

**Trade Show Report**  
US Travel Association, IPW – Chicago, IL  
April 5-9, 2014

**Montana Representation:**

- Glacier Country – Debbie Picard
- MTOT – Marlee Iverson
- MTOT – Pam Gosink
- Southeast Montana – Nick Mann
- Bozeman CVB – Daryl Schliem
- Billings CVB/TBID – Alex Tyson
- Big Sky Chamber of Commerce – Kitty Clemens
- Big Sky Resort – Katie Grice

Additional Representation with:

- Red Lion – Chuck Carter
- Xanterra – Amy Dempster
- Rocky Mountain International

**Overview:**

- More than 6,500 total delegates including 1,300 buyers from more than 70 countries and 500 journalists. IPW is expected to generate more than \$4.7 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. 17 new operators added to our database.
- The Montana booth was very busy again this year. 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. This year we were hearing that the international travelers had been to the "hot spots" like NY, LA, Las Vegas and Orlando and they are now wanting more of an authentic or Real America visit. International operators from the traditional markets are very familiar with Montana and were either offering product or looking for more information to add product to their current inventory. Emerging markets such as Brazil and China were looking for information on the region. 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.

- RMI hosted an evening cocktail hour “Buckle Club” party and invited those operators that had been to Roundup in the past and had received a buckle. As a marketing partner, Glacier Country participated in sponsoring this event. It was well attended and a great success to get this additional time to network with the operators. Several are planning to attend Roundup in Missoula so this was a great opportunity to get to know them better and see them again soon.
- There were several other 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. I highly recommend we keep this show in our budget for 2015 and beyond.
- The next IPW is scheduled to take place in Orlando, FL May 30-June 3rd.