

# 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](http://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](http://www.IPW.com).

###

## 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.

[Since 2012](#) Brand USA, in collaboration with travel industry partners, has been responsible for attracting an additional 10.3 million visitors who spent nearly \$35 billion in the United States, generating \$76 billion in economic output, and sustaining nearly 40,000 jobs per year. Without any cost to taxpayers, these efforts have generated \$10 billion in tax receipts and returned \$20 to the U.S. economy for every dollar spent.

## Media Contacts

**Colleen Mangone**

Senior Director, External Affairs