



Prepared On: 05/31/2023
 Prepared By: Debbie Picard

INTERNATIONAL TRADE SHOW REPORT

Company Name	Company Country	Notes from Show	Show
RMI - Italy	ITALY	Met with Olga at IRU Boise 2023. The Italians love to travel and they love to eat! The Italians get about 12 to 15 days of vacation per year. In winter they get 7 days and she thinks our region could be a great winter destination as well. Although they don't have as much vacation as other European countries they have a much higher spend while on vacation. A trip to the USA is their #1 preferred destination and a trip to the Great American West region is a very sophisticated trip. It is hard to book directly, they need international inbound receptive tour operators to arrange. It's the more "mature" Italian traveler who comes to our region, maybe their 3-4 visit, and they are looking for a more authentic experience. Motorcycle tours are still very popular as well as experiential/culinary tours/honeymooners. She wants more information on all Pow Wows in the region and Native American culture. Also Wildhorse Island and how clients can get out to the island. They are always in need of more photos of the region. Glacier is Olga's favorite national park. She thinks we should promote the Amtrak connection more. Italians love to travel by train. Marlee and I are looking at this if IRU is held in Fargo ND in 2021. No further follow up from partners is needed at this time. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
Europe Active	FRANCE	Met with Anthony at IRU 2023 Boise. This is his 3rd Roundup. They have rebranded and have Road Trip USA Tours. Like their name states they sell excursions to active people. They are committed to share their passion for hiking, biking, motorcycle riding etc. They currently work with RMHT and EagleRider for international inbound. We chatted about all the great activities in Western Montana and he would love to join a FAM to our region. They sound like his clients are our perfect visitor. He asked for information on Native American product, photos with motorcycles and card in them for his website. He also wants the Canadian Rockies itinerary and thinks that would sell well. The best way to work with them is to connect with Rock Mountain Holiday Tours.	2023 IRU - Boise
RMI - Australia; Davidson Communications Pty Ltd	AUSTRALIA	Met with Caroline Davidson and Carrie Nightingale carolyn@linkdtourism.com at IRU Boise 2023. Carrie is an added addition and is working with Caroline in the Aussie/New Zealand Market. Caroline is our representative in Australia and Davidson Communications is a public relations company specializing in travel, tourism and hospitality. The US is the #1 long haul destination with 1 in 20 Aussies going to the US, although more and more options are coming online and they have lots of choices. They are looking for active vacations with authentic experiences. Products that interest Australian tourists are national parks, cowboy and American Indian heritage and events, museums about history, ranch experiences, ski resorts and winter experiences, adventure activities, shopping and the RV and motorcycle rentals. Based on Carolines recommendation we focused on winter sports for this market. We ran a cooperative multi channel campaign with MOTBD and Brand USA for winter enthusiasts in 2016, we saw and heard from GC partners that they saw a lot more Aussie visitors in the summer of 2017, 2018. We hosted an influencer from FlightCenter and she produced great content for her Aussie followers. Their main travel agencies are Adventure World, Intrepid, Helloworld and Flight Centre. No particular follow up at this time is needed.	2023 IRU - Boise
America As You Like It	UNITED KINGDOM	Met with Maggi at IRU Boise 2023. Maggi has spent a lot of time in our region. She has been to IRU consistently for several years. She specializes in USA and Canada and offers a unique program of fly-drives, city breaks and accommodations. Their holidays are tailored to completely match each individual clients requirements and their flexible approach means clients have the option to book a complete package including flights or just the ground arrangements. GO FISHING WORLDWIDE features freshwater and saltwater fishing around the world for angling enthusiasts as well as catering for non-fishing companions. WINDOWS ON THE WILD brings a range of unique and exciting wildlife holidays and adventures including watching, dog sledding, canoeing and adventure experiences. She was very interested in what Iron Shield was doing, Clydesdale Outpost, Triple Creek and wants some outfitters for fly fishing in Missoula. I will send her more information. They work with RMHT, GTA, Hotelbeds, Tourico. Maggi attended the UK post FAM when it was in Missoula in 2014 and we've had a great relationship ever since. She knows where to find me for needs in Western Montana.	2023 IRU - Boise
AmerikaNu.nl	NETHERLANDS	Met with Bart at IRU Boise 2023. Bart who experienced bankruptcy during the start of COVID has started a new company with good backers selling holiday packages for Dutch people to the US. FIT, car rentals, RV rentals, sightseeing tours, motorcycle tours, hotels. He is really excited about the technology used for this new company. All digital with a roadbook that integrated maps, hotel, airline, attractions. He loves the GAW and is very knowledgeable about the region and has participated in several IRU's. Works with RMHTours, Bonotel, New World Travel and Team America as receptive.	2023 IRU - Boise
America 4 You LLC	UNITED STATES	Met with Lena at IRU Boise 2023. They are one of 2 official Great American West International Inbound receptive tour operators and sell soft adventure travel including ranch vacations, National Park adventures, city programs, Native Indian culture, winter vacations and flexible self drive itineraries. They work with over 40 European Operators, however they specialize in the German Market. They focus on unique properties and destinations. They try to strive to know the region really well. We talked about wanting more American Indian culture to incorporate into itineraries. She wants to know more about Iron Shield Creative, Indigikitchen and a reintroduction to Sun Tours. She also asked for an introduction to Heather at The Wren and a list of activity partners. Member partners that are looking to contract with a receptive tour operator to reach the German market can contact Lena at lena@america4you.net	2023 IRU - Boise
RMI - Germany	GERMANY	Met with Susanne at IRU 2023 Boise. She is our RMI Germany representative coordinating the marketing efforts on behalf of the Great American West region in Germany, Austria and Switzerland. Their social media campaigns that are performing extremely well. Germany has a strong economy in Europe and things are great in Germany. There are 80 million Germans and they have 18-19 days of vacation plus 10 public holidays each year. Travel to the US is up. Germans like active travel, hiking, biking, rafting. She said with the terror attacks worldwide, safety is a key travel factor. Our region appears safe. Also, those that might have purchases trips on their own are going back to tour operators for the insurance and safety net. No follow up is needed with her since she is our rep. She did ask for the graphics for the reservation system.	2023 IRU - Boise
Rocky Mountain Holiday Tours	UNITED STATES	Met with Hideki at IRU Boise 2023. Rocky Mountain Holiday Tours is a service-oriented receptive tour operator based in Colorado. They specialize in the Western United States, especially the national parks, offering a number of services in that region. While FIT (individual/couples/families) lodging is their biggest focus, they also work with ranches, activities of all types, winter resorts, as well as groups. ALL GLACIER COUNTRY PARTNERS THAT WANT TO ATTRACT MORE INTERNATIONAL VISITORS OR WORK IN THE INTERNATIONAL ARENA NEED TO FOLLOW UP WITH Chris@RMHTours.com They are the experts in the Rocky Mountain region.	2023 IRU - Boise

Company Name	Company Country	Notes from Show	Show
AmerikaNu.nl	NETHERLANDS	Met with Corinna Flink at IRU Boise 2023. Go Amerika is part of Aireka Reorganisatie, based in Amsterdam, the Netherlands. The company offers trips to all parts of the USA for the individual traveler. Besides existing self-drives they offer customized self-drives, city-trips, fly & drives, fly & camper, excursions and tickets for parks, games and anything the client asks for. They work mainly through international inbound receptive operators offering our products through the internet on our website www.goamerika.nl. They are always on the lookout for new products and improvements to existing products. They work with RMHTours for our area and know it well. Corinna will be on the Idaho/Montana FAM in Lolo/Missoula. The best way to work with them is to have a relationship with RMHTours. No follow up needed.	2023 IRU - Boise
LeBeau Reizen	NETHERLANDS	Met Marlon at IRU Boise 2023. They are a Dutch tour operator specializing in tailor-made FIT tours. Their focus is on quality engagement and encouraging their clients to stay longer at specific destinations in order to see and experience more. They really want unique experiences and lodging options. The majority of their clients start in Seattle so that is a plus for us and our proximity to Seattle. Marlon has spent significant time in our region. He wants to work with Edwin on a winter product too. He wants work-arounds for GNP vehicle reservations and images. He came back in 2019 in September and stayed in the cabins at Glacier Outdoor Center. Loved it but couldn't find them for this year. I told him about the sale to Pursuit, so he said that takes them out of the booking pool and working with receptives. I mentioned Clydesdale Outpost as a new possibility in the future as they are under construction. They are currently working with US Receptives: Rocky Mountain Holiday Tours for our area.	2023 IRU - Boise
Travel 2 America	NETHERLANDS	Met with Edwin at IRU Boise 2023. Travel 2 America specializes in tours that are off the beaten path. They try to find the hidden treasures that the masses haven't heard of yet. Their clients know that will get different parts of America versus the same Los Angeles, Vegas, NY City schpeels from all the other tour operators and their clients trust them. Edwin is working on a Seattle/Spokane/Western Montana/Banff/Edmonton/Vancouver BC Loop. Said he is stealing my 2 nation Vacation title. I will send him my loop itinerary. Also working on winter tour, can send information on that too. They focus on FIT with complete packages and not your ordinary accommodations. I shared that we have lots of unique lodging options new to the area. BaseGlamp, Clydesdale Outpost, Roam Beyond, Sherman Lodge and 4 new hotels in Missoula. He also works with journalists and writes a newsletter. For our area they work with US Receptive Rocky Mountain Holiday Tours to book their accommodations. The best way to get international business is for GC partners lodging to work with Rocky Mountain Holiday Tours.	2023 IRU - Boise
AlliedNewWorld	UNITED STATES	Met with Luisa at IRU Boise 2023. AlliedTPro is a leading north american receptive operator. Leading in inbound visitors to the US. They have 5 distinct product lines. Escorted Tours, Group Travel, FIT, VIP and corporate travel. In our area they are focused on hotels, ranches, natural wonders, national parks, cultural destinations, historical sites and adventures. She says pricing/rates at hotels are definitely hurting us. She asked for help getting contracts with lodging. I told her that Rocky Mountain Holiday Tours had a pretty good hold on the region and has worked directly with lodging properties to build relationships. If GC lodging and attractions are wanting to market through more than one receptive, AlliedTPro is looking to partner with you. They have just merged with New World and will be a very impressive receptive.	2023 IRU - Boise
Les Ateliers Du Voyage	FRANCE	Met with Bertrand at IRU 2023 Boise. Each trip is tailor-made. The company sells direct to consumer via their agency based in Paris and via their website. He was very versed in our area. Had been but experienced terrible weather and only saw the outskirts of Glacier National Park. Visited Missoula because his favorite writer lived/died there Jim Emerson. Loves and has read all of the Lewis & Clark books. However he didn't choose the Montana post FAM. He utilizes Rocky Mountain Holiday Tours as his receptive for his clients in our area. No follow up needed.	2023 IRU - Boise
Go2travel	SWITZERLAND	Met with Robin Engel at IRU Boise 2023. Robin left Knecht and has started his own tour operator company go2travel. They work with RMHTs as the receptive in our region. He is planning a trip into the region this September and will stay at Grouse Mountain Lodge and St. Mary Lodge before they close for the season. He also discussed another campaign - Insider Tips - on their website. Not necessarily focused on the most notable, but lesser known attractions for \$500. I will look at the opportunity. Robin is good at getting us to fund some of the work they are doing. He knows the area well and is devoted to selling the region to clients.	2023 IRU - Boise
Enjoy Destinations	ITALY	Met with Roberto at IRU Boise 2023. Enjoy Destinations is an Italian TO specialized in tailor-made holidays. FIT, with 5 lines of product. Authentic experiences that allow clients to discover and enjoy the truest part of the destinations. Italians are very interested in the Native American experiences. He is working on expanding his website and will include single state itineraries and then regional road trips. He wants our GNP/Yellowstone itinerary and self drive Yellowstone series itinerary. They are working with Rocky Mountain Holiday Tours for bookings into the Great American West region. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
NAAR	ITALY	Met with Erica at IRU Boise 2023 They are a web-based tour operator, specializing in custom-made itineraries and fly-drive routes. They work a lot with honeymooners that want an authentic vacation. They have sent clients to Montana and would like to know more about our ranches in Western Montana. Erica emailed me to find out how to get her boss a vehicle reservation in 2022. We helped with work-arounds. She just reported that he had his BEST VACATION EVER in Glacier and the GAW region. She wants more information on ISC, Sun Tours and any Native American culture. They currently work with RMHT, Go West, Team America, ATI, GTA and Tourico as US Receptives. Glacier Country ranches should follow up with Antonietta at antonietta.parmini@naar.com	2023 IRU - Boise
Marco Vasco	FRANCE	Met with Florence at IRU Boise 2023. This was her first IRU, but such a great get to have her in the region. She manages a team of 60 US travel specialists. They are the largest tour operator in France. US is their top destination. They do custom packages for FIT only, no group. They work with Rocky Mountain Holiday Tours and wanted to get familiar with Glacier Country besides GNP and find out more information about winter product as well as ranch stays. They also work with Bonotel, Hotelbeds, GTA ATI, TourMappers. She requested a link to our itineraries to see if she is missing anything also photos of GNP and wanted Empire Builder information. The best way to work with this operator is to be in touch with RMHT as a receptive in the Rocky Mountain region.	2023 IRU - Boise
United Airlines	FRANCE	Met with Anthony at IRU Boise 2023. He was at the table with Emmanuelle. He attended IRU Fargo as well. United is one of the most dynamic airlines in the French market and work closely with the trade partners offering trade trainings, promotions and share market study and statistics. No specific follow up is needed with Anthony. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
NAAR	ITALY	Met with Sandy at IRU Boise 2023. Naar Voyages is the French subsidiary of the NAAR Group, an Italian tour operator specializing in tailor-made tours. They are a web-based tour operator, specializing in custom-made itineraries and fly-drive routes. They work a lot with honeymooners that want an authentic vacation. They have sent clients to Montana and would like to know more about our ranches in Western Montana. They currently work with RMHT, Go West, Team America, ATI, GTA and Tourico as US Receptives. She requested information on Iron Shield Creative and our current itineraries. The best way to work with this tour operator is have a relationship with Rocky Mountain Holiday Tours. Sandy will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
Evasions USA	FRANCE	Met with Elsa at IRU Boise 2023. Evasions USA is 100% online, and 100% personalized. USA is their top focus and they are FIT only, no groups. The age group is roughly 25-45 couples and families too. They rely on social media to attract clients to destinations. She requested itineraries, photos. This was her first IRU and first time to the GAW area. they are working with RMH Tours.	2023 IRU - Boise

Company Name	Company Country	Notes from Show	Show
Hotelplan & Travelhouse	SWITZERLAND	Met with Yannick at IRU Boise 2023. They are the largest tour operator in Switzerland specializing in Fly-drive, escorted and special services. They want to find that special western experience for their clients. Looking to work with ranches and lodges in the RMI region. They work with RMHT as the preferred Receptive in the region as well as FTA, ATI, Bonotel, American Ring Travel and Go West Tours. Working with RMH Tours is the best way to bring these clients to our region. He wants a link to our itineraries and more detailed information on the reservations system at GNP.	2023 IRU - Boise
Karawane Reisen GmbH & Co KG	GERMANY	Met with Petra at IRU Boise 2023. She had never been to Montana. They are the oldest family owned tour operator in Germany and now in the 3rd generation with 65 staff. They specialize in fly drive tours but also sell group tours. The groups are always led by a German speaking tour guide. They are always looking for small lodges, cozy B&B's, ranches etc., and want to learn about the outdoor recreation activities and tours. They utilize Rocky Mountain Holiday Tours in our region for receptive services. She requested our itineraries.	2023 IRU - Boise
America Unlimited	GERMANY	Met with Oliver at IRU Boise 2023. The German Tour Operator America Unlimited is THE specialist for America and especially focused on individually tailored trips to the destination of the U.S. is 70% of their business. New in 2009 was Ski USA & Canada. More than 90% is FIT business. Main way of distribution is directly with the clients to make sure that the best possible advice and information is supplied. Five catalogs are launched each year. They all include various self-drive itineraries with popular, but also more unknown routes. America Unlimited also offers a wide selection of hotels and rental cars including motorhomes and also group tours. For the GC region they asked specifically about ranch stays, or unique lodging options for families that are very active (horseback trail rides, rafting and fishing). They are currently working with Rocky Mountain Holiday Tours, ATI, Hotelbeds, Bonotel, America4U. Follow up with itineraries. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
FVW Medien	GERMANY	Met with Holger at IRU Boise 2023. TravelTalk magazine relaunched in 2021 offers both strategic topics and practical help for the everyday work of travel agents. It is the most important trade publication on the German speaking market. It provides a wealth of knowledge that travel agencies need for daily work. Holger is here at IRU looking for unique experiences and cultural history. I provided information on Iron Shield, Indigi-kitchen, Native American Speaks, cultural museums, historic sites and of course we talked about Glacier National Park. I will forward information to Lucy, since he will be at IPW as well.	2023 IRU - Boise
DAV Summit Club	GERMANY	Met with Hagen at IRU Boise 2023. They specialize in worldwide hiking tours for groups. He was looking for information on lodge to lodge trekking in Glacier National Park. They also offer group tours for mountain biking and mountaineering. I will have to do some research on permitting for outback hiking and how to go about doing that. Do they have to use GG or can they do it on their own? Also lodge to lodge treks. I will follow up. They currently use Adventure Travel West as a receptive but has meeting with local receptives too.	2023 IRU - Boise
Polyresor	SWEDEN	Met with Kimmo at IRU Boise 2023. We met after lunch and he yawned the whole appointment. :) Polyresor is a personalized travel company. They offer both FIT and group travel to all corners of the world. They have never sold our region before so he was doing a lot of fact finding and we did a run through on Western Montana and what we have to offer his clients. His next step is to build a website about GAW and wants photos and itineraries. I will follow up. Not currently working with our receptives, but feel that will change after Boise.	2023 IRU - Boise
FDM Travel	DENMARK	Met with Birgitte at IRU Boise 2023. The travel leader in Denmark for outbound travel to the US. They offer a unique access to the Danish market with a 50/50 split distribution between online and offline sale and a unique chance of surveying the product flow from purchasing and production over marketing to final sales. They are sister company to AAA. Focus on Canada, US, South Africa. Interested in "sweet spot" - not the #1 attractions but favorites and lesser known. The region is hot and outdoor adventure is king. They work with Cruise America for RVing. She was very vocal about the reservation systems at the National Parks and said she cornered a National Park person the last time she saw one to voice her displeasure. They work with Travalco currently. Will follow up with itineraries.	2023 IRU - Boise
Vilja Reiser	NORWAY	Met with Anne at IRU Boise 2023. They specialize in group trips for women ages 25 and up. Community and activity are two mainstays. All trips include some sort of social or community engagement. Trips are 10 to 14 days in length and want active itineraries. We did an overview of Western Montana. She was very interested in ISC and our itineraries. Also guides in GNP. Not currently working with our us receptives, but know that will change after IRU.	2023 IRU - Boise
Chris Watson Travel	AUSTRALIA	Met with Karen at IRU Boise 2023. Karen was attending in place of her boss Chris Watson. She described him as a beanpole. CWT has been in business for 17 years specializing in small group and escorted tours along with tailor-made holidays for social clubs, business events and sporting groups. They have sent groups to Jackson and Cody and are looking to expand their knowledge into the region further. Send itineraries and photos. Do not list a receptive, but feel they will have RMHTours listed soon.	2023 IRU - Boise
Joker Reizen	BELGIUM	Met with Kristien at IRU Boise 2023. They are a tour operator with eight integrated travel agencies. They currently have a marketing campaign and do an annual B2C USA event in Mechelan that keeps us top of mind for travelers. Sustainability is key to Joker. This means slow travel combining hidden gems. We did an overview and spent some time on the reservation system in GNP, They work with RMHTours.	2023 IRU - Boise
AEROGLOBE INTERNATIONAL / AMERIKAPLUS Benelux	NETHERLANDS	Met with Christian at IRU Boise 2023. They are a 20 year old company online travel organization operating in the Dutch and Belgian markets and specialize in travel to the USA, Canada and Africa. They are new to the GAW region so here to learn all about the offerings. We discussed GNP, vehicle reservations, blackfeet tourism, ISC, Whitefish, Kalispell lodging options, Flathead Lake and Reservation, Missoula lodging, Yellowstone series in Bitterroot valley. He would like me to send him our itineraries. Currently working with Travalco and ATI but would imaging RMHTours would be added after this conference as receptives.	2023 IRU - Boise
USA Travel	BELGIUM	Met with Olivier at IRU Boise 2023. Tour Operator specializing in tailor-made programs for the Dutch and French speaking. Provides a large program of motor coach tours, fly & drives, city package, cars, motorhomes, attractions, hotels, villas, cruises, etc. and a website with extensive information and online booking possibilities for travel agents. Their brochure is B2B. Very interested in anything with nature, ranch stays and wanted to know if we have guest ranch FAMs. Working with Rocky Mountain Holiday Tours.	2023 IRU - Boise
Alidays	ITALY	Met with Giuseppe at IRU Boise 2023. Alidays focuses on tailor-made itineraries to North America. They want to create unique travel experiences. History/Soft Adventure/Culinary/Cruise etc. Researching ranch stays and Native American culture, will send info on ISC and calendar of pow wows that take place in the region. There clients are mainly families and honeymooners. They also see the RMI region as great motorcycle country and appreciated our motorcycle itinerary. They currently work with RMHT, Tourico, Team America, American Ring, ATI, GTA and TourMappers as US International Inbound Receptives.	2023 IRU - Boise
Volonline	ITALY	Met with Alessandra at IRU Boise 2023. They design itineraries that mix cultures, traditions and emotions. Offering self-drive, ranch stays, escorted tours and activities. She was very interested on native american culture. Send ISC, Sun Tours information. She want to combine the Yellowstone/Glacier itinerary and Self-drive of the TV show Yellowstone. They are working with Rocky Mountain Holiday Tours for their receptive.	2023 IRU - Boise

Company Name	Company Country	Notes from Show	Show
Discover North America	UNITED KINGDOM	Met with Paul at IRU Boise 2023. Unfortunately right after IRU last year, Alain passed away. Paul his partner in life and business is taking over as managing director. They specialize in tailor-made itineraries to the US and Canada. They are hyper focused on the GAW region and have spent a lot of time here really getting to know the are. They are working on a contract with CamperVan to offer RV tours in the states. We talked about our rural corridors and natural settings. They have put together a whole brochure about the GAW with 5 itineraries with help from the states and want to be the UK experts. Paul wants to be added to our blog list. They are also using Inspire My Holiday referrals to keep the clients coming. They currently work with RMHTours, ATI and TourMappers as receptives in our area. The best way to work with them is through receptive tour operators.	2023 IRU - Boise
Charitable Travel	UNITED KINGDOM	Met with Lyndsey at IRU Boise 2023. This is a one-of-a-kind travel company that let's you donate a portion of your holiday to the charity of your choice. One of the first not for profit they use the commission to support the causes their clients care about. They are very interested in what we are all doing in the sustainable space and how they can use that to gain a sustainable edge on others. Their clients CARE. I will follow up with our sustainability blog and more information. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise
Lusso	UNITED KINGDOM	Met with Sarah at IRU Boise 2023. They are a luxury operator that sells to the trade only. Most of their advisors have over 20 years industry experience. They are here to find the finest resorts for FIT including ranch products and small group tours and self-drive. I explained where our luxury properties are and will send links to her for follow up. They currently work with Team America, AlliedTPro, Bonotel, Tourmappers, Excursionist. Will be on the Idaho/Montana FAM in Lolo/Missoula.	2023 IRU - Boise

Due to General Data Protection Regulations (GDPR) that have been put in place in the EU Member Countries, we are not allowed to share contact information from the leads generated at the international trade shows we attend. After reading through the notes provided, if there are certain companies you would like to follow up with, please contact our Tourism Sales Manager, Debbie Picard at debbie@glaciermt.com or 406.532.3231