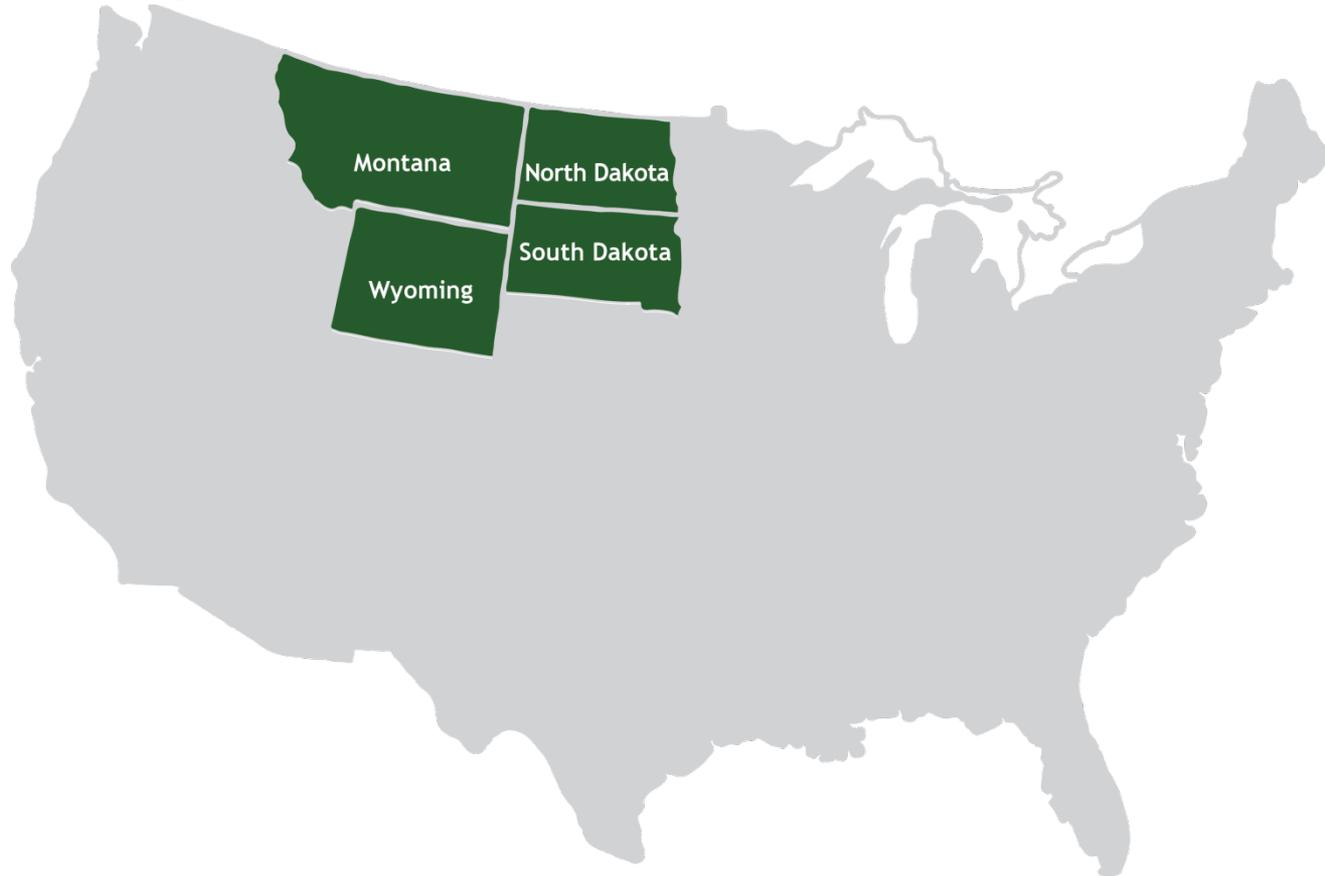


Overseas Program Review

Executive Summary

- A record 69.8 million international visitors to the U.S. in 2013
- International travel supports 1.3 million U.S. jobs
- International travel generates a trade surplus of \$57 billion
- (USTA)

Montana partners with neighboring states and Rocky Mountain International

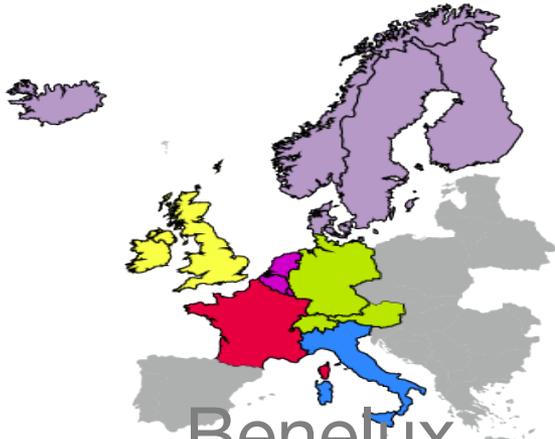


MONTANA

Strengths

- Cost effective way for multiple states without large tourism budgets dedicated to international programs to become major players in the international marketplace.
- Overseas visitors do not recognize state boundaries; promoting as a region benefits the states and the visitors
- Top activities include visiting small towns, cultural heritage sites, and national parks (USTA 2011)

Markets with in-country representation with RMI



Benelux

France

Germany

Italy

Nordic Region

United Kingdom

Australia/New Zealand

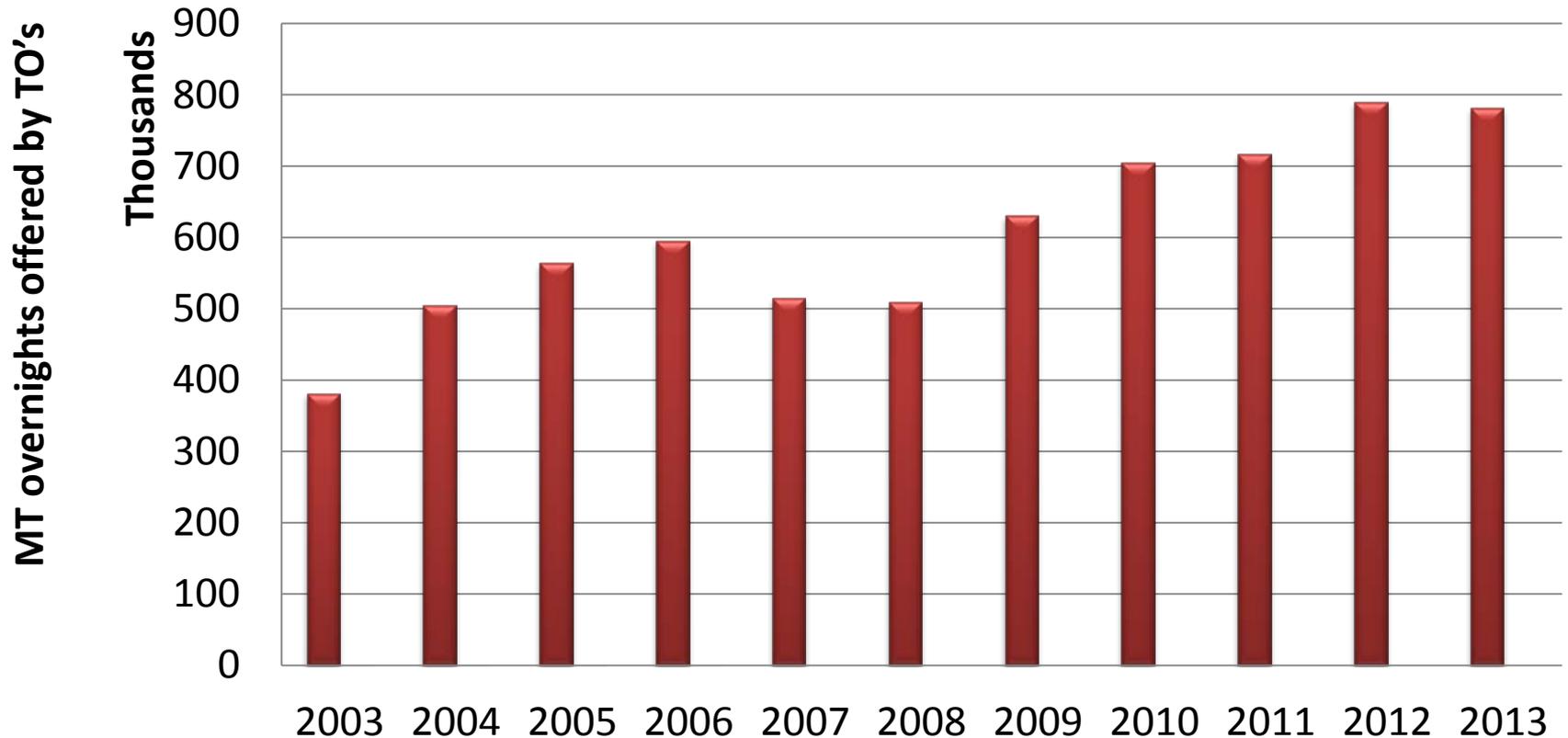


MONTANA

Tourism Research Inventory Product or TRIP Report

- This is a measurement of inventory or “Product on the Shelf” not bookings
- Data is extracted from brochures, and online.
- imported into a specifically designed program with over 800 built in calculations.
- RMI is able to compare the data from previous years

Since 2003 RMI Product research shows that European tour operators have increased Montana product by 167%

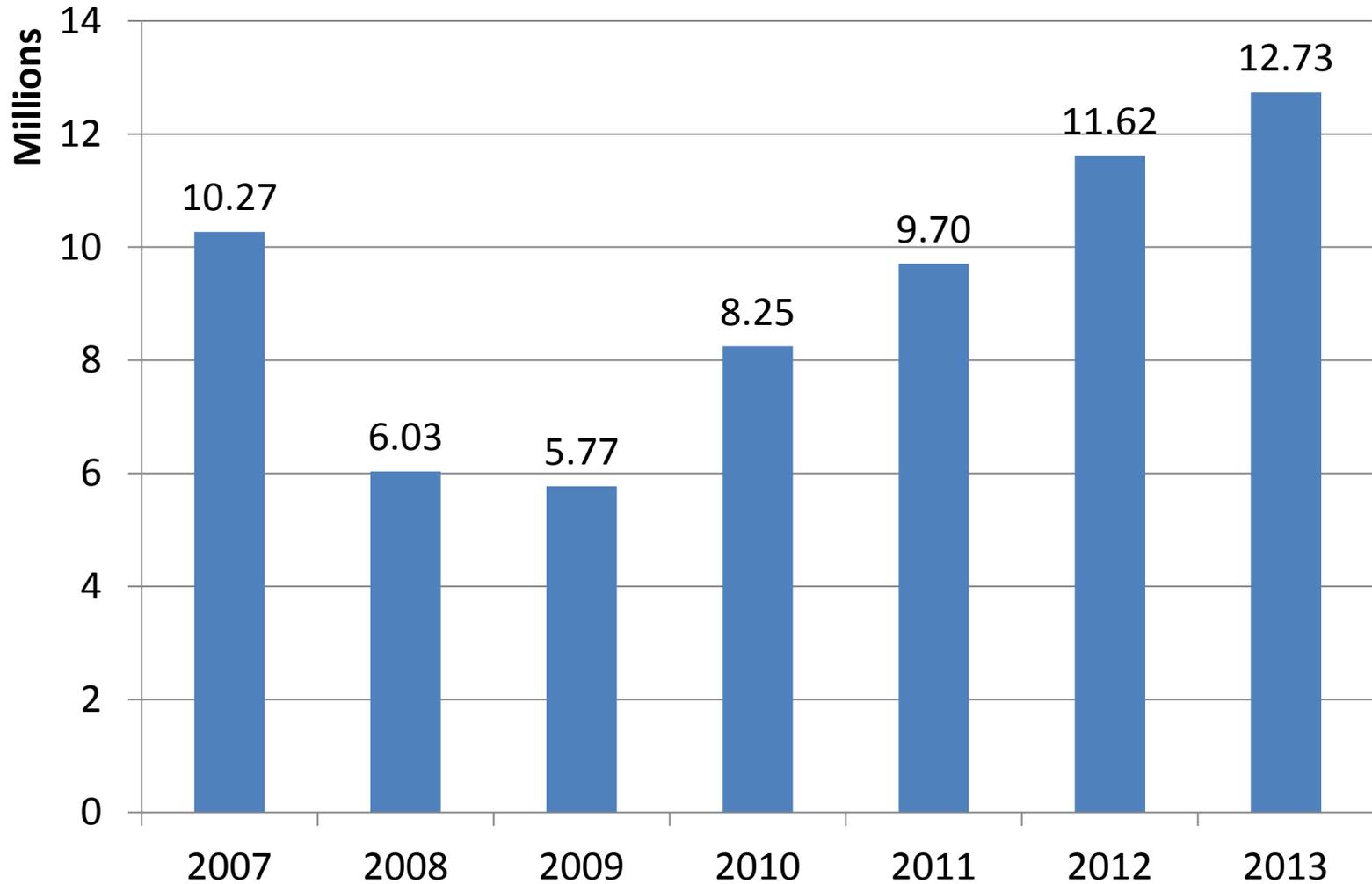


MONTANA

NAJ Trax™

- Montana Figures
 - + In 2013 RTO reporting to NAJ Trax™ report over an **\$12 million** projected total economic impact of rooms sold!

NAJTrax™ Room Night Report for MONTANA Projected Total Economic Impact Rooms Sold



MONTANA

2013 Expenditure Comparison of Overseas, Canadian, and Domestic Nonresident Travelers to Montana

Overseas Visitors ¹				Canadian Visitors				Domestic Visitors			
Sample size	196			1,480			8,558				
Nonresident Travelers	209,000			1,600,000			9,210,000				
Group Size (people/group)	2.63			2.44			2.23				
Length of Stay (nights)	7.11			2.37			4.99				
% of All Travelers in 2013	2%			15%			83%				
Expenditure Category ^{2,3}	Avg. Daily	% of Daily	Avg. Trip	Avg. Daily	% of Daily	Avg. Trip	Avg. Daily	% of Daily	Avg. Trip		
	Group Expend. ⁴	Expend.	Expend	Group Expend. ⁴	Expend.	Expend	Group Expend. ⁴	Expend.	Expend		
Gasoline	\$49.54	29%	\$352.20	\$52.48	30%	\$124.26	\$51.24	35%	\$255.85		
Retail Sales	\$38.91	23%	\$276.62	\$48.63	28%	\$115.14	\$24.70	17%	\$123.32		
Restaurant, Bar	\$31.80	18%	\$226.07	\$29.60	17%	\$70.07	\$26.72	18%	\$133.40		
Hotel, B&B, etc.	\$13.79	8%	\$98.07	\$17.09	10%	\$40.46	\$12.10	8%	\$60.41		
Groceries, Snacks	\$11.17	6%	\$79.43	\$9.01	5%	\$21.32	\$10.19	7%	\$50.87		
Outfitter, Guide	\$10.92	6%	\$77.63	\$3.97	2%	\$9.40	\$3.46	2%	\$17.27		
Rental Cabin, Condo	\$7.39	4%	\$52.53	\$1.98	1%	\$4.69	\$3.47	2%	\$17.30		
Auto Rental	\$5.50	3%	\$39.11	\$1.23	1%	\$2.92	\$1.30	1%	\$6.47		
Licenses, Entrance Fees	\$0.91	1%	\$6.44	\$1.94	1%	\$4.60	\$1.63	1%	\$8.13		
Campground, RV Park	\$0.77	<1%	\$5.51	\$4.71	3%	\$11.16	\$7.58	5%	\$37.82		
Gambling	\$0.64	<1%	\$4.54	\$1.86	1%	\$4.41	\$0.90	1%	\$4.47		
Misc. Services	\$0.48	<1%	\$3.38	\$0.37	<1%	\$0.87	\$0.56	<1%	\$2.81		
Auto Repair	\$0.19	<1%	\$1.33	\$0.40	<1%	\$0.94	\$0.38	<1%	\$1.88		
Farmers Market	\$0.00	0%	\$0.00	\$0.89	1%	\$2.11	\$0.49	<1%	\$2.44		
Transportation Fares	\$0.00	0%	\$0.00	\$0.01	<1%	\$0.02	\$0.06	<1%	\$0.30		
Total Average Daily per Group	\$172.01		\$1,222.86	\$174.17		\$412.36	\$144.76		\$722.77		
Total 2013 Expenditures	\$131,900,000			\$306,160,000			\$3,186,430,000				
% of Total	4%			8%			88%				

¹Numerous overseas visitors may pre-pay for many of their trip expenses, which are not reflected here; these figures represent only expenditures made in MT. ²Data is collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ³Spending data are gathered via on-site surveys of nonresident travelers at airports, gas stations, and rest areas in MT. Travelers report 24 hours worth of trip expenditures. ⁴Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups.

Pacific Rim Markets

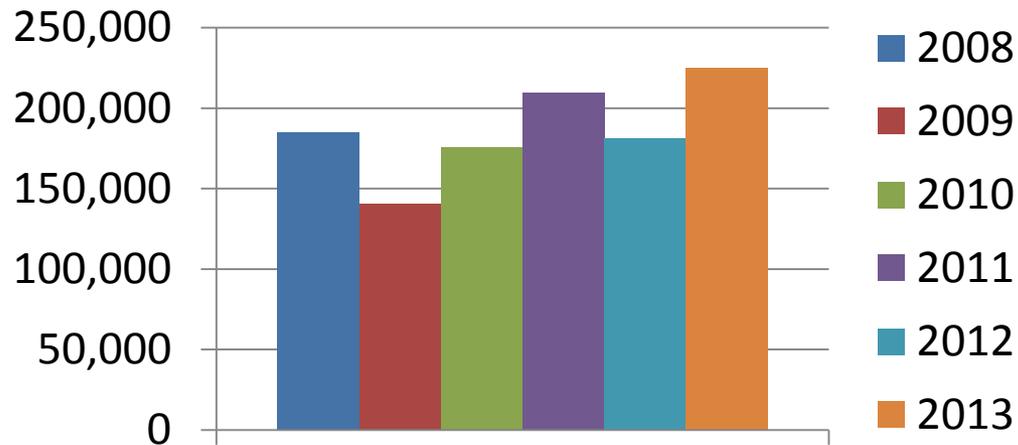


MONTANA

DOC Kumamoto Trade Office

- Staffed by Mako Sakaguchi for 14 years
- Duties include tourism and trade marketing and cultural/educational exchange
- Tourism efforts include presenting seminars to tour operator and travel agents, working with travel media and attending trade shows to promote Montana

Japanese Product on the Shelf



MONTANA

bigskyjapan.com

Refresh (F5)

MONTANA

資料ダウンロード | メールマガジン | よくあるご質問 | お問い合わせ | サイトマップ



Reload

News Pickup

- [ヨコハマ政界展2014～新顔・政界の成長～開幕!](#)
- [モンタナの見どころをビデオでお楽しみください!](#)
- [グレーシャー国立公園情報追加!](#)
- [モンタナアーティスト!トグラフ展開催!](#)
- [スティーブ・ブラウン氏が九州へやってきました!](#)
- [JATA旅博2013に出展します!](#)
- [Facebookページを開設しました!](#)

モンタナの概要・エリア別ガイド

About Montana
ビッグ・スカイ・カントリー「モンタナ」の概要と6つのカントリーについてご紹介。

国立公園・州立公園

National Park/State park
素晴らしい風景と自然が魅力のふたつの公園についてみどころをご紹介。

モンタナ目的別の旅

Travel
ドライブ・温泉・ロデオなど、モンタナの楽しみ方を目的別に紹介。

年間イベントとニュース

Event & News
モンタナの月別イベント情報と、モンタナのニュースや出来事をご紹介。

留学・資格

Student
留学の受け入れ大学と米国公認会計士試験についての情報をご紹介。

メディア・ギャラリー

Media Gallery
モンタナの美しい風景や壮大な自然を写真と動画でご紹介。

ビジネス

Business
モンタナのビジネス概要と農業、産美経済について詳しくご紹介。

サンプルツアーとパッケージツアー

Sample Tour & Package Tour
見どころ満載のツアー情報、ご旅行をお考えの方に。

リンク集

Link
ポストカードやキッズモンタナなど、お役立ち情報を集めたリンク集。

DiscoverAmerica.com

モンタナ州政府観光代表事務所 〒862-8570 熊本県熊本市中央区水前寺6-18-1 熊本県庁内
TEL: 096-385-0782 FAX: 096-381-3343

Copyright(c) BIG SKY JAPAN, All Rights Reserved. ● プライバシーポリシー

MONTANA

Taiwan

- We continue efforts in Taiwan by meeting with tour operators at trade shows, and by working with the American Institute in Taiwan (AIT), participating in their Discover America promotions
- Guidebooks have been printed in Traditional Chinese language (spoken in Taiwan) and distributed to AIT for their use, and for distribution at the promotional events
- Our Montana Chinese website is being resurrected as is our former Facebook page

China

- With the appointment of Senator Max Baucus as the US Ambassador to China, the following efforts are underway
 - + Guidebooks printed in Simplified Chinese, also know as Mandarin Chinese, spoken in Mainland China
 - + The Montana website has been developed in both Chinese languages.
 - + No Social Media is planned for China as it is blocked by the Chinese government
 - + Further efforts will be determined for FY15

montana-chinese.org

MONTANA
美國蒙大拿州

Like Share 6,130 people like this.

SEARCH

首頁 旅遊 農業 商業 教育 互動園地

Select Language



Tourism 旅遊



Agriculture 農業



州長的話

WELCOME FROM THE GOVERNOR

Find us on Facebook

MONTANA 美國蒙大拿州-黃石,冰河國家公園的故鄉

Like

6,130 people like MONTANA 美國蒙大拿州-黃石,冰河國家公園的故鄉.



Facebook social plugin

Business 商業



Education 教育



MONTANA

Translated Guides

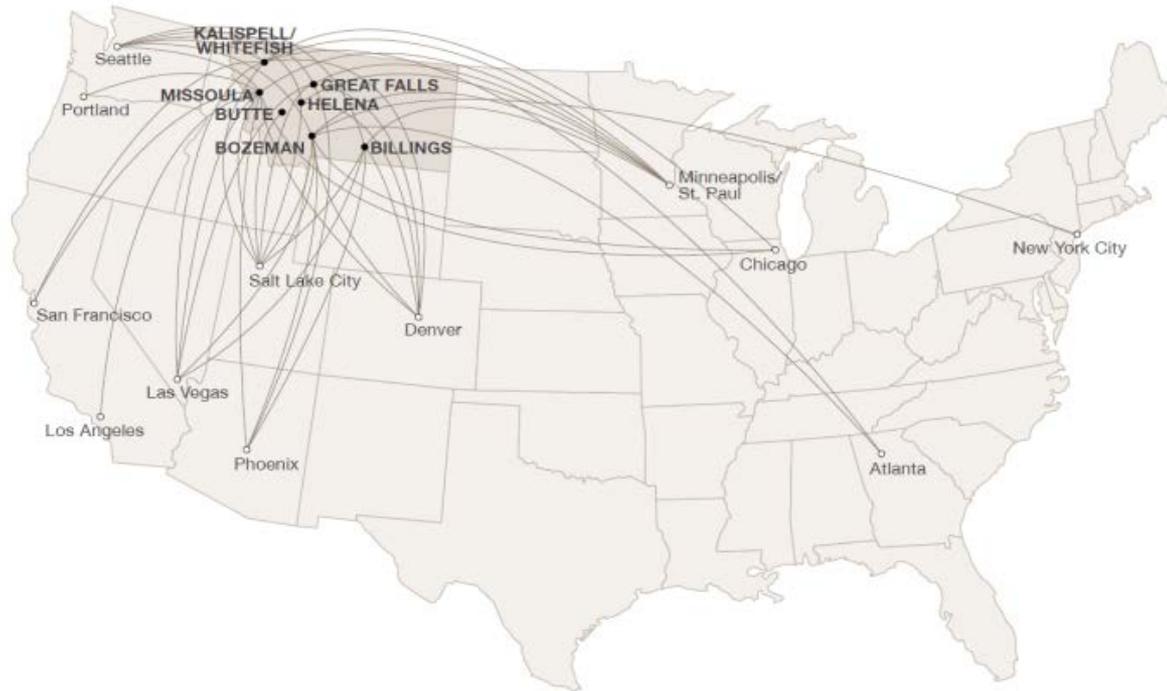
- French
- Italian
- German
- Chinese
(Simplified/Traditional)
- Japanese



Overseas Flights into Region

- Chicago
 - + Amsterdam
 - + Beijing
 - + Frankfurt
 - + Hong Kong
 - + London
 - + Paris
 - + Tokyo
 - + Copenhagen
 - + Stockholm
 - + Zurich
- Minneapolis
 - + Amsterdam
 - + London
 - + Paris
 - + Reykjavik
- Denver
 - + Frankfurt
 - + London
 - + Tokyo
 - + Reykjavik
- Seattle
 - + Amsterdam
 - + Beijing
 - + Frankfurt
 - + Hong Kong
 - + London
 - + Paris
 - + Reykjavik
 - + Tokyo
 - + Shanghai
 - + Taipei
- Salt Lake City
 - + Paris

Flights into Montana



Flights can be seasonal and are subject to change. Check with airlines for current flights and schedules.

Real America Guide



Swiftcurrent Lake, Glacier National Park



Glacier National Park



Butte, Montana

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. ◉



Moonlight Basin Ski Resort

United Kingdom

- World Travel Market(WTM)
- Visit USA Membership
- Visit USA Roadshows
- Tour Operator Co-op
- Destination London
- Met the Media
- Media Marketplace

Germany

Visit USA Membership

Visit USA Trade Shows

ITB

Tour Operator Co-op Marketing

- Argus Reisen
- CANUSA
- Knecht Reisen

Australia and New Zealand

- Visit USA Membership
- Visit USA Roadshows
- Australia/New Zealand Expos
- Tour Operator co-op marketing
- National Geographic
- Let's Travel Magazine
- International Media Marketplace

France

- Visit USA Membership
- Update and Optimize Website
+ www.wildwestusa.com
- Create Facebook Account



MONTANA

Nordic Region

- Visit USA Membership
- Discover America Nordic Ad Insert
- Nordic Mission
+ 3 trade events
- Swanson's Ad



MONTANA

Benelux

- Visit USA Membership
- Salon des Vacances
- USACanada Fair
- www.wildwestusa.nl
- Facebook and Twitter



MONTANA

Japan

- JATA
- BrandUSA and DiscoverAmerica
 - + Media fam in September
 - + Meetings at Trade Events

U.S. based events

International Pow Wow (IPW)

Go West Summit

North American Journeys (NAJ) Receptive
Tour Operator Summit

RMI Roundup

Fam Tours

2014 MegaFam WY and MT



MONTANA

Discover America Inspiration Guide

great outdoors

great outdoors

Montana

Larger-than-life wonders and spectacular landscapes offer awe-inspiring moments.

Get lost in Montana, the land of untamed and wild natural adventures. Explore two spectacular national parks: Montana is home to Glacier and the gateway to Yellowstone. The landscapes are so big and open that they stretch your soul. See bison and geysers, goats and glaciers, grizzly bears and hot springs. Discover points in between the parks, filled with epic views, abundant wildlife and breathtaking experiences.

Relive the days of the Old West in Virginia City and Nevada City. Explore historic sites spread across the state. Immerse yourself in Native American dance, customs and culture at a powwow. Or simply relax by the warmth of a crackling fire in a rustic lodge and enjoy hometown hospitality that's second to none.

It's a vacation that's the experience of a lifetime!



Bighorn sheep, Glacier National Park



MONTANA

VACATION HIGHLIGHTS

- SEE more unspoiled nature than anywhere else in the Lower 48 states.
- FEEL the crisp mountain air as it fills your lungs and clears your mind.
- HEAR Montana musicians at a local pub or the songs of Native Americans at a powwow.
- TASTE the bold flavors of the Wild West at a rustic steakhouse.

visitmt.com



Mission Mountain Range, northwest Montana



Guest ranch



Hiking in Glacier National Park

discoveramerica.com



MONTANA

discoveramericajapan

The screenshot shows a web browser window displaying the Discover America Japan website. The browser's address bar shows the URL <http://www.discoveramerica.jp/travel-journals/n>. The website header includes social media icons, a search bar, and navigation links such as "探索する ↓", "行き先 ↓", "DiscoverAmerica.com", "計画を立てる ↓", and "旅行者のブログ". A language selector is set to "Japanese".

The main content area features a travel journal entry titled "モンタナ 恐竜好きが集まるモンタナ州" (Montana: A state where dinosaur lovers gather) by Hitomi Farrell. The entry includes a large photograph of a woman in a museum looking at a dinosaur skeleton. Below the main image is a horizontal strip of smaller images. To the right of the text is a map of Montana with a red location pin. The browser's taskbar at the bottom shows various application icons and the system clock indicating 2:56 PM on 9/25/2014.

MONTANA

BrandUSA Multi Channel Programs

- Digital
- Email
- Print

Japan Multi-Channel

DISCOVER AMERICA | モンタナ州

モンタナ州 | DISCOVER AMERICA

モンタナ州

冬の自然の楽しみへのゲートウェイ

手つかずの自然の美しさを体験できるモンタナは、大ぞり、スノーシューイング、クロスカントリースキーにダウンヒルスキーと、種類豊富なウィンターアクティビティを楽しむのに最高の場所です。また、モンタナはイエローストーン国立公園の玄関口でもあり、スノーコープに乗って、蒸気たぎるような形の沼、マッドポットや野生動物、温泉、そして定期的に水蒸気を空中に噴き上げる間欠泉などを見学することができます。多くの野生動物は低地で雪が少ないところを好むことから、冬は野生動物ウォッチングに最適な季節にもなります。また、冬の澄み渡る夜空はオーロラを見るにも最適なです。モンタナには、小さな家族経営の林管用品店からビッグスカイリゾートのような大規模リゾートに至るまで、15カ所のスキー場も揃っています。夜にはモンタナのかわいい小さな町でリラックスし、フェスティバルやショッピングをお楽しみください。1日をアウトドアで過ごして冷えた体を温めてくれる、おもてなしの心がそこに溢れます。



写真：左から、休日の装飾、スキーを学ぶ子供たち、モンタナ州の絶景



MONTANA

bigskyjapan.com

22 | 発見しよう、あなたの知らないアメリカを。

DiscoverAmerica.jp | 23

USA
DiscoverAmerica.jp

日本から離れ、アメリカのアウトドア アドベンチャーを体験
エッセイ、写真、動画、ライブ配信、そして国立公園。あなたの旅は1771
リカが発見。15!

掲載 #0 0 0 0

今年がアイスバーニア
アメリカのトウモロコシ、マカ
ンタナに属さない

今年がFacebookで実況
楽しい写真や動画、北米の探検、西暦での情報、その他楽しい
旅行のアイデアが満載のFacebook.com/DiscoverAmerica.jp

HIS 広域旅行の国内最前線への100以上の旅行会社、専ら
HISは50以上のアメリカ旅行会社と提携し、旅行の予約に
対応するサービスを提供

旅行会社専用ダイヤル
03-5360-4881

アメリカの歴史に触
れてみよう

ニューヨークからワイキキ
ー、全米のさまざまな場所
に歴史を感じることができる
アメリカの由緒あるホテルが
250軒も

モンタナで冬のアド
ベンチャー体験

まだあまり知られていない、
魅力的な15のスキーエリア、
雄大なイエローストーン国立
公園のほか、自然と野生動
物を楽しむスポットがいっ
ぱい

MONTANA

1/2/2015

UK Multi-Channel

DISCOVER AMERICA | MONTANA

Montana

Larger-than-life wonders and spectacular landscapes offer awe-inspiring moments.

Get lost in Montana, the land of untamed and wild natural adventures. Explore two spectacular national parks: Montana is home to Glacier and the gateway to Yellowstone. The landscapes are so big and open that they stretch your soul. See bison and greysers, goats and glaciers, grizzly bears and hot springs. Discover points in between the parks, filled with epic views, abundant wildlife and breathtaking experiences. Relive the days of the Old West in Virginia City and Nevada City. Explore historic sites spread across the state. Immerse yourself in Native American dance, customs and culture at a powwow. Or simply relax by the warmth of a crackling fire in a rustic lodge and enjoy hometown hospitality that's second to none. It's a holiday that's the experience of a lifetime!



MONTANA | DISCOVER AMERICA



USA Explore the Outdoors
Discover beautiful beaches, national parks and more adventures in the USA
DiscoverAmerica.com

Not seeing images? View the [web version](#). Connect

View our Discover America Travel magazine now! [>](#)

Join the conversation now! Find road trips, outdoor trails, and more fun trip ideas at Facebook.com/DiscoverAmerica

Thomas Cook Let's go! to Thomascook.com/usa-vacations

Hilton is calling you
With 11 brands and over 3,500 hotels and resorts across the USA, we have a hotel for every style, budget and occasion. Book now. [>](#)

Montana: It's time
Experience the spectacular, the wild, the natural. Start planning your dream adventure now. [>](#)

MONTANA

It's time. Plan your dream adventure now. [→](#)

MONTANA

It's time. Plan your dream adventure now. [→](#)

MONTANA

It's time. Plan your dream adventure now. [→](#)

MONTANA

Germany Multi-Channel

DISCOVER AMERICA

DISCOVER AMERICA

MONTANA

Nationale Schätze und einmalige Erlebnisse

Montana bietet spannende Abenteuer und Entdeckungen. In diesem Staat befindet sich der Glacier Nationalpark und der Zugang zum Yellowstone Nationalpark. Jede Jahreszeit eignet sich dafür, die herrliche Landschaft zu entdecken.

Der Glacier Nationalpark wird als Krone des Kontinents bezeichnet und gehört zu den intaktesten Ökosystemen in der gemäßigten Zone der Erde. Wandern Sie auf den 1000 km langen Pfaden oder überwinden Sie die kontinentale Wasserscheide auf der 80 km langen, spektakulären Fahrt auf der Going-to-the-Sun Road, wo Sie Grizzly- und Schwarzbären, Elche, Rothirsche, Berglöwen und weitere Wildtiere entdecken können.

Der Yellowstone Nationalpark, der über drei verschiedene Eingänge im südlichen Teil von Montana mit dem Auto erreicht werden kann, ist der größte aktive Vulkan der Welt. Geysire, Heißwasserquellen und andere Thermalquellen sind von Bergen, Flossen, Canyons und Prärien umgeben. In denen einige der letzten wilden Bisonherden und zwei Arten Wölfe in ihrer natürlichen Umgebung beheimatet sind.

Außerhalb der Parks finden sich immer wieder bezaubernde Städtchen mit freundlichen Menschen, erstklassigen Restaurants und exzellenten Unterkünften. Lernen Sie die Geschichte und die Gebräuche der amerikanischen Ureinwohner des Staates kennen. Besuchen Sie ein Rodeo und spüren Sie die authentischste Atmosphäre des amerikanischen Westens. Besuchen Sie historische Gastertische und gewinnen Sie einen Einblick in die spannende Vergangenheit des Staates. Montana bietet ganz außergewöhnliche Abenteuer. Ist es nicht Zeit für einen Besuch?



Von links nach rechts: West Yellowstone, Eingang zum Yellowstone National Park, Das Blackfeet Indian Reservation nahe dem Glacier National Park, Das jährliche Corral and Rodeo, Wandern im Glacier National Park

MONTANA
discoveryamerica.com/montana

MONTANA

Es ist an der Zeit. Entdecken Sie die atemberaubenden Landschaften Montanas.

MONTANA

Es ist an der Zeit. Entdecken Sie die atemberaubenden Landschaften Montanas.

MONTANA

Additional projects

- Orbitz
- Essentially America
- North America Journal
- SEM

China Workshop

- Haybina Hao
- West Yellowstone, October 13, Holiday Inn
- Kalispell, October 15, Hilton Garden Inn

Motorcoach/Meetings Convention

- Priorities

Thank you

- Marlee Iverson