



**Trade Show Report**  
US Travel Association, IPW – Washington DC  
June 3 – 7, 2017

**Montana Representation:**

- Destination Missoula – Mary Holmes
- MOTBD – Marlee Iverson
- MOTBD – Kim Birrell
- Helena TBID – Heidi O'Brien
- Southeast Montana – Brenda Maas
- Billings CVB/TBID – Stefan Cattrin
- Big Sky Chamber of Commerce – Dan Martin
- Town Pump Hotel Group – Paula Raurk

**Additional Representation with:**

- Rocky Mountain International

**Overview:**

- More than 6,800 total delegates attended IPW including 1,200 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.
- MOTBD purchased three booth spaces and the Montana delegates shared in approximately 75+ appointments with international tour operators and journalists for 20 minute appointments over 3 days. We added 22 new operators our database.
- The Montana booth was very busy again this year with three sets of back to back appointments throughout the 3 days. International travel to the US is up over last year and it is expected to continue. The Brand USA campaign has been a huge success marketing the U.S. to the rest of the world as a travel destination. The talk was of the Trump Effect which didn't seem to be a real thing as travel to the US is up.
- 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. Most of our new operators were from emerging markets such as Brazil, Japan and China and they were looking for information on the region. Montana is becoming more recognizable as a stand-alone destination along with the Rocky Mountain Region. It is considered a unique destination for most international travelers and the mystery intrigues them. It offers an authentic or Real America experience that travelers are looking for. Yellowstone National Park 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 as an event sponsor. There are many parties that the operators are invited to on this evening. We appreciate



when they choose to come spend time with us in the RMI region. This is always a great opportunity to get to know them better and see them in a more relaxed setting.

- 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 2018 and beyond.
- The next IPW is scheduled to take place in Denver, May 19 – 23, 2018.