



Trade Show Report
Go West Summit – Virtual
August 24 - September 4, 2020

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 22 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 How to Virtually Summit
 - o Destination Resort Situations and Market Update
 - o The New Definition of Responsible Tourism
 - o Connectivity Benefits & Challenges for the Market
 - o Reboot Your International Marketing Plan
 - o National Parks – It's Good News
 - o Pandemic Economy: We are all in this together
 - o International Tourism in an Aviation Challenged Time

Trends:

- + I was able to share our COVID-19 safety messaging with all tour operators.
- + 2021 and 2022 will be a time for rural destinations to rise to the top of mind. We need to get ready for the visitors. Make a plan this winter for the influx next year.
- + The CUA for National Parks was put on the back burner and that will entice tour operators to come to the National 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 2021 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: Virtual again – March 23 – 27, 2020.