

# All About IPW



[LEARN MORE >> IPW.COM](https://www.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 San Antonio, May 20-24, 2023 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.

**1,200+**

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.

## DAILY SCHEDULE (MAY 20-24)

### Saturday

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

### Monday

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

### Wednesday

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

### Sunday

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

### Tuesday

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

## SHOW FORMAT (Monday - Wednesday)

#### 8:30-10:00 a.m.

Open Appointments, Marketing and Technology Pavilion and IPW Focus

#### 10:00 a.m.-4:15 p.m.

Business Appointments; Daily Luncheon; IPW Focus Education Sessions

#### 4:15-5:15 p.m.

Open Networking

Registration is Open!

Questions?

Contact [ipwreg@ustravel.org](mailto:ipwreg@ustravel.org) or [intlreg@ustravel.org](mailto:intlreg@ustravel.org) or **202.408.8422** for more information.