



FEATURED IN THE *IPW DAILY* 2019 PREVIEW ISSUE

IPW Daily is the official publication for IPW, the leading international inbound travel trade show, driving \$5.5 billion in future travel to the United States. It is a national showcase of America, where U.S. travel exhibitors connect with travel buyers and media from more than 70 countries to promote their product, negotiate future business and build relationships. IPW secures America's position as a foremost global travel destination by increasing international visitation and showing the world the best of what the U.S. has to offer.

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IPW INSIDER: IPW Travel Writer Award recipients each receive \$1,000.

IPW INSIDER *Full Circle* MOMENT



Bernardi at the Nationals Park evening event at IPW 2017 in Washington, D.C.

Talk about full circle: award-winning travel writer Kit Bernardi ([@KitBernardi](#)) first attended IPW in 1988 as a volunteer in her hometown of Chicago. Twenty-six years later, when IPW returned to the Windy City, she attended as a journalist. Four years later, she won the [U.S. Travel Association and Brand USA award](#) for Best U.S. Travel Destination Article.

From grad student volunteer to award-winning writer, Kit Bernardi has experienced IPW from many perspectives.

IPW: What did you learn during that first IPW experience?

KIT BERNARDI: I was a graduate student and volunteered to help with bus tours. I remember listening to international attendees and journalists express surprise and delight while experiencing my city for the first time. I witnessed the power of travel to bring the world together and transform perceptions. The experience helped shape my career path.

IPW: What makes your writing unique?

KB: My approach to travel journalism is grounded in practical travel industry experience garnered while working on the supplier side in operations and marketing as a senior executive for Hilton Hotels Corporation and United Airlines. In addition to being a journalist and editor, my company [KitTravels.com](#) provides clients across the country strategic travel consulting and writing services.

IPW: Any advice for IPW first-timers?

KB: Research those you're meeting with at IPW. As a journalist, it's helpful if exhibitors are aware of stories I write so when we meet, we focus on how their assets dovetail with my storytelling strengths. Let curiosity be your guide when exploring the trade show. It's a giant classroom offering opportunities to learn about industry trends and America's diverse destinations, travel products and services.

"Let curiosity be your guide when exploring the trade show."

-Kit Bernardi, Travel Journalist