



SUGGESTED PRODUCT COPY

THE BEACHES OF FORT MYERS & SANIBEL

The Beaches of Fort Myers & Sanibel in Southwest Florida are made up of over 100 barrier islands strung along the Gulf of Mexico. The area is renowned for its laid-back, barefoot holiday destinations each offering visitors a different experience, but drawn together by nature and the water. No visit to Florida's Beaches of Fort Myers and Sanibel would be complete without taking to the water to island hop and discover the rich wildlife and flora that exists there.

Think perpetual sunshine, white-sand beaches and turquoise waters. Think fashionable boutique and outlet shopping. Think of days spent spotting dolphins and searching for sea shells. Read a book, build a sandcastle or enjoy the warm gulf waters with the kids. Imagine evenings spent enjoying delicious seafood as the sun sets. From the moment you arrive, you will feel connected to the people and unspoilt nature around you. Find your island on The Beaches of Fort Myers & Sanibel.

Suggested travel options, perfect for The Beaches of Fort Myers & Sanibel

Twin centres	Orlando, Miami, Key West, New York City, Las Vegas & Boston are all great twin centre options. Hotels, self-catering and villa rental options across the islands are available. ***** The Key West Express offers daily catamaran service between Fort Myers Beach and Key West; approximately 3 hours each way- a stunning boat transfer for those visiting Miami and Key West. The Key West Express is a full service passenger ferry operating year round, providing an easy option to explore Key West for a day trip or more. *****
Pre post cruise	Relax on the beach after a cruise departing Fort Lauderdale or Miami - only two hours' drive away
Fly Drives	Along the Gulf of Mexico coast, Atlantic and Gulf coast road trip or all the way up to New Orleans from Southwest Florida, all are well connected and easily done.
Point to point	Popular with families across generations - relax with nature in the sun and reconnect with what matters to you

Driving Distances (Fort Myers Beach)

- Fort Lauderdale 132 Miles / 2 hrs drive
- Tampa 147 Miles / 2.5 hrs drive
- Miami 148 Miles / 2.5 hrs drive
- Orlando 169 Miles / 3.5 hrs drive

STANDARD MEDIA COPY

500 WORDS

Find your island...Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel are located in Southwest Florida and made up of over 100 barrier islands along the Gulf of Mexico. The area is renowned for being a laid back, barefoot destination, but these are just a couple of the things this hidden getaway has to offer.

Think perpetual sunshine, white-sand beaches and turquoise waters. Think fashionable boutique and outlet shopping. Think of days spent spotting dolphins and searching for sea shells. Read a book, build a sandcastle or enjoy the warm gulf waters with the kids. Imagine evenings spent enjoying delicious seafood and watching sunsets. From the moment you arrive, you'll feel connected to the people and unspoiled nature around you. Find your island on The Beaches of Fort Myers & Sanibel.

Finding your island is liberating

Just a few hours from Miami, Tampa, Orlando and Key West visitors will discover endless stretches of white-sand beaches and hundreds of islands waiting to be explored. Hundreds of secluded islands dot the sun-splashed coastline like tiny jewels, some uninhabited and accessible only by boat or seaplane. Each community holds its own personality - take in the music and nightlife of Fort Myers Beach, the world renowned nature parks and alfresco cafes in Fort Myers or find bohemian beachside craft stores in Sanibel and Captiva. Each island offers a healthy dose of peace and quiet, and beach life with exceptional sunsets. The Beaches of Fort Myers & Sanibel are perfect for a relaxing beach holiday or as part of a fly-drive along the Florida coast. The beach of your dreams is here.

Finding your island is natural

Many of the islands provide sanctuary to wildlife, so take advantage and get close to the natural side of Florida. Watch dolphins play in the wake of your boat, or glide beneath the shade of mangroves while on a guided kayak tour of the Great Calusa Blueway. Paddle inches from manatees bobbing near the water's surface, or spy on them at Manatee Park. Spot the pink Roseate Spoonbill and more than 250 kinds of birds in the J.N. "Ding" Darling National Wildlife Refuge, the largest undeveloped mangrove ecosystem in the U.S.

Finding your island is inspiring

Art galleries of every colour and variety burst from the seams on Matlacha and Pine Island. The Boca Grande and Sanibel lighthouses are inspirational to visit and the brilliant minds of Thomas Edison and Henry Ford enjoyed their visits so much they put down roots here. Their historic estates are filled with tropical gardens, workshops and museums which encourage creativity in every heart and prove the only limit on success is one's imagination.

Only one question remains: where to stay? To experience Florida's most naturally-preserved islands and beaches, choose from accommodations ranging from hotels and resorts, self-catering cottages, to villas and private homes. Visit www.fortmyers-sanibel.com to start planning your vacation today and download a free Lonely Planet guidebook.

148 WORDS

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel, in Southwest Florida, are made up of over 100 barrier islands strung along the Gulf of Mexico. The area is renowned for its laid back, barefoot holiday destinations each offering visitors a different story, but connected by nature and water. No visit to the destination would be complete without discovering the islands and taking to the water to experience the rich, native wildlife and flora.

Think perpetual sunshine, white-sand beaches and turquoise waters. Think fashionable boutique and outlet shopping. Think of days spent spotting dolphins and searching for sea shells. Read a book, build a sandcastle or enjoy the warm gulf waters with the kids. Imagine evenings spent enjoying delicious seafood and watching sunsets. From the moment you arrive, you'll feel connected to the people and unspoiled nature around you. Find your island on The Beaches of Fort Myers & Sanibel.

100 Words

Find Your Island...Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel, in Southwest Florida, are made up of over 100 barrier islands strung along the Gulf of Mexico. The area is renowned for its laid back, barefoot holiday destinations where you can spend your days island hopping, spotting manatees and dolphins, collecting sea shells, and watching mesmerising sunsets from our idyllic beaches. Choose from 50 miles of sun-soaked coastline where you can swim in the warm waters, bury your toes in soft white sand or build the perfect sandcastle, read your favourite book and discover delicious, fresh seafood right off the fishing boats.

84 Words

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel, in Southwest Florida, are made up of over 100 barrier islands strung along the Gulf of Mexico. The area is renowned for its laid back, barefoot holiday destinations. Choose from 50 miles of sun-soaked coastline where you can swim in the warm waters, bury your toes in soft white sand and discover delicious, fresh seafood right off the fishing boats. Find your island where smiles happen naturally and time flies by like blue herons and Roseate Spoonbills.

51 Words

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel, in Southwest Florida, are made up of over 100 barrier islands strung along the Gulf of Mexico. Choose from 50 miles of sun-splashed coastline. Discover delicious, fresh seafood. Find your island where smiles happen naturally and time flies by like ospreys and roseate spoonbills.

50 Words

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

The Beaches of Fort Myers & Sanibel, in Southwest Florida, are made up of over 100 barrier islands strung along the Gulf of Mexico where you can collect shells and discover delicious, fresh seafood. Find your island where smiles happen naturally and time flies by like ospreys and roseate spoonbills.

32 Words

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

Surround yourself with the things that matter most on The Beaches of Fort Myers & Sanibel. Sink into a sunset and find that time flies by like blue herons and roseate spoonbills.

20 Words

Find Your Island...: Discover the Beaches of Fort Myers & Sanibel

Make memories to keep: surround yourself with the things that matter most on The Beaches of Fort Myers & Sanibel.