



Trade Show Report

International Roundup – Casper, WY

April 19 – 22, 2024

Montana Representation:

- Western Montana's Glacier Country – Debbie Picard
- Destination Missoula – Kara Bartlett
- Travelers' Rest Preservation & Heritage Assoc.– Molly Stockdale
- Visit Billings – Aly Eggart
- Yellowstone Safari Co. – Ash Tallmadge
- Visit Helena – Brandon Pendergast
- Visit SE Montana – Brenda Maas
- Erck Hotel Group – Stefan Cattarin
- Under Canvas – Stephanie Timmerman
- Town Pump Hotel Group – Paula Raurk
- Great Falls Montana Tourism – Kali Jean Tuckerman
- Sun Tours – Derek DesRosier/Rachelle Brown
- Western Pleasure Tours – Tish Losure

Overview:

- 29 tour operators, 3 US receptive tour operators, and 7 GAW reps from France, Italy, UK, Germany, Benelux region, Nordic region and Australia. These tour operators specialize in group travel, FIT, and fly/drive programs.
- Western Montana's Glacier Country met with all tour operators and reps for 10-minute appointments.
- Montana will be unable to participate in the next IRU in Rapid City due to withdrawal from the 5-state consortium.
- A week before the conference, we were informed that the Montana state tourism office had withdrawn from the Great American West, five-state consortium for FY25. It really was the talk of the conference, and it took at least 5 minutes of the 10-minute appointment to try to explain why when I didn't understand myself. This was very disruptive to being able to promote Western Montana and our partners. I hope that Destination MT finds the ROI that they need to return to the GAW, as it is the best marketing program for the money for our region.