

Trade Show Report

Select Traveler Conference – Huntsville, AL

March 30-April 1, 2014

Montana Representation:

- Glacier Country – Debbie Picard
- Montana Chamber of Commerce was a buyer at the conference – Webb Scott Brown

Overview:

- Select Traveler Conference, formerly Bank Travel 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.
- Increased our database with 27 first time appointments.
- Next Select Traveler Conference: Nashville, TN – February 8-10, 2015.

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 international trip for their programs a year and then several domestic trips.
- Loyalty programs are far more prevalent in the southern and eastern US.

Show Success and Recommendations for 2015:

- Several of these program directors had never been to Montana, Yellowstone or Glacier National Park. For others, it had been many years.
- 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.
- Relationships were established at the 2014 conference. I recommend we attend Select Travel Conference 2015 to build on those relationships and see who has Montana and Glacier Country built into their programs for the future.