



Trade Show Report Rocky Mountain International, Roundup – Sioux Falls, SD April 11 - 16, 2015

Glacier Country Representation:

- Glacier Country – Debbie Picard
- TBID Missoula – Mary Holmes
- Glacier Park Inc. – Jason St. Clair

Montana Representation:

- MTOT – Marlee Iverson
- TownHouse Inns of MT – Paula Ruark
- Butte CVB – Maria Pochervina
- Billings Hotel & Convention Center – Cheri Milne
- Virginia City Chamber of Commerce – Becky DiGiovanna
- Visit Billings – Vicki-Lynn Terpstra
- 320 Ranch and Resort – Susan Murphy
- Helena TBID – Heidi O'Brien
- Visit Southwest Montana – Nick Mann
- Southwest MT – Sarah Bannon

Overview:

As a Marketing Partner of RMI, Glacier Country attended the Summit Meeting on April 12th and listen to the proposals presented by each RMI overseas representative. Discussions included MegaFAM dates and structure, dates for next year's Roundup and RMI overseas tradeshow participation. This is the first year without Idaho and first year with North Dakota in the consortium of states.

- 26 European tour operators, 3 US receptive tour operators, and 7 RMI reps from France, Italy, UK, Germany, Nordic, Benelux region, and Australia. These tour operators specialize in group travel, FIT, and fly/drive programs.
- Glacier Country Tourism met with all of the tour operators and reps for 10 minute appointments.
- Next RMI Roundup will take place in Cody, Wyoming, May 3-7, 2016

European Travel Updates

- Benelux Update (Mrs. Marjolein Fraanje) – The economy has recovered and no European issues arose during the year. 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. Florida, NY and the west coast continue to be the most popular.

- France Update (Mr. Herve Duxin) – The economy is getting stronger in France. There are 65 million French. French people are booking more on their own to easy destinations like NY, Orlando but still utilize a tour operator for more unknown areas like our 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. Travel remains strong for the higher end, and the RMI region is trendy. The French are looking for niche and tailor-made trips to our region.
- Italy Update (Mrs. Olga Mazzoni) –The Italians love to travel and they love to eat! While they don't have as many travel days as other European countries their average spend on a holiday is the highest. The US is the #1 long haul destination for Italians. 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's the more "mature" Italian traveler who comes to our region, maybe their 3-4th visit to the US, and they are looking for a more authentic and experiential experiences. Motorcycle tours and honeymoon destinations are very popular.
- UK Update (Ms. Jenni Bridgman) – The UK economy is in full recovery. The outlook for travel to the US is positive, especially for the over 50 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. 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. They like to watch videos when researching on where to go for vacation.
- Germany/Austria/Switzerland Update (Ms. Susanne Schmidt) – There are 80 million people in Germany and the Germany forecast is for an increase in future travel. They have the strongest economy in Europe. 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 3rd or 4th trip to the US.
- Nordic Update (Ms. Tarja Koivisto) (Sweden, Norway, Finland, Denmark, Iceland) have 5 to 6 weeks of vacation each year and 11 days of paid national holidays. 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. US was voted the #1 premier destination.
- Australia Update (Ms. Caroline Davidson) – Australia's e#1 long haul destination. 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. The most popular months are May-October and December.