



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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# **Fort Myers ranked top 10 winter destination in country**

**LEE COUNTY, FL** – Fort Myers can officially share the same bragging rights as some of the biggest cities in the country.

The American Society of Travel Agents (ASTA) placed Fort Myers on the top 10 most popular destination for 2014-2015 winter season. It shares this new ranking with major cities including Orlando, Las Vegas, New York City, Miami, Honolulu, San Francisco, Los Angeles, Maui and San Diego. The listing is based on bookings by members of ASTA. Fort Myers and Maui replaced New Orleans and Washington, D.C.

“We have something those big cities don’t have,” said Tamara Pigott, executive director of the Lee County Visitor & Convention Bureau (VCB). “We have tremendous natural assets such as world famous shelling, kayaking, birding etc. We also have beautiful weather. Who wouldn’t want to be here now?”

The VCB also moved its marketing dollars to more than 50 percent digital, focused on an increase in social media engagement and intensified sales and PR efforts, she said.

TravelPulse, which covers industry news, offered some reasons Fort Myers made the list including having the “most beautiful beaches in the world.”

For more information about the ranking visit [www.asta.org](http://www.asta.org). These travel agents represent 80 percent of all travel sold in the United States through the travel agency distribution channel. Together with hundreds of internationally based members, it is the leading global advocate for travel agents, the travel industry and the traveling public.

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*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, Lehigh Acres. For media assistance on the destination, please visit [www.fortmyerssanibel.com/media](http://www.fortmyerssanibel.com/media).*