



Isabel Hill
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Isabel Hill is the Director of the National Travel and Tourism Office at the U.S. Department of Commerce. She and her team support and implement policies and programs that foster the competitiveness of U.S. travel and tourism industries in collaboration with the private sector and other federal agencies. Her office also produces the national statistics on travel and tourism and represents U.S. travel and tourism policy in bilateral and multilateral fora.

A leader in tourism policy and planning, Ms. Hill led the development of the first National Travel and Tourism Strategy for the United States across 12 federal agencies and with the private sector, reflecting her commitment to public-private engagement and partnerships to advance shared objectives. Ms. Hill led negotiations to open the market for packaged leisure travel from China to the United States, and developed the successful economic case for extending reciprocal visa validity between the United States and China from one to ten years. She has played a significant role in the development of policies that advance both economic and national security for the United States. Additionally, Ms. Hill directed the first International Tourism Promotion Program for the United States. Based on the platform "You've Seen the Films, Now Visit the Set", the award-winning campaign paved the way for the creation of Brand USA, the nation's first dedicated tourism marketing organization. Ms. Hill is the U.S. Chair of the U.S.-China Joint Commission on Commerce and Trade Tourism Working Group and of the U.S.-India Strategic Economic and Commercial Dialogue Tourism Working Group. She is past Chair of the Tourism Committee of the Organization for Economic Cooperation and Development and sits on the Advisory Committee of the World Tourism Forum Lucerne.