



## **Pamela Johnson, Deputy Director**

Pamela Johnson serves as deputy director for the Lee County Visitor & Convention Bureau, where she has played a key role in advancing the destination's tourism efforts since 2015. She works closely with the VCB's sales and marketing teams to position Fort Myers – Islands, Beaches, and Neighborhoods as a premier destination for both leisure and business travel.

In her leadership role, Pamela helps guide global sales and marketing initiatives, air service development, and strategies that preserve Lee County's natural and cultural assets. She also oversees the Visitor Services team, as well as the VCB's Guests First customer service training program. Recognizing tourism as a cornerstone of the local economy, she is dedicated to ensuring the destination remains strong, resilient, and welcoming for both visitors and residents.

A Virginia native, Pamela has proudly called Fort Myers home for more than 20 years, embracing the area's natural beauty, resilience, and close-knit community. She holds a bachelor's degree in journalism from Howard University in Washington, D.C. and has earned the Certified Destination Management Executive (CDME) credential, the highest professional achievement in the tourism industry.