NEWS RELEASE

U.S. Travel Association and Brand USA announce inaugural Broadcast/Production Media Program for IPW Chicago

Washington, DC - November 04, 2013

The U.S. Travel Association, in conjunction with premier partner Brand USA (the official tourism marketing organization for the United States of America), has announced the launch of a new broadcast/production program at the annual IPW conference in Chicago, Illinois.

The brand new element for IPW Chicago 2014 will allow broadcast and production media from the UK, Ireland, Australia and Canada, to participate in face-to-face appointments with U.S. destinations and travel organizations, including airlines, hotels and attractions, and take part in unique networking events to find out more about filming in the USA.

The first ever broadcast/production media program aims to highlight the support various states and cities across the USA can provide and how they can assist with filming and film crews. Suitable for any broadcast media with the potential to film in the United States of America and who want to find out more about destinations, financial support and practical advice, such as film permits, the new program aims to connect and enhance relationships.

Taking place from 5 – 8 April, for a nominal registration fee*, broadcast media are invited to join IPW 2014 in Chicago. Over the four-day period, attendees will have the option of joining a number of specialist tours; taking part in the Media Marketplace (providing one-to-one access to PR and marketing representatives for U.S. travel organizations); access to over 1,000 U.S. travel suppliers, and enjoying hosted events. Accommodation is also included for three nights from 5 April 2014.

Chris Thompson, President & CEO Brand USA, commented: “Working with the right media to feature the USA as a premier tourism destination is incredibly important. By working with the U.S. Travel Association to bring this new initiative to IPW, we hope to ensure that broadcast companies from across the world keep the USA top of mind when it comes to creating new content.”

Malcolm Smith, General Manager IPW, said: “Through this new program at IPW, broadcast and production media will be able to make valuable new contacts and conduct business that would otherwise be generated only through an exhaustive number of trips to the United States. IPW is the travel industry's premier international marketplace and we are excited to help forge new relationships and business between broadcast media and leading U.S. travel suppliers.”

To register your interest in attending the Broadcast Media Marketplace IPW Chicago, please contact Jennifer@blackdiamond.co.uk with the following details:

- Company name
- Company website
- Attendee’s name
- Job title / role
- Email contact

Please note: attendees must meet with certain criteria and pass a selection process

For more information on IPW visit ipw.com

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The Broadcast Media Marketplace registration of just $500 per person includes:

- Arrival airport transfers in Chicago and group ground transportation between functions sites;
- Saturday city sightseeing tours;
- Sunday Media & Broadcast specialist tours and IPW Opening Evening Event;
- Monday 9:30am – 12:30pm Broadcast Media Marketplace meeting event;
- Monday Luncheon hosted by Brand USA;
- Monday afternoon access to Brand USA Marketplace Hall to network with more than 1,000 U.S. travel suppliers;
- Option of bespoke tour on Tuesday;
- U.S. Travel Association will provide lodging at assigned hotel for three nights, 5-7 April 2014 (room and tax only), with checkout on 8 April.
- Flights are not included.

About IPW

IPW is the annual U.S. travel conference.

More than 90,000 prescheduled business appointments take place between buyers and sellers;

More than 1,000 U.S. travel organizations attend from every region of the U.S. (representing all industry category segments);

More than 1,300 international and domestic buyers attend from more than 70 countries;

IPW draws an audience of more than 5,500 travel professionals;

More than 500 travel journalists from around the globe attend IPW, which builds a worldwide awareness of U.S. destinations and products.

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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.