



BRINGING THE WORLD
TO AMERICA

A photograph of the Chicago skyline at dusk, with the Chicago River in the foreground. A white boat is moving down the river, leaving a wake. The sun is low on the horizon, reflecting off the water and the glass facades of the skyscrapers.

IPW IS OWNED AND OPERATED BY U.S. TRAVEL

U.S. TRAVEL'S MISSION:

To increase travel to and within the United States.

The collective strength of 1,000+ member organizations, growing the \$1.3 trillion U.S. Travel industry.

WHY IPW?

IPW is **the world's leading inbound travel trade show** and provides an unmatched, cost-effective platform to conduct business, build relations, and fortify connections worldwide.

Powering more than \$5.7 billion in future travel to the US, IPW **connects travel buyers and media with top travel exhibitors** through an efficient face-to-face show format with business and networking opportunities.



WHAT IPW CAN PROVIDE YOU



EXPAND your
U.S. product
offering



ENSURE quality
face time with top
suppliers



DISCOVER
smaller, unique
destinations



FIND reliable
marketing,
distribution and
technology
solutions



WHO EXHIBITS AT IPW?

- ✓ Destinations
- ✓ Accommodations
- ✓ National Parks
- ✓ Attractions
- ✓ Sports Teams
- ✓ Transportation Companies
- ✓ Receptive Tour Operators





IPW SHOW FORMAT

9:00 a.m. – 4:35 p.m.

Business Appointments
Daily Luncheon

10:20 a.m. – 11:30 a.m.

4:35 p.m. – 5:30 p.m.
Open Networking

IPW SCHEDULE OVERVIEW

SATURDAY, JUNE 14

Exhibitor & MTP Booth Set Up

SUNDAY, JUNE 15

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

MONDAY, JUNE 16

Registration; Business Appointments; Open Networking; Marketing and Technology Pavilion; Brand USA press conference; Media Marketplace; Daily Luncheon; Open Evening

TUESDAY, JUNE 17

Registration; Business Appointments; Open Networking; Marketing and Technology Pavilion; U.S. Travel Association and additional press conferences; Daily Luncheon; Travel Writer Awards Presentation; Open Evening

WEDNESDAY, JUNE 18

Registration; Business Appointments; Open Networking; Marketing and Technology Pavilion; Press conferences; Daily Luncheon; American Express Buyer Prize Drawing; Closing Evening Event



SPORTS + TOURISM

THE DECADE OF SPORTS IN THE USA

- ✓ 2025 FIFA Clubs World Cup
- ✓ 2026 FIFA World Cup
- ✓ 2028 Summer Olympic Games
- ✓ 2031 Men's Rugby World Cup
- ✓ 2033 Women's Rugby World Cup
- ✓ 2034 Winter Olympic Games



SALT LAKE CITY
UTAH 2034
Olympic & Paralympic
Winter Games Host



SPORTS TOURISM BY THE NUMBERS

- **Sports tourism** is the fastest-growing sector of global travel, valued at **\$564.7 billion in 2023** and **projected to reach \$1.33 trillion by 2032**.
- According to Collinson International, their survey found **83% of travelers had attended or planned to attend a sporting event**, and **71% for a concert**.
- Over 4 in 5 (84%) of sports and music fans have traveled to a new city or country to watch their favorite team or artist.
- Sports tourists spend heavily on hotels, flights, and local experiences, often arriving early or staying days after events. For instance, Las Vegas hosted an F1 Grand Prix in 2023, **generating \$1.5 billion in economic impact**.

SOURCE:

[COLLINSON RESEARCH GROUP – JULY 2024](#)

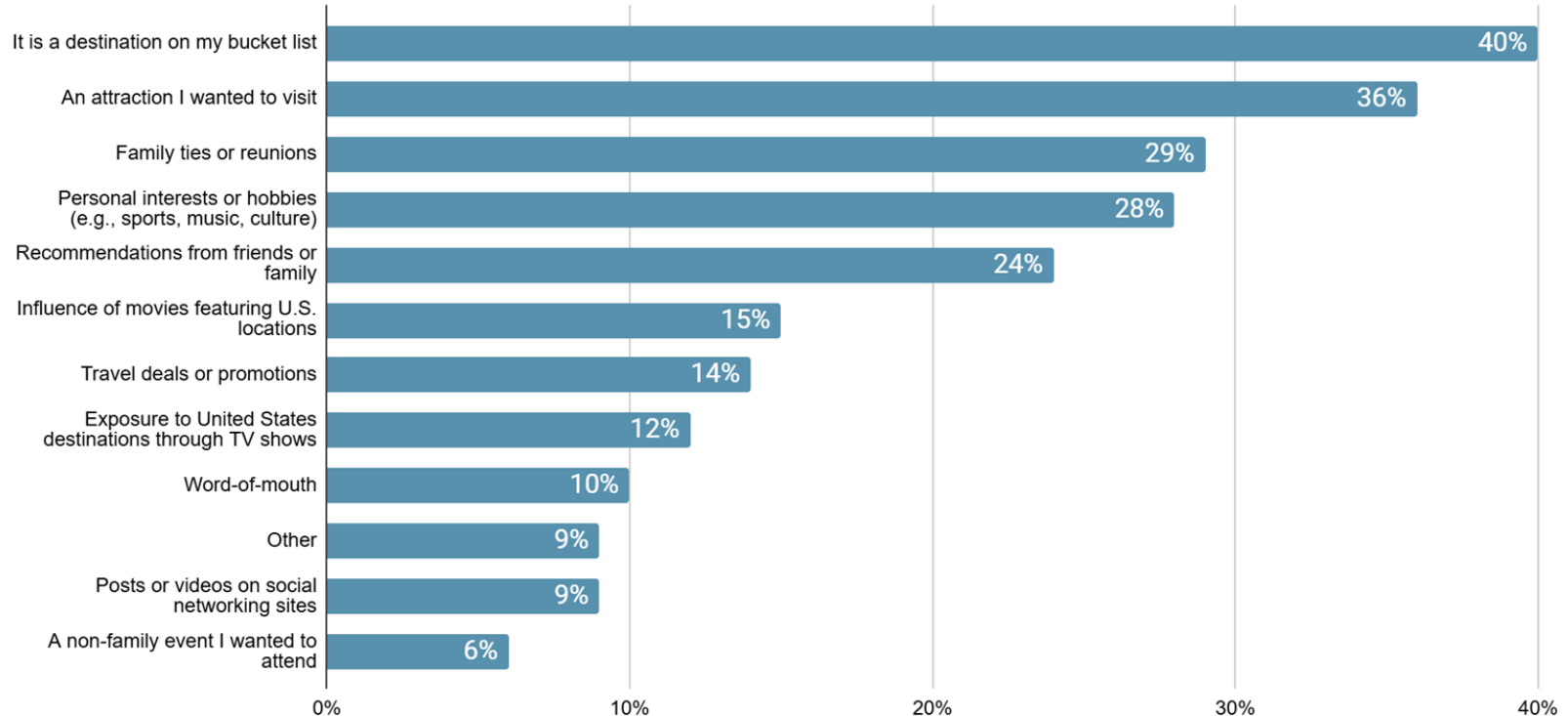
[GMI – GLOBAL MARKET INSIGHTS](#)



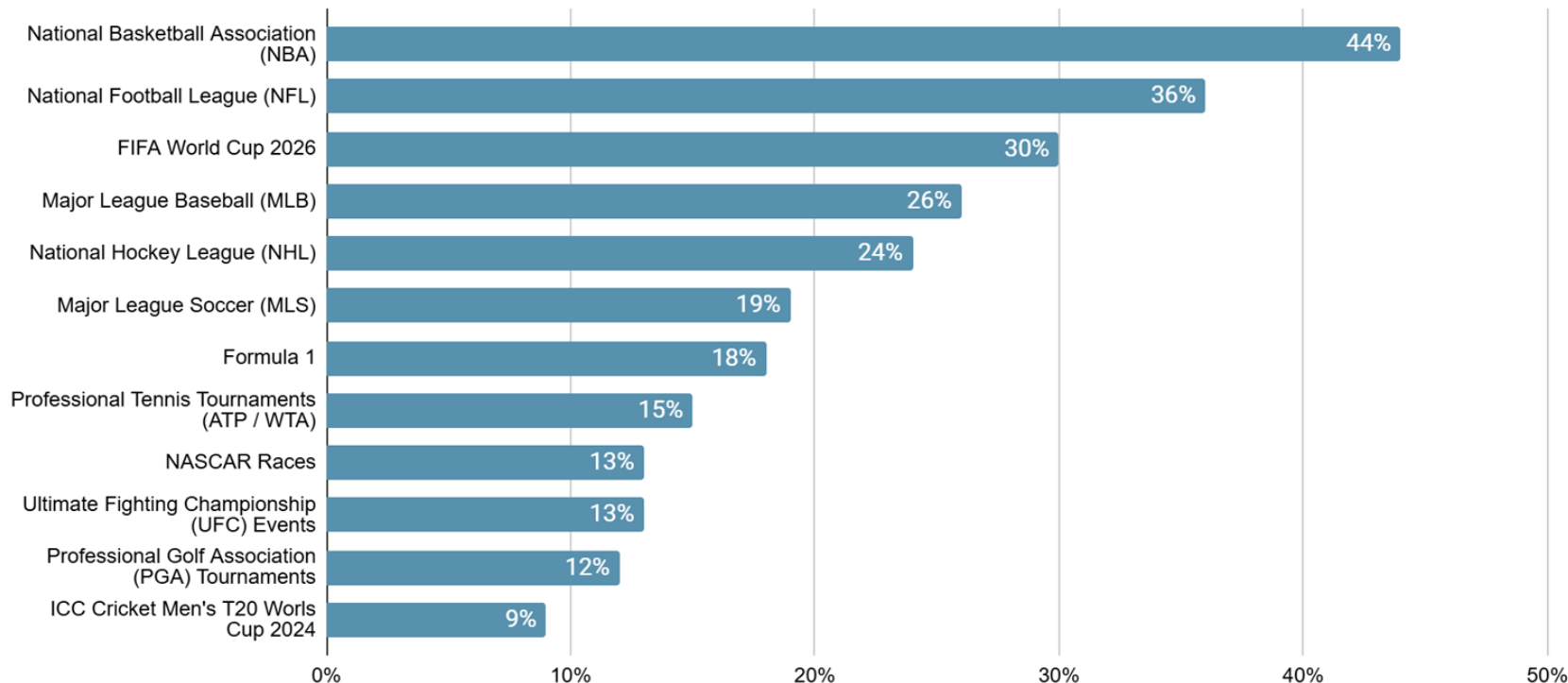
Premier Sponsor



FACTORS INFLUENCING PAST VISITATION



TOP PROFESSIONAL SPORTING EVENTS OF INTEREST



IPW SPORTS AMBASSADOR:



IPW Sports Zone Presented By:



U.S. TRAVEL'S

IPW SPORTS

IPW SPORTS AMBASSADOR

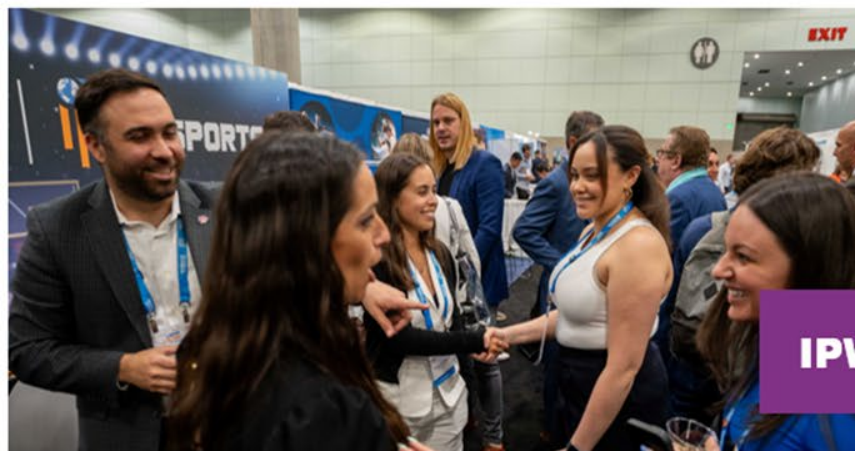
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GLOBAL TOURISM SPORTS & ENTERTAINMENT



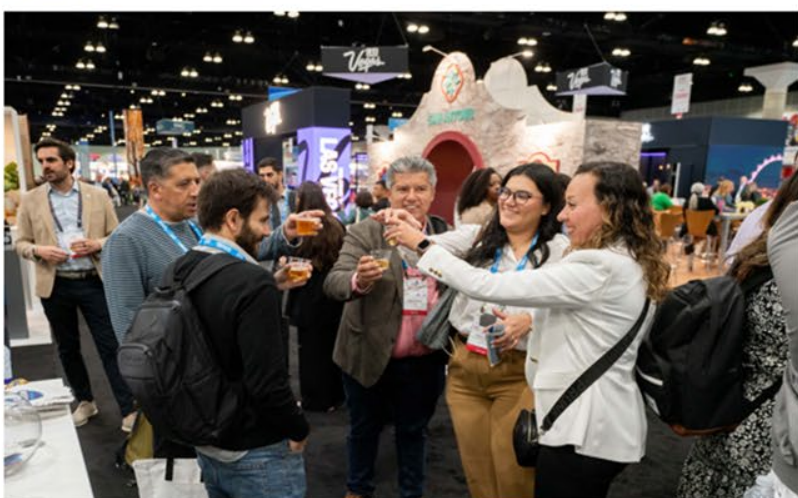
MLB
TOURISM

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IPW 2024 SPORTS ZONE



TAILGATE PARTY



SPORTS ON THE SHOW FLOOR





NEW: EXPANDED SPORTS PAVILION

MVP SPONSORSHIP

1. **Personalized Activation Space In The Sports Zone to create Exclusive Activation and Engage with Clients**
2. **Ad Spot" on IPW Instagram Story (Make Sure To Stop By Booth #!) Which Gets Great Viewership and Interaction During the Show.**
3. **Logo featured prominently on the Sports Zone**
4. **Sponsor Tailgate Party Invite**
5. **Memorabilia Item in the Booth**
6. **Provide Raffle Item And Obtain Business Cards of All Buyers who Entered to Win Raffle**
7. **Logo And Booth Number on the IPW Sports Flyer**

Cost: \$15,000

DEADLINE: LOCK IN YOUR SPOT BY FRIDAY, FEBRUARY 28



ALL STAR SPONSORSHIP

1. Logo on the Stand
 2. Attend in-booth Tailgate Party
 3. Memorabilia item in booth
 4. Logo and booth number on the IPW Sports Flyer
- COST: \$950**

DEADLINE: LOCK IN YOUR SPOT BY FRIDAY, FEBRUARY 28



DESTINATION SPONSORSHIP

1. Opportunity to wrap one of the four columns in the Sports Zone, and have it branded with all sports experiences your destination has to offer.
2. Logo on the Sports Zone
3. Attend the Sports Zone Tailgate Party
4. Provide Raffle Item and Obtain Business Cards of All Buyers who Entered to Win Raffle

Cost: \$10,000

DEADLINE: LOCK IN YOUR SPOT BY FRIDAY, FEBRUARY 28



EXHIBITING OPTIONS



PRICE: \$1,500 (One Delegate)
\$2,000 (Two Delegates)



MEMBER PRICE: \$3,800
NON-MEMBER PRICE: \$6,300



MEMBER PRICE: \$6,000
NON-MEMBER PRICE: \$10,000



MEMBER PRICE: \$9,000
NON-MEMBER PRICE: \$13,000

1. SPORTS ZONE
2. ALONGSIDE CITY OR STATE DESTINATION
3. EXPRESS BOOTH SECTION

IPW KEY DEADLINES

February 28

Early
Registration
Discount
Deadline

March 31

Online
Appointment
Scheduling
Opens

May 2

Appointment
Requests Due

May 21

Appointment
Lists
Distributed

May 21

Registration
Closes



SPORTS & TOURISM PANEL



MAJOR LEAGUE BASEBALL

Justin Charschan
Senior Manager, Ticketing,
Tourism & Ancillary Revenue



MIAMI MARLINS

Rachel Martin
Manager; Tourism
Development



BROOKLYN NETS & NY LIBERTY

Julianne Korza
Account Executive,
Group Sales



VISIT FLORIDA

Mariana Barnes
Global Travel Trade
Account Executive



NEW YORK CITY TOURISM & CONVENTIONS

Nancy Mammana
Chief Marketing officer
And Interim CEO



GTSE MYTICKETPRO

Luisa Mendoza
Founder & CEO
MODERATOR

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CONTACT US
WITH
QUESTIONS