



Pamela Johnson, *Executive Director*

Pamela Johnson serves as Executive Director of the Lee County Visitor & Convention Bureau (VCB), where she leads the strategic direction of one of Florida's premier destination marketing organizations. A member of the VCB leadership team since 2015, she oversees destination marketing, global sales, visitor services, air service development, and industry partnerships that promote Fort Myers - Islands, Beaches and Neighborhoods as a premier destination for leisure and business travel.

As Executive Director, Pamela is responsible for the organization's overall strategy and operations, including the stewardship of Tourist Development Tax (TDT) investments that strengthen Lee County's visitor economy. She works closely with elected officials, community leaders, and industry partners to enhance the visitor experience, support sustainable tourism, preserve the destination's unique natural and cultural assets, and advance initiatives that benefit both residents and visitors. She also oversees the VCB's nationally recognized Guests First customer service training program, helping foster a culture of hospitality throughout the community.

Known for her collaborative leadership style, Pamela believes the strongest destinations are built through partnerships, thoughtful planning, and a shared commitment to protecting the qualities that make a place special. She is passionate about inspiring people to experience Lee County, and ensuring tourism creates lasting value for the businesses, residents, and communities that make this destination so special.

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