

Trade Show Report
Rocky Mountain International, Roundup – Boise, Idaho
April 10-12, 2013

Montana Representation:

- Glacier Country – Debbie Picard
- MTOT – Marlee Iverson
- TBID Missoula – Mary Holmes
- Lodge at Whitefish Lake – Dawn Jackson
- TownHouse Inns of MT – Paula Ruark
- Butte CVB – Maria Pochervina
- BW Helena Great Northern – Carol Eichler
- Parade Rest Ranch – Marge Wanner
- Duncan Vezain's Horseplay – Kelly Vezain
- Helena TBID – Heidi O'Brien
- Southwest MT – Sarah Bannon
- Red Lion – Chuck Carter

Overview:

- 31 European tour operators, US receptive tour operators, and RMI reps from France, Italy, UK, Germany, Scandinavia, Benelux region, and Australia. These tour operators specialize in group travel, FIT, and fly/drive programs.
- Glacier Country Tourism met with 31 tour operators for 10 minute appointments.
- Next RMI Roundup is scheduled to take place in Montana in April (dates have not been set yet.) They will be sending out an RFP soon and we hope that Glacier Country can host next year.

European Travel Updates:

- Benelux Update (Mrs. Marjolein Fraanje) - People of Benelux receive 30 days of vacation each year and usually take 14 days per vacation. They utilize the internet for inspiration then call on either a tour operator or travel agent to book their travel. They are looking for unique experiences (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. Many Dutch tour operators are extending Canadian holidays to include the RMI region.
- France Update (Mr. Herve Duxin) - 35 French tour operators are bringing clients to the RMI region. He said that most of the French tour operators are utilizing Rocky Mountain Holiday Tours as a receptive operator. The French people get 5 to 6 weeks of paid vacation. Even though the euro economy has been in crisis, travel remains strong for the upper end, and the RMI region is trendy. The French are looking for niche and tailor-made trips to our region.

- Italy Update (Ms. Annalisa Mereghetti) - The Italians love to travel and they love to eat! The Italians get about 10 days of vacation per year. A trip to the USA is preferred destination and a trip to the RMI region is a very sophisticated trip. It is hard to book directly to the US, they need receptive tour operators to arrange. It's the more "mature" Italian traveler who comes to our region, maybe their 3-4th visit, and they are looking for a more authentic experience. Motorcycle tours are on the rise and travel to US is up 6% over last year.
- UK Update (Ms. Lisa Cooper) - She is our new RMI representative in the UK. She says that the outlook for travel to the US is positive, especially for the 55+ market (nifty fifty like adventure) They get 4 weeks of paid vacation per year. They are spending 36 million overseas on travel each year. Most use tour operators for booking their travel needs. After staying home for the Olympics most are ready to travel. 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.
- Germany Update (Ms. Rita Hille) - Rita Hille is our RMI representative in Germany and Janine Wolski, who attended this year is an account manager. Germany is the only European country that is not in a recession. Germans get 30 days of paid vacation a year and feel that travel is a RIGHT. There are far more FIT travelers and small escorted bus tours. Many Germans have been to the US and the RMI region is a return trip.
- Scandinavia Update (Ms. Tarja Koivisto) Scandinavia (Sweden, Norway, Finland, Denmark, Iceland) have 5 to 6 weeks of vacation each year. They are looking for cultural experiences that are personalized. They want to experience the locals and meet and talk to local people. They like the "off the beaten path" things to do.
- Australia Update (Ms. Caroline Davidson) – Australia's economy is the 13th strongest in the world and no recession. In 2012 visitation was up 8% to the US with over 1 million travelers, which is 1 in every 22 people. They are looking for active vacations with authentic experiences. Products that interest Australian tourists are National Parks, cowboy and Native Indian heritage and events, museums about history, ranch experiences, ski resorts and winter experiences, adventure activities, shopping and the RV and motorcycle rentals. High end corporate is also drawn to the RMI region.