



THE GREAT
AMERICAN WEST®

IDAHO · MONTANA · NORTH DAKOTA · WYOMING · SOUTH DAKOTA

Partner Program

The Great American West is the regional brand for the international marketing efforts of the state tourism offices of Idaho, Montana, North Dakota, South Dakota and Wyoming. We operate in seven key inbound visitation markets: United Kingdom (England, Scotland and Wales) and Ireland; Germany (Germany, Switzerland and Austria); Benelux (Belgium, Luxembourg and Netherlands); France; Italy; Australia and New Zealand; and the Nordics. Collectively, the cooperative markets to both travel trade (tour operators and travel agents) and consumers through advertising and public relations efforts.

IRU premium registration

- International Roundup attendance for two
- Access to exclusive tour operator networking events

Regional website

- Dedicated landing page and itinerary spotlight
- English-only (4)
- English & translated (8)

Regional newsletter

- Quarterly submissions
- Single newsletter submission

Regional social media

- Up to two posts per year across all Great American West Facebook pages
- Single post

Reporting

- Monthly media
- Quarterly
- Annual
- TRIP
- Leads

Material distribution

- Distribute your materials overseas in English or coordinate with us to translate them into an in-market language

CONTACT US FOR MORE INFORMATION!

rmimarketing.com | info@rmimarketing.com | (307) 637-4977

**TRIP Reports are available free of charge thanks to the investment of your state tourism department!*

IRU premium registration

IRU is not your typical tradeshow – in just two days of intensive pre-scheduled business



appointments, over 80 suppliers are guaranteed to meet nearly 50 international and domestic buyers

from more than 10 countries and conduct business negotiations that result in the estimated generation of more than \$255.8 million in future travel to the five-state region. Registration for up to two participants is covered for GAW partners, PLUS exclusive access to all trade networking events.

Regional websites



Market your destination directly to international trade and consumers on the GAW website network. A dedicated landing page will be built on eight in-market GAW websites, promoting your destination through translated copy, photos, videos and social links. You will also be highlighted in one of the regional itineraries on the GAW websites for additional exposure in the overseas markets.

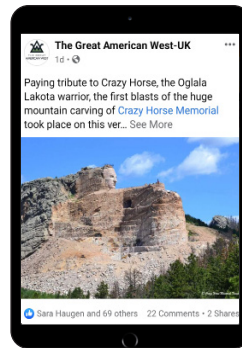
Regional newsletter



Keep the trade up-to-date on activities and events in your neck of the woods with the GAW quarterly newsletter. Reaching out to nearly 9,000 B2B professionals (tour operators, travel agents, media, etc.) four times per year keeps your brand top of mind and increases the likelihood of

your product being included in new itineraries and promotional efforts.

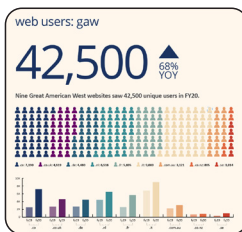
GAW social media



Inspiration is key! Use the expansive Great American West Facebook network to broadcast your message directly to international travelers. Craft a Facebook message that promotes your destination with photos, videos and links to your website, and we translate that message and blast it

across every dedicated GAW Facebook page to nearly 142,000 followers.

Reporting



Quarterly updates offer information on new product; campaign updates; key trends and meeting highlights; and web, newsletter, social and distribution statistics. Your customized TRIP

Report provides product offerings and overnight booking data. These two reports combined with monthly media tracking, an annual recap, annual website and social media reporting and sales mission leads reports let you track your progress and prove your international marketing ROI.

Overseas material distribution



Get your travel guides and maps distributed across the globe with this special material distribution benefit. Materials in English are great, but consider working with us to translate your materials into German, Italian, French, Dutch, Norwegian and many other languages

to increase the effectiveness of your marketing materials. RMI can coordinate any translation project for you; just ask!