NEWS RELEASE

Brand USA Reunites with the Travel Community During IPW 2021

September 22, 2021

LAS VEGAS (September 22, 2021)— For the first time since 2019, Brand USA—the official destination marketing organization for the United States and premier sponsor of the U.S. Travel Association's IPW, the travel industry's premier international marketplace—celebrates the reuniting of the travel community at IPW 2021.

Following a pause in 2020 due to the COVID-19 pandemic, this year's IPW had approximately 2,600 registrations that included more than 700 international delegates representing 52 countries, 300 media, and 1,700 U.S. travel organizations from every region of the United States representing all industry category components. Given the health and safety measures implemented, as well as the limitations overseas travelers face, this year's attendance was scaled back in comparison to past years.

"The past 20 months have represented a very challenging time for the travel industry, but the joy and unity shone through as delegates, media, and stakeholders from across the country and around the world reunited for this year's IPW," said Chris Thompson, president and CEO of Brand USA. "We are grateful to the U.S. Travel Association for their commitment to bringing us together safely, along with the Las Vegas Convention and Visitors Authority and Travel Nevada for providing a safe and warm welcome back."

During the five-day travel conference, Brand USA's leadership, staff and representatives participated in 184 prescheduled appointments with international and domestic media, buyers, suppliers, and new and potential partners. Additionally, the organization generated over 28,000 impressions across its social media platforms.

The Brand USA Press Conference is available to watch here. Additionally, all relevant press items, including fact sheets, digital asset kits, press contacts and more can be found at www.TheBrandUSA.com/IPW-2021. For additional information regarding IPW 2021 as well as details on IPW 2022 (Orlando, FL, June 4-8, 2022), please visit www.IPW.com.

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.

Media Contacts

Colleen Mangone
Senior Director, External Affairs