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Lee County VCB launches new industry partner Web site *Site provides one-stop shop to access VCB resources, services*

LEE COUNTY, FL – The Lee County Visitor & Convention Bureau (VCB) has launched a new Web site for its tourism industry partners at www.LeeVCB.com.

The new site replaces the existing site at the same URL and offers more robust and consolidated content, greater ease of access and navigation, and a smarter graphic appearance that dovetails on the destination's consumer collateral material. One of the site's major features is that it allows industry partners to access and manage data for several key marketing initiatives, including the consumer Web site and the official visitors' guide to the area -- all from one convenient platform on the site.

"We took a lot into consideration when crafting our new partner site," said Tamara Pigott, VCB interim executive director, which markets the destination internationally to leisure and meetings travelers as The Beaches of Fort Myers & Sanibel. "We want the site to be a one-stop shop for partners to access our resources and services, and we want to make it as user friendly and as relevant as possible."

The VCB created the site in partnership with its integrated marketing agency bvk and its digital marketing partner Miles Media; and, prior to starting work on the site, the organization conducted a survey of its tourism industry partners that helped guide the content, design and execution of the new site.

In addition to being created to strengthen the organization's relationships with tourism industry partners and community business leaders, the site also was designed to foster greater partnerships between the VCB and its industry constituents as well as to position the VCB as the foremost authority on the local tourism industry.

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The new Web site is divided into digestible sections with tiered content that is grouped by categories for ease of access. The “How the VCB Can Help You” section is accessible on each page of the site and overviews how partners can take full advantage of VCB programs. It also details marketing support, funding programs, lodging programs, *Team Tourism* educational programs, current and historical statistics, the latest news and updates, and a new job bank that allows partners to post available positions.

A “What’s Happening Now” section at the bottom of each page has rotating content in three links that spotlight the VCB’s most recent initiatives and partner opportunities. An “About the VCB” section at the top of each page overviews the organization, including its vision and mission statements, and encompasses a staff directory and speakers bureau information. An adjacent “VCB Departments” section drills down further into the resources and services of each of the organization’s five departments.

Also on the top navigation, “About the TDC” lists the names of the TDC members and posts past meeting minutes and recap reports as well as an upcoming meeting schedule and agendas.

And a “Crisis Management” section features links to community resources for hurricane response and space for posting up-to-the-minute news and developments in the event of a crisis that might impact the destination’s \$3 billion tourism business.

There also is a “Helpful Links” section at the top of each page that contains Internet links to area chambers of commerce, Southwest Florida International Airport, the destination’s consumer Web site, and *The News-Press* daily newspaper in Fort Myers.

The VCB currently is working with bvk and Miles Media to develop a new consumer site, which it plans to launch at www.FortMyers-Sanibel.com in 2010.

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EDITOR’S NOTE: *The Beaches of Fort Myers & Sanibel include: 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.*