



General Information -- What Is IPW?

U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - it is NOT a typical trade show. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA (representing all industry category components), and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.

U.S. Travel's IPW 2017 will be held Saturday, June 3, through Wednesday, June 7, at the Walter E. Washington Convention Center in Washington, D.C.. IPW will have more than 1,100 exhibitor booths held by U.S. Suppliers of USA travel products and destinations and more than 5,000 attendees who are international travel buyers, domestic travel buyers and international journalists representing more than 70 countries.

- [Registration Info and Fees](#)
- [Orientation Manual](#)
- [Frequently Asked Questions](#)
- [See Who Attends IPW](#)
- [Future Sites and Dates](#)
- [Past Host Cities](#)

About U.S. Travel Association

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output and supports 15 million jobs. U.S. Travel's mission is to increase travel to and within the United States. For more information about U.S. Travel Association and its mission, please visit www.ustravel.org.

About Brand USA

As the premier partner of IPW, Brand USA looks forward to welcoming travel professionals around the globe to IPW in Washington, D.C. As the nation's destination marketing organization, Brand USA inspires people worldwide to experience the United States' diverse destinations and attractions.

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include creating jobs essential to the economy and fostering understanding between people and cultures. According to a study done by Oxford Economics, over a two-year period Brand USA's marketing initiatives have helped bring more than 2 million incremental visitors to the USA, benefitting the U.S. economy with nearly \$15 billion in business sales; nearly \$2 billion in federal, state and local taxes; and supporting, on average, 50,000 incremental jobs per year.

Brand USA's marketing programs are funded by non-Federal contributions, which support our marketing effort to inspire travelers to explore the United States of America's boundless possibilities. For industry or partner information about Brand USA, visit www.TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at www.visittheusa.com.

About the Great Outdoors USA Zone

Since 2012, efforts have expanded to promote visits to the large portion of the United States that is managed by federal agencies, including national parks, national forests and national wildlife refuges. There have been many catalysts, including:

- Increased awareness and better articulation of the global attraction of America's Great Outdoors.
- The U.S. Department of the Interior's leadership of the National Strategy on Travel and Tourism.
- Interagency coordination on information about opportunities for visitors to explore federal lands (through www.recreation.gov).
- Support by national park concessioners through the National Park Promotion Council.

Support from Brand USA, US Travel Association and NPPC has been key to overcoming federal agencies' lack of awareness of marketing -- especially international promotion -- and minimal marketing budgets.

In 2011, the concept of Federal Row was born in San Francisco after successful public/private collaboration regarding federal lands and waters. The concept involved placing federal land and water agencies—as well as other federal agencies and key partner interests like NPPC, scenic byways, AIANTA and other tourism partners—into a specific cluster of exhibit booths, called Federal Row.

By 2015, the concept had reached nearly 30 booths and was an identified asset of IPW. In addition to colorful images, Federal Row offered information about “new, discoverable destinations,” popular activities, a remarkable asset of itineraries and images, videos and website links on a flash drive, a VIP host in Smokey Bear, a large format HD monitor that highlighted America’s Great Outdoors, entry foyer banners and aviators, a cohesive Federal Row “feel,” IPW Daily advertising and more. IPW delegates showed great interest in Federal Row booths. In 2016 Interest was further increased by the renaming of the zone as Great Outdoors USA and NPPC’s sponsorship of participation by acclaimed folk artist Eric Dowdle, who painted a 20’ by 10’ mural of the USA at the show – and included caricatures of leading IPW attendees including the Secretary of the Interior

To build on these successes, IPW’s presence in Washington, DC, by public lands and water partners for 2017 will again be labeled the Great Outdoors USA zone and will focus on upcoming anniversaries of key systems, including National Trails and National Rivers. Once again, NPPC will have a central role in the zone and arrange for an attention-grabbing activity at its booth – tentatively the participation of Jonathan Irish, whose 2016 Greatest American Roadtrip included 59 national parks and is highlighted on National Geographic’s website.

Contact for NPPC

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