



Trade Show Report
Select Traveler Conference – Nashville, TN
February 8 - 10, 2015

Montana Representation:

- Glacier Country – Debbie Picard
- Montana Chamber of Commerce was a buyer at the conference – Webb Scott Brown
- Farmers State Bank – Victor, MT – Lisa Roberts

Overview:

- Select Traveler Conference gathers loyalty program directors at one conference where they can learn about destinations around the world.
- Nearly 400 delegates attended Select Traveler Conference.
- Glacier Country was matched with 31 buyers for 6 minute appointments.
- Increased our database with 22 first time appointments.
- Next Select Traveler Conference: Little Rock, AR – February 7 - 9, 2016.

Trends:

- Financial institution customer loyalty programs are often perceived as an additional service to customers. It is a value added benefit if these programs are included without charge to the customer base. These institutions find that they can grow loyal and long-term customers with these programs. Clients perceive that the travel they receive with their bank or loyalty program will be a quality destination at a reasonable price.
- Most directors plan one or two international trip for their programs a year and then several domestic trips.
- Loyalty programs are far more prevalent in the southern and eastern US.
- New banks and or new programs were present this year.

Show Success and Recommendations for 2016:

- Several of these program directors had never been to Montana, Yellowstone or Glacier National Park. For others, it had been many years.
- Several of the domestic tour operators that sell their service to these directors, have an itinerary that some of the directors have utilized in the past. I will work with the operators to expand or initiate additional travel suggestions into their itineraries and let them know who was interested in booking a trip to Montana.
- TRIPS was the most common tour operator mentioned.
- TRIPS did a presentation at one of the breakfasts focused on Montana and said it is their #1 selling domestic trip and that it sells out every year. This gave me great credibility.
- There was a buzz about the Centennial for the National Park Service in 2016.
- New relationships were established at the 2015 conference and I was able to meet with several operators from last year as well. Several of those operators have tours planned for 2016. I recommend we attend Select Travel Conference 2016 to build on those relationships and see who has Montana and Glacier Country built into their programs for the future.