



All About U.S. Travel's IPW

U.S. Travel's IPW is the leading international inbound travel trade show, with past IPWs **driving \$5.5 billion in future travel to the United States**, and securing America's position as a foremost global travel destination. Held in a different U.S. city each year, IPW will Bring the World to America® in **Los Angeles, May 3-7, 2024 (Friday-Tuesday)**, providing a cost-effective, in-person platform to conduct business, build relationships and fortify connections around the world.

Who

At IPW, travel buyers (including international tour operators, wholesalers and receptive operators) meet face-to-face with sellers of U.S. travel product (representing accommodations, destinations, attractions, retail, transportation companies and more). Here, they conduct travel business that would otherwise be generated only through an exhaustive number of around-the-world trips.

1,000+

U.S. **SUPPLIER ORGANIZATIONS** attend representing all regions and industry segments

1,100+

TRAVEL BUYERS attend from more than 60 countries

500+

TRAVEL JOURNALISTS attend from across the globe

What

IPW is an **appointment-based show where contacts are made, relationships are nurtured and new business is contracted**. After daily appointments end, the networking continues at evening events spotlighting the host city.

- **Business Appointments**

Exhibitors and buyers pre-select who they'd like to meet with prior to IPW through an online appointment-scheduling system. Buyers and Exhibitors may schedule up to 42 prescheduled appointments.

- **Networking Events**

Sponsored lunches and evening events offer additional face-to-face networking time.

- **Media Marketplace**

During a designated day, U.S. travel suppliers meet with international and domestic media through pre-scheduled appointments. This marketplace offers educational and promotional opportunities to gain international media exposure.

Why

At IPW, **nearly 100,000 appointments take place**. It is a proven, cost-effective means to **grow your international leisure travel business**—no other trade show can offer the quality, contacts and access of IPW.



Daily Schedule

Friday, May 3

Registration; Exhibitor Booth Set Up; Tourism Cares Volunteer Activity; Ad Hoc Meetings

Saturday, May 4

Registration; Exhibitor & MTP Booth Set Up; Brand USA Education Sessions; Destination Experiences for Buyers; Press Brunch and Tours; Brand Activations; Ad Hoc Meetings; Opening Evening Event

Sunday, May 5

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; Brand USA press conference; Media Marketplace and Reception; Daily Luncheon; Open Evening

Monday, May 6

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; U.S. Travel Association and additional press conferences; Daily Luncheon; Travel Writer Awards Presentation; Open Evening

Tuesday, May 7

Registration; Open Networking; Business Appointments; Marketing and Technology Pavilion; IPW Focus Education Sessions; Press conferences; Daily Luncheon; American Express Buyer Prize Drawing; Closing Evening Event

SHOW FORMAT (Sunday-Tuesday)

<p>8:30-10:00 a.m. Open Appointments, Marketing and Technology Pavilion and IPW Focus</p>	<p>10:00 a.m.-4:15 p.m. Business Appointments; Daily Luncheon; IPW Focus Education Sessions</p>	<p>4:15-5:15 p.m. Open Networking</p>
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