

Trade Show Report

Go West Summit – Las Vegas, Nevada

February 6-9, 2012

Overview:

- Go West Summit is a gathering of international tour operators and American West suppliers who offer year-round products in a 13 state region – specializing in group travel and FIT fly/drive programs.
- Glacier Country had 24 appointments (attached) with tour operators from the UK, Germany, Japan, Belgium, Australia, and the US (specializing in incoming international visitors).
- The Montana Office of Tourism also attended. For copies of their leads, contact Marlee Iverson at miverson@mt.gov
- The tour operators showed strong interest in Glacier National Park, wildlife viewing, soft adventure, culture, unique lodging and activities.
- The next Go West Summit: Fort Worth, Texas – January 28-31, 2013.

Trends:

- In the American West, the states of WA, CA, NV, MT, AZ, and TX showed significant growth in Canadian visitation. Montana had the biggest comparative growth in Canadian visitors. Canada and the emerging markets spend the most in the US. The exchange is expected to stay near par – and Canada provides good “shoulder season” potential.
- Australia visitation has double digit growth to the US, especially the American West. The forecast growth is 94% from 2010–2016.
- China, of course, is the fastest growing global market. Forecast growth is 274% from 2010-2016.
- The UK and German visitation is expected to grow 24% and 27% (respectively) from 2010-2016.
- MTOT’s preferred receptive tour operator, Rocky Mountain Holiday Tours, reports business into the RMI region is very strong. Small FIT groups have grown by 20% over last year.

Recommendations for 2013:

- Pinterst is the fastest growing social media platform, up 512%. We can create suggested itineraries based on pictures.
- Develop and provide videos for our tour operator partners’ websites.
- Consider posting tour operator trips/deals on our Glacier Country website (that they can change/update).