

# ALL ABOUT IPW

U.S. Travel Association's IPW is the leading international inbound travel trade show, **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 be Bringing the World to America® in Las Vegas, September 18-22, 2021.

## 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+

**More than 1,000 U.S. travel organizations** attend from every region of the U.S., representing all industry segments.

1,300+

**More than 1,300 international and domestic buyers** attend from over 70 countries.

500+

**More than 500 travel journalists** attend from around 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 may receive up to 44 prescheduled appointments with exhibitors.

- **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, 110,000+ 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.



For more information, visit [ipw.com](http://ipw.com)