

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. For additional information regarding IPW 2021 as well as details on IPW 2022 (Orlando, FL, June 4-8, 2022), please visit www.IPW.com.

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About Brand USA

Brand USA, the destination marketing organization for the United States, was established by the Travel Promotion Act as the nation's first public-private partnership to promote the United States as a premier travel destination and to communicate U.S. travel policies and procedures to worldwide travelers. The organization's mission is to increase international visitation to the United States in order to fuel the U.S. economy and enhance the image of the United States worldwide. Formed as the Corporation for Travel Promotion in 2010, the public-private entity began operations in May 2011 and does business as Brand USA. According to studies by Oxford Economics, over the past ten years Brand USA's marketing initiatives have helped welcome 8 million incremental visitors to the United States, benefiting the U.S. economy with more than \$58 billion in total economic impact and supporting, on average, more than 37,000 incremental jobs a year.

For industry or partner information about Brand USA, visit TheBrandUSA.com or follow us on [Facebook](#), [LinkedIn](#), and [X/Twitter](#). To discover more about the USA and the boundless diversity of American travel experiences and authentic, rich culture, please visit Brand USA's consumer website VisitTheUSA.com; follow Visit The USA on [Facebook](#), [TikTok](#), and [Instagram](#); and watch travel shows on [GoUSATV](#).

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