

AUSTRALIA & NEW ZEALAND

BUYERS & MEDIA DIRECTORY

IPW 2025



VISIT USA 
ORGANISATION AUSTRALIA

Visit USA Organisation (Australia) Inc

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A message from the President:

As we gather at IPW 2025, we are delighted to host the largest-ever Australian delegation once again, surpassing the record we set last year.

While recent months have brought periods of uncertainty, driven by shifting policies, currency fluctuations and our recent federal election, we see signs of resilience in outbound travel to the USA. We expect a timely return to previous momentum in the coming months.

Visit USA Organisation Australia remains committed to supporting members and industry partners through changing conditions.

One of the strongest indicators of market confidence is the continued investment in air capacity. New and returning routes from major carriers across key gateways highlight the strength of our region and reflect a shared belief in the enduring appeal of U.S. travel. It's a clear signal that the USA continues to hold a firm place in the hearts and minds of our travellers.

Through our expos, trade engagement, and media activity, we continue to create opportunities for our members to connect with the Australian travel trade and keep the USA top of mind.

Thank you for your partnership, your presence at IPW, and your belief in this market. We look forward to another positive and productive year ahead.



Caroline Davidson

Australian Market Overview:

Australia ranks as the eleventh largest inbound market for overseas visitors to the United States. In 2024, 1.025 million Australians traveled to the U.S., representing a 7.4% increase compared to the previous year. Following two years of significant growth, visitation from Australia experienced a more moderate rise in 2024. As of 2024, the market has recovered to 78% of its pre-pandemic level.

Understanding the Australian Traveller: A high-value leisure market

Leisure travel accounts for 90% of Australian visits, with 80% of travellers being repeat visitors. Australian travellers are known for being resilient, independent, active, and experience-driven.

They have an average stay of 18 days and are high-value visitors who travel to the U.S. throughout the year. The most popular travel months are between April to October, and December to January

In 2024, the top ports of entry for Australian travellers were Los Angeles, Honolulu, San Francisco, New York, and Dallas/Fort Worth.

Australian visitors explore a wide range of U.S. states and cities. Popular destinations including California, New York, Hawaii, Nevada, Texas, and Florida, with top cities being Los Angeles, New York, Honolulu, Las Vegas, San Francisco, and Anaheim.

Activities range from shopping, sightseeing, and visiting national parks to attending cultural and sporting events. Notably one-third of Australian visitors choose to rent a car.

Air Capacity: Increased air services support growth

American, Delta, Hawaiian, Qantas and United operate direct services between Australia (Sydney, Melbourne and Brisbane) and major U.S. destinations (Honolulu, Los Angeles, New York, San Francisco, Dallas/Fort Worth, and Houston). Air capacity to the U.S. has increased with United, American, and Delta each launching new routes between Brisbane and the U.S. Additionally, in December 2025, United will launch its first-ever direct service to Adelaide from San Francisco.

Engaging with the Market

Path to Purchase: Influencing the Australian Traveller

Tour operators, retail travel agents, and online booking platforms play a vital role in providing information and facilitating bookings for Australian travellers.

Print, digital, and social media significantly influence travel planning and decision-making.

IPW Australian Delegation

This year, we're pleased to welcome a strong delegation of Australian buyers and travel media to IPW 2025. We hope you get a chance to meet them all!



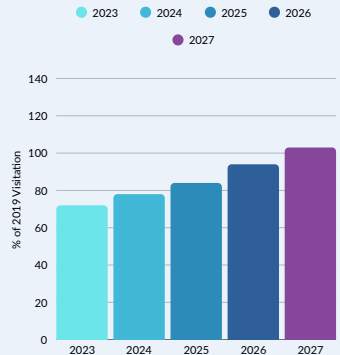
Monique Roos
Senior Commercial Specialist
U.S. Commercial Service

For further information:
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Future Outlook

Visitation from Australia is expected to continue an upward trajectory, with the National Travel and Tourism Office forecasting a return to 2019 levels by 2027.

Sustained engagement and support from U.S. industry partners will play a vital role in realising this growth in this current climate.



About Visit USA Organisation (Australia)

Visit USA is a not for profit, voluntary, industry body promoting travel to the United States. The organisation is funded by Australian travel industry members and associate members from across the USA visitor economy.

PARTNERSHIPS

Promote & facilitate partnerships between stakeholders & the travel agent community

EXPOS

The largest and most impactful trade shows in Australia, promoting travel to the US. Held across 3 capital cities on an annual basis

MEMBER EVENTS

Exclusive B2B events, bringing key trade partners together with members in a learning and networking environment

PR

Regular media releases, trade media partnerships, facebook communities, member news & bi-monthly subscriber eDMs

TRAINING

Live monthly webinars, participation in local travel shows & conferences, promotion of member training programs

RESOURCES

Both member & trade digital resources including online brochures, brand kits, member directory & events calendar

"As an independently owned hotel company, Visit USA Australia reaches the travel companies and especially the travel specialists in a way that I could never do or afford by myself. Their shows and other programs over the years have put me in direct contact with the travel industry. Which is why Australia is the #1 international market for our hotels"



**Jon Handlery, President & CEO
Handlery Hotels, Inc**

Impact: 2024 Highlights

Here's how we delivered value to our members and the market in 2024



MEMBERSHIP

- 121 Members in 2024
 - 75 Associate Members (US Based only)
 - 46 Full Members (With AU representation)
- 75% increase in membership compared to 2023
- 67% of members participated in Australian Expo Series

EVENTS

- Sydney, Melbourne & Brisbane Expos (700+ agents)
- VIP trade & media networking reception for expo exhibitors
- Mid-Year Market Review presented to Industry Executives, featuring David Huether, Snr VP Research, NTTO
- IPW Los Angeles Welcome Event: 150 members & delegates
- Thanksgiving industry breakfast



PR & CONTENT PARTNERSHIPS

- 50 features published in 2024 across trade media outlets
- eNewsletters to 2,300 subscribed travel agents. Average open rate 48.4%
- Paid content partnerships with KarryOn and Travel Daily
- 2,800 Facebook followers

TRAINING

- NEW purpose-built, comprehensive website
- Continued Destination Webinars partnership, delivering 9 new, themed webinars featuring 27 participating members.
- Average 151 selling agents registered per webinar
- 28 Member webinars available on our new website



New Member Hub

In 2024, we launched a fully redeveloped visitusa.org.au - creating a streamlined, content-rich platform giving members more ways to connect with agents and showcase their destinations and services.

What's new

- Enhanced member profiles
- Feature video
- Image carousel
- Digital brochures & webinars
- News stories
- Multiple contact points
- Team admin access

These updates create a highly visual, compelling member listing.

Why it Matters

More Impact with Less Effort

- Highlight your product to agents and potential partners
- Upload content any time - no admin request required
- Better visibility through richer search tools
- Direct access to key decision-makers

YOUR MEMBER TOOLKIT



GENERAL CONTENT

- Hero image, logo & description
- **Feature video**
- **Image carousel**
- Trade & PR contacts
- Website & socials



AGENT RESOURCES

- **Training platforms & documents**
- News stories & blog posts
- **Digital brochures**
- Itineraries & PDFs
- Webinars & Presentations

Scan to visit the member hub



You're in control. Add, remove, or update 24/7 via your Member Portal

Become a Member

Join the most connected U.S. tourism network in Australia

Visit USA members pay an annual membership fee that supports marketing, events, and member services.



Aida Osta

Secretariat
& Director of Events
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Membership Options

Full Members - AUD\$500 + GST p.a.

Open to Australian organisations & representatives of US destinations/products

Associate Members - AUD\$450 p.a.

US-based organisations without AU presence

Membership Benefits

- Access to the **Member Hub**
- Priority participation in **Expo Week**
- Exclusive IPW AU/NZ delegation event
- **Networking** with AU buyers and trade media
- Market insights & updates
- Inclusion in agent **eNews**
- Multi-channel trade marketing



Special IPW Offer AUD \$200

Includes all member benefits until
31 Dec 2025

1 Facebook post to 2,800 followers

1 feature inclusion in **eNews** to
2,300+ agents

Email Aida to claim this offer
admin@visitusa.org.au



"Our membership with Visit USA not only allows us to connect and reconnect with the AU/NZ travel community throughout the year, but also build relationships for long-term growth"

Cynthia Easey,
Director International Sales & Marketing, Citadel Outlets

2025 Expo Series



3 Cities



700+ agents



58 Exhibitors

Exhibitor
Net Promoter Score
+65

*Strong brand trust and high
return intent*

Agent
Net Promoter Score
+84

*Outstanding loyalty and
satisfaction*

Scan to watch 2025 expo highlights



Upcoming 2026 Expo Week

Without a doubt, Visit USA Expo Week is the most impactful Australian program promoting travel to the U.S.

In 2025, we introduced a streamlined all-marketplace format, welcoming 58 U.S. exhibitors, including 8 first-time participants. With fees averaging just **USD 5.15 per agent**, the value was exceptional. The format ensured equal exposure for all exhibitors while still allowing those with extra budget to elevate their presence through brand activations.

Participation fees will remain unchanged in 2026.

Expo Participation Fees include 12 months membership

AUD\$7,500 for 3 AU Expos OR AUD\$3,950 for a shared space

T&Cs apply*



Plan Your Trip

Mark your calendars? We've once again partnered with Brand USA and TravMedia to deliver a convenient, immersive in-market schedule designed to maximise your time and impact. Registrations will open soon!

February 2026

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
16	17	18 NZ Auckland	19 NZ Christchurch	20
23 AU Brisbane	24 AU Melbourne	25 AU Sydney	26 B2B Sydney	27 IMM Sydney

- GST (if applicable) additional. Prices include Australia expos in Brisbane, Melbourne & Sydney only
- If sharing, Visit USA will place another exhibitor with you if no partner is nominated
- NZ expos, B2B and IMM are managed and charged by Brand USA and TravMedia separately

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GLOBAL MEDIA NETWORK



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