

# Trade Show Report

## Select Traveler Conference – Little Rock, AR

### February 6 – 9, 2016

#### Montana Representation:

- Glacier Country – Debbie Picard

#### 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 27 buyers for 6 minute appointments. 3 appointments were no show. So I had a total of 24 appointments.
- Increased our database with 13 first time appointments.
- After working this show for 3 years, I am recommending that Glacier Country take a break and focus on another opportunity and revisit this as an every other year attendance.

#### 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 mid-west, 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. Some were not familiar at all.
- 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- met with Christophe to give him our What's New and USB drive for additions to their itinerary.
- I am recommending that Glacier Country take a break from attending this show and focus on another opportunity and revisit this as an every other year attendance if budget allows.