NEWS RELEASE

Brand USA celebrates successful IPW 2024, strength of international inbound tourism

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LOS ANGELES, CA (May 7, 2024) — Brand USA, the official destination marketing organization for the United States and premier sponsor of the U.S. Travel Association's IPW, celebrates a productive week of partner appointments, trade meetings, and media engagements, all aimed at increasing inbound international visitation.

Brand USA's leadership, staff, and representatives participated in more than 700 meetings with international and domestic media, buyers, suppliers, as well as new and potential partners.

"I am grateful to our partners at the U.S. Travel Association for bringing the world together in Los Angeles, California, for the 55th annual IPW," said Chris Thompson, president and CEO of Brand USA. "It's truly bittersweet to complete my final IPW in this role. As I have shared this week, I am very confident in the strength of the international inbound travel industry and know that Brand USA will continue to bolster its efforts to drive international visitation to new heights in the coming years."

A recording of the Brand USA press conference and other press items, including fact sheets, digital asset kits, press contacts, and more, are available at TheBrandUSA.com/ipw.

U.S. Travel Association's IPW 2024 hosted over 5,700 delegates, including 2,000 buyers and media from nearly 70 countries. For further information regarding IPW 2024 and details on IPW 2025 (Chicago, IL, June 14-18, 2024), please visit 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.

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