

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 **Chicago, Saturday, June 14 – Wednesday, June 18, 2025**, 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 products (representing accommodations, destinations, attractions, retail, transportation companies and more). Here, they conduct travel business that would otherwise be generated only through an exhaustive and costly number of around-the-world trips.

WHAT

IPW is an appointment-based trade 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**

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

- **Networking Events**

Sponsored lunches and evening events provide 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 valuable media exposure.

WHY

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

1,000+

U.S. SUPPLIER ORGANIZATIONS

representing all regions & industry segments

1,100+

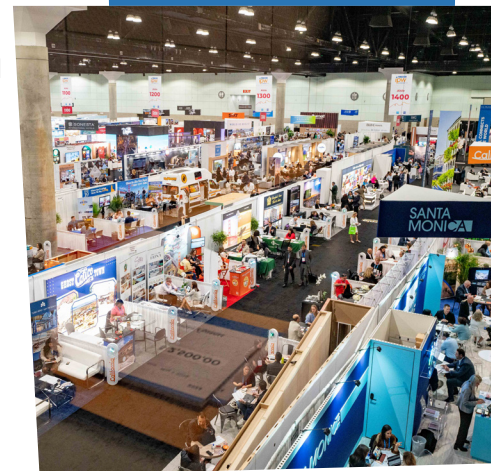
TRAVEL BUYERS

from more than 60 countries

500+

TRAVEL JOURNALISTS

including domestic & international press



Premier Sponsor



Official Card



U.S. TRAVEL
ASSOCIATION®

2025 Hosts



ALL ABOUT U.S. TRAVEL'S IPW



IPW SHOW FORMAT AT-A-GLANCE MONDAY, JUNE 16—WEDNESDAY, JUNE 18

9:00 a.m. – 4:35 p.m.

Business Appointments
Daily Luncheon

10:20 a.m. – 11:30 a.m.

4:35 p.m. – 5:30 p.m.

Open Networking

IPW SCHEDULE OVERVIEW

SATURDAY, JUNE 14

Exhibitor & MTP Booth Set Up; Destination Experiences for Buyers

SUNDAY, JUNE 15

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

MONDAY, JUNE 16

Registration; Business Appointments; Open Networking; Marketing and Technology Pavilion; Brand USA press conference; Media Marketplace; Daily Luncheon; Open Evening

TUESDAY, JUNE 17

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

WEDNESDAY, JUNE 18

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

QUESTIONS? Contact ipwreg@ustravel.org (U.S. registrar) or intlreg@ustravel.org (international registrar)



Premier Sponsor



Official Card



U.S. TRAVEL
ASSOCIATION®

2025 Hosts

