

# TIPS ON TRIPS

## How People Know Where To Go

(NAPSA)—Many people are escaping to a faraway paradise without the faraway travel time. They are going to southwest Florida's Lee Island Coast.

Those who have vacationed there, say they experienced a world where white sand beaches stretch as far as you can see and the Gulf of Mexico shore is lined with exotic seashells. It's a world of tropical wildlife, spectacular sunsets over sparkling waters and hundreds of islands to explore.

The Lee Island Coast is said to be an opportunity to experience Florida the way it used to be...with unspoiled natural beauty.

How did some vacationers find out about this unusual spot?

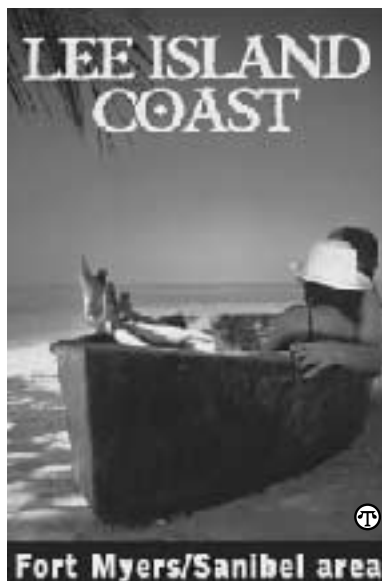
A new visitor's guide from the Lee Island Coast Visitor and Convention Bureau (VCB) in southwest Florida tipped them off.

The guide is a different approach from the usual visitors' brochure. Full length articles and editorials distinguish this travel handbook from others of its kind.

Similar to a travel magazine, the guide offers objective opinions and personal, first-hand experiences of professional travel writers and photo journalists, who have recently visited the area.

Readers will find a unique mix of natural and historical attractions and a rich array of sports and recreational options.

There are unusual places to see such as an exhibit at the Bailey-Matthews Shell Museum that illustrates the role shells have played in ecology, medicine, literature, religion, art and architecture. Day safaris explore the four kingdoms that comprise the amazing Everglades. An out-island cruise is essential to those who



**Everyone can have a "secret guide" to a vacation paradise.**

want to really appreciate the Lee Island Coast lifestyle.

Interspersed among the articles are "local secrets," from the best places for homemade ice cream and chocolate pudding that grows on trees, to ideal sunset-viewing spots, golfing and fishing tips and where to see the largest banyan tree in the U.S.

The practical 66-page guide to the Sanibel/Captiva/Fort Myers area contains the information necessary for travelers planning to escape to this Florida getaway.

The visitor's guide also provides detailed listings and descriptions of the area's multitude of eco- and heritage-based attractions/activities that draw visitors from around the world.

For a free copy of this comprehensive guide, call toll free 888-231-6933, or you can log onto the Web site at [www.LeeIslandCoast.com](http://www.LeeIslandCoast.com).