



Barry H. Biggar, President & CEO Visit Fairfax

Background

Barry Biggar became President & CEO of Visit Fairfax in August of 2008. A man who loves his family, his wife's desserts, travel and reading compelling biographies, has an interesting and accomplished biography himself.

Biggar came to Fairfax County from Bryan-College Station, Texas, where he lived for five years and held the position of President & CEO of the city's Convention & Visitors Bureau. Four years earlier, he worked in Lexington, Kentucky, as Vice President of Sales and Marketing for their Convention & Visitors Bureau. Prior to that, he was with the Calgary, Alberta, Canada Convention & Visitors Bureau for seven years, where he held a number of positions, which include, Manager responsible for all of Europe, Asia and Asia Pacific, Director of Sales for both leisure and business travel in 23 countries worldwide, and later Vice President of all sales, marketing and research.

His favorite part about the job is the chance to contribute in significant ways to a city's economic growth, and just as importantly, to the quality of life for its residents. He says his new post at Fairfax County makes the work easy because of its ideal blend of storied history, exciting present and promising future.

Biggar received a degree in Commerce from the University of Manitoba in Winnipeg, Manitoba, Canada and prior to joining the tourism industry, completed and received a diploma in Hotel & Restaurant Management at the Southern Alberta Institute of Technology in Calgary, Alberta.

He is internationally recognized as a Certified Destination Management Executive (CDME), a program created by Destination Marketing Association International (DMAI), and sanctioned by Purdue University – Lafayette and the University of Calgary.

He has served on the DMAI Board of Directors, and is currently the Chair of DMAI's Destination Marketing Accreditation Program (DMAP), the accreditation program for Destination Marketing Organizations worldwide, and was the Chair of Education for DMAI for three years.

Biggar is happily married to his wife, Sharon, and has two "amazing" children, Daniel, 13, and Cynthia, 10.

When Biggar was a kid, he dreamed of a life filled with travel. He got his wish tenfold.

"I'm now involved in a profession and industry that is all about travel," Biggar said. "That's awesome."

"When I was a kid I always dreamed of a job that would provide me with the opportunity to travel. Were my dreams fulfilled? Without question, absolutely. And I am now involved in a profession and industry that is all about travel. That is both awesome and amazing."