

SPORTS AND TOURISM

Access to New Opportunities



IPW is the **leading international inbound travel trade show**, introducing you to 1,000+ travel wholesalers and tour operators. Past IPWs have **generated more than \$5.5 billion in future travel** by connecting U.S. exhibitors with travel buyers and media to promote their product and negotiate future business.

Global Tourism Sports & Entertainment (GTSE), has partnered with IPW as the show's first official Sports and Tourism Representation Ambassador. With the help of GTSE, **IPW can introduce an entire new audience of tourism and travel to your team or venue, creating new business and new sources of revenue.**

First-Time Sports Exhibitors:
SAVE 50%

Save 50% off of your registration when you join us at IPW for the first time. Contact ipwreg@ustravel.org for additional details and to secure your spot on the show floor.

WHY TOURISM IS IMPORTANT TO SPORTS



Tourism and travel plays a major role in the U.S. economy—in 2019 travel generated \$2.6 trillion. Even in the midst of a pandemic, travel generated \$1.5 trillion for the U.S. economy, supporting 11.1 million American jobs in 2020.



Mexico is the largest international inbound market to the U.S. and a research study conducted by Brand USA indicates that **the top two reasons why Mexicans travel to the United States is to attend sporting events and concerts.**



Nearly 4 in 10 (37%) international travelers indicated that they were interested in an NBA, NFL, or MLB experience when visiting the U.S. in 2019, up from 24% in 2018. This translates into nearly 30 million international visitors alone.

ABOUT IPW, STRAIGHT FROM YOUR PEERS...



We've been able to **find new opportunities, grow our business** and **really make connections** here over the past few days that will **help us grow our business** over the next few years.



- *Chelsea Dill*

Director, Tourism & Corporate Events, San Diego Padres



You're **able to learn and meet with people from all over the world.** To be able to be a part of this is really just *a great opportunity.*



- *Nathan Burger*

Assistant Director,
Group Sales, Orlando Magic

PAST SPORTS PARTICIPANTS



"The next 10 years will be a *gold rush era* as professional teams and leagues race to claim this emerging audience." *The Future of Sports – Futureof.org*

2021 BUYER SURVEY RESULTS

90.2%
of buyers rated IPW 2021 as good, very good or excellent



51%
of buyers plan to book trips to destinations they have never booked before due to their participation at IPW 2021

54.8%
of buyers expect 2022 international bookings to the U.S. to be at least 75% or more of 2019 levels.

IPW 2019 BUYER ATTENDANCE

