

FOR IMMEDIATE RELEASE

Jan. 9, 2012

CONTACTS: Nancy Hamilton, Lee Rose 239-338-3500

Fort Myers, Florida ranks third in *TripAdvisor's* 'Top 15 Destinations on the Rise'

LEE COUNTY, FL - The Beaches of Fort Myers & Sanibel are celebrating recent acknowledgement by *TripAdvisor* as one of the "15 Destinations on the Rise." The list features those destinations that have seen a significant increase in user reviews on *TripAdvisor.com* over the past year.

TripAdvisor, one of the leading travel information resources in the U.S., ranked Fort Myers the number three "on the rise" destination in the United States; a credit to the city's renowned nature- and history-based attractions and activities. Fort Myers ranked higher than such destinations as Pensacola and St. Augustine.

"Fort Myers and all of Lee County offers a stress-free, relaxing vacation for families and couples," said Tamara Pigott, executive director, Lee County Visitor & Convention Bureau. "We are proud that we were the highest ranking Florida destination in this listing. It is rewarding to see the work we have done to continuously improve and share our eco-tourism, such as shell collecting, fishing and other outdoor sporting options, recognized by the readers of *TripAdvisor*."

In addition to being included in *TripAdvisor's* top destinations list, The Beaches of Fort Myers & Sanibel have been celebrated by trusted travel resources. In July 2011, the digital travel experts, *Family Vacation Critic*, included Sanibel & Captiva islands in its list of the "10 Best Islands in the United States." Sanibel and sister island Captiva were also recognized by readers of *TripAdvisor* when they were named the "Top 25 Beaches in the United States & the World" in *Trip Advisor's Travelers Choice 2011*.

For more information on The Beaches of Fort Myers & Sanibel, visit www.FortMyers-Sanibel.com.

-30-

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. A comprehensive media kit and image are available upon request.