

Industry Portal Instructions



For New Users:

**How to Register for an Account and
Create A Business Listing on [VisitFortMyers.com](https://www.visitfortmyers.com)**

Updated February 2026

Industry Portal Instructions



How To: Register for a User Account

1. Go to VisitFortMyers.com/partner-registration and fill out the form.

Industry Partners Account Registration

Register today!

A partner account allows you to advertise your business or organization, events and deals to thousands of visitors on the www.VisitFortMyers.com website. Registering for an account also ensures you will receive tourism-related news and communications from the Lee County Visitor & Convention Bureau. For more information, including guidelines and criteria for businesses to create a partner account, [click here](#).

*

*

*

*

*

*

*

I'm not a robot  [Privacy](#) - [Terms](#)

Submit

2. After submitting the form, your request will be submitted to a website administrator for approval. Please allow for 24-48 hours for approval. Once an administrator approves your account, you will receive an email notification with your login information and a link to sign in.

Industry Portal Instructions



How To: Sign In to Your New Account

1. Go to VisitFortMyers.com, scroll to the bottom of the page and select “Industry Partner Login.” Or, go directly to the link VisitFortMyers.com/login. Enter your username and password and click “Log In.”

A dark teal footer navigation menu with four columns. The columns are labeled "Home", "Meetings", "Weddings", and "Travel Trade". Below these labels are four sections: "Contact", "For Visitors", "For Businesses", and "Newsletter Sign Up". The "For Businesses" section has a red box around the "Industry Portal Login" link. The "Newsletter Sign Up" section has an email input field with a right-pointing arrow.

Home	Meetings	Weddings	Travel Trade
Contact Local: (239) 338-3500 Toll-Free: (800) 237-6444 2201 Second Street Suite 600 Fort Myers, Florida 33901	For Visitors Plan Your Trip Digital Visitor Guide Beach Conditions	For Businesses About VCB ADA Notice Film Permit Requests Industry Portal Login	Newsletter Sign Up Sign up for our enewsletter to receive information on the greater Fort Myers area. Email Address... >

A light yellow login form with a dark teal header bar containing three links: "Log in", "Create new account", and "Reset your password". Below the header are two rounded input fields for "Enter Username" and "Enter Password". At the bottom is a dark teal "Log in" button.

Log in **Create new account** **Reset your password**

Enter Username

Enter Password

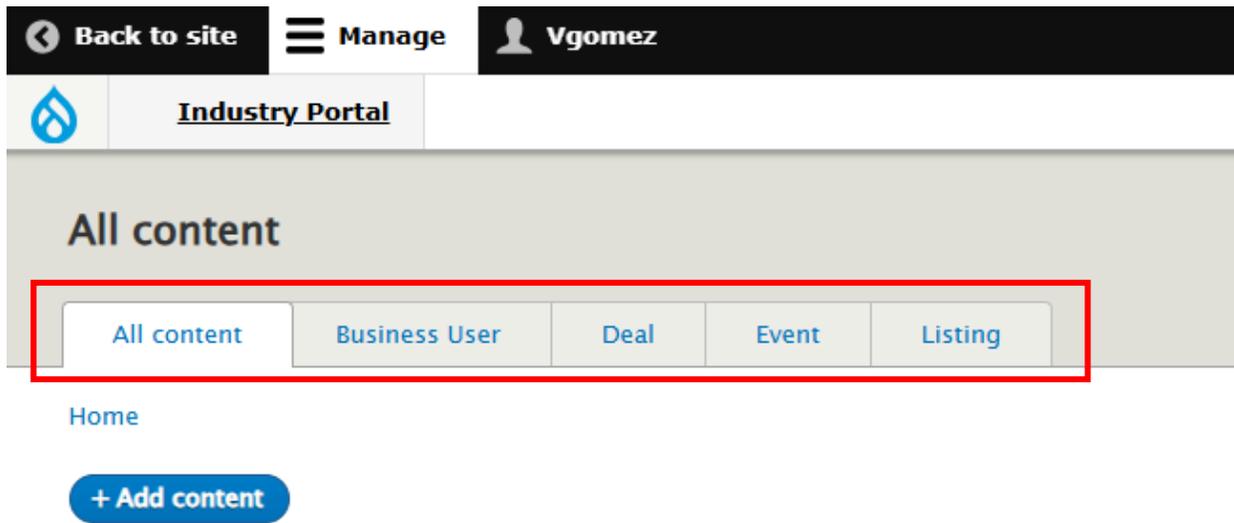
Log in



How To: Create a New Listing

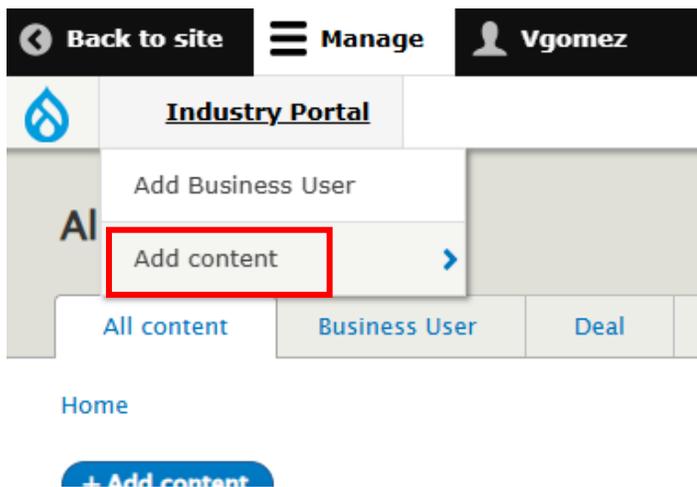
1. After logging in, you will be directed to the All Content page that will show all the listings for your organization in one place. You can sort your listings by type by clicking on Deal, Event, or Listing tabs.

Tip: If you do not see this screen click the “Manage” button and select “Industry Portal”.



To create a new listing, click the “Add Content” button.

Or, you can hover over the Industry Portal button on the top left corner and click on Add Content.



Industry Portal Instructions



2. Select whether you want to create a new Business, Deal or Event.

Tip: Please keep in mind you MUST create a Business listing before you can add any events or deals to the website.

Add content

[Home](#) »

➤ [Business](#)

➤ [Deal](#)

➤ [Event](#)

3. Then, complete the following tabs screenshots below, as well as assigning Categories and a Neighborhood at the bottom of the page. Provide as much relevant information as possible. At a minimum, you must fill out the required fields denoted with a red asterisk.

For a Business Listing:

Business Content *
Business Contact Info *
Social Media
Amenities
Meetings
Hours of Operation
Live Camera

Industry Portal Instructions



- a. **Business Content** – Fill out the business name and description. The more detail the better.

Business Name *

Business Description (Edit summary) *

B I | | | | Format | Source

Text format: Basic HTML About text formats ?

Although there is not an asterisk on the thumbnail image and gallery, you **MUST** add an image for your listing to be approved. Click the X to remove the generic image, then click “Add Media”. Then “Choose File” to add a file from your computer. Please pay very close attention to the recommended spec sizes for images. For more detailed instructions, click [here](#).

THUMBNAIL IMAGE



default_image_1.jpg

The image should have an aspect ratio of 3:2 and 337x225 pixel dimensions are recommended. Partners, please preview your thumbnail before submitting your listing. Improperly sized or low quality thumbnails will be rejected. The maximum number of media items have been selected.

GALLERY

No media items are selected.

Add media

Images should have an aspect ratio of 3:2 and 845x745 pixel dimensions are recommended. 10 media items remaining.

Industry Portal Instructions



- b. **Business Contact Info** – Fill in the information below as it pertains to your business. Keep in mind the Email, Phone Number and Address, will be public information.

First Name *

Last Name *

Email *

Main Phone *

Toll free Number

Main Website

URL must start with <https://> or <http://> to link correctly.

Booking Website

URL must start with <https://> or <http://> to link correctly.

Please read the instructions listed to add latitude and longitude.

Tip: Latitude will always be a positive number around 26 and longitude will always be a negative number around 81/82 for our destination.

MAP *

Latitude *

Enter either in decimal *51.47879* or sexagesimal format *51° 28' 43.644"*

Longitude *

Enter either in decimal *-0.010677* or sexagesimal format *-0° 38.4372"*

The latitude and longitude fields are used to dynamically generate a map with a pinpoint of this location. To find the coordinates for your location, go to maps.google.com, search for a location on the map, right click your cursor on the location, click on the coordinates to copy to your clipboard, and the coordinates into the latitude and longitude fields.

▼ ADDRESS

Country

United States ▼

Street address

City

State

- None - ▼

Zip code

Industry Portal Instructions



c. **Social Media** – Add your social media links not handles, starting with the https://.

Social Media

Facebook

Instagram

Youtube

Pinterest

Twitter

TripAdvisor

Yelp ID

d. **Amenities** – Read through this whole section carefully (not all shown in this picture) as there is a lot of options to choose from. Choose any many that you would like that pertain to your business.

AMENITY OVERVIEW

Location

Suitable for Ages

Time to Experience Activity

[Show row weights](#)

DATES CLOSED

Availability

Closest Airport

Distance from Public Transportation

Designations

Disabled Traveler Information

Industry Portal Instructions



- e. **Meetings** – You only need to fill out this section if you have meeting space. You do not need to have sleeping rooms (lodging property), leave that section blank if you only have meeting space. You still need to select the Meetings Facilities & Services category in the categories below to show up on the Meetings section of the website.

In order for your business listing to appear on the Meetings Category Listing pages, please fill out all of this information. The category fields will be used for filtering purposes and the numbers entered into the actual fields will show directly on your business listing result card on the Meetings Category Listing pages.

Number of Sleeping Rooms – Actual

Number of Sleeping Rooms – Category
- None - ▾

Number of Meeting Rooms – Actual

Number of Meeting Rooms – Category
- None - ▾

Largest Meeting Room Sq. Ft. – Actual

Largest Meeting Room Sq. Ft. – Category
- None - ▾

Total Meeting Spaces Sq Ft – Actual

Total Meeting Spaces Sq Ft – Category
- None - ▾

Please include indoor and outdoor meeting spaces in total sq. ft.

Meeting Facilities

Wedding Services

- f. **Hours of Operation** – Fill out your business hours here.

HOURS OF OPERATION

⊕ Hours of operation

Day

Hours

Add Hours of operation

Industry Portal Instructions



- g. **Live Camera** – If you have a live camera on your site add that link here (remember to use the https:// link).

A screenshot of a web form section titled "LIVE CAMERA". It contains the text "No media items are selected." followed by a button labeled "Add media". Below the button is the text "One media item remaining." At the bottom of the section is a text input field labeled "Live Camera URL".

For a Deal Listing:

To view specific instructions for a deal listing, [click here](#).

A screenshot of a form with three sections: "Deal Content *", "Deal Contact Info *", and "Social Media". Each section is a light gray box with a blue header and a white body.

For an Event Listing:

To view specific instructions for an event listing, [click here](#).

A screenshot of a form with three sections: "Event Content *", "Event Contact Information *", and "Social Media". Each section is a light gray box with a blue header and a white body.

4. Fill out the rest of the fields on the bottom before the “Save” button.

- a. **Categories** – Choose the categories that you think your business would fall under, please be specific. If you are a lodging partner, you will want to choose “Places to Stay”, then choose what type of place you are such as a Hotel, Resort, etc. Do the same if you are an attraction, choose the “Things To Do” category. The tags you choose here will determine what pages your business is listed on. For more help with tagging, [click here](#).

A screenshot of a form field labeled "Categories *". The field contains the placeholder text "Choose some options".

Industry Portal Instructions



- b. **Place ID** – Follow the instructions shown and click the link to add your Place ID. This field is if you want your Google Business rating to show on your listing.

Place Id

The Place ID is used to dynamically display the average star rating and number of reviews for a place on Google. To find your place ID, go to [this page](#), search for a location on the map, then copy and paste the ID into the website.

- c. **Neighborhood** – Choose the neighborhood that your business operates out of. If your business operates out of multiple neighborhoods like some tour companies, you may choose more than one by hitting the CTRL button then selecting your neighborhoods.

Neighborhood

To select more than one neighborhood, hold the CTRL button (on PC) or Command button (on Mac).

How to Submit your Listing

If you are still making edits to a listing, you can save the page as a Draft by selecting this status from the dropdown at the bottom of the page and click save.

Once your listing is complete and ready to publish, you **MUST** select “Needs Review” from the dropdown and click save. This will notify a website administrator that your listing is ready for review and approval. Please allow for 24-48 hours for approval.

Save as: Needs Review ▼

Reminder: Once your listing is ready to be published, you

Save

Preview

For any questions or requests for assistance, please contact vcblistings@leegov.com.