighthouse Island Resort Inn & Suites,Matanzas Inn,Fort Myers Beach Chamber of Commerce,Lani Kai Island Resort,Edison Beach House,DiamondHead Beach Resort & Spa,Snug Harbor Waterfront Restaurant,Margaritaville Beach Resort,La Ola Surfside Restaurant (Bell Tower Location)

Circulation  
411,061

Readership  
1,233,183

Value  
\$0.00

Result Of  
Individual FAM

Date of Article  
01/17/2024

Article Number: 21  
Headline: Return to slow-recovering Sanibel Island, where shells outnumber humans (by a lot)  
First Name: Susan Last Name: Glaser Company: The Plain Dealer  
Type of Medium: Newspaper  
Subject of article/  
broadcast: [Sanibel Island's recovery since Hurricane Ian and things to do in the area.](#)  
Featured Members: Island Inn,South Seas Island Resort,Sanibel Moorings Resort,Sanibel Siesta Condominiums,Town of Fort Myers Beach,City of Sanibel,Sanibel and Captiva Chamber of Commerce,J.N. Ding Darling National Wildlife Refuge,Offshore Sailing School,Mucky Duck,Doc Ford's Rum Bar,Chico's,Sundial Beach Resort & Spa,Periwinkle Place,Captiva Beach

Circulation  
411,061

Readership  
1,233,183

Value  
\$0.00

Result Of  
Individual FAM

Date of Article  
01/24/2024

Article Number: 22  
Headline: The Southern Tourists, Who Changed the World  
First Name: Bjorn Last Name: Moholdt Company:  
Type of Medium: Newspaper  
Subject of article/  
broadcast:  
Featured Members: Lovers Key State Park,Pink Shell Beach Resort and Marina,Captiva Cruises, Inc.,Town of Fort Myers Beach,Casa Ybel Resort,City of Fort Myers,Edison and Ford Winter Estates,Tween Waters Island Resort & Spa,Lighthouse Café,Broadway Palm Dinner Theatre,Mucky Duck,Farmer's Market Restaurant,Lazy Flamingo,Doc Ford's Rum Bar & Grille (FMB),Bonita Bill's Waterfront Café,Ford's Garage-Downtown,The Marina at Edison Ford-Pinchers Crab Shack,Bimini Bait Shack,Luminary Hotel & Co.,Sanibel Community House (Culinary Education Center of Sanibel),Peter's German Ice Cream & Coffee Shop

Circulation  
0

Readership  
0

Value  
\$41,486.00

Result Of  
Individual FAM

Date of Article  
01/07/2024

Grand Total Circulation: 392,972,403

Readership: 1,178,917,209

Total Articles: 22

Grand Total Value: \$10,674,481.00