



Trade Show Report

Connect PNW – Seattle, WA - December 1 - 2, 2016

Montana Representation:

- + Glacier Country – Debbie Picard
- + 320 Guest Ranch (Big Sky) – Patty

Overview:

- + Connect PNW is a hosted buyer, appointment-only, reverse trade show. They worked to bring in the most active PNW association and corporate planners, suppliers and experts in the meetings industry. A total of 34 planners were in attendance.
- + Glacier Country Tourism was matched with 15 buyers for 6 minute appointments which wasn't nearly enough time to learn about what they needed and tell them about Glacier Country. So it was definitely a meet and greet and follow up later type of trade show.
- + The Montana booth was positioned well on the show floor with great visibility. Our walk up traffic was the best it has ever been.
- + There were additional times in the 2 days to network and speak to planners you connected with and meet some of those you weren't matched with.
- + We increased our database with 34 meeting planners.
- + Next Connect PNW will be held in Seattle at the new Hyatt Lake Washington in Renton in early December.

Appointments and projected ROI:

Several of the planners were in Seattle to find large meeting space. I connected with them on their corporate incentive needs with our luxury guest ranches. Several appointments had meetings in the 200 people range which is perfect for most of our convention hotels in our three hub cities. Several were looking for retreat locations as well. I did not leave with any RFP's but received one upon my return. I have followed up with all of the planners via email and will have to see about ROI.

Recommendations for 2017:

- + It takes consistency and continued exposure to build relationships with meeting planners. Connect has a massive marketplace but this show was the first time they had done a regional approach. They gave suppliers a discount because it was their first time doing it in this format. I've sent in my survey requesting longer appointments and refining a few things. Although next year it will be more expensive, it gives Western Montana great exposure to quality meeting planners in the Pacific Northwest. Our direct flights from Seattle and Portland were well received. Incentive planners do frequent the show which is good for our higher-end resorts and guest ranches, there are plenty of corporate and association planners as well. I recommend we attend again next year to build on the relationships developed this year and meet new planners.