

Trade Show Report
US Travel Association, IPW – Las Vegas, Nevada
June 9-12, 2013

Montana Representation:

- Glacier Country – Debbie Picard
- MTOT – Marlee Iverson
- MTOT – Pam Gosink
- Southeast Montana – Nick Mann
- Bozeman CVB – Daryl Schliem

Additional Representation with:

- Red Lion – Chuck Carter
- Rocky Mountain International

Overview:

- More than 6,400 total delegates including 1,300 buyers from more than 70 countries and 500 journalists. IPW is expected to generate more than \$3.5 billion in future travel to the US.
- MTOT purchased two booth spaces and the Montana delegates shared in approximately 60+ appointments with international tour operators and journalists for 20 minute appointments over 3 days.
- The Montana booth was very busy in comparison to our other Rocky Mountain state partners. International travel to the US is up and is expected to continue due in large part to the Brand USA campaign, ease of restrictions and turn-around time for VISA's. Montana is considered a unique destination for most international travelers and the mystery intrigues them. While international travelers are still visiting the "hot spots" like New York, LA, Las Vegas, Washington DC, there were far more tour operators that were familiar with Montana and were either offering product or looking for more information to add product to their current inventory. Yellowstone National Park has been selling internationally and is more well-known than Glacier National Park. However, US national parks are a desirable destination for the international traveler.
- There were several networking lunches and evening events that provided opportunities to meet and discuss Montana attributes to international tour operators as well.
- There is no other travel trade show that can connect Glacier Country to the reach of International Travelers like IPW does.
- The next IPW is scheduled to take place in Chicago, IL in April 2014.