

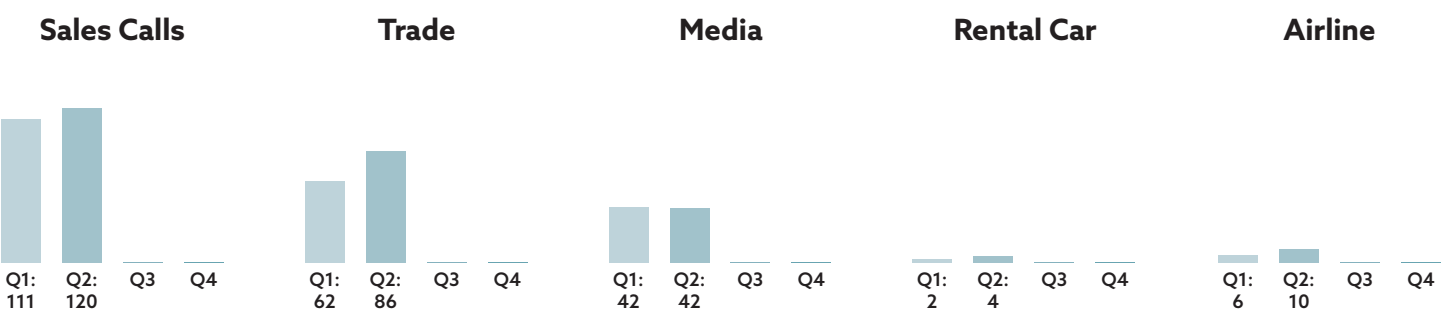


QUARTERLY REPORT

FY25 QUARTER 2
OCTOBER-DECEMBER 2024

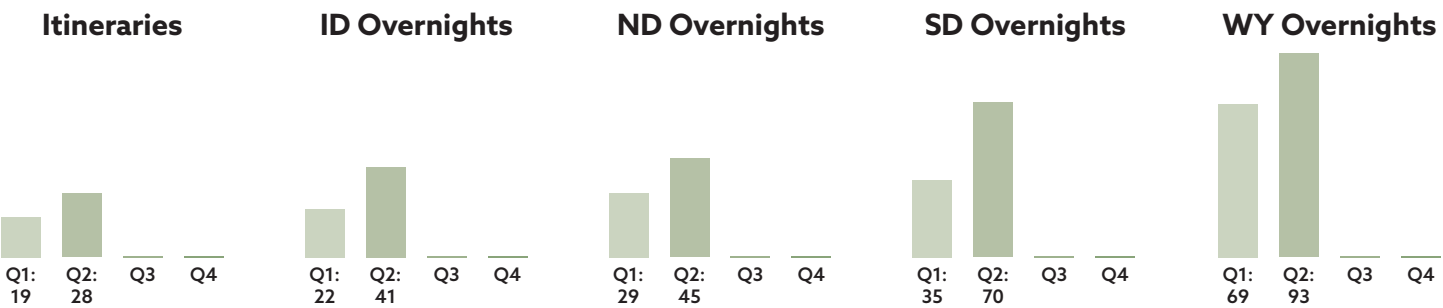
Meetings: Q2

	Sales Calls	Trade Meetings	Media Meetings	Rental Car Meetings	Airline Meetings
UK	0	11	6	0	0
Germany	37	17	10	0	3
Benelux	35	22	9	2	2
France	18	15	2	0	1
Italy	11	4	1	0	0
Australia	12	12	8	2	2
Nordics	7	5	6	0	2
Total	120	86	42	4	10



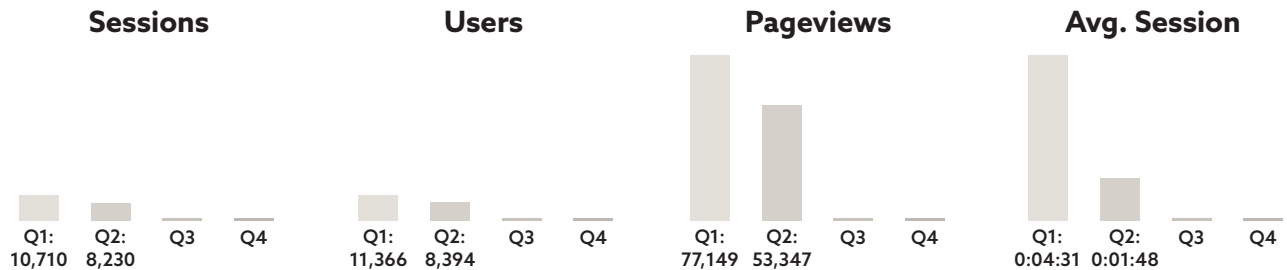
New Product: Q2

	New Itineraries	Idaho Overnights	North Dakota Overnights	South Dakota Overnights	Wyoming Overnights
UK	1	0	6	5	0
Germany	4	4	4	10	19
Benelux	6	10	9	18	30
France	0	0	0	0	0
Italy	10	14	10	21	30
Australia	6	13	13	13	12
Nordics	1	0	3	3	2
Total	28	41	45	70	93



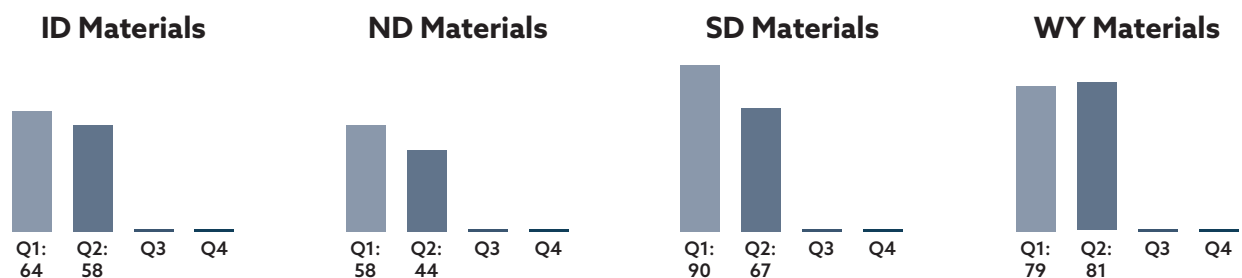
Websites: Q2

	Sessions	Users	Pageviews	Avg. Session
.co	1,363	1,472	9,901	0:01:35
UK	468	604	8,011	0:05:01
Germany	1,246	1,089	1,529	0:00:49
Benelux	666	641	941	0:02:06
France	850	822	6,111	0:02:33
Italy	2,685	2,485	12,093	0:01:47
Australia	508	771	11,688	0:01:16
New Zealand	159	153	173	0:00:14
Nordics	285	357	2,900	0:00:50
Total	8,230	8,394	53,347	0:01:48



Digital Downloads: Q2

	Idaho Materials	North Dakota Materials	South Dakota Materials	Wyoming Materials
.co	7	3	4	7
UK	8	7	8	8
Germany	2	2	9	14
Benelux	8	4	4	12
France	14	8	12	26
Italy	14	16	26	7
Australia	5	4	4	7
New Zealand	0	0	0	0
Nordics	0	0	0	0
Total	58	44	67	81



*Regional materials (GAW Guide and region road map) are being produced during Quarters 1 and 2. Regional digital download statistics will be available in Quarter 3.

Quarterly Report – United Kingdom & Ireland

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
0	11	6	0	0

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Virgin Holidays	James Killick	Not where they need to be as a business for the US. Wider US not back to pre-pandemic. They want to be back recognized as a tour operator. Will be looking to revamp product offering in the GAW. Starting with a Yellowstone circular. Not ready to start work on this region just yet, but it will be coming down the line soon!
Trade	Gold Medal	Harriet Hudders, Marketing Manager	Working on a 'US-Beyond the gateways' agent campaign that will include direct mail piece, social media, and web activity. Giving the opportunity to use QR code to specific agent training pages. Harriet to send a proposal for the GAW.
Trade	First Class Holidays	Dan Gathercole, MD	First Class Holidays Strategy Presentation – Average booking value is £14.5k. Their FY24 ended 12% up year-on-year which they are classing as an 'average' year. The USA is still their lowest convertor – they have recently employed two of Gold Medal's top USA and Cruise sellers and hope conversions will improve. Looking into the possibility of opening up an office in the USA in a similar way to Audley, and Scott Dunn.
Trade	US History Tours	David Sedley	David originally met the team at The Great American West workshop in London, December 2022. At that time, he was moving towards launching as a tour operator using the name Heritage America. Things developed due to a contact at Rocky Mountain Holiday Tours. He did not get to trading, largely because he lacked the know-how to take the leap. Then he got acquainted with Michael Carter, the founder of Travel Industry Design, MarsBarsPars, and Independent Travel Advisors. Working on a website currently. The focus is very firmly Native American themed tours. Aiming to launch with a view of running tours late '25 (shoulder season) early '26 working with Stephen Ambrose tours. Has started communication with Wind River Visitors Council, Nez Perce Tourism, Akta Lakota and the Chair of South Dakota Native Tourism Alliance, Frank Kills in Water. The states they hope to run tours in are SD, ND, WY, MT, NE, ID and CO. He was interested in IRU 2025 but we declined on this offer as after our meeting we determined he was not in a position where he had any product and is

Type	Company	Contact	Details
			not yet worth the IRU investment. He is launching in the Australian market first, and we sent his details on to Carrie. TBC on this one, but we haven't heard anything since this call and were hesitant to pursue anything any further at this point.
Trade	Travelsphere	Stuart Perry, Product Manager	Conversation with Stuart about developing his GAW product for Travelsphere and the Just You (solos product). Advised about IRU and he has subsequently signed up to attend.
Trade	American Affair	Mandy Mcglade	Brief update from Mandy on product updates.
Trade	Travelbag	Geoff Dobson, USA Product Manager	RMHT and America 4 U contracts are in place. Opens up ranching product. Marriott, Hilton and Accor contracts are all now live offering broad product range across the US. Trafalgar & insight are providing escorted tour options. Have been key BUSA partner for past three years. BUSA present partner opportunities and TBAG decide who to work with. TBAG are on of BUSA's key accounts for adhoc CTAs. New look website completed this year. Includes: Image library, Best time to go, video content, in state destinations. 6 itineraries that include the region https://www.travelbag.co.uk/holidays/north-america/usa/american-prairies-and-rockies/itineraries ID & ND additions to be completed in 2025. Looking to educate consumers with podcasts and blogs – New blog: "Hot to do Yellowstone, SD & MT" Looking to have more suppliers in store with clients. <i>Possible option for next mission in partnership with Cruise America.</i> Chester, Knutsford, Solihull (RV?), Harpenden, Marlow, Cobham, Cheltenham, Winchester. USA business +40% YOY. 4-5 month lead times, Peaks still Peaks but had a great Nov. with enquiries for 2026/27 coming in.
Trade	Journeyscape	Dominique Kotsias, Product Manager Stuart Whittington, Head of Product	Focus on 'off the beaten track' travel with emphasis on responsible and indigenous tourism. 70/30 consumer / trade split. First year has been working to build client database, created a new video that's been used on Social media and will be apt of TV advertising campaign that will run 26DEC – 30MAR. Along with this created niche stories idea for editors; 2,500 database with 55-60% open rate 3rd party advertising / content including Wanderlust and Nat Geo promoting destination inspiration. They will be attending Destination show for the first time with their own stand and have created an inspirational brochure to distribute. Always looking for organizations and charities that they can support. **opportunity to work with Journsetyscape and Wanderlust jointly.**

Type	Company	Contact	Details
Trade	Virgin Holidays	Paul Truss - Head of Product Ray Perry - Destination Manager Strategy James Killick - Head of Product & Purchasing	James now looking after USA and Canada. Rae heads up product strategy across the world. 35 retail stores, customer centre and website. Marketing shared with the airline now. Looking at expansion – primary focus is growing load factor onboard with the airline. Have run comprehensive consumer research over the last two years. Looking at the perception of a package holiday, now working on “product & travel” curation. Trip type ‘adventure & exploration came out high. Adventure and ‘energizing Escapes’ which give the option to relax and take in some soft adventure. Looking into which ancillary products sell well along with more popular culture. Have signed a deal with Attraction World Group – not sure they have enough product in our region?? Recommended that contract with RMHT or America 4U. (Sensed some resistance to this from Paul??). Also looking for suppliers that focus on accessibility plus, this is another focus areas for them. KBC to keep in touch.
Trade	Newmarket Holidays	Richard Harrington	Recent investment into business – 17% sold with aim to grow direct sales and brand. Marketing starting in January including TV Adverts – includes long haul imagery. Tour development – focusing on smaller tours at premier level traveling in early and shoulder seasons. Currently has no Yellowstone product but we discussed and pitched a new tour that Richard will investigate to develop: Denver – Cheyenne – Mammoth site – Rapid city (hub n spoke for Badlands, Mt Rushmore, Crazy horse and Black Hills) Deadwood – Devil’s Tower; Cody - Yellowstone - Grand Teton – Jackson - Vernal – flaming Gorge - Dinosaur monument – Denver
Trade	Original Travel	David Martin	Liaison with David on Fam trip for next spring May 2025 to South Dakota and Wyoming to increase his product offering. Helped him complete the form and sent over for approval.
Media	Wanderlust	Jacqui Agate	Meeting with Jacqui Agate to discuss featuring GAW in Wanderlust throughout the year, in upcoming editorial features including the Origin List (Nov 24).
Media	Wanderlust	Simon Bryson	Liaison with Simon to set up a media dinner during the UK Mission to discuss paid opportunities with the publication.
Media	Times/Sunday Times	Jacqui Agate	Zoom call with Jacqui Agate to ensure that she had all the information she needed for her big New Year round-up on all 50 US states in the Sunday Times.
Media	Escapism	Phoebe Friston	Liaison with Phoebe to set up a media lunch during the mission so that she could meet the states and talk about opportunities in Escapism for paid promotions.
Media	Freelance	Shafik/Claire	Met with both Shafik Meghji (interested in the North Dakota TRNP Library opening in particular) and Claire Dodd who is interested in visiting N. & S. Dakota in the future.

Type	Company	Contact	Details
Media	Essentially America	Lynn Houghton	Lynn is writing a feature on Dark Skies and wanted information on Idaho, which we provided for her.

Trainings

Summary:

# Trainings	# People Trained
4	43

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade – Product Manager, Sales Agents	Ocean Holidays	Helen Taylor, Product Manager - helen.taylor@ocean-holidays.co.uk	Lisa Cooper training 20 agents plus 1 product manager ahead of peaks.
Trade – Product Manager, Sales Agents	First Class Holidays	Keir Ashley, Product Manager - keir.ashley@fcholidays.com	Lily Mceown trained 12 people, including 1 product manager and 11 sales agents. Keir is registered to attend IRU this year, so great that they are expanding their product knowledge prior to this. They were engaged and asked good questions. No follow up at this point.
Trade – Product Manager, Sales Agents	American Affair	Mandy McGlade, Product Manager - mandy.mcglade@canadianaffair.com	The team trained 6 sales staff and 1 product manager. Good response to the new quiz option.
Trade – Product Manager, Sales Agents	Journeyscape	Dominique Kotsias, Product Manager - dominique.kotsias@journeyscape.com	The team gave in depth training to 5 staff including 2 from sales, 2 from the product team and 1 from marketing. Good response to the new quiz option and lots of questions.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
1	0	6	5	0

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
American Affair	Culture, Heritage & National Parks of North & South Dakota American Affair	MSP	MSP	Minneapolis (2), Sioux Falls (2), Pierre (1), Rapid City (2), Medora (2), Bismarck-Mandan (2), Fargo (2), Minneapolis

Website

Sessions	Users	Pageviews	Average Session
468 (-14%)	604 (-9%)	8,011 (-16%)	5m 1s (-2%)

Misc.

- **Sales Mission overview**
 - Short but sweet mission with focus on training and meeting with key media outlets to talk more about partnerships ahead of planning for next fiscal
 - Hosted a successful line dancing event for trade and media customers, total of 50 in attendance.
 - Details of meetings listed above along with training sessions.
 - Arranged relevant media to talk to GAW states re editorial and paid-for opportunities coming up for 2025/26.
- **Platinum travel (Ireland) ceased trading** just before Christmas and will no long be operating ([source](#)). Very sad day as Ciara was a huge GAW supporter.
- **Cowboy-Core, Reset Jettors: All The Travel Trends That Will Rule 2025:** Inspired to experience the great outdoors, travellers are gearing up for countryside escapes in 2025. With 53% excited about immersive experiences like campfire dining and 50% eager for tranquil farmhouse stays, these trips beautifully blend relaxation with outdoor adventure. Travellers are opting for destinations like Dubai, where luxury ranch-style resorts and desert experiences offer the perfect setting to channel their inner cowboy ([source](#)).
- Initial thoughts on whether the election results will put people off travelling to the US: [TTG - Travel industry news - Another 'Trump slump'? What the US election result means for travel](#).
- **Weather impacts:** Travellers are actively starting to avoid destinations which are exposed to extreme weather, according to a World Travel market (WTM) Global Travel Report, released this week The report, in association with Tourism Economics, found that 29% of travellers from key global markets have avoided visiting a destination in past 12 months due to concerns about inclement or extreme weather. Gen Z – travellers aged between 18 and 34 – are more likely than the average to avoid destinations exposed to extreme weather, with more than two in five (43%) admitting to reconsidering where to go. Tourism Economics data in the report shows that only a slight majority (53%) of travellers say that they attempt to Extreme weather makes travellers rethink minimise their carbon footprint when travelling. At the same time, nearly two in three (65%) of travellers acknowledge that travel has a negative impact on the environment. That disconnect can be closed by travel sellers helping travellers to make climate-friendly and sustainable choices. Booking.com figures from 2023 are quoted, which showed that 74% of travellers want more sustainable options made available, and that 65% would feel better staying in accommodation with sustainable certification. Juliette Losardo, Exhibition Director, World Travel Market, says travel is perhaps the industry most exposed to the climate emergency and the wider concerns around sustainability ([source](#)).
- **NEWS: Where do people get their holiday inspiration from? ([ABTA](#))**

ABTA has unveiled details of where the British public gets information and inspiration from when looking at holidays, and the association will use the findings to support future marketing efforts. ABTA's Holiday Habits 2024-2025 research shows the top choice is a general internet search, with 49% of respondents using the web. Second on the list is recommendations from family and friends, used by 39% of respondents, while third is the use of specific travel websites, newsletters or guidebooks (36%). On average, one in five people (21%) use social media platforms for their inspiration, with social searches more popular among the 18-34s. The research showed social media is used to search travel by 44% of 25–34-year-olds and 42% of 18-24 year olds. The full findings, including the differences among the age groups, are available in a short guide to help support ABTA members' marketing, which can be downloaded via ABTA's Member Zone. Of those who had been on a holiday booked through a travel professional in the past 12 months, 37% said they get their inspiration from travel agents and tour operators, with 37% also saying they got inspiration from family and friends. Research shows 68% of consumers only trust companies that are members of ABTA, and the association is encouraging its members to harness the strength of the ABTA brand and make use of the marketing materials in its Member Zone. Assets including videos, copy and imagery for social media, help members reach customers in the places they are going for inspiration.
- **NEWS: Trend towards off-peak bookings emerges in new traveller survey**

More than three-quarters of British holidaymakers -hope to book outside the peak summer with many exploring the two-to-three-month shoulder seasons to secure better value and avoid crowds of tourists. However, Britons are looking to go on

an average of five holidays next year, according to a global travel -report by Marriott International. Thirty-six per cent of those surveyed plan to take more trips in 2025 than this year, with the appetite for travel -particularly high among those aged 25 to 34, while more than two-fifths expect to maintain their present travel levels. How holidaymakers choose and get to their destination is also shifting, with 43% opting for eco-friendly travel alternatives such as trains, cars and other forms of public transport, instead of flying, while more than a third of people now look at the sustainability credentials of their accommodation. The role of technology in planning trips is also growing, with 30% of respondents saying they use artificial intelligence-powered tools to organise holidays, up from 19% who said they used them this year. The trends emerged in a global survey of 21,374 adults in 10 markets across Europe, Africa and the Middle East, including more than 2,000 travellers in the UK reported by The Times. The average number of holidays people plan to take next year across all markets is five, comprising two short-haul trips, one long-haul holiday and two domestic breaks. The findings show an increase in the number of Britons willing to push their boundaries and try new experiences. Marriott said there has been a significant rise in the popularity of so-called 'bravevacations' – travellers being more likely to try things they would not at home. Some 62% of respondents said they are willing to embrace bold pursuits such as tasting exotic foods, engaging in adrenaline-filled activities including zip-lining, climbing to scenic viewpoints and connecting with locals through conversations. The figure rose to 82% among 25 to 34-year-olds. About two-fifths of travellers in the 25 to 34 age range are planning journeys to explore their ancestry, with almost half motivated by the opportunity to discover their origins and visit ancestral homes, while 29% want to reconnect with long-lost relatives. [Trend towards off-peak bookings emerges in new traveller survey | Travel Weekly](#)

- **Earned Media Coverage Highlights:**

- The Origin List : South Dakota [The Origin List 2024: Top Indigenous experiences in North America - Wanderlust](#) Jacqui Agate
- [Road Trips in the USA: 50 Adventures on the Open Road : DK Travel: Amazon.co.uk: Books](#) Zoey Goto
- <https://metro.co.uk/2024/10/27/found-inner-cowgirl-went-buffalo-chasing-wild-west-21777071/> Sabi Phagura
- [The best thing to do in every US state in 2025](#) Sunday Times, Jacqui Agate.

Quarterly Report – Germany

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
37	17	10	0	3

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Usa-reisen.de	Doreen Sell Marketing Director	Discussed details for the virtual GAW Consumer Event – Jan 31, 2025 (had to move the event from Jan 17 to 31, due to a conflict of dates for usa-reisen.de).
Trade	CANUSA	Nina Wulferding Marketing Manager	Finalized the following marketing activities: • Exclusive GAW E-NL (250,000 contacts) – Dec 11, 2024 • Pinterest Ads – Jan 6, 2025 • 4 FB + 4 IG posts – to be published Jan 13; 15; 17; 19
Trade	Faszination Fernweh	Sandra Kaetsch Managing Director	Adapted marketing activities for FY25 with Faszination Fernweh to include B2C Event "Big USA Day with Faszination Fernweh" to replace the cancelled consumer show in Mannheim: • New GAW Fly Drive • Blogpost on www.faszination-fernweh.de Website – Date TBC • Production of flyer promoting new GAW fly drive (1000 circ) • [NEW / Replacement Show] B2C Event “Big USA Day with Faszination Fernweh (Date TBC, March or April 2025) • Exclusive Faszination Fernweh USA Day in an exclusive location; American Feeling/atmosphere with food and drinks. Expected number of participants: 400-500 consumers with high interest in the USA and USA-Fans • Promotion via City Lights / posters. • Paid Instagram and Facebook Ads for 1 month • GAW booth for brochure distribution and networking with consumers • 30-minute GAW PowerPoint presentation & Raffle.
Trade	T.r.u.e. America	Tamara Toemmers CEO	• Worked on and provided feedback/input for the Destination Page “The Great American West” • Finalized GAW Destination Postcards (1000 circ), distributed at consumer shows in Stuttgart (January 2025) and the travel fair in Vienna (March 2025)

Type	Company	Contact	Details
			Finalized new GAW-Fly Drive https://true-america.de/the-great-american-west/: Fargo, ND – 2 overnights Bismarck, ND – 1 overnight Medora, ND – 1 overnight Deadwood, SD – 1 overnight Rapid City, SD – 3 overnights Sheridan, WY – 1 overnight Cody, WY – 1 overnight Yellowstone, WY – 1 overnight Jackson, WY – 1 overnight Twin Falls, ID – 1 overnight Sun Valley – 1 overnight Boise, ID – 2 overnights
Trade	Ruck Zuck	Ribanna Ginsdorf Managing Director	Adapted marketing activities for FY25: - Distribution of 400 GAW Material at consumer show CMT Stuttgart (Jan 18-26, 2025) through Ruck Zuck booth 4 Social Media Posts (Replacement for consumer show in Bremen in November 2024): Jan 12-15, 2025
Trade	Para Tours	Hans-Peter Riesen Managing Director	Discussed and finalized details for GAW live presentations (45-60 min each) and distribution of GAW material at the following consumer shows: *GAW live B2C Presentations (45min) + GAW material distribution at the following 2 consumer shows: Ferienmesse Bern 2025 – Jan 24, 2025 Canada Weeks in Bern - Feb 17, 2025
Trade	British Airlines	Frank Henne Commercial Account Manager Trade	Met with Frank. Frank is Commercial Account Manager Trade at BA. He told us that BA is unfortunately not able to support fam tours or offer reduced rates. But if we are interested in joint B2B events he would love to hear from us.
Trade	Argus Reisen	Dirk Buettner Managing Director	Dirk was interested in sending his Product Manager Judith Brand to IRU 2025, but I had to decline, as we have already reached the maximum number. I told him I would let him know in case a spot becomes available. I already invited him/his PM to attend IRU 2026. We also discussed possible marketing activities for FY26 for the new proposal. Argus also published a newsletter October 6, 2024 with focus on ranches in which they promoted a new ranch in WY: Paintrock Canyon Ranch.
Trade	Geoplan	Nadine Marquardt Product Manager	Nadine has clients who want to travel from Salt Lake City to Yellowstone in 2025 and was looking for recommendations and routings through Idaho. We provided her with the pdf of the new Idaho fly drive routing from SLC to YNP, which Nadine liked very much.

Type	Company	Contact	Details
Trade	Explorer	Julia Flock Product Manager North America	Julia was looking for GAW images to update their website. We referred her to the individual state image libraries as she was looking for images that do not expire June 30, 2025. We also provided her with a quick GAW online training of 20 minutes to become more familiar with the region.
Trade	Dertour	Christiana Forster Product Manager North America & Oceania	Met and discussed new GAW product for their B2B back office booking system where only travel agents and sales staff have access to fly drive itineraries. Will provide her with the two new routing suggestions for the GAW.
Trade	Amerikareisen.at	Alex Kohlenberg Marketing Manager	Met and followed up with Alex Kohlenberg of Amerikareisen.at to see if we can provide them with new GAW fly drives to add to their new website www.amerikareisen.at . They used to have a lot of GAW fly-drives on their website, but due to all the changes and adaptations to the America Unlimited layout, they took most of the itineraries off the website and are starting from scratch basically. Alex mentioned that they will slowly build up a larger portfolio on their website, which will take some time. They will definitely add GAW itineraries as well. Currently they are offering only a small amount of fly drives, none of them including the GAW.
Trade	CANUSA	Rebecca Marcks Marketing Manager	Confirmed partner opportunities with CANUSA for Cody, Wind River and Carbon County, WY. Cody: E-NL-Article (March 23, 2025) and Social Media Posts (March 18 + 20, 2025) Carbon County: Social Media Posts (Feb 15 + 16, 2025) Wind River County: E-NL article (Feb 16, 2025)
Trade	Airfrance/KLM/Delta	Norman Czapka Account Manager Leisure Sales & Groups Coordinator Germany	Met with Norman to discuss future cooperations regarding possible fam tours or IRU flight support. Hans Gesk, Norman's boss, retired in September 2024 and his position will not be replaced. There might be an internal restructuring happening soon. Norman said we can always contact him in regard to FIT or group rates, but support for fams or reduced rates is limited.
Trade	Condor	Ingo Grimm Regional Sales Manager	Met with Ingo to discuss possible cooperations. They are mainly interested in co-ops with destinations they fly directly into. Minneapolis is currently the only GAW-Gateway City they fly to, but we learned that Condor is likely to discontinue service to Minneapolis (MSP) from its Frankfurt hub starting summer of 2025.
Trade	America Unlimited	Timo Kohlenberg CEO	Met to discuss possible marketing activities for FY26. Business is going really well, their booking and inquiry numbers in Q4 2024 were much higher than at the same time period a year ago – and 2023 was already a very good year for them. Are extremely happy with the successful business development. Timo mentioned that they are doing an annual consumer event in Hannover for existing and new clients which is always well attended (several hundred participants). Asked for more

Type	Company	Contact	Details
			details. They are currently working on additional new activities which they will share once available. Timo also suggested participation at consumer shows in Hannover (Feb 2025) and Friedrichshafen (March 2025) with GAW counter within the America Unlimited booth space. Had to decline for this year but might consider for FY 25/26.
Trade	Rocky Mountain Adventure	Mario Möbius Owner	Met with Mario. Business is going really well, his guided motorhome tour through the GAW https://www.rockymountainadventure.de/begleitete-wohnmobilreisen/pazifik-nordwest/ is almost fully booked (10 people/5 motorhomes). As he is attending several consumer shows in fall/winter 2024/2025 he asked if we can provide him with the GAW guide to distribute. We informed him that we no longer provide printed guides but that the brochures available for download on our German website.
Trade	Bike The Best	Michaela Fischer Owner/Managing Director	Met with Michaela and Stefan. Their business for 2024 has been great and they already have lots of bookings for 2025. Are extremely busy and thinking about hiring another staff member. They attend a lot of consumer shows with focus on motorcycle enthusiasts – which is their biggest audience and where they get their most direct bookings. Will send information about a possible cooperation at one of their consumer shows in 2025.
Trade	Explorer Travel Group	Andreas Weber Brand & Partnership Manager	Andreas Weber is Brand and Partnership Manager at Explorer. Explorer has had a new majority owner, Schauinsland Reisen, for about 5 months now. Schauinsland Reisen has approx. 6,000 travel agencies. The goal for Schauinsland Reisen was to have better access to package tour business and for Explorer to have a higher reach for their product portfolio. Big focus is on training the Schauinsland offices in regard to product. - Campaigns: Explorer can provide 2,500 travel agencies with promotional material. these are the top travel agencies Schauinsland selects each month - Explorer is able to offer monthly marketing activities with all those 6,000 travel agencies every month - Explorer has about 30 own offices with STA, Orca, Travel Overland - Explorer World of Travel is the tour operator and all branches together form the Explorer Travel Group, who belongs to Schauinsland Reisen - USA in the top 3 together with Asia - Andreas will send marketing proposal with different packages – also including travel agent trainings.
Trade	Traumautoreisen c/o Toeffreisen AG Sägestrasse 73 3098 Köniz Tel: +41 (0)31 972 27 57 info@traumauto.reisen	Carsten Roetz Owner	Traumautoreisen is a new Swiss tour operator and belongs to Toeffreisen AG (specialized in guided and individual motorcycle tours worldwide). The company started as a tour operator with exclusive focus on motorcycle tours but has now founded Traumautoreisen (Dream Car Travel) to also offer individual and group fly drive tours by car. They have just started offering tours on their websites and the following tours include the GAW:

Type	Company	Contact	Details
			Fly-drive by car incl. the GAW: https://traumauto.reisen/gefuehrte-touren/usa-rocky-mountains-2025/ Motorcycle group tour incl. the GAW: https://toeffreisen.ch/gefuehrte-touren/usa-rocky-mountains/ We will stay in touch to see if we can extend their offer in the GAW region and provided additional information about the 4 states.
Trade	Boomerang Reisen	Maik Schroeter Product Manager	Met with Maik and discussed GAW itineraries for their website. They only started last year to sell the US again, as their focus was on Canada and Alaska for the last years. Currently they only have 2 fly drive tours through the US in their portfolio, which do not include the GAW. But as Maik is a big fan of the GAW region, he would like to add GAW product. But it will take time, as the North America team is very small, and their focus still is on Canada. We will stay in touch regarding product. We held a GAW destination training in their office in October to provide news and information about all 4 states, which he appreciated. We trained a total of 3 staff members.
Trade	Canusa	Anngret Rossol Senior Product Manager	Met with Anngret and discussed a possible fam tour to the GAW in 2025. In 2024 Canusa had to postpone their planned fam tour to the GAW, but they are considering a fam to SD und WY now in September 2025. We talked about possible routings for an 8-day itinerary, and she wanted to discuss fam support with Cole and James at Brand USA Travel Week in London in October 2024. Her first idea for a routing is: Day 1: Cody (overnight Cody) Day 2: Cody - YNP (overnight YNP, if possible) Day 3: YNP - via Jackson Hole - to Wind River Country (overnight eg. Lander, Dubois, Riverton) Day 4: Wind River Country - Sheridan (overnight Sheridan) Day 5: Sheridan - via Devils Tower - to Deadwood (overnight Deadwood) Day 6: Deadwood - via Sturgis (?) and Hot Springs - to Rapid City (overnight in Hot Springs or Rapid City) Day 7: Rapid City (overnight) Day 8: Departure from Rapid City She will let us know when they are ready to start the planning and then we will fill out the fam form. Flights and rental cars would be covered by Canusa.
Trade	Karawane Reisen	Petra Schurig + Stephanie Spies Product Managers North America	Met with Petra (who will attend IRU in Rapid City) who introduced me to her new colleague, PM for North America, Stephanie Spies. She is the new Sales/Product Manager at their office. We discussed new itineraries and product. Petra is looking forward to meeting with suppliers at IRU. Also talked about possible marketing activities.

Type	Company	Contact	Details
Trade	Die Reisebotschafter	Dirk Zielinski Product Manager North America	Met with Dirk and discussed possible new fly drive tours through the GAW as well as marketing activities for next FY. We also gave a 30-minute inhouse training for 2 staff members.
Trade	CRD	Pia Hambrock COO	Met with her in October and discussed an inhouse training for their staff (as they have many new staff members). The inhouse training is planned for January 15, 2025 in Hamburg.
Trade	Enchanting Travels	Samantha Potter Product Coordinator	Held a 1-hour webinar about the GAW for 16 staff members November 28, 2024 and sent out a follow-up email with further information about the GAW, the GAW Video as well as a link to the German GAW website.
Trade	VUSA Germany	Christian Meuter General Manager	Sent proposal to GAW for participation with brochure distribution through VUSA Germany booth at consumer show f.r.e.e. in Munich February 19 - 23, 2025. In 2024 a total of 140,000 consumers visited the show. Waiting for approval from the GAW.
Trade	Geoplan	Sebastian Glowacki Team Lead Product Management	Talked to Sebastian several times to discuss and fine-tune their fam request for SD and WY for June 4-15, 2025. Finalized fam form and sent to RMI.
Trade	Knecht Reisen	Cornelia Rupf Product Manager	Met with Cornelia at Knecht Reisen office. Discussed new itineraries through the GAW for their website.
Trade	Tourlane	Deborah Clauss Product Manager	Learned that Tourlane is reducing their number of staff. Deborah had to leave on very short notice in September. Waiting to hear who the new product manager is.
Trade	Ruck Zuck	Ribanna Ginsberg Managing Director	In regular contact regarding her IRU participation in Rapid City and SD Pre-fam participation.
Trade	Karawane	Petra Schurig Product Manager North America	In regular contact regarding her IRU participation in Rapid City and SD Post-fam participation.
Trade	Canusa	Tabea Wahl Product Manager	In regular contact regarding her IRU participation in Rapid City and SD Pre-fam participation.
Trade	T.r.u.e. America	Tamara Toemmers CEO	In regular contact regarding her IRU participation in Rapid City and SD Post-fam participation.
Trade	America Unlimited	Annica Grosche Head of Product USA & Canada	In regular contact regarding her IRU participation in Rapid City and SD Post-fam participation.
Trade	Baumeler Reisen AG	Sandra Raeber Managing Director	Met with Sandra at a consumer show and discussed GAW product. Sandra is Managing Director and hiking guide at Swiss hiking and biking tour operator Baumeler. They are currently only offering group tours to South America, but not to the USA but were considering adding those in 2025. We will stay in touch and offered to hold an inhouse training for her and the staff.

Type	Company	Contact	Details
Trade	Air Canada	Thorsten Schuhmann Senior Sales Support & Marketing Specialist	Briefly met with Air Canada to introduce the GAW and to see if there might be opportunities in the future to work together. We will stay in touch.
Media	Signature Magazine (AT) / Moments	Awedis & Brigitte Cocyan (publishers)	Met with them in person. High end magazines with 4 issues per year, focuses on Trends & Travel, Art & Culture, Design & Architecture. Are very open to suggestions for topics, can also be something original and unusual (e.g. treehouse accommodations, glamping). She also works a lot with Windrose on the trade side, for example.
Media	America Journal (AJ)	Uli Grube	Corresponded with Uli on various topics, possible advertising and advertorial but also supporting Stephan Wagner with an individual press trip in 2025.
Media	Freelance Journalist	Stephan Wagner	Corresponded with Stephan on the now again possible individual press trip including WY and ID in spring 2025. Discussed rough routing and from his side necessary activities (outdoor, Ranch, Native) to be able to also pitch it to his other high-caliber assigning publications. Sent FAM Form to fill in and finish in January 2025.
Media	Freelance for Tagesspiegel and others	Jochen Overbeck	Looking for input for an article on significant anniversaries throughout the world in 2025. Pitched the GAW region with e.g. 100 years Mt. Rushmore in SD.
Media	America Journal (AJ)	Christoph Moeskes	Provided good selection of images to accompany an article by Margit Brinke and Peter Kränzle, which was published in AJ #5 2025 (Dec) covering ND, WY and SD.
Media	Freelance for Austrian and German Newspapers (Kurier, tz)	Conny Derdak	Corresponded on possible press trip to SD in spring / early summer 2025. Looking for time slots and will be in touch again.
Media	Gute Reise (AT)	Helmut Widmann	Corresponded on possible press trip to SD in early 2025. Would rather not travel alone, but usually with his wife and would need a second destination included for sure. Of course would cover his wife's cost (airfare, meals e.g.), but still an issue with GAW.
Media	Freelance for EURO Magazine and others	Michael Hannwacker	Great connections to high caliber publications and highly interested in an individual press trip to the GAW region, must stay at a Ranch and unfortunately doesn't drive, so would need to bring a driver or only visit the Ranch (with pick up from airport).
Media	dpa - German press agency	Tom Nebe	Collecting information on ski-resort / winter news in the US season 2024/25. Pitched news and images from various ID and WY resorts.
Media	Freelance for AJ, outdoor hiking guide publications and many others	Dagmar Grudzek	Highly interested in our region, focus on hiking and anything to do with nature, road trips, food and hotels in the USA. Will stay in touch to find out more.

Trainings

Summary:

# Trainings	# People Trained
4	22

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade – Product Manager/Sales Staff / Reservation	Boomerang Reisen	Maik Schroeter, PM	Provided a brief overview of the GAW region to him and 2 staff members (sales and reservations) with its highlights, scenic byways, off-the-beaten-path areas and routing suggestions.
Trade – Product Manager / Reservation Staff	Die Reisebotschafter	Dirk Zielinski Product Manager North America	Gave a 30-minute inhouse training for 2 staff members in the sales/reservation department.
Trade – Product Manager/Sales Staff/Reservation	Enchanting Travel	Sam Potter Product Coordinator	1-hour GAW webinar for Sam and 15 staff members (sales and reservation staff), focus on the highlights in the GAW region
Trade – Product Manager	Explorer	Julia Flock Product Manager	GAW online training of 20 minutes to refreshen her knowledge about highlights, routings, national parks, state parks in the region.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
4	4	4	10	19

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Traumautoreisen	USA – Rocky Mountains fly-drive tour	DEN	DEN	DEN (1) – Wall (1) – Deadwood (2) – Hardin (1) – Cody (1) – YNP (2) – Jackson (1) – Rock Springs (1) - DEN (1)
Toeffreisen	USA – Rocky Mountains guided motorcycle tour	DEN	DEN	DEN (1) – Wall (1) – Deadwood (2) – Hardin (1) – Cody (1) – YNP (2) – Jackson (1) – Rock Springs (1) - DEN (1)
Argus Reisen	Paintrock Canyon Ranch	n/a	n/a	5-day stay at Paintrock Canyon Ranch, WY

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
T.r.u.e. America	The Great American West	FAR	BOI	Fargo (2) – Bismarck (1) – Medora (1) – Deadwood (1) - Rapid City (3) – Sheridan (1) – Cody (1) - Yellowstone, WY (1) – Jackson (1) - Twin Falls (1) - Sun Valley (1) – Boise (2)

Website

Sessions	Users	Pageviews	Average Session
1,246 (-18%)	1,089 (-41%)	1,529 (-94%)	49s (-83%)

Misc.

- Finalized 4-page German GAW Flyer and shipment to respective tour operators for promotions/shows.
- Finalized shipping details and instructions for German GAW guide
- Looked into costs and worked with Nicole on design for new GAW banners
- Provided suggestions/proposal for Denver brochure distribution at German and Swiss consumer shows
- Proofread final version of 2025 German GAW-Guide
- Sent out GAW-States' Christmas wishes to our most important Trade and Media contacts
- Forwarded significant coverage on the GAW
- Adjusted all the links and tags for the GAW posts on the VUSA Germany website (old ones were not supported anymore)
- Included Old Faithful Lodge at YNP (WY) in an Lieb-combined press release about unique historic hotels in the US
- IRU 2025: confirmed 5 tour operators for participation at IRU and their approved pre- or post-fams
 - Canusa – SD Pre-Fam
 - Ruck Zuck – SD Pre-Fam
 - Karawane Reisen – SD Post-Fam
 - T.r.u.e. America – SD Post-Fam
 - America Unlimited – SD Post-Fam
 - Carola and Susanne are also confirmed to participate at IRU

Quarterly Report – Benelux

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
35	22	9	2	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Airline	Delta Air Lines	Johan van Leeuwen - Benelux Sales Manager	We have met with Johan van Leeuwen and talked about our market and the GAW. As Johan is just starting with Delta/KLM he is happy to be introduced to the trade and our regions. We will keep him posted on activities and trade shows and he will follow up with us early next year.
Airline	JetBlue	Andre van den Berg – Sales Manager	We have spoken to Jetblue. From Amsterdam they only have service to Boston and New York, but he is willing to (partial) sponsoring of flight tickets to trade.
Car rental	Alamo NL/BE	Joost Verheij - Account Executive	Looking at booking numbers in car rentals, we see some promising booking insights relevant to the GAW states. Denver and Salt Lake City are in their top 5 US car rental destinations. 25% of the bookings from Denver are one-way rentals. These rentals often have drop off locations in West USA states, such as San Francisco and Las Vegas, but also Salt Lake City. While one-way rentals are popular, the roundtrips from Denver are still the majority. The percentage of one-way bookings from Salt Lake City are significantly higher, namely 60%. These one-ways include drop off locations Seattle, Denver, Rapid City, Bozeman, and Jackson Hole. In sum, the numbers show that both gateway cities are very popular rental locations, either with a round trip from Denver or entry via Salt Lake City. Although we do not have exact numbers, we can say that many of these trips will also include one or more of the GAW states.
Car Rental	Hertz	Maarten Pijpers	We have met with Hertz. Maarten reports disappointing figures for the USA in 2024. The feedback he gets from his customers is that consumers are hesitant because of the expected costs during their stay in the USA. On the other hand, forward bookings for 2025 are looking much better.
Trade	Penta Reizen	Pieter de Muick	Penta Reizen. Pieter says they are very busy and their brand Penta's USA is doing very well. He explained that he prefers travel and famtrips if the destination/city of state is a top selling state. Similar to other tour operators, he has trouble finding new staff.

Type	Company	Contact	Details
Trade	Wings 'n Wheels	Stefan Raes	Stefan reports that with the transition to their new owners, the brand really has a chance to continue and develop. He notices a good number of quotes already for 2025.
Trade	GeraldenAmerique	Gerald Ponsard	Gerald told us he works with a company called Voyages Copines / Wanderlust as well. They don't have a lot of US yet but are trying to expand. His North Dakota family vacation was fabulous. He already made an itinerary and has sold several times.
Trade	Naar Benelux	Olivier Dewit, Country Manager Vicky Covent, Destination Specialist	Vicky and Olivier are both former EURAM. In April they started talking with Naar Italy and they now have a Benelux office, where they have 5 people working. On the website Naar.com a Benelux section is added, both in French and Dutch. At this point they don't have any Dutch or French content other than itineraries available, but they are working on getting that online asap. In the meantime, they are already taking bookings from Belgian agents.
Trade	Exit Reizen	Jil van Duivenvoorde	Jill works next to Sandra in the product department. They notice an increasing demand for "secondary destinations". She is eager to come to IRU and get to know the region herself. They just added a new itinerary: Rocky Mountain Roadtrip .
Trade	Travelhome	Helmi Ruigrok	After the management buy-out of ANWB, Travelhome has announced an acquisition with Cheapcampers.nl. With this acquisition, Travelhome expands its portfolio and services, for both individual travelers and families. They will reach an even wider audience and integrate their booking engine into Cheapcampers.com's system. We have been in contact with Helmi Ruigrok. She has showed interest in participating in IRU.
Trade	Atlas Reizen	Patricia Speleers – USA Product Manager	We spoke with Patricia for a good catch up. They are a high-end tour operator, now based in Waregem and Antwerp (Belgium). They are a family-owned company with currently 20 employees. Their top destinations are the well-known places. They are looking for more unique stays and locations, but this is not always easy to find for high-end travel. They work with some receptives, but the majority is direct. They are just starting to add example itineraries on their website but offer mainly tailor-made.
Trade	GoAmerika / GreatLakes Travel	Birgitte Bosma – USA Product Manager	Vivien went to the office of GoAmerika / GreatLakes-Travel for a meeting with the 3 USA Product Managers about news and updates of the region. Winter product was discussed, but they offer it only little. The What's New sheets were distributed. Birgitte updated us on the new

Type	Company	Contact	Details
			GreatLakes website. It is a lot of work as they are over all using the existing itineraries and are making changes to them. We will do a thorough TRIP report update on the new itineraries when available. She also let us know that they are starting to do camper group trips through the USA.
Trade	Doets Reizen	Anouk Gortzak – USA Product Manager	Vivien went to the office of Doets Reizen for a meeting with the 8 USA Product Managers about news and updates of the region. They do sell winter product, but the USA is competing with Austria in terms of distance, price and flexibility in ski passes. Also note should be given that Dutch travelers only often have one week for winter sports vacation. The Epic Pass (A pass to ski one year at worldwide locations) is coming up and promising, but they are aiming for a monopoly worldwide in terms of ski passes, which can also backfire in terms of price. Also, this is difficult to offer internationals, as they will likely not travel to multiple ski locations in one year.
Trade	Westbound Travel	Timon Theeuwien / Peter Vroom	The team from Westbound Travel has worked hard to get their new website online. Of the first itineraries they have published, one includes the GAW. To introduce their website, they had organized an information day for their clients. We were invited to do a presentation on the GAW region. Appr. 70 clients attended the information day. As their staff was also present, we were able to train 6 of their staff as well.
Trade	Face2Face Travel	Sylvia Raijmakers	We invited Face2Face travel agents to our office for a training. We had the opportunity to train 10 agents during this session. They were very interested in the GAW region and had good questions.
Trade	The Travel Club	Ellen Wigbers	The Travel Club celebrated its 15th anniversary in November. After the difficult Covid period, The Travel Club experienced substantial growth, which is continuing. In fiscal year 2024, The Travel Club's revenue growth was 5%. They emphasize that the company continues to invest in technical innovations to make bookings easier for their agents. We participated in their Workshop Day Nov 8th, as part of our co-op. It was a successful day with 35 agent trainings. Three of the agents had specific requests from their clients that we were able to assist with. Note to ND: one of the agents is the personal travel agent of the Bedaf family in the Netherlands, who's descendants run the Dutch Diary farm in Carrington. The other marketing activities will follow. The B2C newsletter in January, the B2B newsletter in February and the webinar as well.

Type	Company	Contact	Details
Trade	Best of Travel (BE)	Ilse de Smedt – Product Manager USA	We were approached by Best of Travel (there is also a Dutch tour operator with this name, but this is a different company), to give their 3 USA product managers a mini-webinar about the region. It's planned in January. They started as Australia specialists and added Africa, South America and North America afterwards. They are a team of 15 people total and mostly sell fly-drives by car. They also have some camper rentals, but they do not book campgrounds. They have GAW product (details below).
Trade	Travelnauts	Lisanne Sterk – USA Product Manager	Lisanne let us know that their USA bookings are showing lower numbers than previous years. This relates to all states/regions. They do not have a direct reason for why the numbers are lower, they may consider the elections for the lower numbers.
Trade	Joker Reizen	Joeri Delbaere – Product Manager USA	Joeri is finally planning his world travel trip that he had to interrupt because of Covid. He is planning to pick up an RV in SLC and travel through the GAW region for about a month. We have advised him on his planned itinerary and provided him with some contacts in our area.
Trade	Little America	Manon Weiss - Traffic & Campaign Coordinator	As part of our co-op, the promotions for the newly developed product were done in October. Landing pages were created for both their Belgium and Dutch pages and a newsletter, social media posts and Google Ads campaign were carried out. We look back on a good collaboration with Little America and think there will be long-term benefits, also in terms of SEO and region awareness for the GAW in our market. We did notice that during the product development phase the TO didn't divide overnights equally between all the states. The TO mentioned not to have a mature product in their backend to set it up equally. To compensate, the ND/SD itinerary was promoted with an extra post on their social channels.
Trade	Untamed Travelling	Merijn Huijzendveld – Marketing Manager	Offer tailor-made, luxury trips. Have seen a good year in USA bookings. In 2025 the company will celebrate 25 years in business. They are planning a large celebration including presentations of DMC partners. We will stay in contact to include GAW. They have been looking for new employees but hiring remains a struggle since the pandemic.
Trade	Travel Platinum	Patrizia Struchel – Co-owner / Manager Product Development	New luxury brand of 333travel. It has been on the market for a year now. The first year was all about launching and developing. By now the product is solid and direct sales are going well. In order to expand their reach, they now want to work through retail as well. – They also organize exclusive trips led by famous Dutch people such as chefs and kickboxers. These have been successful.

Type	Company	Contact	Details
			– USA is their #3 destination in terms of bookings. The USA bookings for 2025 started already in October. – She is interested in learning more about luxury offerings in the region beyond hotels to promote to their clients – Patrizia is always open for new activities and accommodations that fit their brands. – They mostly work with Travalco and New World. If an accommodation or outfitter has partnered with them, they can offer the service quite quickly.
Trade	Avila Reizen	Annemarie Kleve – Marketing Manager	They have two offices in the Netherlands and recently opened their first office in Belgium. They already had many customers in Belgium, without any marketing other than the Belgian website, but now want to invest more in the market. They are open for marketing and product co-ops. Will discuss possibilities for FY26. Rianne van der Werff has successfully signed up for IRU. She has been wanting to go for a while and is excited to join.
Trade	Travel Legends	Bas Sweep – USA Product Manager	Travel Legends has been on the market for a year now. Before they only provided customized tours to Middle Eastern destinations for 12 and a half years with Middenoostenreizen.com, but have expanded their portfolio with the USA, amongst others. The majority of their business is focused on South Africa and Japan, but they also see a rise of interest in the USA. They cater to luxury travel clients. We have offered to give a product training about the region.
Trade	Exciting West	Ruben Gryson	They are expanding, Ruben has hired new people and plans to be at 7 employees by the middle of next year. He would like to schedule a training for the region (in March) in person or webinars. We will plan these in the new year.
Trade	Kriski Plus	Indira Singh – USA Product Manager	They see a trend in people booking earlier, this year it started in September. They expect another rush after New Year's. Kriski is from Origin, a ski focused tour operator. They tried to promote the USA as ski destination but prices in EU and Canada are much cheaper. The overall package (flights/ski pass/hotels) is not the right price for their customers. The Canadian dollar is also very good now which they take into account. They work with ATI and AlliedTPro. They also are setting things up with RMHT. Only exceptions are booked directly due to the amount of administration. Indira is the USA Expert in their team. They have been looking for a new employee for a while but since the pandemic this hasn't been easy. We offered to send their office hardcopy materials, but they use digital materials only for sustainability reasons.

Type	Company	Contact	Details
Media	Columbus Travel	Mark Macintosh – Editor in Chief	The Buffalo Roundup article for Columbus Magazine came out in December. The result is a beautiful 12-page spread. Mark also promoted the destination on their podcast series Columbus Travel Talk. He did this during a live “South Dakota” audience event on December 9 at a travel bookstore in Amsterdam. Only highly engaged readers and followers were invited, approx. a group of 30 people total.
Media	National Geographic	Sebastiaan Bedaux – Freelance journalist	Last year’s buffalo roundup fam with Sebastiaan Bedaux was also published this December in National Geographic. A 6-page spread with fantastic images! PDF sent
Media	Foodies Magazine	Bas Erkens	Bas let us know that Foodies Magazine has launched their sub-brand “Foodies Travel”. At Foodies Travel visitors will find where to eat when they travel. They also inspire readers with reports on the most beautiful destinations and recommend the best restaurants abroad.
Media	Cycling Destinations	Sander Kolsloot	Sander approached us to see if we could work together as he is writing on several cycling platforms. We have invited him to meet at Vakantiebeurs.
Media	Op-wintersport.nl	Frank van Delden	Frank approached us to inquire about the possibilities for a media fam next year. They reach around 200,000 visitors per month during the winter (skiers). Bergfamilie.nl is read by about 60,000 people monthly. This platform focuses more on other winter activities like snowshoeing, wildlife spotting, etc., adventurous holidays.
Media	WideOyster	Barbera Bosma	Barbera (former Editor in Chief Nat Geo Netherlands) is now the new Editor in Chief of the WideOyster collective. WideOyster is an online storytelling platform with a focus on travel. These cover adventure, community-based tourism and responsible travel. The online magazine is published in four languages: Dutch, English, Spanish and German.
Media	Droomplekken.nl	Corno van den Berg - Owner	We spoke to Corno at our office. He has been in the journalist business for 30 years and his online platform, Droomplekken.nl, has been around for 15 years. He is still innovating and looking for new opportunities, which results in almost 1 million visitors per month on his website. Apart from his website and social channels, he is now also turning his travel tips to bookable trips with two Face2Face travel agents. He has already completed several guided trips, “travel with a travel journalist”,

Type	Company	Contact	Details
			where he guides a group of 2-3 people. He sometimes writes for Nat Geo.
Media	HighLife Magazine	Gijs Hardeman – Freelance Journalist	The ID/WY article in HighLife has been published and looks great! Gijs let us know that: <i>“It is 4 pages larger than we agreed on with the magazine plus we got the main cover shot. That’s my first for HighLife in ten years and this is the largest article I ever published. Thanks a lot for making this happen!</i> Gijs has also been in contact with Soul Media, publisher of sports magazines. They merged their surf magazine with their ski and snowboard magazine into SOUL. He mentioned that he can publish their tour of Idaho (incl. or excl. Wyoming part) in an 6-8 page story for \$ 1,700 USD (value = \$ 12,000). Advantage is that no new trip needs to be organized and publication is in December 2025. Target audience are real skiers and outdoor sports people. • Their stats: • Print magazines per year: 2 • Circulation: 15,000 in Benelux • Views per issue: 52,000 • Website: 25,000 views p/m
Media	Op Reis met Co	Jacoba de Boer – owner/blogger	Jacoba’s blog is aimed at adventurous female solo travelers (25 – 54 years old). She approached us because the U.S. is currently the most popular destination on her website, with over 125,000 page views in 2024. We have scheduled a meeting during the Vakantiebeurs to discuss possibilities of working together.

Trainings

Summary:

# Trainings	# People Trained
5	124

Significant Training Highlights:

Type	Company	Contact(s)	Details
Travel Agent trainings	Visit USA Belgium Workshop	N/A	During the Visit USA Belgium USA Workshop, we held speed dating sessions with approx. 50 Dutch travel agents. During the sessions, we were able to give an overview of

Type	Company	Contact(s)	Details
			the GAW region for agents who weren't familiar with the states and answered questions.
TO Training	Joker Reizen	Ludwig Verbruggen – USA Product Manager	We were invited to do a training at Jokers headquarters to their travel agent's staff. In 90 minutes, we were able to have an extensive deep dive of the 4 GAW states. After that, Kristien walked through their itineraries with our region to explain a bit more. 25 agents were present at the training.
TO Training	Doets Reizen	Anouk Gortzak – USA Product Manager	On October 31, Vivien went to the office of Doets Reizen to inform the 8 North America Product Managers about the news and updates of the region. Winter product was discussed and also the What's New sheets distributed.
Travel Agent trainings	The Travel Club	N/A	On Friday, November 8 we participated in the Travel Club Workshop Day as part of our co-op. It was a full-day program with speed dating sessions with 35 agents.
TO Training	Westbound Travel	Peter Vroom - Owner	On November 9, Marjolein went to the office of Westbound Travel for the information day, both consumers and their agents were present. She trained 6 agents about the region.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
6	10	9	18	30

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Little America	Wildlife, Wild West en wildernis in North & South Dakota	MSP	N/A	MSP (2), Fargo (2), Bismarck (2), TRNP (3), Badlands (3), Black Hills (4), Bighorn National Forest (3), Cody (2)
Little America	Cowboys, geisers, beren en bizens in Idaho & Wyoming	DEN	N/A	Denver (2), Cheyenne (1), Bighorn National Forest (2), Cody (2), YNP (3), Grand Teton NP (2), Craters of the Moon (2), Payette National Forest (3), Nez Perce Reservation (2), Panhandle National Forests (3)
Atlas Reizen	Avontuur in Montana & Wyoming	N/A	N/A	Jackson Hole (2)

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Exit Reizen	Rocky Mountain Roadtrip	DEN	DEN	Denver (2), Rapid City (2), Sheridan (1), Cody (1), Jackson (1), Salt Lake City (1)
Westbound Travel	The Great American West	DEN	SLC	Denver (1), Cheyenne (1), Rapid City (3), Buffalo (1), YNP (2), Grand Teton NP (2), Salt Lake City (2)
Best of Travel (Belgium)	The American Rockies	DEN	DEN	Denver (1), Cheyenne (1), Hot Springs (1), Deadwood (1), Rapid City (2), Ranch WY (1), Cody (1), YNP (2), Jackson (1), Denver (1)

Website

Sessions	Users	Pageviews	Average Session
666 (-8.9%)	641 (-28.6%)	941 (-0.4%)	2:06 (-48.4%)

**There was a bot on the website on Oct 19, causing an unusual high peak in pageviews. The data from this day has been removed from this report.*

Misc.

- **Visit USA Belgium**
 - **USA Workshop:** On October 17th we participated in the USA Workshop Day with a booth and goodiebag for the prize draw. The Visit USA Workshop in Brussels was very well attended by 120 travel agents. Meetings were held from 16:30 – 20:00. The set up was less structured as in the Netherlands, but our table was busy all evening, giving us the chance to talk to approx. 50 agents. Besides the agents, the following tour operators attended as participants: USA Travel, Penta Reizen USA, Naar, and Wings 'n Wheels. Reservation staff from Joker Reizen and Connections were present for the trainings, and also the independent travel agencies such as Travel Counselors. A prize draw was done amongst the travel agents incl. a GAW goodiebag. Not only the attended meetings of the evening were taken into account, but also a quiz on the webinars that were done in the past year. Report and Pictures added in Basecamp.
 - **General Assembly:** Before the USA Workshop took place we attended the General Assembly where we were updated on the past and future events, newsletters, webinars and board changes. The board consists now of 13 people:
 - Ludwig Verbruggen President
 - Pieter Demuynck
 - Charlotte Tenot
 - Leentje de Leeuw
 - Rianne van der Linden
 - Geert Raes
 - Elke de Winne
 - Yolande Aelvoet
 - Olivier Barthez
 - Olivier Dewitt
 - Sara Vandermaesen New Board Member
 - Alexander Vanryckeghem New Board Member
 - Sebastiaan Klijnen New Board Member
- **Visit USA Netherlands.**

- **General Assembly:** Last year Visit USA The Netherlands partnered with two media partners (AmerikaOnly and Hey!USA), to provide members with extra exposure through their channels. Now, also included in our membership is a social media post on their channels. We provided content for all the posts.
- **Visit USA & Canada Marketing Committee Event:** We attended the VUSA NL / CMC Get Together. After a talk by Michiel Vos (US Correspondent NL), we toasted to our joint efforts in promoting the USA and Canada as great holiday destinations. Ideas for working together were exchanged between 65 US and Canada Specialists.
- **Earned Media.** The VUSA quarterly newsletter's theme was [Calling all Music Lovers](#). We delivered content for the GAW (Reach 2,000 AVE \$ 500).
- **IRU Invitations.** We've sent out the IRU invitations and are in contact with the tour operators. Again, registrations are very high for our market with 13 interested tour operators from both the Netherlands and Belgium).
- **Connections AmeriCan day (Extra Activity).** Although we didn't receive budget for the activity, the team of Connections were so excited about our attendance last year that they invited us to be part of this year's edition for free. This was of course a great opportunity for the region. We secured a booth and held two presentations on Oct. 6, 2024, in the Silo in Brussels. The venue was nicely decorated in US Themes and a division was made between The Southeast, The South West and the North West. Each section had their own stage and booths of the participation regions. Overall impression was very positive. A total of 1,800 visitors were present and we had approx. 100-150 interactions with visitors at the booth. Pictures and Report uploaded in Basecamp.
- **Style in Travel Info Day (Extra /Free Activity).** Style in Travel (parent brand of GoAmerika / GreatLakes Travel) organized their annual Travel Fair at their offices in Heerhugowaard on the 16th of November. A full day of presentations, information, and possibility to book. The fair was attended by approx. 220 of their clients. Although we had no budget allocated for this show, we were able to do a 30-minute GAW presentation and had a dedicated booth. Approx. 40 consumers attended the presentation. Images and Report uploaded in Basecamp.
- **Article in GoAmerika Magazine (Extra / Free Activity).** Vivien was asked by GoAmerika / GreatLakes-Travel to fill a 3-page spread in their annual GoAmerika Magazine about the GAW region. The online magazine can be found [here](#). Fred also was interviewed (page 12)! Reach: 30,000 / AVE € 15,000.

Quarterly Report – FRANCE

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
18	15	2	0	1

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Voyageurs Du Monde	Kelli Tran, Product Manager ktran@voyageursdumonde.fr	To address the growing demand for ranch vacations among their discerning clients, Kelly requested an exclusive two-hour training session focused on ranches across the four states. We developed a comprehensive presentation with over 100 slides, providing an in-depth overview of each ranch. The first session was held on December 3 with 21 U.S specialists participating. A second two-hour session, dedicated to a la carte itineraries in the GAW region is scheduled for January 21.
Trade	Amerigo	Nathalie Delame, U.S. Product Manager nathalie@amerigo.fr	Nathalie's team has experienced significant turnover over the past two years and is facing challenges in recruiting USA sales representatives. Training sessions are needed for both new sales staff and the group service department with a session scheduled for January 16, 2025. With more time now available to focus on production, Nathalie plans to dedicate greater attention to the GAW region (a co-op project is also underway for FY25). Additionally, she has requested access to the image bank to support their new quotation system for travel agencies.
Trade	Visiteurs	Pauline Mornet, Product Manager pauline@visiteurs.com	For 2025, this B2B tour operator decided to replace its Paris roadshow with a larger-scale event designed to bring together partners and travel agencies on January 7, 2025. The gathering focused on North America, a region experiencing significant growth at Visiteurs, both in organized tours and bespoke services, supported by a dedicated team of eight — soon to be nine! The GAW was invited to participate, and an additional funding proposal was submitted in November. Unfortunately, the project was not pursued further.

Type	Company	Contact	Details
Trade	Heaven Travel	Baptiste Gibaud, Agency Director baptiste@heaventravel.fr	New contact. Travel agency based in Nice that has been in operation for 10 years. Initially focused on selling packaged trips, the agency restructured two years ago to specialize in tailor-made and FIT experiences. They no longer offer prepackaged tours, aside from a few cruises, and also have a department dedicated to business travel, including seminars and MICE. Catering to a high-end clientele, they host regular client events, organizing 3-4 per year. These events typically attract 30-50 guests, depending on the destination and are usually held in the evening with occasional breakfast gatherings for smaller destinations. These events present a promising opportunity for GAW in FY26.
Trade	Weisse Voyages	Valentine Holland Bossant, Director info@weissevoyages.com	New contact with Valentine: Weisse Voyages is a luxury travel agency based in Paris, specializing in crafting bespoke journeys for a discerning clientele. Established in 1968, the agency is renowned for its expertise in the art of travel design, offering unique and authentic experiences. Valentine is actively seeking new destinations in the USA for their high-end clients, and we have provided a detailed list of accommodations and luxury experiences available in the GAW region.
Trade	Premium Travel	Yves Schaub, Sales Representative yves.schaub@premiumtravel.fr	Yves, the B2B sales representative for the South of France region, reached out to coordinate a comprehensive training program for his network of agencies, totaling 48. We organized the training session via Zoom on October 22. The session was a resounding success, with an impressive attendance of 87 travel agents. The program covered in-depth information about key destinations, itineraries, and unique selling points to enhance their expertise and better cater to their clients' needs.
Trade	Destination Ameriques	Thomas Coupard, Agency Director tcoupard@bleu-voyages.fr	Thomas noted a slight decline in bookings leading up to the festive season in December but remains highly optimistic about a significant rebound as the high season begins in January 2025. The agency recently installed new video equipment in their storefront designed to captivate and inspire passers-byes with dynamic visuals of the USA. A dedicated video showcasing the GAW region plays continuously, offering exceptional visibility and engaging a broad audience.

Type	Company	Contact	Details
			During our discussion, we also introduced Thomas to new product using the "What's New" sheets provided by each state, highlighting fresh travel opportunities and experiences for their clients. Thomas would be interested in attending IRU in 2026.
Trade	Verdie Voyaged	Carine Foucras, Product Manager Carine.foucras@traveldif.com	We established a new contact with Carine, who is eager to expand Verdie Voyage's à la carte offerings for the USA. The agency's offices are now located in Toulouse. We conducted a detailed training session on the region, as Carine has not yet visited the four states. Following this training, she plans to develop a new online itinerary by 2025. Additionally, Carine expressed interest in participating in IRU 2026 to further enhance her knowledge and connections.
TRADE	Calliope Travel	Camille Renard, US Product Manager camille@calliope-travel.fr	This small tour operator, based in the Nantes region, specializes in tailor-made "à la carte" trips and offers destinations across all continents. However, they are keen to place a particular emphasis on the USA, where sales have seen a significant increase since early 2024. We connected with Camille to present the region and collaborate on designing an itinerary to be published online. She also expressed interest in attending IRU 2026 to further explore opportunities.
Trade	Amplitudes	Clémence Robert, Product Manager clemence.robert@amplitudes.com	The USA is their top destination, and bookings are performing exceptionally well. Clémence is currently updating their Great American West programs. At present, two itineraries are available online: American West Family Tour: "The Real West" Amplitudes Indian Land Tour A meeting is scheduled for January 10 to explore and discuss new itinerary options.
Media	Freelance	Laurence Ogiela	The discussions are ongoing about coming to the area to cover a story centered on the authentic ranch lifestyle. However, Laurence is uncomfortable with long drives and would prefer to join a group trip instead.

Type	Company	Contact	Details
Media	Plume Travel	Capucine Guggenheim	This is the first pitch to introduce the region to which Capucine is unfamiliar with. She typically writes about luxury hotels and lifestyle but would also be interested in joining a group press trip.

Trainings

Summary:

# Trainings	# People Trained
3	76

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade Tour Operator	Voyageurs du Monde	Kelly Tran, Product Manager ktran@voyageursdumonde.fr	An exclusive two-hour training session on ranches across the four states. Emmanuelle crafted a comprehensive presentation with over 100 slides providing an in-depth overview of each ranch.
Trade Travel Agents	Premium Travel	Yves Schaub, Sales Representative yves.schaub@premiumtravel.fr	The training took place on Zoom on October 22 with 87 travel agents in attendance. Great interest from the participants.
Trade Travel Agents	VUSA Seminars	Delphine Aubert, Director d.aubert@office-tourisme-usa.com	These trainings were included in the FY25 proposal with two sessions scheduled in Strasbourg and Toulouse on November 19 and 26, 2024. Emmanuelle had a dedicated table and successfully trained and updated a total of 72 travel agents.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights

New Product Highlights: 0

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details

Website

Sessions	Users	Pageviews	Average Session
850 -9.9 %	822 -5.95 %	6,111 +38.13 %	2min 33 sec +68.8 %

Misc.

- **2024 Sales Mission (Paris and Nice):** From December 9 to 11, 2024, our Sales Mission between Nice and Paris was a dynamic and fruitful journey. Throughout two and a half intense days, we successfully conducted 11 meetings with key partners, building strong connections and presenting exciting opportunities. This trip exemplifies our commitment to collaboration and growth in the French market.
- **Visit USA France:** On November 19 and 26, 2024, we participated in the Visit USA France workshops held in Toulouse and Strasbourg. These two events brought together over 200 travel agents, providing a fantastic opportunity to showcase our destination offerings and engage directly with industry professionals. The workshops were highly productive, allowing us to strengthen relationships, share updates, and inspire agents with the latest trends and travel opportunities to the GAW. Both events highlighted the growing enthusiasm for U.S. travel.
- **GAW French Travel Guide 2025 Proof Reading on October 23.**
- **Significant Earned Media Coverage (following Destination USA – Gregory Durieu in Idaho (August 2024))**
 - Reach: 70,000 copies – 18 pages dedicated to Idaho
 - AVE: \$6,000 per page
 - Total AVE: \$108,000
- **Market Trend Report for France: October 1 – December 31, 2024**
 - The political landscape in France: Between October and December 2024, political discussions in France remained heated, with ongoing debates around economic reforms, including pension reforms and labor market changes. Protests continued to be a common sight in the streets of Paris and other major cities as the public expressed opposition to the government's policies. President Macron's government faced criticism from both left-leaning factions and right-wing groups, although the ruling party maintained its position of influence. Despite the political unrest, France's political climate remained relatively stable, and no major shifts were expected in the lead-up to the 2025 presidential election.
 - **Economy:** From October to December 2024, France's economy showed moderate growth despite inflationary pressures and political unrest.
 - **Donald Trump's election** as president in 2025 has created some uncertainty in travel habits, but general interest in U.S. destinations has remained strong.
 - **As we move into 2025,** France is expected to see a continued rise in international travel, with the U.S. likely benefiting from a rebound in tourism, despite political factors that may influence travel decisions.

Quarterly Report – ITALY

Meetings

Summary:

Sales Calls	Trade Meetings	Media Meetings	Rental Car Meetings	Airline Meetings
11	4	1	0	0

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	IRU 2025		Confirmed the following trade partners for the event: 1. Paolo Aloe of Siam Viaggi, attending Wyoming post fam 2. Luigi Leono of CREO, attending Wyoming post fam 3. Ottavia Lombardo of America World, attending Wyoming post fam 4. Patrizia Pegolotti of Globalys Travel & Beyond, attending North Dakota post fam 5. Evelin Ratti of Travel Island, attending Wyoming post fam Requested one additional spot for Paolo Zampieri of Tecnitravel. GAW Italy, Annalisa Mereghetti will attend summit and IRU.
Trade	Digital Networking Event	Simona Sacrifizi Marco Berchi Stefano Gnerucci	FY25 Co-op Marketing Executed three networking events with selected media and trade partners: 1. November 7: The Old West in GAW region by Stefano Gnerucci of Vanessa Viaggi - 99 attendees 2. November 13: Paleontology & archeology in GAW region by Simona Sacrifzi (media) - 69 attendees 3. November 27: Museums & National Historic Sites in GAW region by Marco Berchi (media) - 61 attendees Total: 229 attendees A survey was sent to all attendees at end of December. We will collect all responses by mid-January Article was published on ADVTraining.it and Turismo & Attualità trade magazine with interview to Annalisa Mereghetti and three ambassadors: https://www.advtraining.it/article/destinazioni/grande-successo-per-i-digital-networking-events-by-the-great-american-west

Type	Company	Contact	Details
			Overall, it has been a very good training tool. Very useful for the travel agents.
Trade	KEL 12	Miriam Colombo, Marketing Department Sonia di Gregorio, Head of Marketing Filippo Salvioni, Product Manager and Tour Leader, Kel 12 Marco Cattaneo, Editor in Chief, National Geographic Italia Stefano Gnerucci, Travel Consultant, KEL 12	The evening presentation by KEL 12 tour operator in Milan was a huge success. November 28 at 7 pm in Milan: evening B2C presentation to promote the group tour in Wyoming to their clients (estimated 200-250 people). Event calendars is HERE and registration is HERE. Presentation in Milan has been introduced by Marco Cattaneo, Editor in Chief of National Geographic Italia. He interviewed Olga, Stefano and Filippo Salvioni and been broadcasted via Facebook. Itinerary: BIL – Crow Fair – Hulett – Ranch at U Cross or TA Ranch – Sheridan – Lovell – Gardiner – West Yellowstone – Cody – BIL. 147 people attended the event in Milan and 1,185 people attended online. Total: 1,332 attendees
Trade	Visit USA	Alidays Utat Naar Volonline	Executed two webinars with selected four tour operators (who attended 2023 and 2024 International Roundup™ and Italian Sales Mission). Webinars were based on their travel experiences in the region: November 19th: North Dakota and South Dakota by Giuseppe Gerevini, Alidays and Arianna Pradella, Utat: Total: 145 attendees Registration Link November 26th: Idaho and Wyoming by Erica Melegari, Naar and Alessandra Pisoni, Volonline: Total: 132 attendees. Registration Link Total for both webinars: 277 attendees
Trade	Giada Viaggi	Emiliano Spagnoli	FY25 Co-op Marketing activities: December 11: call with Emiliano to discuss B2C presentations in his new travel agency in order to promote the two escorted group tours for 2025: Idaho and Wyoming tour: June 6-19, 2025: FCA – Lewiston (2) – McCall – Ketchum (2) – Twin Falls (1) – Idaho Falls (1) – Yellowstone National Park (2) – Jackson (2) – JAC

Type	Company	Contact	Details
			North Dakota and South Dakota tour: September 17 – October 3, 2025: MSP (1) – Fargo (1) – Bismarck (1) – Dickinson (1) – Medora (1) – New Town (1) – Rapid City (1) – Spearfish (1) – Buffalo Roundup event – Hot Springs (1) – Rapid City (2) – Badlands NP (1) – Sioux Falls (1) – Bloomington & MSP (1) – MSP Tentative dates for presentations: 1) February 1: Idaho and Wyoming, June 6-19 tour 2) March 29: North Dakota and South Dakota, September 17-October 2 tour Will prepare powerpoint presentation. Sent images to Emiliano and selection of books of authors born in the GAW region or stories placed in the region to distribute to Giada Viaggi clients. Will produce a new roll up banner and use it for the two presentations
Trade	Globalys Travel & Beyond	Patrizia Pegolotti	Patrizia confirmed her attendance to IRU 2025. Publication of six new tours featuring GAW region: https://www.globalysttravelandbeyond.it/offerte-di-viaggio/ and additional contents about GAW: 1. Natural beauties: National parks 2. Outdoor 3. Western Culture Publication of new itineraries featuring GAW. Please see below section
Media		Amanda Ronzoni, freelance journalist Monica Velardita, PR Director, Brand USA Italy	December 3 and 4: calls with journalist Amanda Ronzoni and Monica Velardita, Brand USA PR office in Italy about tentative press fam in June to South Dakota. Tentative: fly into RAP and fly out of MSP Trip will be focused of natural attractions of South Dakota: paleontology, cities and small communities, Native American heritage and culture. Brand USA will cover airline tickets and car rental.
Trade	Travel Island	Franco Bondioli Evelin Ratti	FY25 Co-op Marketing activities: Newsletter and social to be executed as of January 2025. Evelin confirmed her attendance to IRU 2025 and post fam to Wyoming. She is happy to attend as she has never been to the region before.

Type	Company	Contact	Details
Trade	Reimatours	Luca Cesaretti	New group tour launched by Reimatours in co-op with Go West Travel Agency of Lucca. Departure June 16th, 2025 for a 14 day/12 night trip. DEN (1) – Cheyenne (1) – Rapid City (2) – Buffalo (1) – Billings – Cody (1) – Yellowstone (2 overnights in West Yellowstone National Park) – Grand Teton – Lander (1) – Laramie (1) – DEN (1) Reimatours sent out a newsletter about this new tour to their contacts.
Trade	Tecnitravel	Paolo Zampieri	December 12: meeting in our office with Paolo to talk about an itinerary for his clients through South Dakota and Wyoming. We gave him the new maps, notebook and usb pen swag items Paolo is interested in IRU 2025. Requested an additional spot. Waiting to receive approval.
Media	Vanitifair.it	Antonio Leggieri	Antonio published his article outcome of 2024 Buffalo Roundup https://www.vanityfair.it/article/south-dakota-viaggio-far-west-america AVE: \$50,000 Reach: 9 million unique digital and 729,000 readers
Trade	Going	Katia Malavasi, Booking Supervisor Maurizio Casabianca, Chief Commercial and Operations Officer Ivana Di Stasio, Product Manager, USA	November 13: meeting with Katia and Maurizio in Milan. Talked about their USA product: catalogue and selection of tours online (other tours are listed in the private section dedicated to travel agencies). Discussed their Going Academy on MSC cruises (Going tour operator is under the ownership of MSC Cruises). December 17: call with Ivana to discuss their USA tour developments. Ivana is now working on a tour in Idaho focused on dark skies. In order to develop more tours in our area and get to know the region better, Ivana is thinking of organizing an educational trip in Denver, Wyoming and South Dakota. Follow up in January
Trade	Benetti Viaggi travel agency	Simona Savigni simona.savigni@benettiviaggi.it	Simona Savigni, travel agent of Benetti Viaggi, requested our assistance for a personal educational trip to Denver and Wyoming. Simona attended the Italian Sales Mission in November 2023 at the Maranello venue. Last year she visited South Dakota and received assistance directly from South Dakota. She was extremely happy about the experience. Next year she is planning a tour in Wyoming focusing on Native American culture. She designed the itinerary and just blocked flights, car rental and few lodgings with Naar

Type	Company	Contact	Details
			tour operator. She just wants to receive assistance for attractions, visits and few lodging. Will follow up the trade fam form
Media	LaStampa	Marco Berchi	Marco published two articles as outcome of his press trip in North and South Dakota in June 2024: What to see in MSP, ND and SD: https://www.lastampa.it/viaggi/mondo/2024/10/17/news/cosa-vedere-north-south-dakota-14726667/ Rapid City, South Dakota and U.S. Presidents https://www.lastampa.it/viaggi/mondo/2024/11/07/news/presidenti-americani-rapid-city-14764559/ AVE: 70,000\$ Reach: 1,200,000 monthly visits page In all articles Marco mentioned Travel Island tour operator as partner of the project Marco included Boise, Idaho and Paintrock ranch, Wyoming in the latest newsletter by La Stampa. (see below in Misc. section)
Media	Mntn Journal	Margherita Tizzi, Editor in Chief	Article about Jackson Hole. Published in November in the first issue of Mntn Journal. Mntn Journal is very exclusive biannual magazine which weaves lovely stories of places and people, adventures and journeys, quickening the senses of those who read about, listen to and observe the world from up there. Circulation: 1,000 copies, distribution in selected hotels on the Alps and Dolomites. Price per magazine: 27€ November 26: Attended their evening reception in Milan for the launch of the first issue. Margherita introduced the magazine and talked about the articles and reportage including Jackson Hole, Wyoming as top U.S. Mountain destination. Inclusion of Jackson Hole in their Instagram on December 15.
Trade	Skywalk Viaggi	Silvia Cuppari	Met Silvia in Rimini at TTG trade exhibition in October. Talked about her exclusive group tour (approx. 15 people). Assisted Silvia with info and suggestions. Itinerary: MSP (2) – Sioux Falls (1) – Rapid City (2) – Sheridan (1) – Cody (1) – Yellowstone National Park (2) – Jackson (1) – Rock Springs (1) – DEN (2) Silvia requested rates from RMHTours. Follow up in spring to see if group is confirmed.

Type	Company	Contact	Details
Trade	Guiness Travel	Giuseppe Materazzo, Tour Leader and Sales Manager	Guiness Travel launched a new tour featuring GAW: Grand Tour the Old West Itinerary: DEN (2) – Cheyenne (1) – Rapid City (1) – Cody (1) – Yellowstone National Park (2 overnights in West Yellowstone National Park) – Jackson (1) – SLC tour continues to Utah – Arizona – Nevada – LAS

Trainings

Summary:

# Trainings	# People Trained
2	506

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade	ADV Training digital networking events	See Co-op Marketing above	Three digital networking events with three GAW ambassadors executed in November (Stefano Gnerucci, Simona Sacrifici and Marco Berchi) Total: 229 attendees
Trade	Visit USA	Contact list included in Basecamp message board	Two webinars run by four TOs (Alidays, Naar, Utat, Volonline) about the travel experiences they had during last two International Roundup™ trips Total: 277 attendees

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
10	14	10	21	30

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
GUINNESS TRAVEL	Grand Tour the Old West	DEN	LAS	DEN (2) – Cheyenne (1) – Rapid City (1) – Cody (1) – Yellowstone National Park (two overnights in West Yellowstone National Park) – Jackson (1) – SLC tour continues to Utah – Arizona – Nevada – LAS
REIMATOURS	Great American West Group Tour	DEN	DEN	DEN (1) – Cheyenne (1) – Rapid City (2) – Buffalo (1) – Billings – Cody (1) – Yellowstone (two overnights in West Yellowstone National) – Grand Teton – Lander (1) – Laramie (1) – DEN (1)
GIADA VIAGGI	Idaho and Wyoming group tour June 2025	FCA	JAC	FCA – Lewiston (2) – McCall – Ketchum (2) – Twin Falls (1) – Idaho Falls (1) – Yellowstone National Park (2) – Jackson (2) – JAC
	North Dakota and South Dakota tour September 2025	MSP	MSP	MSP (1) – Fargo (1) – Bismarck (1) – Dickinson (1) – Medora (1) – New Town (1) – Rapid City (1) – Spearfish (1) – Buffalo Roundup event – Hot Springs (1) – Rapid City (2) – Badlands NP (1) – Sioux Falls (1) – Bloomington & MSP (1) – MSP
GLOBALYS TRAVEL & BEYOND	THE USA OF NATIVE AMERICAN PEOPLE group tour August 2025	DEN	DEN	DEN (1) – Hot Springs (1) – Rapid City (3) – Mission (1) – Herrick (1) – Wall (1) – Pine Ridge (1) – Fort Collins – DEN (1)
	FROM SLC TO SUNDANCE	SLC	RAP	SLC – Kemmerer (2) – Lander (2) – Sheridan (1) – Sundance (2) – RAP
	ADVENTURE Idaho and Wyoming	BOI	JAC	BOI (1) – Caldwell (1) – Idaho City (1) – Sun Valley (1) – Idaho Falls (1) – JAC (1) – JAC
	THE OREGON TRAIL	PDX	DEN	PDX – Pendleton – Baker City – Boise (2) – Pocatello (1) – Yellowstone National Park (2) – Jackson (1) – Rock Springs (2) – Casper (1) – Scottsbluff – Cheyenne – DEN (1)
	FROM BOZEMAN TO DENVER – Nature & Western Heritage	BZN	RAP	BZN – Yellowstone National Park (overnight in Montana) – Grand Teton National Park (1) – Jackson (1) – Casper (1) – Cheyenne (1) – DEN (1)
	FROM NORTH TO SOUTH DAKOTA	MOT	RAP	Minot (1) – Belcourt (1) – New Town (1) – Medora (2) – Deadwood (1) – Custer (1) – Rapid City (1) – RAP

Website

Sessions	Users	Pageviews	Average Session
2,685 -13.36 %	2,485 -16.89 %	12,093 23.27 %	1m 47s -36 %

Misc.

- GAW itineraries: translation in Italian
- United Airlines: non-stop flight from Denver to Rome as of May 1, 2025. The new international flight from Denver to Rome will operate on a daily Boeing 787-9 Dreamliner service through September 24. Services from Rome will depart at 2:20 pm, arriving in Denver at 5:45 pm and flights from Denver will depart at 6:50 pm and arrive in Rome at 12:20 the following day.
- Starting May 6, 2025, American Airlines will connect Naples to Chicago, the fifth city in North America reachable with direct flight next summer.

MARKET OUTLOOK & TRENDS: *Marriott Bonvoy's Ticket to Travel 2025* survey was conducted on a sample of 21,374 adults in 10 markets in Europe, Africa and the Middle East (Emea) and over 2,000 travelers in Italy.

According to the research, the vast majority of Italian travelers will take as many or more holidays in 2025 than in 2024. The research has also identified several trends for 2025. Luxury holidays and those dedicated to discovering the cultural heritage will be the key themes of next year, while careful spending will be a fundamental consideration for many Italians when booking their holidays, regardless of their budget. The survey shows that Italian travelers book their holidays on average for three and a half months before departure and 39% usually book within two months before departure. In relation to the chosen destinations, Europe is the main destination chosen by the Italians for holidays in 2024 (65%), followed by North/South America (10%). What will be important for Italian travelers in 2025? In terms of preferences for accommodation, the key aspects are cleanliness (96%) and highlighted as very important by 72%, location (91%) and very important by 45% and price (94%). The top priorities for Italian travelers are "spending quality time with friends and family" (44%), followed by "pampering" (43%) and getting to know the destination and its culture (39%). The research also identifies a number of emerging or growing travel trends. Among these are the 'Heritage Holidays' – holidays dedicated to finding one's origins – that is, trips made to explore the history and roots of one's family. As for family holidays, 33% of Italians have done so before and the same number are planning to do so next year or in the near future. Younger travelers – typically GenZ is the most likely (69% of those aged 18-24), based on key factors that make them "want to see where their family members have lived and grown up" (39%) and "how important it is to know the origins of one's family and understand their life" (37%). Among the trends that emerged from the research, there is also what is called "bravevacations", that is the propensity of travelers to be more courageous when they go on vacation and to try experiences that they would not do at home. Almost six out of ten Italian travelers (59%) – below the overall average of 67% – say they are more courageous when traveling. The research also shows that despite planning more holidays, Italians are inclined to lower expenses and seek the best value for money for holidays in 2025, regardless of their budget. The main factor that would encourage those considering a holiday to book is "get a special price" (54%). Friends and family are the most likely places to draw inspiration (44%), while 34% do so from social media.

- Italy is one of the strongest markets for inbound travel in the USA. In fourth place is Europe followed by the UK, Germany and France. In the first nine months of 2024, visitors from Italy registered an increase of 18%, making the Italian market one with the highest growth. The data on tourist expenditure stand out with an average per capita expenditure of \$4,300.
- Sent out the following news releases:
 - ✓ New GAW itineraries online
 - ✓ Digital Networking events (trade only)
 - ✓ GAW webinar with Visit USA (trade only)
 - ✓ Boise in the "Best of the World" list by National Geographic
 - ✓ Stifel Sun Valley Finals 2025
 - ✓ Paintrock Canyon Ranch, Wyoming
 - ✓ Pioneer Trail, Wyoming
 - ✓ Shortgrass resort, South Dakota

✓ Tribal Tourism, North Dakota

- Press clips earned outcome of news releases, media fams, media activities and trade activities:

1. <https://www.lastampa.it/viaggi/mondo/2024/11/07/news/presidenti-americani-rapid-city-14764559/>: article about Rapid City SD, outcome press fam June 2024 by Marco Berchi
 - a. AVE: 35,000\$
 - b. Reach: 1,200,000 monthly visits page and 5,343,000 website users
2. <https://www.lastampa.it/viaggi/mondo/2024/10/17/news/cosa-vedere-north-south-dakota-14726667/>: article about what to see in MSP, North Dakota, South Dakota, outcome press fam June 2024 by Marco Berchi
 - a. AVE: \$35,000
 - b. Reach: 1,200,000 monthly visits page and 5,343,000 website users
3. <https://www.advtraining.it/article/destinazioni/grande-successo-per-i-digital-networking-events-by-the-great-american-west> and <https://rivista.turismo-attualita.it/2024/11/> (page 18, 19 and 20): article about three digital networking events with interview to GAW Italy (Annalisa) and three ambassadors (Stefano Gnerucci, Simona Sacrifici, Marco Berchi)
 - a. AVE \$1,000 total
 - b. Reach: over 12,000
4. “Story Time” – Radio Canale Italia: interview by Simona Sacrifici. Simona talked about Native American culture in the USA with focus on the GAW region (3 to 5 minutes)
 - a. AVE: \$1,000
 - b. Reach: average audience: 500,000 weekly users
5. [La Stampa newsletter by Marco Berchi](#): inclusion of Paintrock Ranch, Wyoming
 - a. AVE \$ 500
 - b. Reach: 2,000
6. [La Stampa newsletter by Marco Berchi](#): inclusion of Boise, Idaho as best place to visit in 2025
 - a. AVE \$ 500
 - b. Reach: 2,000
7. <https://www.vanityfair.it/article/south-dakota-viaggio-far-west-america>: article about South Dakota and Buffalo Roundup. South Dakota outcome press fam South Dakota by Antonio Leggieri
 - a. AVE: 50,000\$
 - b. Reach: 9,000,000 digital unique and 729,000 readers
8. Mntn journal: reportage by Margherita Tizzi about Jackson Hole, outcome media activity – biannual printed and digital magazine focused on mountains
 - a. AVE: \$10,000
 - b. Reach: 1,000 copies
9. <https://otticheparallelemagazine.com/2024/12/20/boise-uno-dei-migliori-luoghi-al-mondo-da-visitare-nel-2025-secondo-il-national-geographic/>: article about Boise as best places to visit in 2025
 - a. AVE: \$150
 - b. Reach: 7,000
10. <https://otticheparallelemagazine.com/2024/11/02/wyoming-sulle-tracce-dei-pionieri-del-xix-secolo-lungo-i-trail-percorsi-da-migranti-e-coloni/>: article about Pioneer trails in Wyoming
 - a. AVE: \$150
 - b. Reach: 7,000
11. <https://www.travelworld.it/wyoming-5/>: article about Pioneer trails in Wyoming
 - a. AVE and Reach: NA

Quarterly Report – AUNZ

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
12	12	8	2	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Media	Freelance	Rachel Macintosh	Interest in fam to GAW September 2025.
Trade	Travel USA NZ	Andrew Gay: andrew@travelusa.co.nz	Various meetings held; 1) Provided Motorcycle itinerary assistance 2) Recruitment discussions and formal acceptance to attend IRU 2025 3) Discussions to provide a campaign proposal for FY26 marketing activities
Trade	Adventure World	Kristy Prince Kristy.prince@adventureworld.com	Further discussion on new FAM trip to be held in September 2025 with WY/SD to replace cancelled FAM Oct 2024.
Trade	Chris Watson Travel	Chris Watson Chris.tmw@chriswatsontravel.com.au	Provided links to GAW inspirational itineraries and Adventure World/Infinity itineraries that CWT can purchase.
Media	Freelance / Editor of Ski & Snowboard Magazine	Helen Hayes helen@hayestack.com.au	Idaho press trip request for Sun Valley/Tamarack/Bogus Basin. Interest in South Dakota Buffalo Roundup attendance in 2025.

Trainings

Summary:

# Trainings	# People Trained
6	255

Significant Training Highlights:

Type	Company	Contact(s)	Details
Wholesale Training	Infinity Holidays	Tyson Megaw – Reservation Manager tyson_megaw@infinityholidays.co.nz	To run in conjunction with our campaign and to educate further on new itineraries a live training session was conducted to the AU sales team and reservation team (located in New Zealand) – 12 people attended.
live webinar training facilitation service	Destination Webinars	Charlie Trevena – Managing Director / Owner charlie@destinationwebinars.com.au	Destination Webinars offer a live webinar training facilitation service plus online library on-demand destination and product webinars for the Australian and New Zealand travel trade. Over the 4-part series presented in October, a total of 242 plays of the video recordings and 1,061 impressions. The recording will be held for the next 12 months. Included in the promotion e-mail direct marketing was sent to a database of 3,000+ travel agents with an average open rate of 32%.

New Product**Summary:**

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
6	13	13	13	12

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Adventure World	Dakotas Drive USA Adventure World Adventure World	MSP	MSP	MSP, Fargo, Bismark, Medora, TRNP, Deadwood, Custer State Park, Rapid City, Sioux Falls, MSP
Adventure World	Falls Peaks & Parks USA Adventure World Adventure World	SLC	SLC	SLC, Park City, Twin Falls, Boise, Sun Valley, Jackson, GTNP, YNP, Jackson, SLC.
Infinity Holidays	Idaho – Self Drive USA - Infinity Holidays	SLC	SLC	Day 1: Arrive in Salt Lake City, Lava Hot Springs via Bear Lake, overnight in Pocatello. Day 2: Blackfoot, overnight in Idaho Falls. Days 3/4: Craters of the Moon National Monument and Preserve, overnight in Sun Valley. Days 5/6: Boise. Days 7/8: Twin Falls, City of Rocks National Preserve, overnight in Twin Falls. Day 9: Depart from Salt Lake City.
Infinity Holidays	North Dakota – Self Drive USA - Infinity Holidays	FAR – Car Hire Pickup	FAR - Car Hire Drop off	Days 1/2: Arrive, explore and overnight in Fargo. Days 3/4: Visit Jamestown, On-A-Slant Indian Village and Fort Abraham Lincoln National Park, overnight in Bismarck. Days 5/6: Explore Theodore Roosevelt National Park, overnight in Medora. Day 7: Visit Mandan Hidatsa & Arikara Nation, overnight in Minot.

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
				Day 8: Explore International Peace Garden and Devils Lake, overnight in Grand Forks. Day 9: Depart from Fargo
Infinity Holidays	South Dakota – Self Drive USA - Infinity Holidays	RAP – Car Hire Pickup	RAP – Car Hire Drop off	Day 1: Arrive, explore and overnight in Rapid City. Days 2/3: Drive to and explore, overnight in Custer State Park. Day 4: Visit Jewel Cave National Park and Wind Cave National Park, overnight in Hot Springs. Day 5: Visit Crazy Horse Memorial, Needles Highway and Wall, overnight in Wall. Days 6/7: Explore Badlands National Park, Sturgis, Spearfish and Lead, overnight in Deadwood. Day 8: Visit Mount Rushmore National Memorial, overnight in Rapid City.
Infinity Holidays	Wyoming – Self Drive USA - Infinity Holidays	JAC – Car Hire Pickup	JAC – Car Hire Drop off	Day 1: Overnight in Jackson. Day 2: Grand Teton Nation Park, overnight in Jackson. Days 3-4: Explore Yellowstone National Park, overnight in Yellowstone. Day 5: Drive to Cody, explore Buffalo Bill Center of the West, overnight in Cody. Day 6: Drive to and explore Sheridan, overnight in Buffalo. Day 7: Explore Buffalo and Bighorn National Forest, overnight in Thermopolis. Day 8: Drive to explore and overnight in Jackson.

Website AU (top) NZ (bottom)

Sessions	Users	Pageviews	Average Session
508 (-35%)	775 (+1%)	11688 (+179%)	7.7 (+265%)
Sessions	Users	Pageviews	Average Session
159 (-19%)	153 (-70%)	173 (-99%)	00.14 (-99%)

Misc.

- **Media coverage:** Jennifer Hewett Lone Mountain story (FY24 fam). [I followed the Yellowstone tourism boom to a Montana ranch | escape.com.au](#). Total print audience 3,347,000 Online 1,529,000. Social 237,900. Value \$20,000.
- Visit USA new website, latest GAW information and brochure loaded <https://visitusa.org.au/member/great-american-west/>
- Visit USA Expos 2025, new format. 62+ members registered and over 500 retail agents to date.
- New pull-up banners, business cards, swag (laptop sleeves, caps) ordered & received.
- 2025 GAW maps received.
- Idaho winter press trip with Helen Hayes approved Jan 30-Feb 6, 2025.
- **Marketing Campaigns-Activities**
 - Adventure World campaign completed Nov–Dec 2024 – Post campaign report to be provided when available
 - Infinity campaign completed Nov-Dec 2024 – Post campaign report to be provided when available
 - Destination Webinars completed – Report provided and uploaded to Basecamp “Projects”

Quarterly Report – Nordics

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
7	5	6	0	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Kilroy	Michael Clausen Kellberg, Partner Marketing Specialist, micl@kilroy.dk	We have been running a co-op with Kilroy during the autumn and will share the activity report shortly. The campaign was an awareness campaign, and the reach has been above the targets. Kilroy is also in dialogue with Brand USA to further focus on travels to U.S. during 2025 and will also include GAW in their material.
Trade	Aventura	Sami Blomberg, Managing director, sami.blomberg@aventura.fi	We are still in dialogue with Aventura with the aim to add product as well as start a co-op. It has unfortunately been a long process, but we are getting closer to a result. To be continued.
Trade	Jysk Rejsebureau	Kasper Mydtskov, Team manager Copenhagen office, kamy@jr.dk	In dialog with Kasper to find a date for a sales training as it has been postponed a few times. New attempts have started and we're hopeful to get them onboard for trainings in February 2025.
Trade	Saxen Tours	Crister & Maria Brunnegård, Owners, crister@saxentours.com	We've met with Crister and Maria who now have chosen to include the GAW in their FIT program. They had one trip on sale to the region in 2024 but only for a selected group of clients. The itinerary is now bookable for FIT clients and other groups. We also shared a GAW Christmas chocolate calendar with Crister & Maria.
Trade	USA Rejser	Christian W. Willumsen, Product & Marketing Manager, chw@usarejser.dk	Visit to their office for a mutual update and to hand over the GAW Christmas calendar. They see an increase in travels to the U.S. and our area. We had a look at different itineraries, and they were given a few ideas how to optimize the

Type	Company	Contact	Details
		Britt Frisk Kümpel, Travel Specialist, britt@usarejser.dk	tours. Interested in attending IRU 2025 if there are any free spots from other markets.
Trade	Risskov Travel	Claus Brask Nielsen, Head of Product & Sales – Individual Travel, cbn@risskovrejser.dk	Meeting with Claus from Risskov Rejser/ Risskov Travel for a mutual update. They see a slight increase in travels to U.S. All staff members are well updated on our destination. Interested in having a sales agent joining a fam if we ever do one again (Mette Sørensen had signed up for the FY24 fam trip with Icelandair but had to cancel due to illness). The staff members at the head office were happy to receive the Christmas chocolate calendar.
Trade	Uppsala Resebyrå	Niklas Olsson & Cecilia Larsson, owners, info@uppsalaresebyra.se	Exciting news! Niklas Olsson from BIG Travel Concept (IRU 2019) has started his own business together with his BIG colleague Cecilia Larsson. The formalities are not 100% set yet and they will both have their own individual email addresses shortly. The new travel agency will be “a travel agency for everyone”. They will sell all kinds of travels including USA. We look forward to what is still to come and a fruitful partnership with Niklas and Cecilia.
Trade	Bäckman & Berg	Anna Bäckman, co-owner, anna@backmanberg.se	The states have decided to invest in the upcoming B2C travel show as well as in a smaller promotional partnership with the travel agency. We have shared content with B&B and will share even more, which will be included in their various communication channels such as newsletters, websites, and social media accounts.
Trade	Nyhavn Rejser	Kim Carlsson, product manager, kim.carlsson@nyhavn.dk	We’re in dialogue with Kim to put an itinerary together for Idaho and Wyoming so he can go on a trip to the two states himself. He has only limited knowledge about Idaho, and he wants to see YNP. He will not attend IPW nor

Type	Company	Contact	Details
			IRU this year which is why he has chosen to go on his own tour. Once the itinerary is finalized, we would like to request support from the two states he will be able to visit during his trip.
Trade	World Business Travels	Robert Willian Assaad, owner, admin@wbta.dk	Robert, who had a client visiting Wyoming in 2024, now has a new client who wants to visit our area. We are in dialogue with Robert to find the best routing for the client.
Trade	Icelandair Norway	Bjørn Tore Larsen, Sales Manager Norway, bjorn@icelandair ; Rebecca Tärnström, Account Manager, rebeccat@icelandair.is	2025 marks the anniversary of the first organized emigration from Norway to America. This will be celebrated in many ways in Norway. Icelandair is very much involved, and we are discussing how we can find ways to connect around that theme.
Trade	KLM/AF/Delta	Anette Maccallan, KAM, Anette.Macallan@KLM.COM	Ongoing dialogue with KLM/AF/Delta to ensure our region is highlighted in their communication with the travel agents.
Trade	Swanson's Travel	Magnus Hermansson, Director of Production, magnus.hermansson@swanson.se	Swanson's have decided to send sales agent Sarah Wilhelmsson to IRU 2025. We're very excited about having someone from Swanson's joining us.
Trade	Amerikaspesialisten/Nordmannsreiser	June Arlen Eggesbø Lundebø, MD, june@nordmann.no	June has registered for IRU 2025

Media	Vagabond Reiselyst, Norway	Torild Moland, editor-in-chief	Discussing press trip. Would like to go to Wyoming, North Dakota, South Dakota, Idaho and Montana. The fam form is currently being filled in. Vagabond Reiselyst is the largest travel magazine in Norway with a total reach of approx. 300,000 per month. The trip is likely to result in 20-25 pages total.
Media	Kapital Reise, Norway	Bjørn Moholdt, freelance	Interested in writing about the Norwegian emigration in Minneapolis and North Dakota. Discussing possible places to visit. Icelandair will sponsor his flights. Kapital Reise is a travel magazine published by business newspaper Finansavisen. 178,000 readers in print.
Media	Politiken / Dagbladenes Bureau / Berlingske, Denmark	Jens Henrik Nybo, freelance	Discussing dates to visit Idaho. Jens Henrik is interested in visiting Idaho in September 2025. By hosting him, we would receive extensive coverage in several Danish newspapers such as Politiken, Dagbladenes Bureau and Berlingske.
Media	Finansavisen, God Morgen Norge, Norway	Merete Moen, freelance and influencer	Discussing different press trip opportunities for spring. Merete is freelance for Finansavisen and participating in the morning TV Show God Morgen Norge as a travel expert. Besides this she has an Instagram with 20,000 followers.
Media	ELLE, Sweden	Nicole Kavander, freelance and influencer	Discussing opportunities for press trips in 2025. Nicole is a freelancer for the leading fashion magazine ELLE, but also one of the magazine's selected bloggers online.
Media	Rejser / Berlingske / Søndag, Denmark	Brian Schæfer Dreyer, tier 1 freelancer	Discussing opportunities for press trips in 2025. Brian is freelancer for several tier 1 media in Denmark.
Media	Børsen, Denmark	Judith Betak, tier 1 freelancer	3-page article and front page of travel supplement, published in the Danish newspaper Børsen, by Judith Betak who previously visited Buffalo Round Up in South Dakota. Børsen has 139,000 daily readers in print.

Trainings

Summary:

# Trainings	# People Trained
0	0

Significant Training Highlights:

Type	Company	Contact(s)	Details
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New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
1	0	3	3	2

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Saxen Tours	Great American West	MSP	MSP	This tour has previously only been offered to a select group of clients but is now open to public, and is visible on their website. The GAW is also the current header on the website. https://www.saxentours.com/resor/great-american-west The 12-days’ itinerary go through SD with days in the Black Hills, Devils Tower, Cody, YNP, through Montana to Medora, 2 days in ND, back to MSP

Website

Sessions	Users	Pageviews	Average Session
285 (-33%)	357 (-27%)	2,900 (-19%)	00:50 (-30%)

QUESTIONS?

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QUARTERLY REPORT

THE GREAT AMERICAN WEST

The Great American West is the brand for the international marketing efforts of the state tourism offices of Idaho, North Dakota, South Dakota and Wyoming. Collectively, the cooperative markets to both travel trade (tour operators and travel agents) and consumers through advertising and public relations efforts. Individually, each state office works with its industry partners to raise awareness of its state and the region as a whole through the promotion of products and travel destinations. The GAW contracts with RMI to help coordinate their united efforts in seven international markets, including the United Kingdom, Germany, Benelux, France, Italy, Australia / New Zealand and the Nordics. For more information about the GAW, visit GreatAmericanWest.co.