



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Contacts: Megan Contreras 239-338-3500

2018 Travel Rally celebrates Lee County tourism

LEE COUNTY, FL – Boom! Pow! Zap! Put on your best superhero costume and get ready to celebrate the superheroes in tourism.

WINK News anchor Channing Frampton will kick off the festivities at this year's free event. The Lee County Visitor & Convention Bureau (VCB) will host tourism partners, their employees and families, along with the community, at the annual Lee County Travel Rally at Lakes Regional Park in Fort Myers from 4-7 p.m. Tuesday, May 1.

This tourism appreciation day is in support of National Travel and Tourism Week. The VCB recognizes the importance of hospitality professionals and the critical impact tourism has on local businesses. Tourism is a major economic engine that brings almost 5 million visitors who spend more than \$3 billion in Lee County.

“Our tourism partners are our superheroes,” said Tamara Pigott, executive director of the VCB. “The rally is a wonderful opportunity to celebrate and thank the people who work so hard to create memorable experiences and deliver excellent customer service to our guests.”

The theme for this Travel Rally is “You’re Our Super Heroes!” New this year will be an opening ceremony, touch-a-truck with the Lee County Sheriff’s Office SWAT Team and South Trail Fire & Rescue District, tourism race competitions and photos with Abigail the Wonder Dog.

In addition, there will be a dunk tank with “hot seat” guests, including the general managers from the Pink Shell Beach Resort & Marina and Hyatt Regency Coconut Point Resort & Spa, along with Pigott and the VCB’s marketing director. Dunk tank proceeds will benefit the United Way.

Hospitality exhibitors, music, prize giveaways, face painting, magic, food and family-friendly fun are all part of Travel Rally. Feel free to come in costume to show your support of the power of travel and tourism.

Please RSVP at LeeVCB.com. An admission ticket and free parking sticker will be emailed, and your name will be included in the prize drawings throughout the event. All registered attendees will be entered into a prize drawing for two complimentary JetBlue airline tickets. You must be present to win.

Sanibel & Captiva Islands Fort Myers Beach Fort Myers Bonita Springs Estero Cape Coral Pine Island Boca Grande & Outer Islands North Fort Myers Lehigh Acres

For information call Visitor Services at 239-590-4855 or visit leevcb.com. Stay engaged with the VCB before and during the rally by posting to social media outlets using #nttw2018 and #travelrally2018.

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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 and Lehigh Acres. For media assistance on the destination, please visit www.fortmyerssanibel.com/media.

