



Trade Show Report
Go West Summit – Virtual
March 1 - 4, 2021

Overview:

- + Go West Summit gathers international and international inbound receptive tour operators and travel agencies that focus on offering tours to the 14 western states in the United States. These tour operators specialize in group travel, FIT, and fly/drive programs.
- + Due to COVID-19 the Summit was held virtually this year.
- + Glacier Country was matched with 23 buyers for 30-minute appointments.

Education:

- + Due to the fact that the conference was held virtually there was the opportunity to spread out the education sessions throughout the week before. I attended:
 - o The Current State of International Travel
 - o Reshaping the Future of Global Tourism
 - o Restoring Traveler Confidence with WTTC's Global Safe Seamless Traveler Journey Protocol
 - o Building Back Better in New Zealand
 - o Rebuilding International Flight Connectivity
 - o Managing Visitation to National Parks within the Constraints of the Pandemic
 - o Transforming the Future of Inbound Travel Distribution

Trends:

- + The end of 2021 and 2022 will be a time for rural destinations to rise to the top of mind. We need to get ready for an influx of international visitors.
- + National Parks with restrictions are being avoided. YNP and GNP are putting in limits of 9 people to a group. TO are bypassing those parks.
- + International visitors are attracted to Montana for our wildlife viewing, wide open spaces, scenic drives, soft adventure, our unique culture that includes cowboys and American Indians.

Recommendations for 2022 and beyond:

- + Keep educating our GC partners on the international travel trade and working with international inbound tour operators. There will be pent up travel demand.
- + We have talked about offering welcome pages on our website for our key international markets.
- + Recognize the developing need for multi-lingual step on guides.
- + Work with the state office on multi-lingual promotional materials, perhaps we can take their information on Glacier National Park and make it a one sheet we can use.
- + Recommend attending Go West Summit: Reno: February 14 – 18, 2022.