



Trade Show Report

USA Northwest Spotlight– Missoula, MT

April 16 - 18, 2023

Montana DMO Representation:

- Glacier Country – Aerionna Skrutvold
- Destination Missoula – Kara Bartlett
- Destination Missoula – Emily Rolston
- Discover Kalispell – Dawn Jackson
- Butte Chamber – Maria Pochervina

Overview:

- Northwest USA Spotlight is a small regional show, with one trade show held in the Northwest each year in different locations. This year Destination Missoula hosted the trade show in Missoula.
- 14 motorcoach and tour operator companies were in attendance.
- Glacier Country hosted a pre-FAM with all 18 tour operators.
- During the trade show Glacier Country met with each tour operator during an open floor trade show exhibit, the itinerary building sessions were also helpful in finalizing Western Montana itineraries.
- The group was a mix of tour operators who currently bring tours through Montana, and new tour operators that were looking to expand their tours into Montana. The pre-FAM and trade show have already resulted in new tours being scheduled for Montana in 2024.

Trends:

- Montana/Yellowstone tours were most popular with this group, specifically for operators who currently go to Yellowstone National Park, but not Glacier National Park. Most of the group would like the pre-FAM itinerary which went to Butte, Polson, Kalispell, GNP, and Charlo.
- A few tour operators in attendance worked with inbound Chinese or UK clients. These groups are more active, consist of families, and are all ages.
- There is an increase in interest of winter tours to Western Montana, whether on a winter holiday tour or soft active skiing tour.

Recommendations for 2023:

USA Northwest Spotlight will be held in Casper, WY in 2024.

- Glacier Country Tourism will plan to attend, to maintain relationships built this year, assist with 2024 itineraries coming to Western Montana, and continue to promote Western Montana to new operators.