NEWS RELEASE

Brand USA celebrates its eighth year of premier sponsorship at IPW 2019

ANAHEIM, CALIF. - June 05, 2019

Thousands within the travel industry, including buyers, suppliers, and media, gathered in Anaheim, California for the 51st annual IPW Conference

Brand USA, the destination-marketing organization for the United States, celebrates the success of its eighth year as the U.S. Travel Association's premier sponsor of IPW. This year's IPW, the travel industry's premier international marketplace, attracted approximately 6,000 delegates representing 70 countries, 500 media, and thousands of U.S. travel organizations from every region of the United States representing all industry category components.

"IPW is the biggest stage and brightest lights annually for Brand USA to celebrate collective success with our world of stakeholders," said Christopher L. Thompson, president and CEO of Brand USA. "Congrats to the U.S. Travel Association, as well as our hosts Visit Anaheim and Visit California for another very productive event."

During the 5-day travel conference, the organization's staff and representatives participated in 440 prescheduled appointments and nearly 200 meetings with potential new partners. Brand USA staff and leadership also participated in a number of interviews and more than 40 appointments with international travel journalists. Additionally, the organization generated more 40,000 impressions across social media platforms.

Brand USA announced its third giant-screen film will be released in February 2020 and provided IPW 2019 attendees the opportunity to vote on their favorite of three film titles: "Into America's Wild," "Exploring Wild America," and "America's Natural Wonders" for the organization's release of its third film to be released in February 2020.

Additionally, Brand USA recently extended its premier sponsorship agreement of the annual IPW conference through 2024.

The Brand USA Press Conference, Market Trends Update, and Partner Engagement Session is available to watch here. Additionally, photos from IPW 2019 can be found here. For up-to-date information on IPW 2019, and for more information on next year's IPW in Las Vegas, Nevada, please visit here.

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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.