

All About IPW



For more information, visit ipw.com

U.S. Travel Association'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 Orlando, June 4-8, 2022 and will continue to rebuild the global travel industry, providing a cost-effective, in-person platform to conduct business and renew relationships 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

1,300+

TRAVEL BUYERS attend from more than 70 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 may receive up to 42 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.