



# IPW 2024

LOS ANGELES, CA  
MAY 3 - 8, 2024

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U.S. TRAVEL'S

**ipow**  
LOS ANGELES 2024



# Who Attends IPW?

IPW is the travel industry's premier international marketplace. It is a business appointment-based show that brings together 5,700 delegates from travel organizations from across the globe.

- ❖ International and domestic leisure buyers
  - ❖ International meeting and incentive buyers
  - ❖ International and domestic journalists
  - ❖ International Advisory Committee representatives
  - ❖ Visit USA representatives & U.S. Government Commercial Service representatives
  - ❖ Marketing and technology providers
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LET'S GET  
OUTSIDE



ST. PETE  
CLEARWATER  
FLORIDA



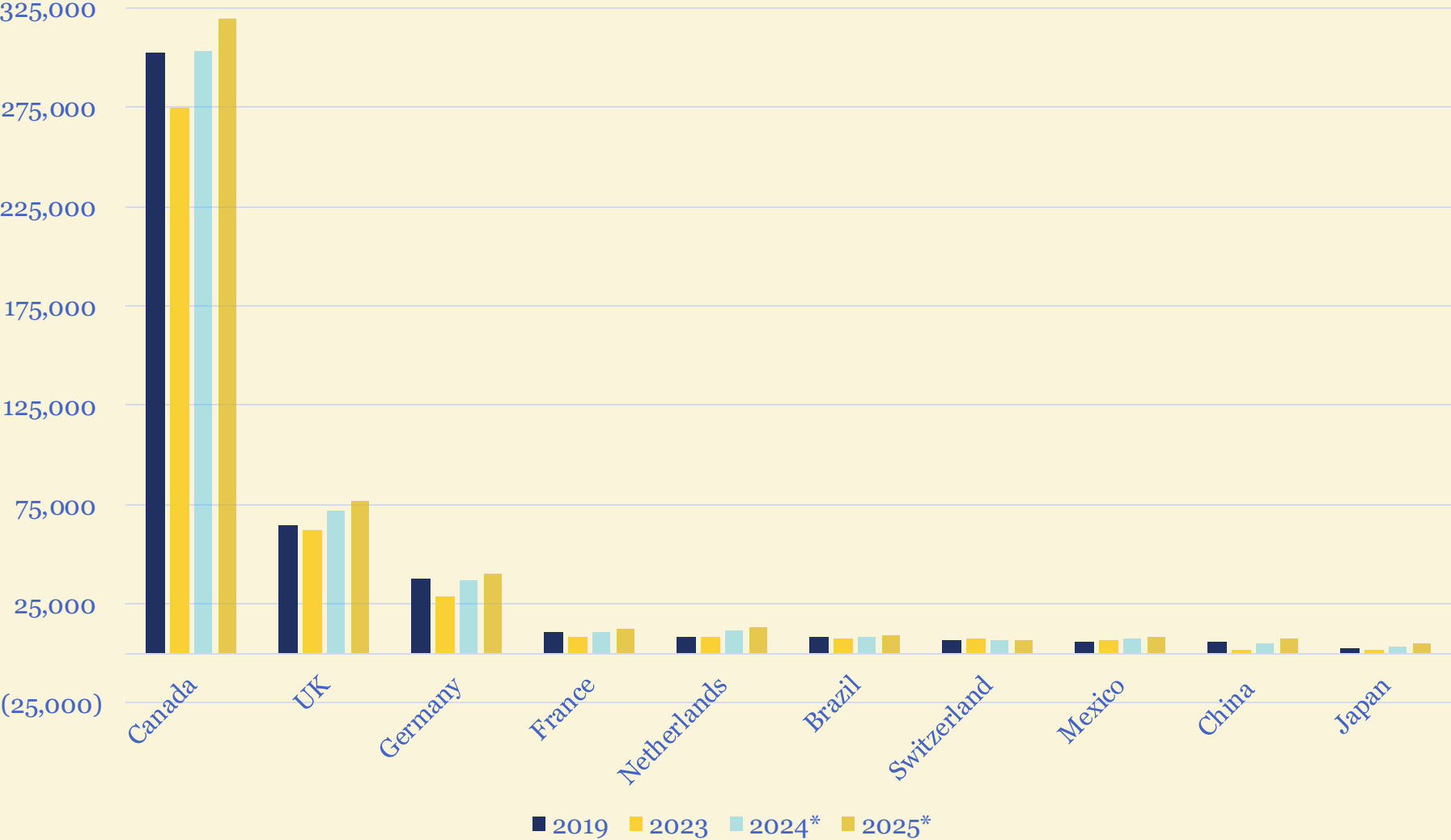
ST. PETE  
CLEARWATER  
FLORIDA

LET'S EXPLORE.

# 2024 Highlights

- ❖ 201 Scheduled Meetings
  - ❖ Key markets across US, Canada, UK, Ireland, Scandinavia, Central Europe, and LATAM
- ❖ Media Marketplace - More than 30 Journalists (and Content Creators)
  - ❖ Brazil, Colombia, Mexico, Netherlands, UK, Denmark, Canada, Norway
  - ❖ Confirmed one journalist to visit the destination and currently working to secure additional earned media coverage
- ❖ Additional VSPC Exposure
  - ❖ Brand USA Meeting
  - ❖ VSPC CEO representation at Chairman's Circle Reception
- ❖ Industry Partner Representatives
  - ❖ Bilmar Beach Resort
  - ❖ Holiday Inn Harbourside
  - ❖ Sheraton Sand Key

# Pinellas County International Visitation



\* Projected

# Key Takeaways Market Updates

- ❖ Canada
- ❖ UK/Ireland & Scandinavia
- ❖ Central Europe
- ❖ Markets of Opportunity

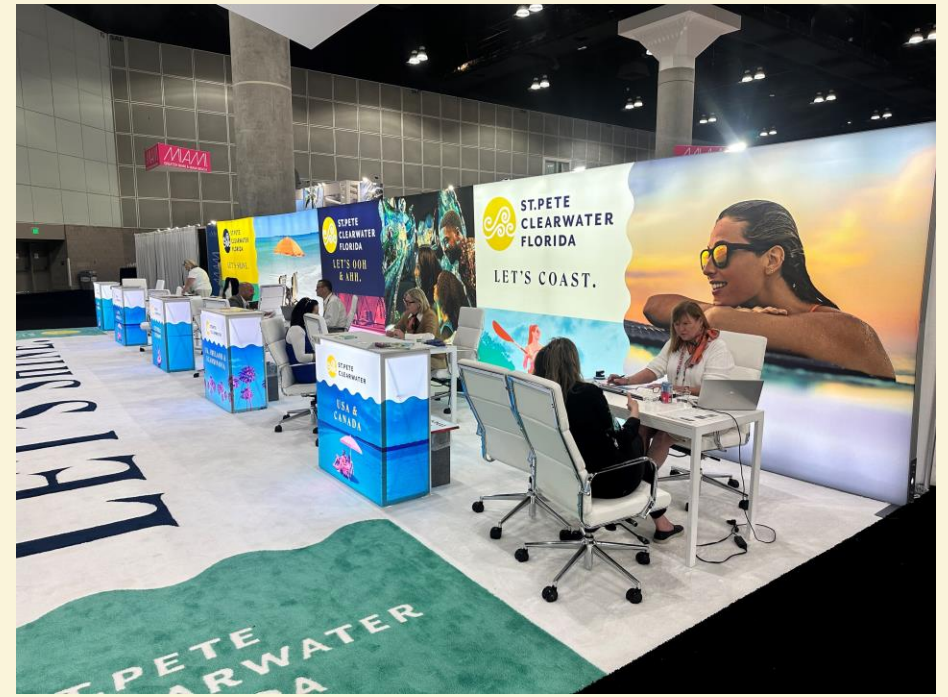




# Key Takeaways Market Updates (LATAM)

❖ Mexico

❖ Brazil







# CHICAGO WELCOMES IPW 2025

U.S. Travel Association's  
IPW 2025 will be  
held **June 14-18** at  
McCormick Place in  
Chicago, Illinois

