

PROCLAMATION



City and County of Denver

Proclamation No. 18-0593

Welcoming IPW to Denver - the "Super Bowl of International Travel"

WHEREAS, the U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the United States and is held in a different U.S. city each year; and

WHEREAS, IPW is celebrating 50 years of bringing the world to the United States, May 19-23, 2018 in Denver; and

WHEREAS, during IPW, \$4.7 billion in future travel to the United States is contracted over the course of three days and more than 100,000 appointments will take place at the Colorado Convention Center; and

WHEREAS, IPW will have more than 1,300 exhibitor booths held by U.S. suppliers of USA travel products and destinations and more than 6,000 attendees, including 1,300 international and domestic travel buyers and 550 journalists representing more than 70 countries; and

WHEREAS, as a result of the exposure from hosting IPW, Denver is projected to welcome 700,000 new international visitors who will spend an estimated \$1.7 billion in the following 3 years, resulting in an economic impact larger than hosting a Super Bowl; and

WHEREAS, VISIT DENVER, The Convention and Visitors Bureau, along with numerous city and state partners, will showcase the Mile High City and the State of Colorado to IPW attendees who will experience beautiful scenery, urban and mountain adventures, unique cultural attractions, and more; and

WHEREAS, nearly 500 volunteers will be on hand to welcome IPW attendees across Denver along with employees throughout the hospitality industry.

NOW, THEREFORE, BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER THAT:

Section 1. In recognition of the huge economic impact that IPW will have on Denver in the coming years and the opportunity to showcase the Denver tourism brand on a global stage, May 19-23, 2018 will be known as IPW Week in Denver. Denver welcomes IPW, the "Super Bowl of International Travel", and encourages all citizens to welcome the 6,000 IPW delegates from 70 nations and extend to them the warm hospitality for which Denver is known.

Section 2. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that a copy be delivered to VISIT DENVER and the U.S. Travel Association.

PASSED BY THE COUNCIL May 21, 2018

PRESIDENT