

Global glow of Disneyland's Galaxy's Edge amplified by travel trade show in Anaheim

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Disneyland's new Star Wars-themed attraction isn't the only thing putting Anaheim in tourism's spotlight.

Coincidentally, and very fortuitously, from June 1-5 the city is home to what's known in the tourism business as "IPW," once called the "International Pow Wow." It's one of the travel industry's biggest trade shows, an annual event that last visited Anaheim in 2007.

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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.