



BRINGING THE WORLD
TO AMERICA

Our Mission: To increase travel to and within the United States.

- Non-profit representing the travel industry



15 Million

In 2023, the travel industry directly employed 8 million Americans and **supported nearly 15 million jobs.**



What is IPW?

- Brings the World Together to Strengthen the Industry
- Appointment-based travel tradeshow
- Connects a Billion-Dollar Industry

Premier Sponsor









Top 10 Countries that attend IPW

- UK
- Brazil
- China
- Mexico
- Canada
- Germany
- Japan
- Australia
- Argentina
- France

IPW SCHEDULE AT-A-GLANCE

SATURDAY, JUNE 14

- Registration
- Booth Set-up
- Destination Experiences for Buyers

SUNDAY, JUNE 15

- Registration
- Booth Set-up
- Destination Experiences for Buyers
- IPW Press Brunch and Tours
- Opening Event

MONDAY, JUNE 16

- Show Floor is Open for Business
- Media Marketplace
- Sponsored Luncheon
- Open Evening for private events

TUESDAY, JUNE 17

- Business appointments on the Show Floor
- Press Conferences
- Sponsored Luncheon
- Open Evening for private events

WEDNESDAY, JUNE 18

- Business appointments on the Show Floor
- Press Conferences
- Sponsored Luncheon
- Closing Event



What To Look For

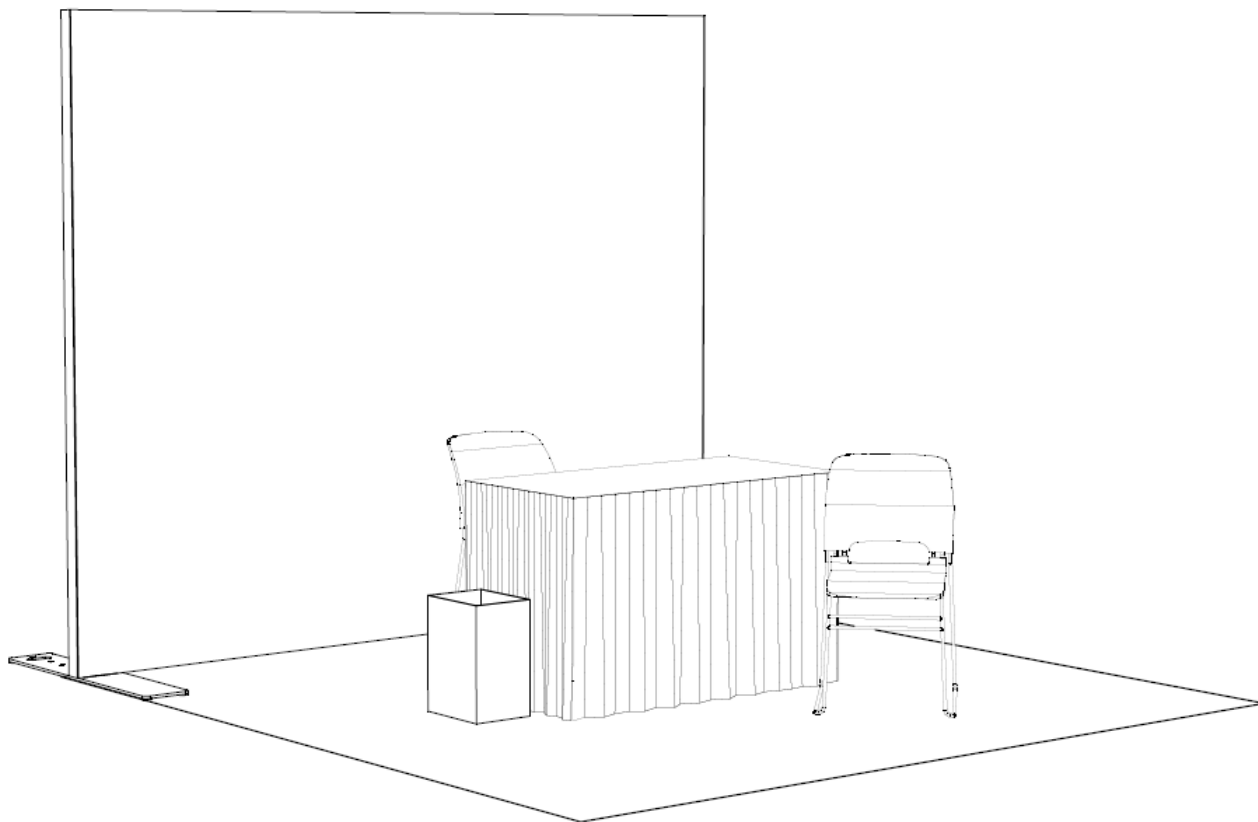
- Ways to increase your **brand recognition**
- Increased exhibitor **engagement**
- No increase in booth fees
- Registration early bird “locked in last year’s prices”



Rules & Regulations

New at IPW

- **Pavilion (4x4)**
 - **Aisle Carpet**
 - **Archways**
- **8' back wall for linear booths**
 - **Infractions of this rule are subject to a significant fine, Exhibitors will be unable to register for booth space at a subsequent IPW until all fines have been paid in full.**



All-Inclusive option
Available in the
Registration
Shopping Cart

CREATE A MORE IMMERSIVE BOOTH EXPERIENCE

- Attendee Demographics
- Rethink Booth Design
- Design an Exhibit Experience



Audiences today are 5 years younger

These consumers are driven by their values — and are engaging with brands that align with them.



Even in a small space, you can make a big impact.

Consider a bold, even provocative exhibit structure that grabs attention and creates buzz. But make sure it has meaning that makes sense for your brand and is firmly tied to your business goals.

Buzzworthy examples:

- Incorporate greenery into your booth design
- Add in fun seating or nooks for private conversations
- Highlight new products, activities or incorporate locally sourced food or drinks
- Encourage visitors to share their experience through social media. Create an exciting photo opportunity



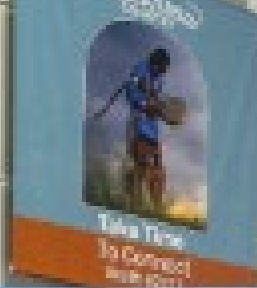
BEVERLY
CENTER

SHOP & DINE
IN THE HEART OF L.A.



MARINA DEL REY
LA MARINA





Create a design that attracts your audience

Your mission is to create an exhibit so memorable that people will connect with your brand and stay connected long after the show ends. This is a powerful way to build trust and brand loyalty — and trust is foundational to purchase.

Start with your space.

The physical layout of your exhibit and how your brand shows up kicks off that relationship by attracting attendees (and future prospects) visually.

No matter the size or scope of your exhibit, there are many quick-win opportunities to capture attention, generate attention, and help achieve goals.







BEST PRACTICES IN BOOTH DESIGN

- Be Consistent
- Be Direct
- Look Up



Create a warm meeting space

Create Social Media Moment













Digital tech that sticks

How to marvel attendees and achieve goals

Your goal	Create this experience
Raise brand awareness	Include a digital installation to create an Insta-worthy moment (i.e. light-up floor or wall that changes colors with your movement). And hashtag it!
Demo large or expensive products	Implement an augmented reality experience to let prospects get their hands on it... digitally.
Tell your brand story	Try a digital showcase that lets attendees explore engaging and rich content in your booth, and that can live on after the show ends.
Highlight product and service offerings	Use spatial VR to immerse attendees in your value propositions — literally.

Key Dates & Deadlines

December 18, 2024

- Delegate discount deadline

January 15, 2025

- Island Booth Purchase Deadline
- Express Booth in Region Deadline
- Pavilion Deadline

January 27, 2025

- Housing Open

March 18, 2025

- Booth Assignments
- Exhibitor Services

March 31, 2025

- Online Appointment Scheduling Available
- Full Refund Deadline

Membership Dues Deadline

May 2, 2025

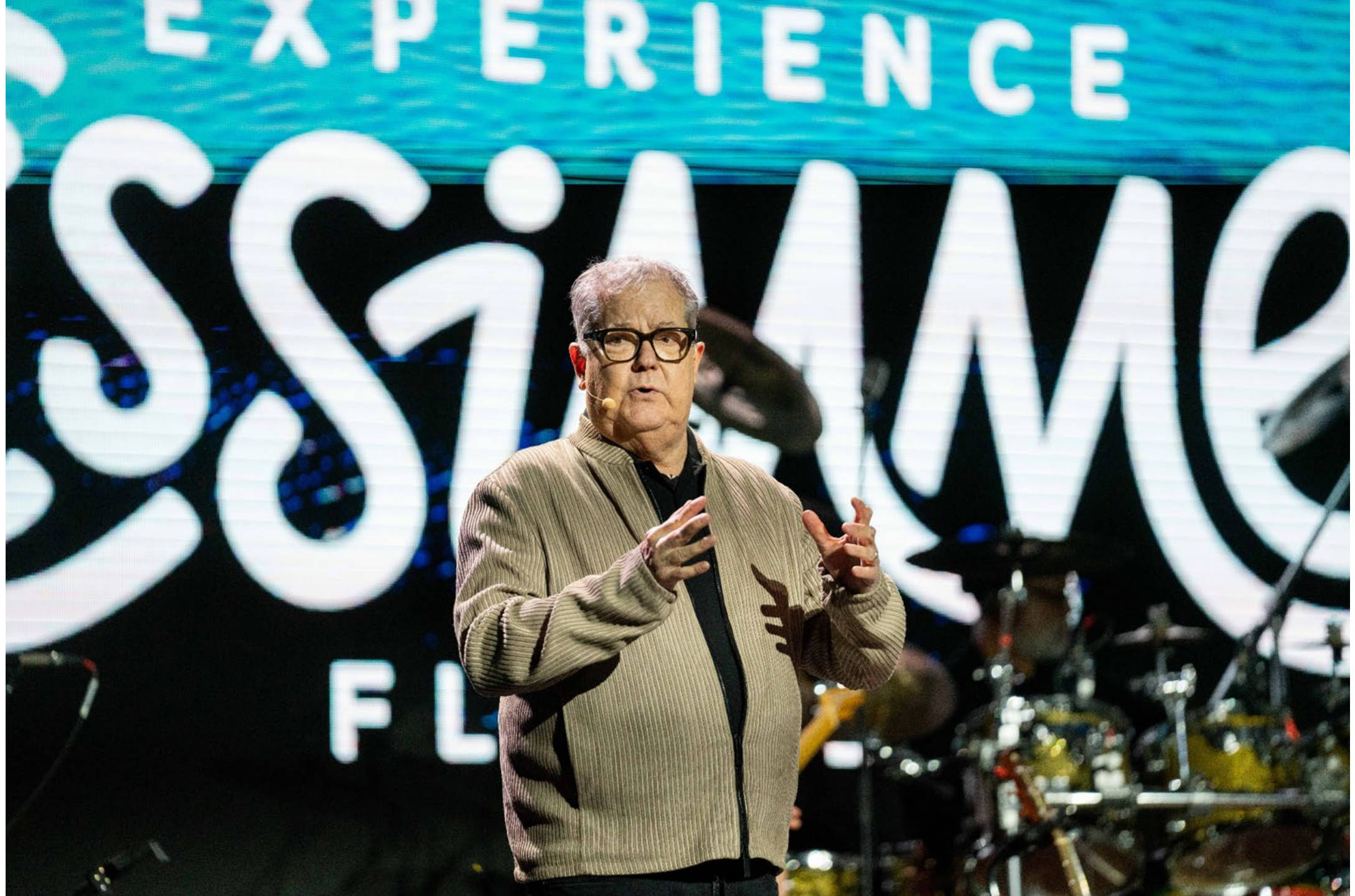
- Appointment Requests Due
- 50% Refund Deadline

Next Steps

- Consultation call with US Travel staff
- Register before the deadline
- Future webinars



Questions



Buyer & Media Attendance

- **32%** increase Total international delegates
- Top delegations are UK, Brazil, China, Canada, and Mexico.
- Asia has a strong showing! An industry bellwether?
 - China a 171% increase over 2023
 - Returning to top 5 for the first time since 2019.
 - Japan a 192% increase
 - South Korea 128% increase.





1200

19

20

ONESTA
INTERNATIONAL HOTELS

1100

1000

900

WORLD
OF
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ARKS
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1223