



Trade Show Report

NTA Travel Exchange – Ottawa, Ontario, CANADA

November 8 – 12, 2025

Montana Representation:

- Western Montana's Glacier Country – Debbie Picard

Overview:

- Travel Exchange took place in Ottawa, Canada, where attendees gathered for the packaged travel event.
- In attendance were motor coach and tour operator companies.
- Western Montana's Glacier Country was matched with 21 tour operators for pre-scheduled 8-minute appointments during our DMO appointment sessions.
- Next NTA Travel Exchange: Tulsa, OK, November 15 – 18, 2026

Trends:

- The socio-political climate made Travel Exchange uncomfortable when meeting with Canadian tour operators.
- Canadians are not going to come to the US, or if they do visit, they are not telling other Canadians. Asked when they might return, they say in another three years, maybe.
- Many operators asked for our suggested itineraries. The most popular were the Canadian Rockies/Glacier National Park and Idaho tour itineraries.
- Many operators asked about the timing to visit and are open to visiting the park in September if the weather is still good.
- Difficulty with accommodation in and around the park and the expense of the states was an issue for some. A lot of attention is currently focused on international outbound.

Recommendations for 2026 and beyond:

- I had not been to TREX in 4 years. It was much smaller than I expected. Perhaps due to the Canadian location, but Oregon and Washington were not represented in force, unlike in the past. I had productive meetings, but I think every other year is sufficient for this show. Will consider for 2027.
- Tour operators are still looking for unique Western Montana experiences to offer their clients. Find creative niche tour ideas to sell to tour operators. They need to be hands-on, innovative, specialty, experiential, and behind-the-scenes.
- Our focus and push to shoulder seasons, especially September, for any group tours.
- It is vital to tie in how easy it is to include us on a larger itinerary, and we shared our newest MT/ID itinerary along with the Canadian Rockies, Yellowstone, Seattle, and Washington wine country.