

# *Glacier Country Trade Show Report*

*By Jan Watkins*

US Travel Association's  
International Pow Wow – Los Angeles  
April 21 – 25, 2012

**Exhibitors:** Marlee Iverson (Montana Office of Tourism), Jan Watkins (Glacier Country), Nick Mann (Southeast Montana Tourism)

**Format:** Three days of 20 minute appointments conducted at our booth. This is very busy, action-packed, high quality show with many qualified buyers.

**Overview:** We had 42 pre-scheduled appointments (out of a possible 44) -- and several unscheduled meetings with a wide range of buyers from around the world.

Two other booths helped represent Montana;

1. Bozeman Convention & Visitors Bureau
2. Rocky Mountain International (RMI) group which jointly represents South Dakota, Wyoming, Montana, and Idaho in several European countries and Australia.

## **What's New:**

- Brand USA – the USA is, for the first time, being represented by a tourism marketing board that will actually advertise and promote the USA in key international markets.
- The US Office of Travel & Tourism is projecting a 5.7% increase in overseas arrivals in 2012, and 31% by the end of 2015, based on the expectation that Brand USA's campaign will stimulate interest in the US as a destination.
- National Parks visitation is on the rise. Travel buyers, especially international tour operators are saying their clients have renewed interest in the USA national parks, particularly in the Rocky Mountain and the Southwest.