



Julie Gilbert is Vice President of Sales & Marketing for Destination Niagara USA where she leads the organization's marketing, communications, sales and brand management functions to increase the visibility of Niagara Falls USA and its assets as a leisure and meetings destination. With 25 years of tourism marketing experience, Julie joined Destination Niagara USA in 2014 and directed the initiative of repositioning the globally recognized Niagara Falls USA brand.

Prior to joining Destination Niagara USA, Julie served as Director of Sales and Marketing for National Park Reservations, the oldest and largest provider of reservation and information services for national parks and gateway communities. Julie started her career as Executive Director for South Charleston CVB in West Virginia, then became Director of Sales and Marketing for the State of West Virginia. Julie then established a full-service travel, tourism, and hospitality agency providing strategic marketing, sales, and management services to a wide range of travel-related companies.

Julie has a Bachelor of Science in Business and Management Studies from the University of Maryland, holds her CDME (Certified Destination Management Executive) through Destinations International along with a CTP (Certified Travel Professional) designation from the National Tour Association. She has recently served on the executive board of the Travel and Tourism Research Association, the US Travel Association's ESTO planning committee and IPW task force and Chair of the Destinations International Foundation Research Advisory Task Force. She is currently Chair for Wine Water & Wonders, an itinerary based international marketing program in New York State and on the Board of Directors for the Lockport (NY) Locks Heritage District Corporation.