

FortMyers-Sanibel.com Business Rules

Updated 9/5/07

Who gets listed?

- Any collector of the bed tax with at least four units and any attraction (a business that provides an activity for our visitors that enhances their experience in the destination) that is open year-round, or a business involved with local tourism in Lee County as deemed/approved by the Lee County Visitor & Convention Bureau.*
- Any tourism-related business referenced in the Traveler's Guide (Visitor Guide)*

* Note: The Visitor & Convention Bureau has no legal requirements to include anyone on its web site or visitor guide.

How do I get listed?

- If you meet the qualifications stated above please contact rpiret@leegov.com with a request for listing that includes your business name, address, phone number, fax and main contact approval.
- If you meet the qualifications the VCB will provide you with contact information for Miles Media. Miles Media will assist you with data collection for you listing on the site.
- Please allow a 2-4 week turnaround for approval by the VCB.

How many listings may each business have?

- Businesses may be in as many categories as applicable, according to the rules of each listing section.

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Find a Place to Stay: Accommodations

- Advanced search features searching by:
 - Setting (location)
 - Accommodation Type
 - Community (published area)
 - Amenities (such as pet-friendly, ADA-compliant, etc)
- Additional columns may be added to grid – based on amenities search

Accommodations – only valid lodging establishments or rental companies may be listed under Accommodations

- Organized alphabetically within published areas
- Grid page features
 - Four columns of information
 - Compare button to compare up to four properties
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail photo
- Grid columns:
 - Setting
 - B = Beachfront; W = Waterfront; M = Mainland; R = Riverfront; D = Downtown; N = Interstate; I = Island; A = Airport
 - Number of Units
 - Pool
 - Accommodation Type
 - R = Resort; C = Cottages/Efficiencies; V = Villa/Condo/Home; H = Hotel/Motel; B = Bed & Breakfast
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information and description. Unexpired rate information is also provided here.
 - Amenities tab: features property-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Find a Place to Stay: RV Parks & Campgrounds

- Advanced search features searching by:
 - Setting (location)
 - Accommodation Type
 - Community (published area)
 - Amenities (such as pet-friendly, ADA-compliant, etc)
- Additional columns may be added to grid – based on amenities search

Campgrounds & RV Parks – only valid RV parks and/or campgrounds may be listed in this section

- Organized alphabetically by name within published areas
- Grid page features
 - Four columns of information
 - Compare button to compare up to four properties
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns:
 - Number of Sites
 - Tents Welcome
 - Location
 - B = Beachfront; W = Waterfront; M = Mainland; R = Riverfront; D = Downtown; N = Interstate; I = Island; A = Airport
 - Hookups/Water
 - D = Dump Station; E = Electric; S = Sewer; W = Water
 - Facilities
 - R = Restrooms; S = Showers; L = Laundry
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description, rate information and photo
 - Amenities tab: features campground-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Arts, Culture & History – under Explore, Play & Eat

All listings in this section have the same features

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features business-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Arts & Entertainment

- Listings in this section must be valid, operating visual or performing arts-related businesses or venues

Historic Sites

- Listings in this section must be valid, operating historical sites or attractions and must be open to the public

Museums & Science Centers

- Listings in this section must be valid, operating museums or attractions offering scientific and/or educational exhibits and information and must be open to the public

Beaches & Water Recreation – under Explore, Play & Eat

Beaches and Waterfront Parks – all area beaches and waterfront parks are eligible to be listed in this section

- Organized alphabetically by name within published areas
- Grid page features
 - Five columns of information
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns
 - Restrooms
 - Showers
 - Playground
 - Parking
 - Fishing Pier
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features beach- and park-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Boat Ramps – all boat ramps open to the public in Lee County are eligible for this section

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features boating- and fishing-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Canoe & Kayak – area canoe and kayak guides and outfitters may be listed in this section

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features canoeing- and kayaking-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards

- Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Marinas – area marinas open to the public are eligible for this section

- Organized alphabetically by name within published areas
- Grid page features
 - Five columns of information
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns
 - Number of slips
 - Accommodations available
 - Fuel/Boat Ramp/Service available
 - Boat Rentals/Charters/Tours available
 - Restaurant on site
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features marina-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Shelling – area locations featuring good shelling and/or offering shelling tours may be listed in this section

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features shelling-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Water Recreation – miscellaneous water recreation outfitters and/or locations may be listed in this section

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features water recreation-specific amenity information

- Photos tab: photo gallery of up to six photos, plus IPIX and postcards
- Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Dining & Nightlife – under Explore, Play & Eat

Who gets listed?

- all establishments referenced in editorial from the Traveler's Guide
- the following will be added upon request by restaurants in Lee County if they meet either of the following criteria:
 - *Florida Trend* Golden Spoon award winners
 - *News-Press* reviewed 3 stars or more
- Organized alphabetically by name within published areas
- Grid page features
 - Four columns of information
 - More Info/Clickable name to view "more info" page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What's Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns
 - Meals Served
 - B = Breakfast; L = Lunch; D = Dinner; Br = Brunch
 - Cuisine Type
 - A = American; C = Caribbean; N = Asian; G = Gourmet/Continental; T = Ice Cream & Treats; I = Italian; S = Seafood & Steak
 - Waterfront Dining
 - Outdoor Dining
- More Page features
 - Overview tab: contains "core" info (address, phone, fax, email, URL), plus directional information, description, rates and photo (same as thumbnail)
 - Amenities tab: features dining-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Family Fun – under Explore, Play & Eat

All listings in this section have the same features

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features business-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Sports

- Listings in this section must be sports-related teams or venues and open to the public

Things to Do and Places to go for Family Fun

- Listings in this section must be activities or attractions that cater to children and families and are open to the public

Fishing – under Explore, Play & Eat

Boat Ramps (as above)

Marinas (as above)

Fishing Charters – operating fishing boats, captains and guides in the area may be listed in this section as long as the business has a license to operate in the state of Florida

- Organized alphabetically by name within published areas
- Grid page features
 - Five columns of information
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns
 - Fishing Type
 - B = Back Bay; D = Deep Sea; F = Fly Fishing; L = Light Tackle
 - Shelling/Snorkeling (available/offered)
 - Sightseeing/Nature Tours (available/offered)
 - Dining Cruises
 - L = Lunch; D = Dinner
 - Water Taxi/Party Boat
 - W = Water Taxi; P = Party Boat
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description, rates and photo (same as thumbnail)
 - Amenities tab: features fishing-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards

- Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Golf – under Explore, Play & Eat

Any local golf course open to the public at least part of the year may be listed in this section.

- Organized alphabetically by name within published areas
- Grid page features
 - Five columns of information
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- Grid columns
 - Number of Holes
 - Course Type
 - P = Public; S = Semi-private
 - Par (from the championship tees)
 - Yardage (from the men’s tees)
 - Rating (from the men’s tees)
- More Page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description, rates and photo (same as thumbnail)
 - Amenities tab: features golf-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Nature & Outdoors – under Explore, Play & Eat

All listings in this section have the same features

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view “more info” page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What’s Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More page features
 - Overview tab: contains “core” info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features business-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Guided Tours

- Businesses listed in this section must offer guided activity or attraction tours to the public

Parks & Nature Areas

- Listings in this section must be parks or other nature preserves, recreational areas or nature-based attractions open to the public

Shopping – under Explore, Play & Eat

Who gets listed?

- all major shopping areas, malls, outlets, flea markets
- all establishments referenced in editorial from the Traveler's Guide
- additional businesses who request placement on site and are approved by VCB (MMG recommends galleries, antiques, gift shops, citrus, apparel shops and jewelers)

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view "more info" page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What's Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More page features
 - Overview tab: contains "core" info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features business-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Additional Sections/Information

Chamber and Welcome Centers – under Travel Resources

Area chambers of commerce and welcome centers may be listed under this section

- Organized alphabetically by name within published areas
- Grid page features
 - More Info/Clickable name to view "more info" page
 - Add to Suitcase (only appears if the property has a valid latitude/longitude)
 - What's Nearby mapping function (only appears if the property has a valid latitude/longitude)
 - Thumbnail image
- More page features
 - Overview tab: contains "core" info (address, phone, fax, email, URL), plus directional information, description and photo (same as thumbnail)
 - Amenities tab: features business-specific amenity information
 - Photos tab: photo gallery of up to six photos, plus IPIX and postcards
 - Map tab: details property location according to latitude/longitude, allows for proximity mapping functionality

Editorial Links

- All businesses referenced within the copy that have a corresponding listing on the site will be hyperlinked to the "more info" page of their listing

Hot Deals (Both Consumer and Meetings Hot Dates & Rates)

How are they found on the site?

- Get Great Deals from the main navigation (consumer)
- Meeting Hot Dates and Rates from the meetings section main navigation (meetings and groups)
- On the more pages for those listings with deals (verbiage appears under the name on the grid page)

How are these administered?

- Via the hotdeals.milesmedia.com admin
- Businesses may post deals using the www.data.milesmedia.com online form (a review process follows)

Posting Rules/Guidelines

- All deals must contain tangible savings of at least \$50 or at least a 15% savings off the nightly rate.
- There must be a price point included in the deal so that people know what the “rack rate” is. The word “rack rate” is not an acceptable description.
- A date range for the offer must be included in the description. If the cost for an average night stay changes, the property must re-enter the deal information to make sure the description remains accurate
- Deals must not exceed an 8-week period

Reminder System

- A reminder system will be set up to auto-generate an email to a business when a deal is one week from expiring
- On a quarterly basis an email will go to all industry partners highlighting the deals program