

VISITALEXANDRIA





NATIONAL IMPACT OF IPW

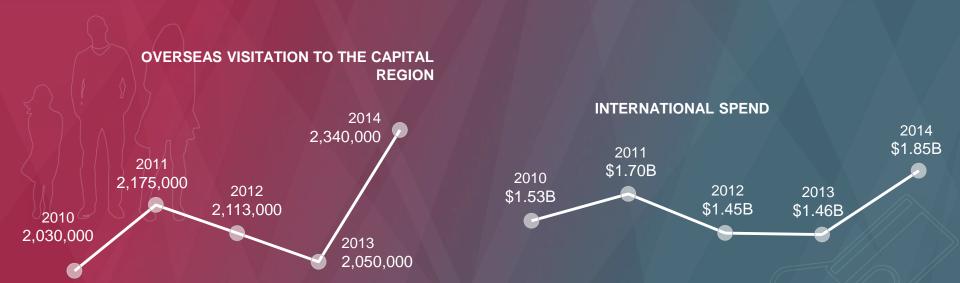
TOP TEN CITIES FOR OVERSEAS VISITATION

	1. New York ,NY	9.7M
	2. Miami, FL	4.9M
//	3. Los Angeles, CA	4.4M
//[4. Orlando, FL	4.1M
//	5. San Francisco, CA	3.1M
//[6. Las Vegas, NV	3.0M
//[7. Honolulu, HI	2.5M
//	8. Washington, DC	1.9M
//	9. Boston, MA	1.4M
//	10. Chicago, IL	1.3M





CAPITAL REGION USA DATA





1 China

VISITATION TO CAPITAL REGION

OVERSEAS VISITATION IN 2014

17 01111100	

260 000

2.	Unit	ed	Kingd	lom	258	,000
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3. Germany	173,000
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4.	France	/ // 1	3	0	,0	0	0

5. South Korea 100	,00	U
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		0= 000
	India	
Ο.	IIIula	97.000

7. Australia	96,000
7.7 Wolland	30,000

8. Ja	pan	93.	,000

9. Brazil 93,000

10. Italy 75,000

OUR TOP 10 MARKETS MAKE UP ALMOST 60% OF ALL OVERSEAS VISITORS TO WASHINGTON, DC



ABOUT IPW

Washington, DC will host IPW FOR THE FIRST TIME IN 2017

JUNE 4 – 7

U.S Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S.





Washington, DC will welcome DELEGATES FROM 75 COUNTRIES

1,500
International
Buyers / Customers



4,000

U.S. Suppliers



500 International

Journalists



LOCAL IMPACT

IPW will...



HIGHLIGHT WASHINGTON DC

and the region as a world class destination



INCREASE VISITATION

With higher-spending international travelers



Local jobs



LOCAL IMPACT

The Capital Region CAN EXPECT TO ENJOY....

In 2018-2020



 $^{\prime}$ \$1.7 BILLION $^{\prime}$

Increased visitor spending



 $^{\circ}$ \$84 MILLION $^{\circ}$

Expected tax revenue



Delegate spending at IPW (2017) estimated within 1 year of conference



5,300 JOBS _

Additional international visitors

1 MILLION



IPW SCHEDULE AT A GLANCE



2017, Washington, DC, June

4-8

Saturday & Sunday

- Airport arrivals, transportation from IAD
- Pre-FAM and Sightseeing tours, all delegates

Sunday

- Media luncheon and tours: 500 international journalists
- MICE luncheon and tours: 100 organizers
- Opening Night Party, locations TBD
- Sightseeing tours, all delegates

Monday – Wednesday

IPW conference, including scheduled appointments and activated Destination DC booth

Monday

Media Marketplace

Wednesday

Closing night celebration

Thursday

 Airport departures, transportation to IAD Post-FAM Tours – Media/tour operators