



VISIT ALEXANDRIA



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

OVERSEAS VISITATION TO THE CAPITAL REGION



INTERNATIONAL SPEND



OVERSEAS VISITATION IN 2014

1. China	260,000
2. United Kingdom	258,000
3. Germany	173,000
4. France	130,000
5. South Korea	100,000
6. India	97,000
7. Australia	96,000
8. Japan	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

Sources: Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce



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

IPW will...



**HIGHLIGHT
WASHINGTON DC**

and the region as a world class destination



INCREASE VISITATION

With higher-spending international travelers

DIRECTLY SUPPORT

Local jobs

The Capital Region CAN EXPECT TO ENJOY... In 2018-2020



\$1.7 BILLION

Increased visitor spending



\$84 MILLION

Expected tax revenue



\$12 MILLION

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



1 MILLION

Additional international visitors



5,300 JOBS

Directly supported

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
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Sunday

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

