

International Program Review



Montana Office of Tourism
& Business Development



Agenda

- Summary of International
- Debbie Picard, Glacier Country
- Paula Ruark, Town Pump Hotel Group
- Patty Wirth, Rocking Z Guest Ranch
- Q & A



Executive Summary

- A record 75 million international visitors to the U.S. in 2014
- International travel supports 1.3 million U.S. jobs
- International travel generates a trade surplus of \$57 billion

(Source: USTA)



2014 US Visitation

54% of visitors
come from Canada
& Mexico

But the majority of
visitor spending
comes from overseas

Rank		Number of Arrivals	% Change
1	CANADA	23,003,055	-1.6
2	MEXICO	17,069,818	17.3
3	UNITED KINGDOM	4,149,129	8.2
4	JAPAN	3,620,224	-3.0
5	BRAZIL	2,263,996	9.9
6	PEOPLE'S REPUBLIC OF CHINA (EXCL HK)	2,189,781	21.2
7	GERMANY	2,056,492	7.3
8	FRANCE	1,658,345	10.2
9	SOUTH KOREA	1,459,938	7.4
10	AUSTRALIA	1,304,172	8.2
11	ITALY	963,540	14.9
12	INDIA	962,133	12.0
13	COLOMBIA	881,274	17.8
14	SPAIN	707,733	14.2
15	ARGENTINA	684,788	-0.2
16	NETHERLANDS	642,211	9.0
17	VENEZUELA	616,037	-21.8
18	SWEDEN	551,996	15.8
19	SWITZERLAND	499,649	5.6
20	TAIWAN	414,269	7.7

(US Dept. of Commerce, NTTA)



Benefits of the International Traveler



- Stay Longer, Spend More
- More Paid Vacation Time
- Book Further in Advance
- Help to Diversify “Portfolio”
- Shoulder Season



Key Tactics

- A B2B Program
- Travel Trade and Media/Publicity
- Product Development Trips
- Trade Shows and Missions
- Montana Supplier Education
- In-Country Year Round Representation



Who sells Montana product?

- **Tour Operator:** creates and sells travel product to travel agents or to the public
- **Travel Agent:** sells travel product to the public
- **Receptive Operator:** regional specialist, wholesaler, creates product to sell to tour operators, do not sell directly to the public
- Montana suppliers via online bookings
- **Media:** source of inspiration for the traveler



International Marketing Tools

- Trade Show Participation

US: Go West, RMI Roundup, IPW, RTO Summit

UK: World Travel Market

Germany: ITB

Japan: JATA

- Sales Missions

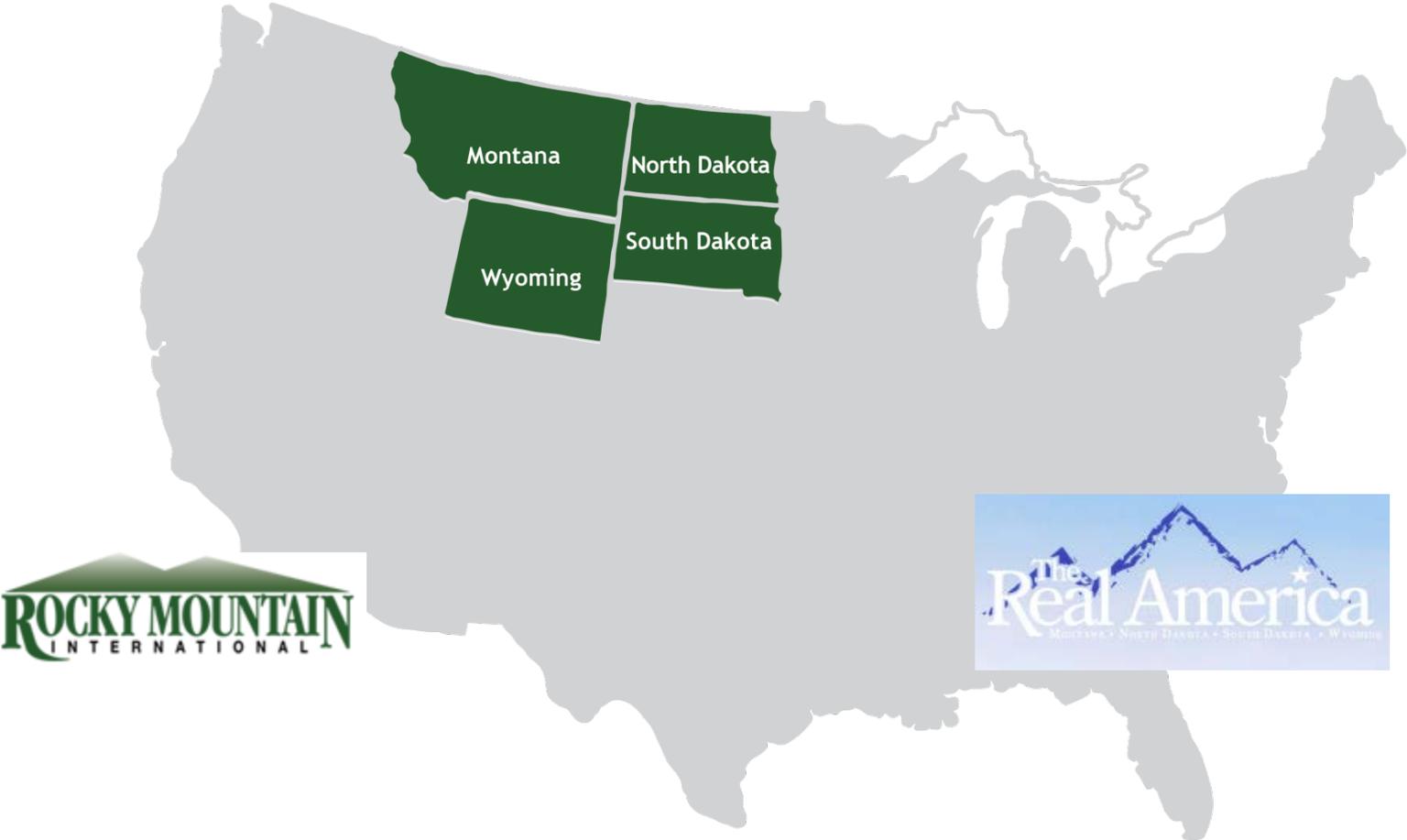
- Product Development / Familiarization Tours

TRADE
MEDIA

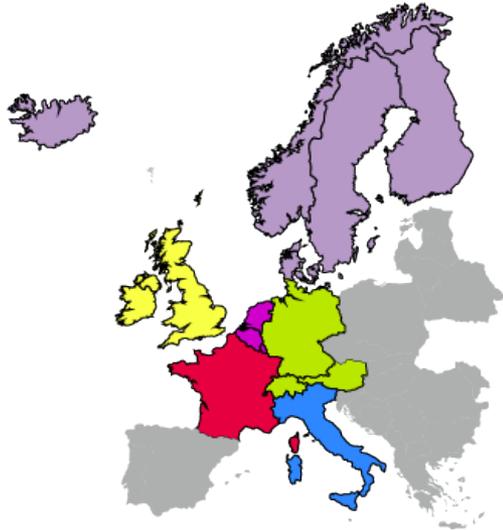
- In-language Websites
- In-language Guide Books
- Sample Itineraries



Montana Partners with Neighboring States



Markets with In-country Reps as 4 State Consortium



United Kingdom

Germany/Austria/Switzerland

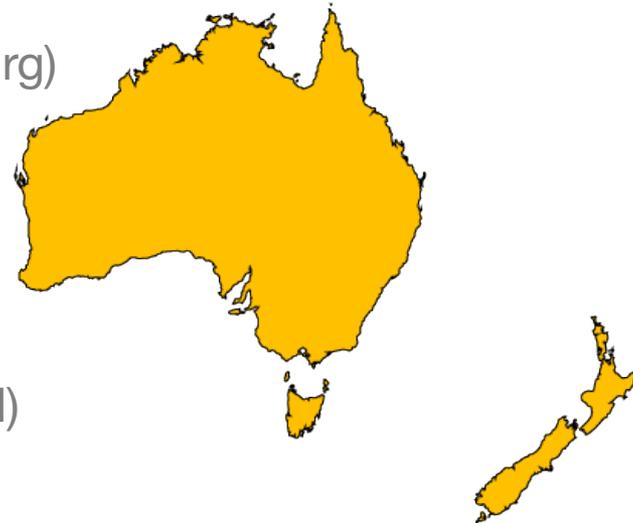
Australia/New Zealand

Benelux (Belgium, Netherlands, Luxembourg)

France

Italy

Nordic (Norway, Sweden, Denmark, Finland)



Pacific Rim Markets



Japan - sister state
relationship with
Kumamoto

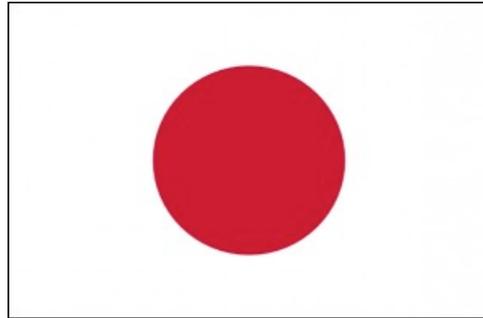
Taiwan

China

South Korea



DOC Kumamoto Trade Office



- Staffed by Mako Sakaguchi
- Duties include tourism and trade marketing and cultural/educational exchange
- Tourism efforts include presenting seminars to tour operators & travel agents, working with travel media and attending trade shows to promote Montana



Canada



Reporting Methods Currently Available

- ✓ North America Journeys (NAJTrax™) – RTO bookings
- ✓ ITRR – non resident travel & spending
- ✓ Tour Operator Joint Marketing with RMI
- ✓ Quarterly Reports of International Spending



NAJ Trax

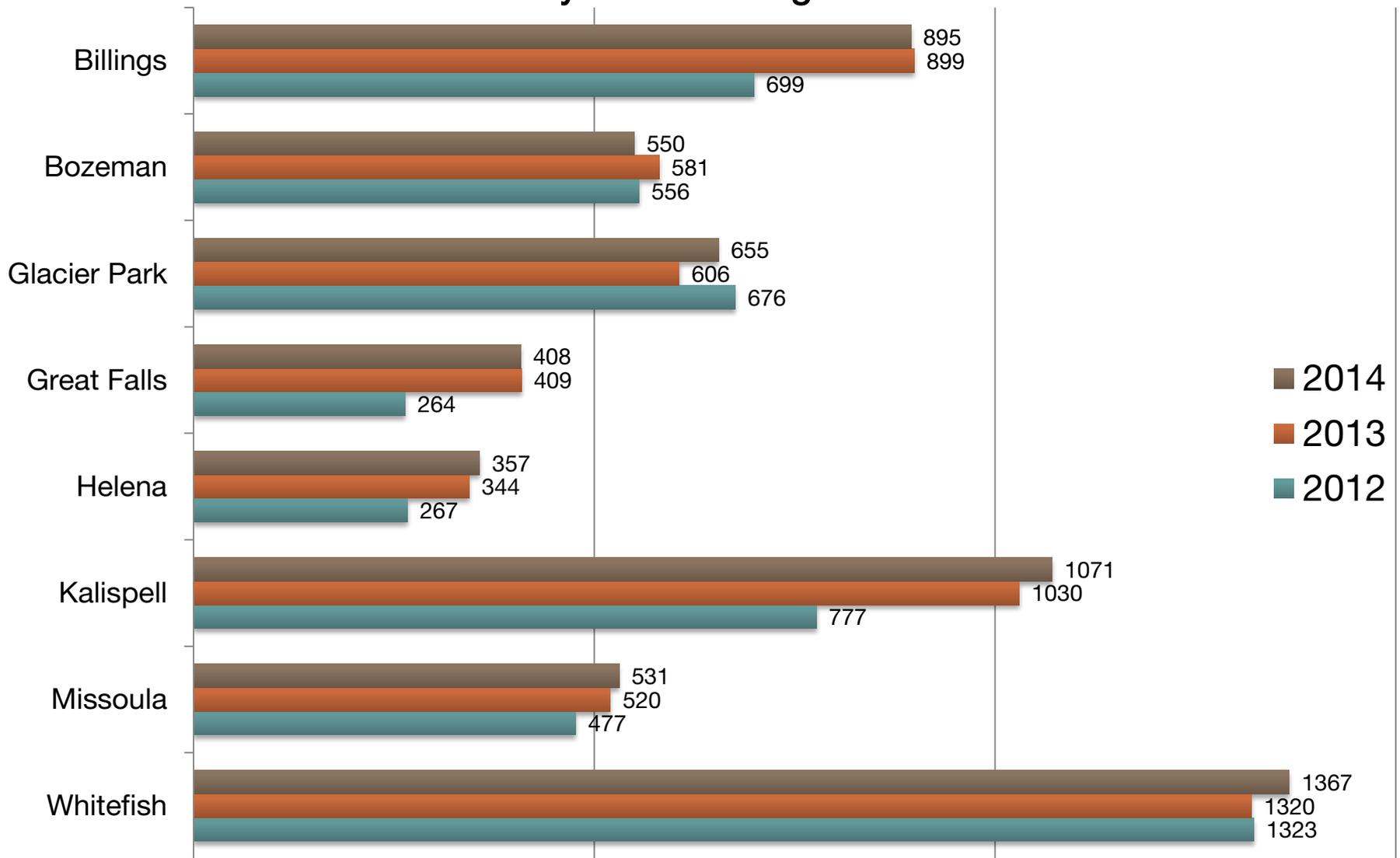
Montana Figures

- ✓ In 2014 RTOs reporting to NAJ Trax™ report over **\$13 million** projected total economic impact of rooms sold!

* These figures derived from only 13 RTOs reporting bookings in Montana.



NAJTrax™ Summary of Room Night Sales 2012-2014



2014 Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana

	Overseas Visitors ¹			Canadian Visitors			Domestic Visitors		
Sample size	233			1,606			9,438		
Nonresident Travelers	225,000			1,548,000			9,114,000		
Group Size (people/group)	2.69			2.31			2.16		
Length of Stay (nights)	7.34			2.20			5.44		
% of All Travelers in 2014	2%			14%			82%		

Expenditure Category ^{2,3}	Overseas Visitors ¹			Canadian Visitors			Domestic Visitors		
	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend	Avg. Daily Group Expend. ⁴	% of Daily Expend.	Avg. Trip Expend
Gasoline, Diesel	\$40.28	23%	\$295.62	\$52.91	29%	\$116.36	\$49.81	32%	\$270.95
Restaurant, Bar	\$30.66	18%	\$225.04	\$30.91	17%	\$67.99	\$28.00	18%	\$152.34
Retail Sales	\$20.77	12%	\$152.42	\$39.92	22%	\$87.81	\$18.18	12%	\$98.91
Hotel, B&B, etc.	\$27.29	16%	\$200.32	\$14.06	8%	\$30.92	\$14.53	9%	\$79.04
Groceries, Snacks	\$15.75	9%	\$115.58	\$21.22	12%	\$46.66	\$13.20	9%	\$71.81
Outfitter, Guide	\$7.14	4%	\$52.37	\$3.54	2%	\$7.78	\$10.82	7%	\$58.85
Rental Cabin, Condo	\$12.59	7%	\$92.44	\$3.57	2%	\$7.84	\$5.58	4%	\$30.34
Auto Rental	\$8.30	5%	\$60.88	\$0.25	<1%	\$0.54	\$4.44	3%	\$24.14
Licenses, Entrance Fees	\$5.53	3%	\$40.59	\$4.50	2%	\$9.90	\$3.03	2%	\$16.46
Misc. Services	\$3.40	2%	\$24.93	\$4.89	3%	\$10.75	\$2.82	2%	\$15.32
Auto Repair	\$0.42	<1%	\$3.11	\$2.22	1%	\$4.87	\$1.66	1%	\$9.01
Campground, RV Park	\$1.52	1%	\$11.14	\$1.08	1%	\$2.38	\$1.00	1%	\$5.42
Gambling	\$0.04	<1%	\$0.30	\$1.08	1%	\$2.38	\$0.71	<1%	\$3.84
Transportation Fares	\$1.11	1%	\$8.18	\$0.04	<1%	\$0.08	\$0.14	<1%	\$0.78
Farmers Market	\$0.24	<1%	\$1.78	\$0.25	<1%	\$0.56	\$0.25	<1%	\$1.36
Total Average Daily per Group	\$175.04		\$1,284.70	\$180.42		\$396.81	\$154.14		\$838.57
Total 2014 Expenditures	\$136,850,000			\$272,720,000			\$3,490,870,000		
% of Total	4%			7%			89%		

Activate Win
to PC settings



2007

- Canada
- United Kingdom
- Germany, Switzerland, Austria
- Australia/NZ
- Nordic (Norway, Denmark, Sweden)
- Japan
- France
- Benelux (Netherlands, Belgium)
- Italy
- Spain
- Brazil
- S. Korea
- Mexico
- China
- Taiwan

2015

- Canada
- China
- United Kingdom
- Germany, Switzerland, Austria
- Australia/NZ
- France
- Nordic (Norway, Denmark, Sweden)
- Japan
- Benelux (Netherlands, Belgium)
- Italy
- Spain
- Mexico
- S. Korea
- Brazil
- Taiwan



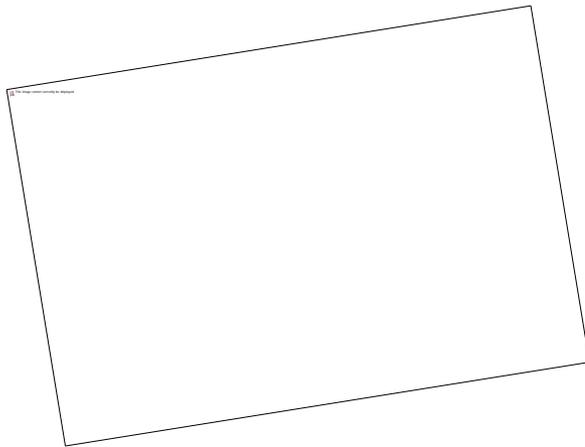
International average spend per market

- On average, each visitor spent **\$261** using their credit card in Montana.
- Average spend from Canada is **\$253**
- Average spend from China is **\$267**
- Average spend from countries where we have in market representation is **\$295**



Media Exposure

- In FY2015 Montana received **\$7,329,899** in international media value - reaching **244,490,932** people
- Up 138% over last 3 years



In Language Websites



- www.visitmt.de
- www.visitmt.it
- www.visitmt.fr
- www.bigskyjapan.com
- www.bigsky-korea.com
- www.montana-chinese.com



Translated Guides

- French
- Italian
- German
- Japanese
- Chinese
- S. Korean



Real America Guide



Montana

Big Sky Country

One visit to Montana and it's easy to see why America's fourth-largest state is known as "Big Sky Country." Montana offers sweeping mountain vistas, spectacular golden sunsets, untamed wilderness and picturesque horizons that seem to stretch to eternity. ▶

- English
- French
- Italian
- German



Discover America/Brand USA



- Multi Channel Program in UK, Germany, Australia and Canada West
- In-Language videos in Germany
- Inspiration Guide Globally



DISCOVER AMERICA

Montana

Charming small towns and national treasures

Most people don't even know places like this exist. And yet here it is, waiting for you to show up and explore—mountains and valleys, bears and bison, waterfalls and trout streams, all dotted by small towns full of welcoming locals, great food, and charming watering holes (without that pesky sales tax). Montana is different from most other places in the U.S.—bigger, friendlier, and teeming with easy access to nature in all its forms and splendor. It's full of the kinds of once-in-a-lifetime experiences that make travel worthwhile: Glacier National Park, and the Going-to-the-Sun Road, the intense thermal features of Yellowstone National Park, farm-to-table dinners, craft beers, locally-owned main street stores, and off-the-beaten-path adventures around every corner.



visitmt.com

8 | Discover this land, like never before.



National Geographic

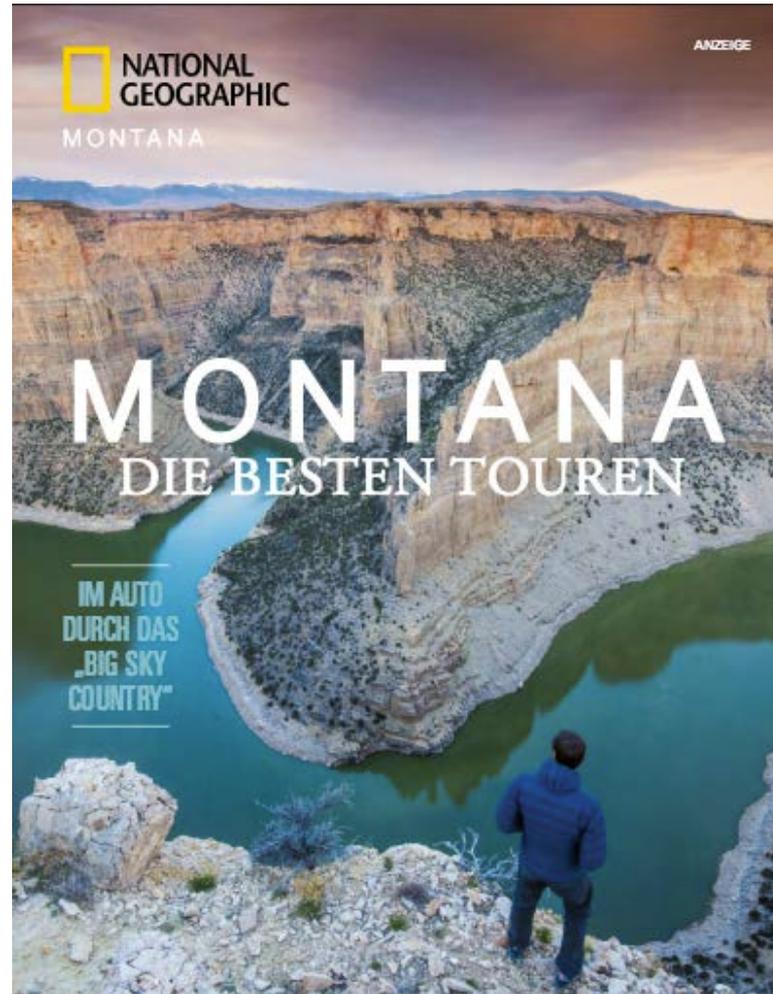
Germany

UK

Australia

Canada

Guide appears in
Nat Geo Traveler
March/April issues



MONTANA



GERMANY TARGETED

The screenshot shows the homepage of 'The Local Germany'. A blue-bordered advertisement for 'MONTANA'S ULTIMATIVE ROAD TRIPS' is overlaid at the top. The website header includes navigation links like 'Nachrichten & Features', 'Arbeitsplätze', 'Eigentum', 'Lebensstil', 'Gemeinschaft', and 'Mehr'. A main article features a photo of German and European Union flags with the headline 'Hamburg lehnt links für deutsche Fahnen außerhalb von Schulen nennen'. Below the article is a list of 'Meist gelesen Die' and 'meisten Kommentare'. A sidebar on the right contains a '7714 Arbeitsplätze zur Verfügung' ad and a '16% DISCOUNT ON ALL JOHN DEERE FILTERS' ad. A social media widget for 'The Local Germany' is also visible.

The screenshot shows the homepage of 'DIE WELT'. The navigation bar includes 'Home', 'Politik', 'Wirtschaft', 'Gold', 'Sport', 'Wissen', 'Panorama', 'Feuilleton', 'ICON', 'Reise', 'PS WELT', 'Regional', 'Meinung', 'Videos', and 'Markt'. A search bar and 'ABONNEMENT' button are at the top right. The main content area features a large image of a white van with a 'TOP DEAL' sign. Below it is an article titled 'Hier finden selbst Anti-Vegetarier Spiritualität' with a sub-headline 'Spiritualität' and a photo of a woman with a laptop. Another article snippet is visible: 'Warum fahren so wenige Tour nach Georgien?'. A blue-bordered advertisement for 'MONTANA'S ULTIMATIVE ROAD TRIPS' is overlaid on the right side of the page.



CANADA TARGETED

MONTANA'S ULTIMATE ROAD TRIPS [View Itineraries](#)

USA [USE THROUGH 2016](#)

Canadian Living
INSPIRING IDEAS FOR EVERY DAY

FOOD | HEALTH | RELATIONSHIPS | STYLE | LIFE | HOME & CRAFTS | BLOGS | VIDEO



What you need to know
Kidney cancer is on the rise: What's your risk?



Meals for the week
10 recipes for leftover roast chicken



-What's New-
Stamped tea towel
Coconut Chicken Tenders With Mango Yogurt Dip

Camry
Adsx

VANCOUVER TASTE DRINK CITY GO STYLE BEST OF THE CITY

follow us [f](#) [t](#) [v](#) [+](#)

VANCOUVER'S BEST NEIGHBOURHOODS

Best of the City
Vancouver's Best Neighbourhoods 2016
Introducing our first-ever data-driven ranking of this city's best places to live

LATEST **POPULAR**

Best of the City
Vancouver's best neighbourhoods (according to you)

FASHION
Destination Shopping: Kitsilano's Rebecca Brec

The sky's the limit.

MONTANA
WATCH VIDEO

Editorial: Wednesday's town hall should get everyone's attention

Why families are moving to Whistler

No Pet City: How Vancouver became Canada's least pet-friendly city



Marketing with Trade

CANUSA
TOURISTIK SEIT 1983

KANADA | USA | HAWAII | BAHAMAS | REISEARTEN | SERVICE

Sie befinden sich hier: Home > USA > Rocky-Mountain-Staaten > Staaten > Montana-Reisen (Weblink 12372)

CANUSA Reisefinder
 Montana | Wie möchten Sie reisen? | Anzeigen
 10 Preisknüller gefunden für Montana

Preisknüller
10 Preisknüller gefunden für Montana

Montana-Reisen

Reiseangebote für Montana | Reiseinfos zu Montana | Insider Tipps | Bilder & Videos

CANUSA-Reiseangebote für Montana

- Autoreisen Montana**
Lernen Sie Montana und den Charme der Rockies auf einer individuellen Autoreise kennen. Wir buchen Ihnen den Mietwagen und die Hotels entlang Ihrer Wunschroute. Hier finden Sie einige Routenvorschläge für diese Region.
>> Details
- Hotels in Montana**
Wir buchen Ihnen die Unterkünfte für Ihren individuellen USA-Urlaub. Ob Bed and Breakfast, Lodge oder Hotel, wir finden das richtige für Sie – Tag für Tag! Hier finden Sie eine Auswahl verschiedener Unterkünfte.
>> Details
- Mietwagen Montana**
Buchen Sie Ihren Mietwagen für Reisen durch Idaho bei CANUSA zu den günstigsten Preisen. Mietbedingungen, Fahrzeugtypen und Stationen finden Sie hier.
>> Details

Kontakt
 (0180) 530 41 31*
 E-Mail Anfrage
 * Festnetz € 0,14/Min, Mobilfunk € 0,14/Min

CANUSA REISE-APP
Das Magazin für Nordamerika

Newsletter bestellen
 Preisknüller, Gewinnspiele u.v.m.
 E-Mail eintragen

PRESS TOURS
Entdecken Sie die Welt mit uns

Home | Access area agente

Real America

Dove vuoi essere domani?
... nell'America più autentica

DOVE | CARABI | STATI UNITI E CANADA | MESSICO E CENTRO AMERICA | SUD AMERICA | EUROPA | AFRICA, OCEANO INDIANO E DUBAI

CERCA UN VIAGGIO SU MISURA

Attrezzati le parole chiave | CERCA

Seguici online
 141 piace | 231 Tweet | 18 Like | 3

SciroccoTours
 ...Speciali Emissioni

Adorna qualche giorno a Dubai con un soggiorno di relax nell'Oceano Indiano

Naviga nella nostra nuova mappa interattiva

Novità: PressTours alla Radio in un click





Montana will
host in 2018

<http://www.rmi-realamerica.com/roundup/>
www.rmi-realamerica.com



Debbie Picard
Tourism Sales Manager
Glacier Country Tourism



Western Montana's Glacier Country

- Northwesternmost region of Montana
- 75 communities
- 8 counties (Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli and Sanders)
- 22,000 square miles
- Population of 325,000
- Most notable attraction is Glacier National Park

MOTBD + GCT = BFFs

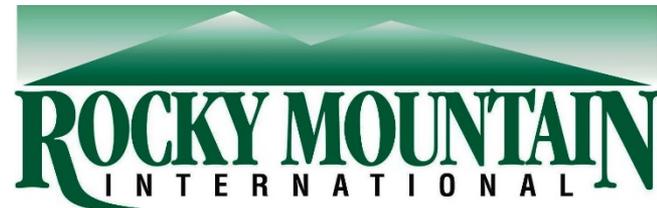
- Glacier Country works closely with MOTBD
- Glacier Country Tourism's brand is integrated with state brand
 - Spectacular unspoiled nature in the lower 48
 - Vibrant and charming small towns
 - Breathtaking experiences by day, relaxing hospitality at night
- Capitalize on MOTBD's broad inspiration message for the state of Montana
- Refine inspiration message for Montana's Glacier Country region

Why International Visitors?

- Travel throughout the year – shoulder season
- Have more vacation days, stay longer
- Visit multiple regions and states in one trip
- Fly-drive itineraries
 - Couples, families, small groups
 - Stay in all types of lodging properties
- High spend
 - Lodging, restaurants, gas, activities, shopping

International Travel Trade Shows

- Meeting with international inbound (receptive) & international tour operators (product managers)
- IPW (International Pow Wow)
 - Largest international show in the U.S.
- Go West Summit
 - Focus on travel to the western half of the U.S.
- Rocky Mountain International Roundup
 - Focus on travel to MT, ND, SD, WY
 - Branded as the Real America



Appointment Process

- Unfamiliar with Montana & Glacier Country region
 - Glacier National Park as the hook
- Currently have itineraries to Yellowstone National Park or Canadian Rockies
 - Easy to incorporate Glacier Country
- Familiar with Glacier National Park
 - Lesser-known parts of Glacier Country
- In-depth knowledge of Montana and Glacier Country
 - Relationship
 - What's new



Lodging + Itinerary Requests

- Lodging options (luxury – camping)
- Insider scoop on “must see or do” activities
- Authentic experiences
- Cowboy or First Nations experiences
 - Horseback riding
 - Pow wow
- Soft adventures
 - Hiking
 - River rafting
- Motorcycle and RV itineraries
- Shopping

International Market Lead

Leads are published on our Member Partner Center

Contact Report		Debbie Picard, Glacier Country Regional Tourism 140 North Higgins, Suite 204 Missoula, MT 59802	
<i>Company</i>	Aireka/Go Amerika.nl	<i>Address</i>	Singel 302
<i>Contact</i>	Bart Verhoeff		
<i>Title</i>			1016 AD Amsterdam,
<i>Phone</i>		<i>Country</i>	Netherlands
<i>Mobile Phone</i>		<i>E-mail</i>	bart@aireka.nl
<i>Salutation</i>	Bart	<i>Web Site</i>	www.aireka.nl

Notes Date Range: 5/1/2014 - 5/30/2014

<u>Date</u>	<u>Time</u>	<u>Regarding</u>	<u>Record Manager</u>
5/19/2014	11:51 AM	Met with Bart Verhoeff at RMI Roundup 2014 Missoula. Aireka/GoAmerica is an online tour operator that specializes in fly-drive itineraries. The USA is their main destination. Most of his business is fixed itineraries that are on his website. He uses receptive operators such as Rocky Mountain Holiday Tours, American Ring, ATI, Tounico, Travelco, GTA and Bonetel. Bart was on the RMI Mega Fam 3 years ago so he is very familiar with Glacier Country. He is looking for great photos to use on his facebook promotions. I will also send him the link to our group photos and he will let me know if he needs anything further. In looking at his website every GO has it's own page. He suggests that the best way our members can work with him is to work with one of the receptive operators for shoulder season accommodations. Bart won our instagram photo contest for Most Scenic. He also attended the Montana #2 post fam to Billings. bart@aireka.nl	Debbie Picard

Familiarization Tours (FAM)

- Host FAM tours throughout the region
 - Group and individual FAMs
- Regional tourism partners participate
- Experiences
 - Scenery
 - Culinary
 - Activities
 - History & culture
 - Hospitality



B2B Program Enhancements

- Tour operator microsite
 - Suggested itineraries
 - Transportation
 - Glacier Country Tourism's services
- Newsletter
 - Emailed twice a year
 - Summer + winter
- International media/digital influencers
- International follow our GCT social channels
 - Facebook, Instagram & Twitter

Tour Operators Website

GLACIER COUNTRY MONTANA TOUR OPERATOR SERVICES ITINERARIES TRANSPORTATION SUBMIT RFP GLACIERMT.COM

GLACIER COUNTRY TOUR OPERATORS

WITH VIEWS LIKE THIS,
THE HARDEST PART WILL BE GOING HOME.

Group Tours In Montana

Situated in the western corner of Montana is Glacier Country, a region that's home to spectacular places like Glacier National Park, Flathead Lake, two Indian reservations and the northern Rocky Mountains. Encompassing 22,000 square miles (35,400 kilometers), Montana's Glacier Country is full of unforgettable experiences that include everything from stunning 400-foot waterfalls to watchable wildlife and the brilliant teal colors of glacial-fed lakes to our area's rich American Indian history. Combine that with genuine western hospitality and our charming communities and you're sure to be able to provide your clients with options that are expansive as Montana's big blue sky.

www.touoperators.glaciermt.com

B2B Program Enhancements

- Twitter
 - @Debbie_Picard
 - @GlacierMT
 - #RealAmericaChat – 1st Wednesday of every month; 8 a.m. MST (3 p.m. BST)
 - Reach: 275,000; Timeline deliverables: 2 million
- B2B blog twice monthly - *B2B.glaciermt.com*
 - Multiple contributors in our office + guest bloggers
 - Readership 2,700; UK, Germany, France, Australia, Spain
 - Helpful information for product managers
 - Glacier National Park in the Spring
 - 3 Ways to Watch Wildlife
 - Motorcycles Were Made for Montana's Open Roads

B2B Blog

Montana: It's Business Time



[ABOUT](#) / [MEETINGS + CONVENTIONS](#) / [TOUR OPERATORS](#) / [BACK TO GLACIERMT.COM](#)



GUEST POST: CREATING CAMPFIRE COMMUNITIES

Do you want to know how to use social media to grow your meeting attendance? It's simple. Stop using it to advertise your meeting or conference. Instead, leverage the power of social conversations to grow affinity for your brand, conference or meeting. ...

by Jio
SEPTEMBER 21, 2015



A MEETING PLANNER'S PERSPECTIVE ON WESTERN MONTANA

We all know that the best—and quite frankly the only way—to really know if a destination is right for your next meeting, conference or corporate retreat is to experience it firsthand. Last May, Western Montana's Glacier Country invited a select group ...

by Debbie
SEPTEMBER 3, 2015



TOP 3 REASONS TO VISIT WESTERN MONTANA'S GLACIER COUNTRY IN THE FALL

As the Tourism Sales Manager for Glacier Country Tourism I am often asked by tour operators and travel agents who specialize in domestic

FOLLOW US



Debbie Picard
Tourism Sales Manager



www.B2B.glaciermt.com

B2B Workshops

- Best practices in working with international markets
- How to follow up on leads
- How to use social media to work B2B
- Guest speakers
 - Gary Schluter from RMHTours
 - Welcoming the Chinese visitor

Questions



Debbie Picard
Tourism Sales Manager
Glacier Country Tourism
gcsales@glaciermt.com
[@debbie_picard](#)

International Market from a Hotel Supplier Perspective

- Montana Office of Tourism and Economic Developments role in promoting to the International Market.
- Your Tourism Region and local CVBs role in promoting to the International Market.
- Lodging facilities such as hotels, ranches, lodges role in promoting to the international market.



International Market from a Hotel Supplier Perspective

- My experience in the International arena.
- The importance of building relationships.
- Participating directly is not always possible. What can you do to work with this market if you are unable to attend a marketplace.
- How is the business getting to my properties?



International Market from a Hotel Supplier Perspective

- Is this business that you would like to pursue?
- It is important to understand pricing and net rates.
- How can you benefit from attending and or partnering at an International Marketplace?
- How important is follow up on all leads?



International Market from a Hotel Supplier Perspective

- What is a Receptive Tour Operator or Inbound Tour Operator?
- What is an Overseas Tour Operator or Specialty Tour Operator?
- What is a Retail Travel Agent?



International Market from a Hotel Supplier Perspective

Understanding and Establishing your Net Rates

<u>Business Type</u>	<u>Percentage</u>
----------------------	-------------------

Inbound Tour Operator/US Receptive Operator	25-30%
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Overseas Wholesaler or Specialty Tour Operator	20-25%
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Overseas Retailer (Travel Agency)	10-15%
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International Market from a Hotel Supplier Perspective

- Why offer a Net Rate?
- Do not increase your bar/rack (brochure) rates by 20-30% and offer that as your commissionable rate!!
- Black out dates.
- Final rate you quote the operator should include taxes, gratuities, etc.
- Rates must be honored that you have quoted.

International Market from a Hotel Supplier Perspective

- Last words of advice:
 - Please understand that this market can take a few years to build so please be patient.
 - Be a good listener and understand the needs of our international friends.
 - Enjoy these partnerships!



International Market from a Hotel Supplier Perspective

Paula Ruark, Director of Sales and
Marketing

Town Pump Hotel Group

paular@townpump.com

406-497-6952 Direct



Rocking Z Guest Ranch

Wolf Creek, Montana

We love our horses and
share them with our guests!



Patty Wirth

International Partners

- CVB and other local DMO's
- State Tourism Office
 - In Market Representatives
- Regional Tourism Promotion Groups (RMI)
- VisitUSA / US Travel Assoc. Overseas Offices
- Brand USA / Discover America
- Others in the Same Business Category
 - Industry Associations (Dude Ranchers, B&B, Historic Hotels, etc.)
- Receptive Operators

DON'T GO IT ALONE!



Grants

- **Tourism (Consumer) Trade Show Grant:** Assistance for associations (not individual property) of up to \$2,000 for shows outside Montana

Contact Carol Crockett, Tourism Grant Manager, ccrocket@mt.gov

- **International Trade Show Exhibition Assistance – B2B**
- **Language Translation Services & Production Fees – assistance for businesses / CVBs**

Contact Angie DeYoung, International Trade Director: ADeYoung@mt.gov





MONTANA



Solar Eclipse



Thank you
Danke
Dank u
Merci
Grazi
Arigatogozaimas
Takk
Xiexie



Thank you!



Marlee Iverson
International Travel Trade Manager

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