



## Trade Show Report

### Spotlight NW– Rapid City, SD

April 24 - 26, 2022

#### Montana Representation:

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

#### Overview:

- Spotlight NW is a small regional show, with one trades show held in the Northwest and one in the Southwest each year.
- 14 motorcoach and tour operator companies were in attendance.
- Glacier Country was met with each tour operators during an open floor trade show exhibit.
- It was a mix of a few tour operators who currently bring tours through Montana, and new tour operators that were looking to expand their tours into Montana. A few do not currently come this far west and were not interested.
- One thing setting this trade show apart, were the many networking events scheduled that allowed for more interaction with the tour operators.
- Glacier Country sponsored the keynote speaker and was able to give a brief overview of Western Montana, and introduce the speaker.

#### Trends:

- Montana/Idaho tours were intriguing to operators who currently go through Montana, and for operators who run tours out of Washington.
- Many tour operators who work international will be running those tours again in 2023.
- Many of these tour operators work in the South and are looking to expand West by customer request.
- A few tour operators in attendance seem to have a returning customer base, who trust the operator and therefore let them plan new destinations each year.

#### Recommendations for 2023:

- Spotlight NW 2023 will be held in Missoula by Destination Missoula!
- Glacier Country Tourism will plan/assist with the pre-fam, taking operators through Western Montana. If you are interested in being a part of the pre-fam by providing discounted/comped services, activities or accommodations please reach out to Aerionna at [aerionna@glaciermt.com](mailto:aerionna@glaciermt.com).