



Julie Heizer

Acting Director
National Travel and Tourism Office
U.S. Department of Commerce

Julie Heizer rejoined the U.S. Department of Commerce (DOC) in September 2003 as Deputy Director, Industry Relations, for the National Travel and Tourism Office (NTTO), formerly known as the Office of Travel and Tourism Industries. In her current role as Deputy Director, she is responsible for industry outreach, partnerships and strategic alliances. Julie serves as the department's liaison to Brand USA and manages all federal components of the Travel Promotion Act, including oversight of Brand USA's \$100 million matching funds submissions and their and the government's compliance with the Travel Promotion Act.

From 1997 until 2003, she was Director, and then Vice President, of Tourism for Destination DC (formerly the Washington, DC Convention and Tourism Corporation). In this capacity, she was responsible for domestic and international tourism development and sales programs, as well as for the organization's consumer inquiry and fulfillment programs.

Prior to her work for Destination DC, Julie served as Assistant Director of Development for the Maryland Office of Tourism Development, where she was responsible for the development and management of Maryland tourism product, as well as the necessary support programs needed to carry out the mandate of the job, including the state's welcome centers, research and publications/website development.

Julie spent four years as the Manager of Private Sector Marketing for the United States Travel and Tourism Administration, a former agency of the U.S. Department of Commerce, and predecessor to NTTO. USTTA's mission was to promote international tourism to the United States. Julie's responsibilities included industry outreach, partnerships, managing new

programs and products developed as a result of those partnerships, and liaising with national travel industry associations and organizations to keep them involved and informed about the importance of tourism to the economy of the United States.

She served as Executive Director of the Virginia Peninsula Tourism and Conference Bureau and was the first Executive Director of the Montgomery County, Maryland Convention and Visitors Bureau, both multi-faceted destination marketing organizations. Her career in the travel industry began 40+ years ago at the U.S. Travel Association, where she worked in the marketing, membership and national councils' departments. In truth, Heizer recently realized she's ACTUALLY been in the travel and tourism industry since middle school when she helped her history teacher organize and execute school trips to Hersheypark, Williamsburg and New York City – which only underscores how much of a dinosaur she really is, and how deeply engrained travel is in her DNA.

Julie loves travel, the theater, good food, and good movies – not necessarily in that order!