

INTERNATIONAL TRADE SHOW REPORT

Company Name	Company Country	Notes from Show	Show
Caravelle - Tours	NORWAY	Met with Lasse Bakke at IRU24 Casper. Caravelle works with corporate markets in Norway. Looking at meeting space, lodging and attractions. Wants to work with DMC's that cater to the corporate world. Lasse has never been to Montana and was looking for a general overview. He expressed interest in Ag Tours, Norwegian heritage tour ideas, and guided activities. His groups are up to 20 people, from a large agricultural area in Norway. He is focused on learning more about nature, heritage, outdoor activities, museums and the Wild West. He requested more information on the tribal culture in the region and to be put on our newsletter and blog distribution.	2024 IRU - Casper
America As You Like It	UNITED KINGDOM	Met with Maggi at IRU24 Casper. 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 match each client's requirements completely, and their flexible approach means clients can 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 wanted 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.	2024 IRU - Casper
RMI - UK	UNITED KINGDOM	Met with Lisa Cooper at IRU24 Casper. She is our RMI representative in the UK. She says that the outlook for travel to the US is positive, especially for the 55+ market (nifty fifties like adventure). Most people use tour operators for booking their travel needs still in the UK. She thinks we need to play up the safety of our destination due to all the terrorist activity around the globe. Value is very important so including things like breakfast is nice. Luxury market is very strong, and they feel that a great Holiday is a RIGHT for them. No follow up needed with Lisa since she is an in-market rep for GAW.	2024 IRU - Casper
America 4 You LLC	UNITED STATES	Met with Lena at IRU24 Casper. 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 well. Our main subject at IRU was about Montana not renewing the GAW contract with RMI. She says it's important that we stay connected to receptives and participate in IITA and especially the marketplace in 2025 in Salt Lake City. Member partners that are looking to contract with a receptive tour operator to reach the German market can contact Lena at lena@america4you.net	2024 IRU - Casper
Ustravel.nl	NETHERLANDS	Met with Jose at IRU24 Casper. They are a Dutch online tour operator specializing in USA and Canada. She says they are very busy with lots of RV rentals, back to nature is still strong. Their website offers fly-drive itineraries, accommodations, rental cars, motor home rentals, flights and some escorted tours but their main clients are the individual traveler and want customized tours. She said business since the pandemic is good, in fact they have doubled their staff. They are working with over 400 travel agents. They work with ATI, Tourmappers and RMHTours as International Inbound Receptives. Jose was at RMI Roundup in Missoula in 2014 so she got to see a lot of our area and LOVED it. She is working with accessible travel and wants one good ADA hotel in Whitefish, Kalispell and Missoula.	2024 IRU - Casper
UTAT	ITALY	Met with Arianna at IRU24 Casper. This is her 4th IRU. She was at IRU in Kalispell. The US has been a main destination since they began in 1934. They would like to improve their reach to the GAW region. They currently have escorted tours here, but more fly-drive itineraries are being requested. She had interest in the Blackfeet culture and Iron Shield Creative and Sun Tours. She wants to be added to blog and newsletters that go out from WMGC. They currently work with RMHTours, Team America, Tourico, Travelco and ATI. She asked to be added to our newsletter so that she can stay up to date on all of our offerings. GC partners can follow up with Arianna at arianna@utat.it	2024 IRU - Casper
Great American West - Benelux	NETHERLANDS	Met with Marjolein Fraanje at IRU24 Casper. She is our RMI representative who coordinates the marketing efforts on behalf of the Great American West in Benelux (Belgium, Netherlands, Luxembourg) People of Benelux get 30 days of vacation each year and usually take 14 days per vacation. US is still the #1 long haul destination. They get a salary bonus every May of 8% and travel is what they want to spend it on. Ranches, cowboys and nature are very popular. They utilize the internet for inspiration then call on either a tour operator or travel agent to book their travel. She recommends a landing page on our websites in the Dutch language so that they feel welcome, but not critical since most speak English. They are looking for a unique experience (something different than all their friends are doing, for bragging rights) They are going to smaller tour operators to get that unique experience instead of the larger cookie cutter vacations. No follow-up is needed for our Glacier Country partners at this time.	2024 IRU - Casper
RMI - Nordic	DENMARK	Met with Hanna at IRU24 Casper. Hanna is our RMI representative for the Nordic region. They are a marketing company specializing in international travel. That is (Sweden, Norway, Finland, Denmark, Iceland) has a population of 25 million people and they have 5 to 6 weeks of vacation each year plus 11 paid holidays. The US is still the #1 long haul destination with Thailand #2 and numbers of bookings are down for both. Digital influencers are very important to the Nordic visitor Their economy is steady. They travel more than other European countries and will forgo a new car to travel abroad. They are looking for cultural experiences that are personalized. Last year she visited Lolo, Missoula and Helena with Vivien. They stayed in Kalispell (Sherman Lodge), Whitefish (Lodge at Whitefish Lake and Firebrand), and visited Glacier National Park before flying home. She loved MISSOULA. No follow up needed since she is an in-market rep and we are done with GAW for FY25.	2024 IRU - Casper
Simi Reizen BV	NETHERLANDS	Met with Robbert at IRU24 Casper. This is his first IRU, but has been to the region before. He has hiked the highline trail in Glacier. His company offers tour from Calgary that includes GNP, Helena, Big Sky. Young clients - ages 18 to 32. All are groups ranging from 15 to 55 ppl. Travel independently as fly drives but get together at same location in evenings as a group with tour leader. Interested in short hikes of 1.5 hours. Their tours always focus on culture, nature and activities and immersive experiences. Do not work with inbound operators. Please send him itinerary ideas. Will follow up with itineraries.	2024 IRU - Casper
Scenic-roads	UNITED STATES	Met with Emmanuelle at IRU24 Casper. I have met with Emmanuelle at GWS over the years. This is her first IRU. They offer tours for French clients. She is in Las Vegas and is now working with RMHTours for some clients. She remembered my blogs about slow travel and student travel and reads them all religiously. No follow up needed at this time.	2024 IRU - Casper

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Travelbag	UNITED KINGDOM	Met with Geoff at IRU24 Casper. Travelbag is a leader in worldwide travel from the UK to Asia, Australia, North America, Middle East, Latin America, the Caribbean and the Mediterranean. They sell directly to the consumer through call centers and travel experts. Their client is 45 years old+, affluent, FIT and motorhome self-drivers. They are interested in cultural tourism. They currently have interest of 30,000 people to the US and need more product than California to sell. Geoff has been with the company for over a year and has added new product and lots in our region. They won best tour operator to the USA and Canada and Luxury tour operator. They went from 6 shops to 9 this year. 62% are adult couples, 19 group adults. Soon will have direct connect to Marriott to book international. He attended the UK FAM after IRU. LOVED the Glacier Distillery Huckleberry Whiskey. He was genuinely interested in the tourism products and LOVED the silos and Roam Beyond we stayed in. He is planning to create a Montana page and then regional pages then community or city pages. He must work with a receptive to easily book his clients into the area. They work with RMHTours as our area receptive. He wants to come stay at Clydesdale Outpost with his husband Kevin.	2024 IRU - Casper
Les Ateliers Du Voyage	FRANCE	Met with Bertrand at IRU24 Casper. This is his 3rd IRU. He explained that my name Picard was around BC. 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 to MT 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. He meticulously selects unique lodging and activities so they can curate the trip of their dreams.. He utilizes Rocky Mountain Holiday Tours as his receptive for his clients in our area. No follow up needed.	2024 IRU - Casper
Enjoy Destinations	ITALY	Met with Roberto at IRU24 Casper. Enjoy Destinations is an Italian TO specializing 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 said that 2024 went well but they did have some problems with some of the indigenous tribes not following through with what they had discussed. He knows we can't do anything about that, but wanted to let me know. He was interested in ISC and adding that to his website. They are working with Rocky Mountain Holiday Tours for bookings into the Great American West region.	2024 IRU - Casper
Polyresor	SWEDEN	Met with Kimmo at IRU24 Casper. Travel Zmart is a personal travel agency (I'm not sure if Polyresor is the parent company or if they have changed their name. They offer both FIT and group travel to all corners of the world. They have never sold our region before, he says people don't know about our area. He continued to do 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. He wants to be included on our blog distribution and newsletter. I will follow up. Not currently working with our receptives, books on their own.	2024 IRU - Casper
USA Travel	BELGIUM	Met with Olivier at IRU24 Casper. They are our 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. He said that requests for Montana and the region are down, but thinks that is due to the strong dollar. Very interested in anything with nature, ranch stays and wanted to know if we have guest ranch FAMs. Working with Rocky Mountain Holiday Tours.	2024 IRU - Casper
Alidays	ITALY	Met with Giuseppe at IRU24 Casper. 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. Their 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 receptives.	2024 IRU - Casper
Meeting Point North America	UNITED STATES	Met with Andrea at IRU24 Casper. They are a full service receptive tour operator. Looking for lodging in Montana prefer 3.5 star properties and above. Working with Delaware North and Xanterra so would like to contract with other accommodations and would love itinerary suggestions. She is looking for partner connections. Please respond to Andrea if you are a lodging partner and want to be included in their international tariff. andrea.larubbio@meetingpointnorhtamerica.com	2024 IRU - Casper
Adventure World	AUSTRALIA	Met with Zoe at IRU24 Casper. One of the most well-respected tour operators out of Australia. This is Zoe's first tradeshow ever. She works with Kristy who will be at IPW. She would like more information on our winter product. Purchased by Travel Corp. This Australian company is seeing increasing interest in FIT tours (self/drive, multi-night stays) to the US. They think our region is a perfect fit for their company and that western National Parks are their best seller. She would like the sustainability blog sent to her. They use RMHTours and America 4 You, in our region as the receptive. They currently have a coach tour that starts in Edmonton includes GNP on down to Las Vegas. I will also send the virtual FAM pages to her.	2024 IRU - Casper
Ignite Travel Group	AUSTRALIA	Met with Kerryn at IRU24, Casper. The ignite Travel Group is Australia's largest travel distribution platform and Flight Centre's package procurement engine. They have been in business for 18 years and specialize in generating demand for multiple travel seasons, with average booking windows of six to 12 months. They focus on group tours with unique itineraries. Kerryn has lived in Chicago for 14 years. They currently don't work with receptives, but they will for our area. Did an overview of Montana. No follow-up is needed at this time.	2024 IRU - Casper
AEROGLOBE INTERNATIONAL / AMERIKAPLUS Benelux	NETHERLANDS	Met with Sander at IRU24 Casper. They are a 20-year-old company online travel organization operating in the Dutch and Belgian markets and specializing in travel to the USA, Canada and Africa. They are new to the GAW region, so they are here to learn about the offerings. It was his first IRU; his boss, who is the owner, came to IRU Boise and was very intrigued with the GAW. We discussed GNP, vehicle reservations, Blackfeet tourism, ISC, Whitefish, Kalispell lodging options, Flathead Lake and Reservation, Missoula lodging, and Yellowstone series in Bitterroot Valley. He would like me to send him our itineraries. Currently working with RMHTours, Travalco and ATI as receptives.	2024 IRU - Casper
Do-USA	NETHERLANDS	Met with Jan at IRU24 Casper. They are a small tour operator offering tailor-made trips to the US by car, RV or motorcycle. Jan has visited Montana before and this is his first time at IRU. They book direct. We did an overview of highlights in Montana. I will follow up with more specific needs from them.	2024 IRU - Casper
Westbound Travel	NETHERLANDS	Met with Peter at IRU24 Casper. They are a travel company with 4 travel agencies. They focused on Florida for years, just recently expanding to other destinations in the US. This was his first time to the GAW region and has not visited Montana. We did an overview of GNP, Flathead Lake, indigenous culture, Missoula and of course Yellowstone series. He wants to be added to our blog and newsletter lists.	2024 IRU - Casper
Tioga Tours	NETHERLANDS	Met with Marnix at IRU24 Casper. They specialize in the US and Canada. They also have a label Fly to the West. Most all are self-drive packages including all components, car rental, lodging, ticketed attractions. They do work RMHTours, Tourico and Travelco. this was his first IRU and 1st time to the US. We did an overview of Montana and he would like me to send him itineraries and also sign up for our blog and newsletter.	2024 IRU - Casper

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Joker Reizen	BELGIUM	Met with Ludwig Verbruggen at IRU24 Casper. 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. They work with adventure travelers. He asked about staying in park lodges, and I told him RMHTours has some connections. He was interested in Under Canvas and other unique lodging options. We did an overview and spent some time on the reservation system in GNP, They work with RMHTours.	2024 IRU - Casper
Rocky Mountain Holiday Tours	UNITED STATES	Met with Crystal at IRU24 Casper. 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 the 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. Chris is the owner and has spent time in our region on FAM tours and invited to talk at educational sessions. Hideki specializes in working with unique lodging and hotels in the region. We are working through the vehicle reservation system with GNP. Tough deal for international visitors who book way in advance to not know if they have a ticket in until 120 days out. Requesting a 3rd party access to companies like RMHTours. Crystal is at IRU looking for new activities and attractions to contact with for international visitors to do while here. ALL GLACIER COUNTRY PARTNERS THAT WANT TO ATTRACT MORE INTERNATIONAL VISITORS OR WORK IN THE INTERNATIONAL ARENA NEED TO FOLLOW UP WITH Hideki, Crystal or Chris@RMHTours.com They are the experts in the Rocky Mountain region.	2024 IRU - Casper
Cheval D'Adventure	FRANCE	Met with Heloise at IRU24 Casper. Cheval D'Adventure is a tour operator specializing in horse back trips. They offer riding trails, pack trips, clinics and ranch stays, cattle drives and other general tourism trips all over the world. They currently work with RMH Tours and America 4 U as the US Receptives in our area. If you are a Glacier Country Tourism partner and have a product that focuses on this type of client you should follow up with Rocky Mountain Holiday Tours to be apart of their offerings in Glacier Country for international visitors who stay longer and spend more.	2024 IRU - Casper
Marco Vasco	FRANCE	Met with Claire at IRU24 Casper. Claire is new to MV and it was her first IRU to the region. 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 she 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 an overview of the region especially the GNP activities to help sell the area. The best way to work with this operator is to be in touch with RMHT as a receptive in the Rocky Mountain region.	2024 IRU - Casper
Cercle des Voyages	FRANCE	Met with Antony at IRU24 Casper. They are a French B2C tour operator known for expertise in creating customized travel experiences. Personalized and unique travel experiences tailoring to clients needs makes each journey memorable. They currently work with RMHTours ATI and AlliedTPro for receptives. We did an overview of the region with an explanation of unique lodging like, BaseGlamp, Under Canvas, Wondercamp and other unique properties. Working with RMHTours is the best for this company.	2024 IRU - Casper
MESO Reisen GmbH	GERMANY	Met with Katja at IRU24 Casper. She attended IRU in Butte in 2006. They are a German wholesaler offering travel to North America but also to Asia, Australia, New Zealand, Central & South America and Africa. They sell mostly FIT, fly-drive, B&B, motorhome, lodges and resort packages. Some escorted tours and some group tours. They work with RMHT in this region.	2024 IRU - Casper
CRD International	GERMANY	Met with Mareike at IRU24 Casper. - CRD Touristik's main business is FIT, tailor made fly-drive to USA and Canada. They research out adventure travel, resort/ranch/lodge vacations, private home rentals, train transportation, and coach tourism. Usually the ages are for adults 40 - to 65 and the days on holiday are 20 days. They work with America 4 You, RMHTours, ATI, Travalco, for lodging and packages.	2024 IRU - Casper
T.r.u.e. America GmbH	GERMANY	Met with Tamara at IRU24 Casper. TRUE stands for Travel. Real. Unique. Experiences and is a TO for individual travels to the US and Canada. They specialize in FIT, coach and cruise and tours in sports, cruises, theme park and event travel. They started during COVID so are very new. They want people to experience their personal American Dream. They target young adults (31 is the average age) and families from Germany, Austria and Switzerland. Working with New World, ATI, Tour Mappers and soon with RMHTours so they can book in the region.	2024 IRU - Casper
Tourlane GMBH	GERMANY	Met with Deborah at IRU24 Casper. They are an online tour operator in the German speaking markets of Germany, Austria and Switzerland as well as France and Belgium. They are able to use tech to help personalize multi day trips offering once in a lifetime adventures. They currently work with ATI and New World Travel for receptives in the US. she requested to be added to our blog and newsletters.	2024 IRU - Casper
Umfulana GmbH	GERMANY	Met with Elke at IRU24 Casper. They are a tour operator based in Germany. They only work with FIT customized tours. They only do customized tours directly with properties (no receptives) that are smaller and specialized and are managed by the owner. This includes bed & breakfasts with just 2-3 rooms that offer that unique charm. They focus on the moderate to high end and would like information on those types of accommodations in Glacier Country. They do not require blocks of rooms since they book way in advance for specific dates. They usually book from 2 nights to 3 week stays. I've sent her a link to our website that lists these accommodations and told her to contact me when she gets a request for Montana to help put them in touch with the right property or people.	2024 IRU - Casper
United Airlines	FRANCE	Met with Christian at IRU24 Casper. He is from Rome, Italy, and he was at the table with Annalisa. United is one of the most dynamic airlines in the Italian/French market and works closely with trade partners, offering trade training, promotions, and share market study and statistics. No specific follow up is needed.	2024 IRU - Casper
Go Cruising Travel Group Sweden	SWEDEN	Met with Marielouise at IRU24 Casper. They focus on pre and post programs after cruises and their main customer is the senior market. She is at IRU to learn more about how the GAW could fit into this plan. Clients are traveling along way to cruise, so to tag on a trip inland is easy. They do not currently work with any receptives and book all direct. We did an overview of Western Montana. No follow up needed at this time.	2024 IRU - Casper
BIG Travel	SWEDEN	Met with Mattias at IRU24 Casper. Big Travel is one of Sweden's three largest travel agency with 24 stores in the country. The store sells a lot of tailor-made travel all over the world. The US is the largest destination for them, but our region is still unknown. I did an overview and talked about GNP, reds, Sun Tours, Blackfeet Heritage Center, GPBC, SMO, GGMR, and other outfitters for WW rafting. WMR, Whitefish main street, Kalispell hub and spoke location, Bigfork, Flathead Lake, Flathead reservation, NBR, Missoula, Bitterroot and Seeley-Swan valleys. He was impressed with all we have to offer. Wants to be added to blog and newsletter distribution.	2024 IRU - Casper

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Aventura	FINLAND	Met with Sami at IRU24 Casper. Originally Aventura provided small group tour-led programs to Latin America. It has expanded quickly to the rest of the world and today they are the largest Finnish tailor-made tour operator. He has never been to the region before so it was all new to him. Currently Fin's are going to the major cities and Utah for the parks. He sees visitors moving into our area soon. Clients are 20 to 60 in age and active. We did an overview of Western Montana. No specific follow up now. H wasn't connected to any US receptives as of yet.	2024 IRU - Casper
North America Travel Service	UNITED KINGDOM	Met with Karen at IRU24 Casper. They cover all 50 states, and specialize in 4 and 5 star luxury properties. They aren't doing a lot in MT mainly in Billings and Bozeman due to YNP. Ranch stays are on the rise. They are currently only contracted with the Ranch at Rock Creek and are looking for more luxury hotels. I mentioned Clydesdale Outpost. They feature Glacier NP in their Canada catalog. We discussed working directly with the ranches and he is willing to do this. He is also looking into Missoula properties. Working with Rocky Mountain Holiday Tours is the best for WMGC partners.	2024 IRU - Casper
American Holidays	IRELAND	Met with Jackie at IRU24 Casper. An Ireland tour operator for over 35 years. Plan FIT for 25-50 age group, families and adventure 55+ to the USA, Canada and the Caribbean. All trips are custom and soft adventures, with a repeat clientele of 33%. The over 40's have hit the USA Bucket list, looking for Mild to Wild. This market is seeing a lot of YNP on the BBC. Her counterpart, Bladhana, spent the last year since she attended a FAM to Glacier Country focused on itineraries for the PNW. They have a 12 night itinerary just for NW Montana in and out of Seattle due to the direct flight from Dublin. They work with America 4 You, ATI, Bonotel and TourMappers as US receptives.	2024 IRU - Casper

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