



The Golden State Shines at the IPW Show

Visit California Case Study

www.visitcalifornia.com



ABOUT VISIT CALIFORNIA

Visit California, is a non-profit organization that promotes California as a top destination for business and leisure travel.

Its mission is to inspire people to visit California through innovative marketing programs and close collaboration with companies and organizations involved in the state's travel industry.



THE CHALLENGE

Visit California, the tourism promotion agency for the State of California, approached Display Works to create a new exhibit for the IPW Show, the leading inbound trade event for the travel, tourism, and hospitality industries.

This show connects travel buyers and journalists from 60 countries with 1,000+ companies and organizations that represent all facets of the US travel industry including destinations, airlines, hotels, cruise lines, and tour operators. With tremendous competition for the buyer's attention, Visit California needed a sophisticated pavilion to highlight the best that the state has to offer.



THE SOLUTION

The California Travel and Tourism Commission reserved two 10' x 50' spaces, and Visit California and Display Works representatives worked together to create a stunning design that was both functional and eye-catching.

The exhibit included a large business lounge with multiple seating areas where important business discussions took place. An aisle separated the two meeting spaces, and a swath of blue carpeting was used to add visual interest and represent the flowing water of the Pacific Ocean.

Dark blue walls served as a backdrop for large LCD monitors with backlit graphics showing images of California's natural attractions and iconic landmarks, while videos highlighted the state's top tourist destinations.



THE OUTCOME & RESULTS

Visit California representatives were delighted with the appearance and functionality of their new exhibit. The modern design provided the perfect backdrop to showcase California's regions, attractions, and natural wonders.

The business lounge served as a hub for meetings and provided Visit California representatives with an ideal environment for connecting with hundreds of travel professionals from around the world.

The exhibit helped differentiate Visit California from other exhibitors at the IPW show, and representatives received multiple compliments from industry peers, buyers, and attendees regarding their presence at the IPW show.