

INTERNATIONAL TRADE SHOW REPORT

Company Name	Company Country	Notes from Show	Show
Adventure Destinations	AUSTRALIA	Wants access to DAM. No experience with Montana. Has worked with RM Holiday Tours. Fly into SF or LA.	2025 IPW Chicago
Doets Reizen	NETHERLANDS	Love Glacier. Work with some RTOs and also deal directly with venues and activities. Like camping with comfort. Share campground updates. Interested in biking the GTSR.	2025 IPW Chicago
REIMATours	ITALY	Interested in Dude ranch stays. Would be a great contact for MT Dude Ranchers Association.	2025 IPW Chicago
America As You Like It	UNITED KINGDOM	Do fly drives, interested in ranches, do Calgary down through the parks, interested in fishing	2025 IPW Chicago
Fly2America.de	GERMANY	Came to Kalispell 6 years ago. Also a travel agency. Coming with a group interested in Native culture and nature. Either flying in to Rapid City or Minneapolis and coming across on I-90. Turkey is actually their top destination right now with the friendliness there.	2025 IPW Chicago
UStravel.nl	NETHERLANDS	Work with RMH tours. Lots of animosity toward US on social media. Not necessarily going to Canada more, but Asia or other destinations. RV rentals are a big part of business. Want help with promoting Montana. Need images, would like to do marketing campaign on Montana. Working with BrandUSA and working on website with top attractions and itineraries and would like new Montana info and content.	2025 IPW Chicago
Meridia Reisen	GERMANY	Work with only FIT. Looking for nature and history and road trips. Fly into Billings or Bozeman or Vancouver. Offer Canada to Montana itinerary through parks in 21 days. Have site that gives interactive map with imagery, videos. Will send proposal for us to buy into if we want.	2025 IPW Chicago
Billabong Tour Operator	ITALY	Small tour operator based in Florence. FIT to Canada, Caribbean, Mexico, Australia, South Africa and USA. In the US, specifically national parks.MT/WY are easier to sell in Italy due to Yellowstone and Glacier. Repeat want Western Montana. Wanted to know more about indigenous. talked Indigikitchen and Iron Shield Creative, First Peoples Buffalo Jump. Also, how to find rodeos throughout the summer.	2025 IPW Chicago
Drivetravel Co., Ltd	KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	Has Glacier and Yellowstone itineraries for 5-6 nights. Clients use cars or RVs. Would like new suggested stops between parks. Interested in rodeo events, would like photo/video content. Coming to MT in August with clients. The Jasper fire in CA has created more opportunities for NW Montana.	2025 IPW Chicago
Argus Reisen GmbH	GERMANY	Worked with RMI. Works with ranches. Just missing an in-country rep - would appreciate webinars. Want authentic working ranches - any new ones where people can chase cattle. Send along ranching link on VisitMt.com. Loop in with Dude Ranchers Association. Want new attractions on where to go. Send along new imagery, as well.	2025 IPW Chicago
LeBeau Reizen	NETHERLANDS	Canada is hot right now for travelers. Also, would like new imagery. (this is the hilarious guy who was on crutches)	2025 IPW Chicago
En Route Travel Canada	CANADA	Focus on RV rentals. Do campgrounds instead of hotels. Send to Glacier, Missoula, Yellowstone, Butte, and Powell. Wants new activities, campgrounds, wanting to connect Missoula to Portland.	2025 IPW Chicago
Style in Travel	NETHERLANDS	Style in Travel purchased GoAmerika making them one of the leading USA specialists in The Netherlands. They offer tailor-made holidays to the USA and several other destinations through a collection of niche tour operators. They focus on self-drive itineraries to lesser-known destinations or like to show clients the other side of popular destinations. They aim to offer clients a local experience by adding unique excursions and staying in characteristic accommodations. Have Dutch clients, couples, age 55+ or families, business class. Offer fly drives of 3-4 week itineraries. Like unique lodging and local experiences. These are repeat travelers, not always requiring top-level stops, like to promote higher end, and are interested in guest ranches. She thinks we need to get FEAR out of peoples minds. She wants to make a video of each of us saying "Hi, from Montana. We love Dutch people." She would love partnership marketing opportunities.	2025 IPW Chicago

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Luxury Escapes	AUSTRALIA	Interested in Rodeo, ranch life, and high-end accommodations for the luxury market. Interested in access to DAM. Interested in opportunities for FAM, editorial, advertorial and has it's own TV show.	2025 IPW Chicago
American Holidays	IRELAND	Visited on a FAM to the Flathead after IRU in Casper. Developed an itinerary with a direct flight into Seattle, then over to Western Montana. Loved hearing about the new trade office in Ireland. She said Julieann is in the trade office. She wants more updates on what's happening in Montana.	2025 IPW Chicago
Scenic-roads	UNITED STATES	Group/FIT wants options for itineraries from Calgary to Seattle. Road trip ideas.	2025 IPW Chicago
Amtours	GUATEMALA	Interested in Glacier and NW Montana as well as other national and state parks. Tours are 7+ days in market.	2025 IPW Chicago
Teamamerica	UNITED STATES	Receptive operator working with IT/SP/Ger/UK/Aus. Is interested in new imagery and itineraries. Interested in Indigenous.	2025 IPW Chicago
Travelbag	UNITED KINGDOM	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. 62% are adult couples, 19 group adults. Soon will have direct connect to Marriott to book international. He attended the UK FAM after IRU in Casper and produced a Best of Montana tour. Wants to be kept up-to-date of tourism related things.	2025 IPW Chicago
Konrad Travel	ITALY	Clients are interested in rodeo and tribal. The client knows the Montana product extremely well. The client is interested in FAM tour opportunities and can support PR efforts in Italy. The client is interested in Coop Marketing campaigns in Italy and a presentation on MT to use for operators. The client would also love an in-person presentation in Rome or as part of a trade mission. The New Seattle to Rome flight is exciting!	2025 IPW Chicago
Go2travel	SWITZERLAND	Works with Rocky Mtn Holiday Tours. US and CAN FIT tours. Wants event listings, rodeo and cultural events. Customers are usually repeat visitors to region.	2025 IPW Chicago
USA Spesialisten	NORWAY	Already doing a lot of fly and drive packages in Montana. Do tailor-made itineraries. Mainly use ATI and RMH tours. Having anniversary in Minnesota for the first Norwegian immigrant in the US. Can get folks to travel west into MT after this event. Politics and press affect their travel. Travelers are independent in Norway and like to do their own research.	2025 IPW Chicago
Little Travel Europe	NETHERLANDS	Small scale. Do direct bookings with rental cars. Generally stay two to five nights. Want to connect Denver, Indigenous experiences, Lewis & Clark history, Yellowstone, and Bitterroot Valley. Send along info for Yellowstone lodging. Debbie reaching out about Stoner Creek Cabins and Flathead Lake lodging.	2025 IPW Chicago
Enjoy Destinations	ITALY	He is looking for an RTO to work with for small groups. He struggles with groups since hotels need 10 rooms to consider them a group, but airlines only need 10 or more people. Their groups are typically 12-14 people. He is interested in hiking and sightseeing. He prefers Italian-speaking tour guides. I introduced him to Jason at Southwest Tours.	2025 IPW Chicago
Exciting West	BELGIUM	Has YNP experience and would like to break into the GNP market. Would like shoulder season info for both parks. Has a coffee table book that they need updated Montana images for.	2025 IPW Chicago
Audley Travel	UNITED KINGDOM	Canada is up, US is down since March/April. Focus on luxury. Ranch stays a hot topic for folks in Boston. National Parks are of interest to folks in London. Generally, they come for two weeks. 25% down overall but doing okay. Working with RMH Tours for RTO. Interested in spring and fall travel. Do FIT with older clients that come for the scenery. Interested in winter, but only in Big Sky area - nervous about travel in the winter. Sales fam heading to Glacier at the end of June and staying in Whitefish. Coworker Meg is coming in July to Bozeman and Gardiner and heading to Jackson. Send along recommendations for high-end stays near Yellowstone. Send along imagery.	2025 IPW Chicago
Marco Vasco	FRANCE	Uses an RTO. Not as many bookings because of current administration. No cancellations, just no new bookings. Thinks we should promote how safe and peaceful Montana is. Looking for upscale ranches. Reach back out with ranch ideas and link to website. Send list of new accommodations and a one-pager of new info. Want to know of any promotions on lower rates - saw an ad on Yellowstone offering low rates right now.	2025 IPW Chicago
FDM Travel	DENMARK	Interested in Whitefish and Glacier itineraries and lodging. Interested in itineraries with Car/RV/Bike road trip opportunities that are off the beaten path, that are 14-18 days in length. The booking window is 6-9 months. Largest USA travel provider in Denmark.	2025 IPW Chicago

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AEROGLOBE INTERNATIONAL / AMERIKAPLUS Benelux	NETHERLANDS	Would like sample MT itineraries and content for social media posts. this would include video and written content.	2025 IPW Chicago
Travel O Holidays	INDIA	India-Interested in FAM opportunities. FIT-12-14 people. Trips focus on two states with 2-3 premier destinations (NP's, etc.) Self-driving trips that have 5-6 night itineraries. EU is difficult for Visa's, so USA is logical for Indian market.	2025 IPW Chicago
Bonotel Exclusive Travel	UNITED STATES	Want ranches and glamping. Interested in Paws Up. Send ranches link from website. Based in Las Vegas and represents west. He is the Bonotel west rep. They are diversifying right now beyond just high end luxury. They never go below 3 stars unless it's the only option and the point is to be "rustic." Don't work with all TOs - picky. Concerned about national parks cuts. Already getting 2026 bookings. Doing Yellowstone RV trip. Had numbers grow in 2025. There is interest in Yellowstone, Billings, Bozeman, Helena, and Kalispell. They are growing in the Latin America and Australia markets.	2025 IPW Chicago
American Affair	UNITED KINGDOM	Glad we're marketing with BrandUSA. Works with America for You and RMH Tours. Has itineraries in Glacier, Missoula, Helena, Gardiner, Billings, and West Yellowstone. Up 45% to Montana Needs help with product development and selling ranches. Need training with webinars and imagery. Would love a fam tour.	2025 IPW Chicago
Joker Reizen	BELGIUM	Can do campaigns with them. Clients fly into Salt Lake. Doe Beartooth through Billings. Needs more activities to showcase like horseback riding, soft adventure. Road trips - trips are usually three weeks. He trains colleagues on USA. Slower travel that's off the beaten path. Interested in winter options and recreation. Where to rent snow gear?	2025 IPW Chicago
T.r.u.e. America GmbH	GERMANY	Do tailor-made trips. Interested in Yellowstone. Works with RMH tours.	2025 IPW Chicago
Globus Family of Brands - Globus, Cosmos, Monograms, Avalon	UNITED STATES	Interested in Big Sky restaurants; want dinner experiences at ranches, but not overnight stays. Send this info along. Mentioned Last Chance Wagon Rides. Follow up with info on Helena. Can't support flyfishing with company's animal policy	2025 IPW Chicago
Motorhome Trips	BRAZIL	Works with Cruise America for RV rentals. Already sending groups to Bozeman and Billings for Yellowstone - interested in expanding to Glacier. Debbie gave info and will send along RV itineraries for Glacier.	2025 IPW Chicago
Major Travel	UNITED KINGDOM	Work with ATI and RMH tours. Work with ranches, would like to hear about more opportunities to expand that and outdoor recreation. Want to learn more about MT with webinars. All FIT and tailor-made. Will have destination specialists that need trainings. Send imagery and webinar.	2025 IPW Chicago
Abgrazanwelt	AUSTRIA	They specialize in motorcycle and rental car trips throughout the US, focusing on lesser-known sights. They also do guided motorcycle trips to national parks. They also started theming—bourbon tour from Chicago to Kentucky to Tennessee. We did an overview of Montana and how scenic our roads are for bikers. He was interested in the Glaciers to Geysers concept. He wants links to guest ranches and our motorcycle itineraries. I do not see which receptive they work with at this time.	2025 IPW Chicago
Ti.Es.Bi	ITALY	Wants us to be a member of VisittheUSAItaly - Mia Hezi is rep, mhezi@aviareps.com. Costs \$850 a year to be a member. Wants us to be more present in the Italian market. Italy is up right now. Want webinars to train TOs. Need trade content for B2B. Italians spend more. Need content for itineraries. Send imagery.	2025 IPW Chicago
The Internet Traveller	UNITED KINGDOM	Works with many RTOs: RMH, Tour Mappers, Viant. Work with luxury clients. Interested in Western experiences, Yellowstone, ranches, and working on a Wild West itinerary. Send examples of western experiences to add to her itinerary.	2025 IPW Chicago
Chris Watson Travel	AUSTRALIA	Interested in Yellowstone itineraries for Motorcoach and Western lifestyle.	2025 IPW Chicago
American Sky	UNITED KINGDOM	Email images to her; interested in "calm-cations" for her clients	2025 IPW Chicago

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Objectif Partir	FRANCE	Wanted marketing with Visit Montana. Can do advertising with a landing page on socials, banners, newsletters.	2025 IPW Chicago
Jetset	UNITED KINGDOM	Knows Lisa Cooper. Knows about Yellowstone. Needs an overseas rep to train his TOs. 57 years and doing well. States coming back into interest after dip in March/April. Booking basket allows people to now zip to other locations in one trip, like Montana. Wants imagery. Wants training webinar.	2025 IPW Chicago
Goway Toronto	CANADA	Works with groups, not larger than 17. Tailor-made trips. 12-18 months lead time for booking.	2025 IPW Chicago
PoPo Travel Service Ltd	CHINA	Receptive tour operator. Interested in Glacier and Yellowstone NP as well as state historic and tribal sites.	2025 IPW Chicago
ITG Companies	NETHERLANDS	Luxury and boutique accommodations, Big Sky resort, and high-end golfing, Paws Up, Ranch at Rock Creek, Sage Lodge.	2025 IPW Chicago
A Joy Tour LLC	UNITED STATES	Interested in Yellowstone winter ideas-Snow coach, etc.. Unique activities like Dino Trail and Sapphire mining. Leisure Market	2025 IPW Chicago
Best4Travel	AUSTRIA	Do tailor-made US trips. New with Montana. Would like imagery and one-pager info on Montana as well as some trainings. Connect with Julie Ann, Ireland Embassy for US Commercial Services, to discuss how to loop in business attraction/trade office with tourism (and loop in Katie Willcockson)	2025 IPW Chicago
HolidayPirates	FRANCE	Large OTA platform. Has content development partners for many US destinations. Philadelphia, Orlando, Memphis, etc..Would be interested in content partnership/campaign with Montana. Could include blog and paid opportunities. Similar to TravelZoo W/ newsletter, awareness and direct booking options in GER,UK,FR,NL. Can discuss cost at follow up. This is for the state.	2025 IPW Chicago
Saxentours	SWEDEN	Interested in rodeos and western experiences - send along info. Coming in September.	2025 IPW Chicago
HolidayPirates	FRANCE	Works with TOs. Can send info or do pay-to-play or email marketing with good analytics. Has a travel deals and an inspiration site, 15 million followers in Germany, UK, France, and Italy. Good for people who don't know what they want to do. Loves to find hidden treasures and promote them.	2025 IPW Chicago
CRD Touristik	GERMANY	Has 22 day itineraries for cars and 25 day itineraries for RV. Would love photo content for social media posts promoting Montana. Has magazine, newsletter and consumer marketing opportunities. Can individualize content and itineraries for us on their platforms.	2025 IPW Chicago
Travel USA		A United partner. Generally fly into San Francisco or Vancouver. Very new but have 250K travelers. Do ranches in MT. Has been to Glacier and has MT section on site. Do "ultimate" packages that are staying in one place and exploring around, and then "explore" packages that are staying and exploring around the state. Generally do stays from 9-14 days. Do 80% B2C and 20% B2B. Need help expanding explore package in Big Sky, Bozeman, and adding restaurants. Can pay them to get our info on their site - \$600 for a page about Montana. Can add in social media, too.	2025 IPW Chicago
Groupe Voyages Quebec	CANADA	Work with French-speaking seniors. Many don't speak English, so don't feel comfortable traveling alone without a tour guide. Working on cowboy trail itinerary - send recommendations. Concentrating on 2026. New to Montana and Wyoming. Would have them fly into Calgary and travel down.	2025 IPW Chicago
CS Tour	CHINA	Comes to YNP every year. Small groups limited to 8 people max. Clients love hiking. Would love more suggested hikes for people to take.	2025 IPW Chicago
Discover North America	UNITED KINGDOM	Member of RMI. Interested in ranches. Wants new itineraries and imagery. Clients are over 50, mature, and looking for outdoor, etc. Interested in webinars for TO training. Do tailor-made itineraries. Struggling with the fact that we left the GAW, especially with how they now need to update their website and link to something new. Send along the VisitMt.com page to link to.	2025 IPW Chicago

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Indelible Travel - Tales & Trails	NETHERLANDS	Interested in slow travel. More time in destinations. Interested in access to DAM and community itineraries.	2025 IPW Chicago
Exciting West	BELGIUM	Looking for itineraries. Same as Ruben Company	2025 IPW Chicago
Toundra Voyages - Windigo Adventures	CANADA	Needs contacts with hotels between parks. Wants to visit after IPW next year. Mostly sends to Yellowstone with flights from Salt Lake into Bozeman. Want a park-to-park itinerary. Works directly with hotels. Very into the National Parks.	2025 IPW Chicago
KUONI France	FRANCE	They stay in West Yellowstone, FIT only, and work B2B. They have 7 travel agencies, the largest in Paris. They wanted to know how to train agents on Montana and would like a webinar. The USA has always been in the top 3 destinations, but this year, it is down 20%.	2025 IPW Chicago
Bac Credomatic CR	COSTA RICA	Wants to expand and would love custom itineraries for Montana. Clients usually go for 5-10 days. Love the outdoors and nature. Love shopping. Want a skiing experience.	2025 IPW Chicago
CANUSA Touristik GmbH & Co. KG	GERMANY	They are one of the largest tour operators in Germany. They focus on flexible fly & drive and motorhome travel. They usually get MHome out of Calgary when they visit our region due to cost. CANUSA has been in business for over 40 years. They are waiting to hear from Brand USA for campaigns and chatted with Pat about some funds to do a marketing campaign. They are always looking for great local experiences for clients. Alberta is up for them 20%, so it bodes well for Montana.	2025 IPW Chicago
Freedom Destinations	UNITED KINGDOM	Looking for itineraries and images. Interested in ranch stays, national parks, and fam tours. Booking into 2026.	2025 IPW Chicago
AmeriGo	FRANCE	Amerigo is a French tour operator specializing in tailor-made itineraries. They work B2B with travel agencies all over France. Their FIT department works with USA and Canada customized "a la carte" itineraries. She wanted to know more about rodeos. Told her about Bash Rodeo in Columbia Falls, holding weekly rodeos at the Blue Moon throughout the summer. She also wanted images sent. Amerigo products are sold in more than 3,000 travel agencies throughout France. They will spend 2 weeks, 14 nights. They currently work with RMHTours in our area as the key US receptives.	2025 IPW Chicago
Travel Associates	AUSTRALIA	Focus on luxury. Also a travel agent. Want special experiences. Have lots of groups focused on fishing. Send fishing info.	2025 IPW Chicago
Intrepid Travel	AUSTRALIA	Responsible travel has always been at the core of what they do. Travelling means not just better trips for the visitor, it's better for local communities, better for wildlife and better for the planet. They focus on small groups (12 guests) that want to deal in stewardship of the place they visit. She said tour in MT are going well and was actually their best selling products in the past. They work with Alger and Blackfeet Outfitters. They have 800 itineraries around the world. She knew about a lot of our partners already but mentioned wanting an introduction to more. She wanted rural destinations, off the beaten path. She was having trouble with Crow and Bighorn Battlefield. Pat talked about Chief Plenty Coups State Park might be of interest.	2025 IPW Chicago
CamperDays GmbH	GERMANY	First IPW; small team. Do camper and motorhome rentals. Provide native-speaking customer services. Lots of first-timers on motorhome trips. Needs itineraries. Clients do an average of a 17-day stay. Usually fly into Seattle, Salt Lake, Denver, etc. Interested in Yellowstone. Not working with specific parks right now.	2025 IPW Chicago
Icelolly	UNITED KINGDOM	They have two brands, TravelSuperMarket which is 4/5 star itineraries and Icelolly that helps them find a holiday at the right price for them. She needed lots of overview of Montana. It was all new to her.	2025 IPW Chicago
Hays Travel	UNITED KINGDOM	They are one of the largest travel agencies with 510 branches all over UK. They sell B2C and B2B. They work with Brand USA on FAMs and campaigns. They have focused on Florida, South, Capitol region and now onto the West. Most are what they call silver traveler, 55 years old +. They work with RMHTours and ATI as receptives.	2025 IPW Chicago
Abercrombie & Kent	UNITED KINGDOM	Will work with RMH tours. Owned by Cox & Kings - complements but not in competition with A&K. Setting up a North American program. Tailor-made TO. Experiential luxury - mass market. Not ultra-luxury. Building itineraries. Do fly/drive. Focusing on reasons to visit right now. Have slow traveling clients. Have itinerary through Yellowstone. Clients are 65+. Send images, webinar for TO training, and fact sheets to help with itineraries.	2025 IPW Chicago

Company Name	Company Country	Notes from Show	Show
Alan Rogers Travel - Caravan & Motorhome Club	UNITED KINGDOM	Works with Cruise America for RV rentals. Customers arrange themselves. Generally, stay for three weeks. Send itineraries and list of campgrounds. Wants tour through Yellowstone.	2025 IPW Chicago

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