



Tamara Pigott, Executive Director

Tamara Pigott serves as the executive director for the Lee County Visitor and Convention Bureau (VCB) in Southwest Florida. She was appointed in 2010. Tamara oversees the promotion of Fort Myers – Islands, Beaches and Neighborhoods to targeted domestic and international visitors, including leisure vacationers, groups and business travelers. She provides overall leadership for the VCB's domestic and international sales and marketing strategy, guiding long-term planning while ensuring effective day-to-day operations. Her role includes oversight of the local Fort Myers team as well as management of key contractor relationships in priority global markets.

A graduate of Florida State University, Tamara holds a B.S. in economics and political science and a M.S. in political science. Prior to being appointed executive director, she held the positions of beach & shoreline project manager and deputy director with the VCB.

In 2015, Tamara earned the tourism industry's highest educational achievement, the Certified Destination Management Executive designation from Destinations International.

Tamara was elected to chair the board of directors for the Florida Association of Destination Marketing Organizations in 2013, now known as Destinations Florida. She also has served on several Visit Florida marketing committees and currently serves on the board of the U.S. Travel Association.