

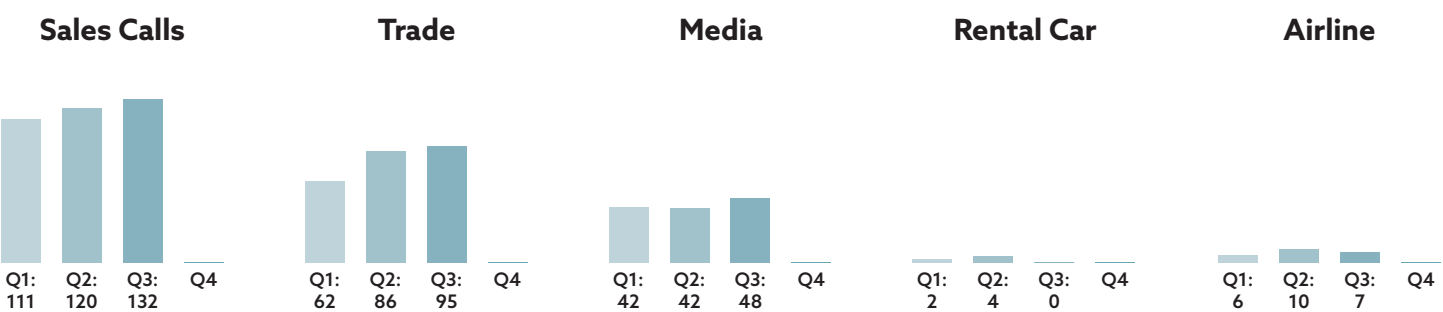


QUARTERLY REPORT

FY25 QUARTER 3
JANUARY-MARCH 2025

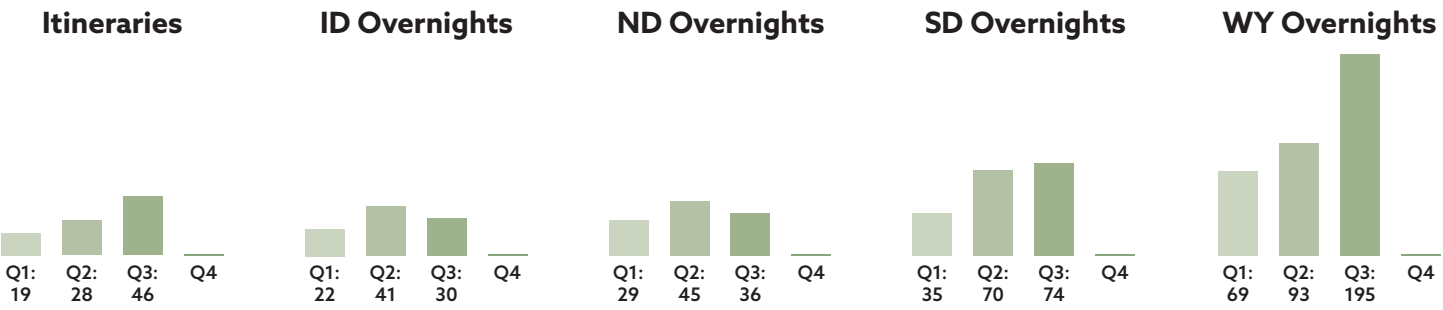
Meetings: Q3

	Sales Calls	Trade Meetings	Media Meetings	Rental Car Meetings	Airline Meetings
UK	8	18	6	0	0
Germany	43	13	8	0	0
Benelux	23	15	8	0	0
France	27	19	6	0	2
Italy	13	10	1	0	2
Australia	10	10	10	0	2
Nordics	8	10	9	0	1
Total	132	95	48	0	7



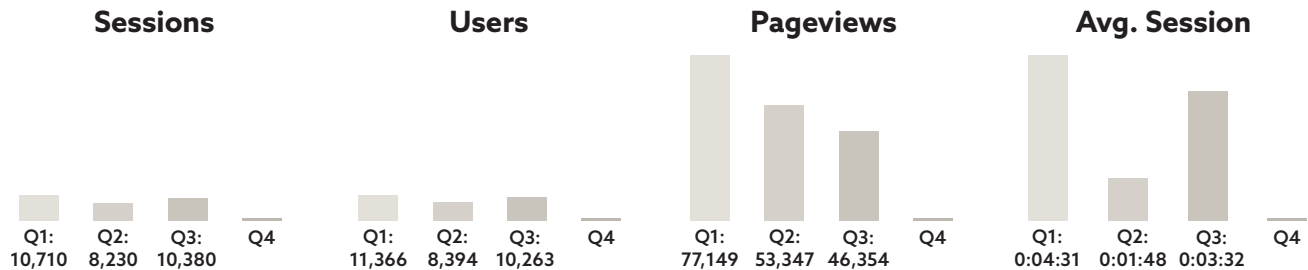
New Product: Q3

	New Itineraries	Idaho Overnights	North Dakota Overnights	South Dakota Overnights	Wyoming Overnights
UK	1	0	0	0	2
Germany	19	11	15	38	74
Benelux	4	2	8	10	26
France	7	9	5	9	36
Italy	14	8	2	13	55
Australia	0	0	0	0	0
Nordics	1	0	6	4	2
Total	46	30	36	74	195



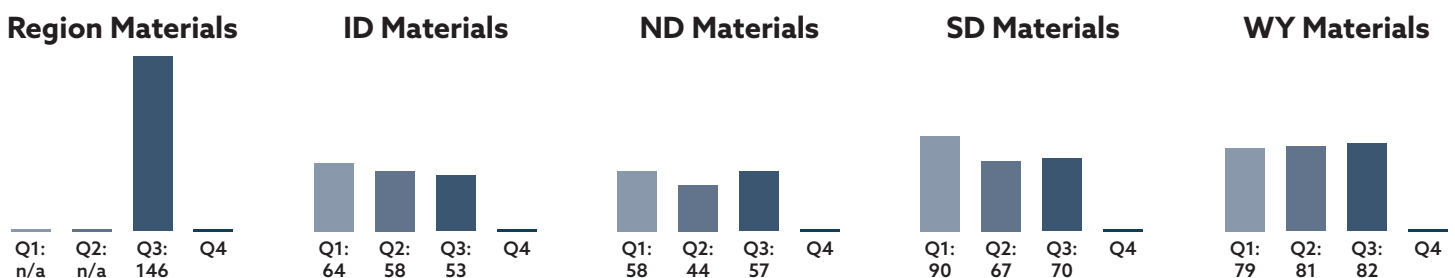
Websites: Q3

	Sessions	Users	Pageviews	Avg. Session
.co	2,285	2,017	2,826	0:01:01
UK	617	678	8,033	0:03:53
Germany	1,746	1,684	9,223	0:01:56
Benelux	860	1,048	1,208	0:04:18
France	794	791	3,364	0:01:37
Italy	3,042	2,611	4,422	0:00:54
Australia	548	549	3,486	0:02:04
New Zealand	215	360	4,892	0:06:30
Nordics	273	525	8,900	0:09:36
Total	10,380	10,263	46,354	0:03:32



Digital Downloads: Q3

	Region Materials	Idaho Materials	North Dakota Materials	South Dakota Materials	Wyoming Materials
.co	27	4	1	1	2
UK	28	11	12	4	22
Germany	36	8	16	16	22
Benelux	8	3	0	5	6
France	16	4	10	18	8
Italy	30	8	8	10	14
Australia	1	9	6	8	8
New Zealand	0	0	0	0	0
Nordics	0	6	4	8	0
Total	146	53	57	70	82



*Regional materials (GAW Guide and region map) were produced during Quarters 1 and 2. Regional digital download statistics will be available in Quarters 3 and 4.

Quarterly Report – United Kingdom & Ireland

Meetings

Summary: busy quarter

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
8	18	6	0	0

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Flight Centre	Elaine Learmonth USA Product Manager	- Focus for them is training their sales staff, starting with Australia followed by USA. Her focus for USA will be California, Vegas, New York and Orlando. - Shared info on the four GAW states but think they are quite a way down her list for this year, but it might be in the plan for 2026 when they look more at fly drives and touring; but she is definitely keen to grow their USA program in the future. - IPW – not sure if she's attending as yet.
Trade	Journeyscape	Dominique Kotsias Rebecca Harley Kerry Manley	Met the product and marketing team Discussed proposed marketing activity: Website Advertising - 4 weeks as Journeyscape's "Featured Destination" on Journeyscape.com Blog Article – a dedicated Great American West feature written by a Travel Expert – it will be published on Journeyscape.com and promoted across their social media and email channels Consumer eNewsletter – a dedicated Great American West email – featuring destination highlights and itineraries - sent to a database of 25,000 consumers Press Release – a dedicated Great American West press release sent to key contacts and published on TravMedia Trade eNewsletter – a dedicated Great American West email – featuring destination highlights and itineraries - sent to a database of 500 travel professionals
Trade (Unite)	Elegant Resorts & If Only Holidays	Jessica Carney Susan Greenhorn	Update – Jessica Carney is now working with the If Only brand on the marketing/commercial side. Susan (Suse) is the new product and marketing manager for elegant resorts Discussion points – Interested in the 26 Sales Mission for both Chester and Glasgow. If the mission is in March, there would be more sales attending training as it's not so busy then. Other suggestion was to host evening event. Especially

Type	Company	Contact	Details
			for the homeworkers in Glasgow. Product wise talked about Montana coming out and focused on Idaho. Follow up – Decided best route to market via fly drive product, ranches and once product is in place look at a marketing proposal to include B2B and B2C activities. (this would need to be an ad hoc request to GAW).
Trade (Unite)	First Class Holidays	Keir Ashley	Update – Keir is excited to be coming to his first IRU! Discussion Points – updated us on product plans for the region and post IRU. We advised about the product audit. Possible individual FAM to Yellowstone Follow up – Advised we have pitched for them to get marketing support in next year's plan. Asked about agent event in the mission if it goes ahead. Keir to send his invoice for IRU. Check the Round the World events and see if there is space.
Trade (Unite)	One Traveller Holidays	Tim Greathead	Update – Tim is putting together two brochures and is in the final part of the festive one. Losing one product Manager in March. Discussion Points – Tim explained that the age group of his solo group travelers is 65 + and challenges are cost of ground transportation and breakfasts. One Traveler FB survey - main feedback is the costs have put them off. Extra room fees. Follow up – Intro for GAW
Trade (Unite)	P&P Group Travel	Georgia Wiseman	Update – Company update from Georgia and plans for USA Expansion. Memphis top / number one for Dollywood. Look at more of the West. Wild West, lost my heart in the Black Hills of Dakota is popular. Discussion Points – Native American - Authentic immersion is what their customers are looking for. Social media, Travelzoo, IMH. (potential work with our IMH proposal). Suggested Idaho as a real gem. Washington - Idaho, Yellowstone/Wyoming - Casper recommended for the museum. IRU 26 Medora Georgia would like to go. Follow up – to send unique product ideas and info on Idaho over to Georgia IRU 26 send over the 'Save the date'.
Trade (Unite)	Original Travel	David Martin	Update – David is heading to GAW on an individual FAM trip. FAM trip - Colorado, South Dakota, Sheridan, Cody, Jackson. Need one night in Casper or Rawlins. Suggested he should visit North Dakota. Discussion Points – GAW is Biggest selling region in the USA for them. Idaho has an 800% increase YoY, next stage product development. Gravity Haus gave good feedback on Virginia Lodge in Jackson. Outselling CA family ranches. Amangiri has dropped off for them. Needs our support to help grow product in the right way. Product coming from receptives - Rocky Mountain, Expedia, Bonotel, ATI, Tour Mappers. IRU would not be an option but

Type	Company	Contact	Details
			certainly will consider in the future. For the FAM meet up with the main partners. Follow up – IRU would not be an option in 2026 but certainly will consider in the future. For the FAM meet up with the main partners. In conversation about FAM trip Looking for info on Gravity Haus.
Trade (Unite)	Newmarket Holidays	Sarah Beckwith	Update – New product manager will come in and more staffing will drive the product. 10.5% up for US as a whole. Strong January and February still significant. Down a bit in March for enquiries and bookings. Discussion Points – Product wise, Lisa has talked with her colleague Richard about Canada to North Dakota/ and combining Idaho/British Columbia. Follow up – Training is taking place in April for the staff. Potentially interested in IRU. Will send a 'Save the Date'.
Trade (Unite)	Journeyscape	Dominique Kotsias	Update – Recently met in their offices to talk about a joint marketing activity collaboration with Wanderlust. Discussion Points – Proposal is in final stages. Follow up – Rebecca has requested images and video assets with credits. Updated images in July to be sent. Interested in IRU 26 - send 'Save the date'.
Trade (Unite)	American & Worldwide Travel	Matthew Thompson	Update – 2025 and 2026 overall most people want to travel. Deep South selling well and North working fine from Denver, South Dakota and Wyoming. Discussion Points – Suggested Idaho - they are trying to grow the Ski program. Relaunched the website with exclusive pages for Ski. Follow up – To send FOUR STATE itineraries. Authentic wild west, native travel asked about a lot. Figures for TRIP report. Marketing destination month - to send the details - Images needed. Ranch experiences - possible ranch options. Will send sheet of ranches for Wyoming. IRU 26 North Dakota, mid-April. Send 'Save the date'. Training - would be interested - 4 staff in the office Matthew to send info on Destination of the Month for joint marketing activity.
Trade (Unite)	Travelsphere and Just You	Stuart Perry	Update – recent Royal Geographic Society collaboration / Joining for IRU, which Stuart is excited about. He will be meeting everyone at IRU and some inspiration for tours. Starting operations in May. Stuart is coming in early. Discussion Points – Opportunity to develop product in the GAW region with the RGS partnership - Trails through the GAW. German and Nordic heritage. Stuart will check with RGS. Idaho Falls has a better price than Jackson 45 pax bus Old Virginian hotel. Scenic journey Idaho. Follow up – Stuart to send his invoice for IRU.

Type	Company	Contact	Details
Trade (Unite)	Travelbag - Dnata Travel Group	Geoff Dobson	Update – Sales to the US are good. January was down for Canada and NZ, everywhere else double digits. USA was up in February and then nothing. March has been great - US was number two. Disney, NY or LAS. Nervous about parks with Gold Medal, Travel Republic. Facebook advertising brings negative comments. Adverts with Wyoming has fewer negative comments. Discussion Points – Travelbag are bringing out a US/Canada brochure that will be 120 pages in print. The brochure will be comprehensive. Ideas, itineraries, ranching. Good hotel product 3–4-star hotel. Brand USA campaign is now running - WY/MT/IL/LA Follow up – Send IRU 26 'Save the date'.
Trade (Unite)	Cox & Kings	Simmon Hemmings	Update – Simon Hemmings has a new role with Cox & Kings. He is excited about producing a US program. Discussion Points - A big focus is on the experiential side of the product - luxury activities and experiences. These are Cox & Kings signature experiences. Small groups touring - to compliment Cox & Kings same kind of trip with affordable luxury with A&K's tailormade TO. Some small groups. Rail, SD, motorhomes. 65+ but wants to attract a younger age group. Follow up – Think about some luxury experiences in GAW. Send Four state itinerary ideas and Ranching document, plus ideas for good 3/4-star accommodations - especially quirky and boutique. Plus any experiences that have private guides. Send IRU 26 'Save the date'.
Trade (Unite)	American Sky	Kathryn Glover	Update – South Dakota and Wyoming doing well. ATI tour going well. Interest in Wyoming's Wind River Country. Discussion Points – Spoke about product development in Idaho, but they will be building on what they know. Follow up – Send IRU 'Save the date' April 28th – May 2nd, 2026. They asked if we could identify unique hotels available from ATI and Bonotel.
Trade (Unite)	Ocean Holidays	Helen Taylor	Update – Good start to the year Jan/Feb. Hays collaboration of 6-21 sales agents. Outside of Florida/Deep South, CA, road trips, longer trips, trade advertising is good rather than direct to consumer. Have a new system launching on May 1st, 2025. Need hotel content. Discussion Points – MDs are big football fans and keen to promote the World Cup. Talked about GAW being the quieter US away from FIFA madness as a good hook for their customers. Winged Boots (lux side of business) is doing well. Action Points and Follow up – Helen will put us in touch with Ellen the Product Manager of Winged Boots. To send Helen a couple of hotels in each town. Schedule further Call planned on the 20th of March *** SEND TOP Hotels in key cities to help mapping***

Type	Company	Contact	Details
Trade (Unite)	Wexas	Katrin Rummer	Didn't attend due to illness – will schedule a meeting
Trade (Unite)	American Affair	Mandy McGlade	Update – New GAW website pages - Added North and South Dakota itinerary. 6 itineraries in total. Now working with America4U and linked up with them as they have more product. Discussion Points – IRU Medora for 2026 Mandy would be interested. Ranch product working well. Train travel is popular - Talked about Empire builder, Amtrak and Rocky Mountaineer. Forward bookings 2026 is looking good. Revenue 30% - 2026 130%. Follow up – Mandy will send figures. Send IRU 'Save the date'.
Trade (Unite)	LUSSO	Sarah Gibbons	Update – Wyoming priority: high end Jackson, ranches, Rocky Mountain holidays, America for You ranch offering. They use: Tour Mappers, Bonotel, ATI. Expedia Tap. Florida number one, CA number 2, Deep South number 3. Off program itineraries asked for. Discussion Points – discussed Sales Mission for 2026 and possibility of training for 2026, they would be interested. Luxury tailormade itineraries readymade would provide inspiration for the destination. Follow up – to send luxury product and four state itineraries.
Trade (Unite)	Purely America	Andrew Bird	Didn't attend due to illness – will schedule a meeting
Trade (Unite)	Saga Travel Group	Simona Zaliskeviciut	Update – John Constable is leaving, Nigel Blanks taking over as CEO after 40 years with Saga. Saga cruises merging with Saga travel group. Waiting to know what will be happening with tailormade travel. Went for groups to FIT tailormade travel. Average spend is much higher. Saga Cruising is going so well. Touring 20% up and doing well. Once more settled Saga will be in touch about training and marketing. They will be in touch once the strategy is set.
Trade (Unite)	Trips Beyond / Stewart Travel	Abigail Mayhew	Update – PPC campaign starting. Florida and California top US destinations. Using ATI and Bonotel. Discussion Points – discussed Sales Mission Feb./March 2026 and possible training. New image library to add in images and videos. State itineraries. Follow up – Product audit - we will contact to get figures. Send new images and videos. SEND four state itineraries and List of ranches.
Trade (Unite)	Titan Travel	Robert Stapley	Update – Had some backlash on social media. On the whole, doing okay for 2025. National Parks are trending. Smaller group travel - soft adventure, slower place. B2C - 70% B2B - 30%. Discussion Points – Suggested - South Dakota Badlands National Park, Custer State Park. Theodore Roosevelt Park.

Type	Company	Contact	Details
			Medina pitchfork BBQ. Idaho was also recommended for its beautiful scenery. Follow up – Send 'Save the date' for IRU.
Trade (Unite)	Premier Holidays	Jayne White	Update – Product - new area national parks tour. Discussion Points – New product placed and then they will be interested in some joint marketing activity 26/27. Send save-the-date for IRU 2026. Discussed new brochure and a more detailed description of GAW in the brochure to introduce the destination. Follow up – To send Four state Itineraries, and Dakota's itinerary and NW itinerary for new brochure. Send IRU 'Save the date'.
Trade follow up call	Ocean Holidays	Helen Taylor and Michelle Kozuharova	Forthcoming training for the sales staff. Discussed joint marketing that would highlight a 'FIFA Free Zone' around the dates of 'FIFA' world cup 26. Set 1 May for the deadline of the hotel audit.
Trade Follow up call	Distant Journeys	Chris Parker	• <i>New tour for 2026 NEVADA, UTAH, WYOMING, MONTANA</i> • High-end tour for max 40 pax (6 dates from May-Sept 2026) • Stop in the Grand Tetons, Wyoming • Jackson Lake Lodge contracted for 2 nights Further details and training to be scheduled for the summer
Trade	Best4Travel	Ciara Foley	Intro and update on her new employer. Looking to build USA tailor-made business. Retail shops and homeworkers. Ciara very keen to work with the GAW again
Trade	Virgin Holidays	James Killick	Catch up call. James is looking to start focusing on developing the GAW in Q3/Q4 of 2025. Still an area of interest. Asked for and gave an intro to America 4 U
Trade	American Affair	Mandy Mcglade	Request for content for their website.
Trade	NATS	Karen Farrar	Joint marketing activity discussions
Media	Various	Various	KBC attended Visit USA Meet the Media event in January to talk about all things USA for the upcoming year. Jennette met with many journalists including Lynn Hughes, Wanderlust, Yvette Cook, James March, Love Exploring, and Travel Weekly.
Media	Sophie Swietochowski	The Sun	Jennette met with Sophie from The Sun national newspaper and talked about her attending or sending someone to cover SDBRU in September.

Type	Company	Contact	Details
Media	James Draven	JRNY America	Met with James Draven and discussed the possibility of repurposing some of his copy on Idaho for the new JRNY America magazine special issue
Media	Jacqui Agate	Wanderlust	Met with Jacqui at a Wanderlust event, where she asked for information on American Festivals happening this year. We sent info on: Trailing of the sheep Fest ID/ Norsk Hostfest ND/ SDBRU/ Cheyenne Frontier Days WY. Jacqui was also interested in visiting Wyoming this year, especially the area around Devils Tower.
Media	Sarah Marshall	PA/Telegraph	Jennette met with Sarah to chat about a possible trip to GAW. We talked about all four states, but she was primarily interested in Yellowstone, so we have put this one on hold at the moment.
Media	Various	Various	Invitations sent out to UK journalists for GAW IPW Buckle Club.

Trainings

Summary:

# Trainings	# People Trained
0	0

New Product

Summary:

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

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Distant Journeys	Nevada, Utah, Wyoming, Montana	LAS	SLC	- New tour for 2026 NEVADA, UTAH, WYOMING - High-end group tour for max 40 pax (6 dates from May-Sept 2026) - Stop in the Grand Tetons, Wyoming - Jackson Lake Lodge contracted for 2 nights

Website

Sessions	Users	Pageviews	Average Session
617 (+27%)	678 (+10%)	8,033 (-1%)	3m 53s (-20%)

Misc.

- **Visit USA Members Meeting March 12th:** We attended the VUSA members meeting on the 12th of March. The meeting and networking were well attended, and discussion points are noted below:
- Request that all members have contact details up to date on the website.
- Fees: Earlier fee will remain the same level at 2024 if paid by end of May 2025. If not, they will increase by 3%.
- Roadshows are selling well – new format – book now if you want to guarantee a space in Glasgow 8OCT and Gatwick 9OCT.
- Thanksgiving event confirmed for Nov. 26th, back at Joe Allens.
- Destinations show pricing is being worked on, but expect at least a 5% increase.
- 2024 visitors: 4,037,119 +4%
- ESTA APP – the quickest and easiest way to get your ESTA is by using the app, it's free and run by Mobile passport control.
- I-VISAs are having a quick turnaround, as little as a week in some cases.
- IPW – Brits 8 Irish party location TBC
 - June 15th -opening night at Field Museum
 - 2 free nights
 - June 18th closing party at Navy pier
- BUSA Travel week – Chicago to host a party for buyers.

Upcoming Events 2025

- Summer Affair Hurlingham – July 2nd
- IPW Chicago – June 14-18
- TG Roadshows Gatwick & Glasgow – October 8-9
- World Travel Market – November 4-6 (VUSA has a few tables left)
- Thanksgiving event – November 26th

NEWS: US specialists retain positive outlook despite costs pressure

Agents and operators are largely seeing positive sales to the US, buoyed by new flights and attractions – although costs continue to be a concern.

The trade is also reporting no real signs of any 'Trump slump' despite some alarm about his policies and comments.

Kelly Cookes, chief commercial officer at the Advantage Travel Partnership, said: "Overall, the US market is experiencing robust growth, with Orlando and New York leading the charge."

"Nashville is also seeing rising interest, driven by the growing popularity of country music."

"It continues to be a popular choice with new developments."

Tricia Handley-Hughes, UK managing director at InteleTravel, said: "We can see a small decline of 5% to the US, but with the standard early peak, the focus would traditionally be on family holidays and free child places, mostly to the Mediterranean destinations."

“It’s hard to attribute the stats to the political landscape at this time.”

Guy Novik, founder and chief executive at US Airtours, commented: “While the current President would be the last face that most would choose as the American poster boy to encourage tourism, the bottom line is that both the cost and the spending money required for an enjoyable holiday has risen significantly in recent years.”

“Despite seeing a fall in the average number of bookings per agency, our bookings are up 11% year-on-year since January because we’ve significantly increased the number of new agencies dealing with us, combined with winning back those agents who have lapsed.”

“Enquiries for the same destinations remains as high before but conversion rate is down because a section of the market is looking for lower prices and may well have switched to destinations with weaker currencies.”

NEWS: Special offers ‘main inspiration’ for UK travelers, survey finds

Most UK travelers list special offers and pricing as their top “inspiration” when looking for holidays, a new survey has found.

Research from advertising platform Teads, based on multiple surveys of UK holidaymakers, has found 80% of respondents said pricing and offers in related travel adverts inspired them the most, followed by 65% saying it was visual imagery and 28% a connection to a cultural moment.

The Teads Travel Compass report revealed cost was similarly the most important factor for accommodation and flight choices for those surveyed, cited by 60% and 54% of respondents respectively.

The report also found 20% of those surveyed visited high street travel agents, 33% booked flights and accommodation together through an airline’s website, 45% made all arrangements using travel aggregators and 49% bought accommodation and transport separately using different websites.

The research also found a third of UK consumers “prefer more-spontaneous travel decisions” and look for inspiration anywhere from a few days to a month before booking.

This contrasts with a significant portion choosing to plan far ahead, with two-in-ten UK travellers researching holiday options more than six months in advance, which goes up to three-in-ten investigating possible trips one to three months before going away.

NEWS: Nearly 70% of Irish Consumers Yet to Book Main 2025 Family Holiday

Nearly 70% of Irish people have yet to book their main 2025 family holiday, a new survey shows, despite most holidaymakers planning to travel abroad this year.

The latest travel survey, by online agent Click&Go Holidays, found that 68% of respondents have yet to book, while 48% – nearly half – are waiting for a good deal before booking. Over 20% of respondents said they do not feel they are ready to book.

Financial considerations remain a factor for one-in-ten of those who have delayed their holiday plans.

Sun holidays are the top choice among those intending to book, with 60% planning a warm weather getaway. The second most popular holiday type in 2025 is the Cruise Holiday, followed by a City Breaks Holiday and a USA Holiday.

The survey also gave further insight into the strong demand for travel in 2025, despite booking delays, with the vast majority (80%) still planning to take a trip this year. The coming months are expected to be busy with travel bookings, as 25% of respondents are preparing to reserve their holiday by the end of March and over a third (36%) are looking to secure their plans in April or May.

NEWS: Spend on holidays sees highest rise five years on from pandemic

Consumer spending on holidays and travel has rocketed since the pandemic, new analysis reveals.

Data from Nationwide five years on from the first Covid-19 lockdown, shows increased spending across a number of areas, including travel, leisure, eating out and health and beauty.

The outlay on holidays has soared 520% from less than £70 million in 2021 to more than £431 million.

Travel spending is up 436% from under £25 million to £133 million.

NEWS: UK visitor numbers to US grow 5% in first two months of year

UK visitor numbers to the US increased 5% year on year in the first two months of the year, but trade leaders are keeping a watching brief on whether swinging tariffs and rhetoric from President Donald Trump will have any impact on demand.

A total of 515,700 UK visitors crossed the Atlantic in January and February, with the increase consistent with full-year 2024, when 4.04 million UK travelers equated to a 4% rise in 2023.

The numbers are still well short of the 4.8 million who visited the US in 2019, although the UK is still the largest overseas market by a considerable margin.

Speaking during a European trade mission to promote The Great USA Road Trip, Brand USA vice-president for global trade development Jackie Ennis said recent conversations with partners suggested around 80% were trading at or above 2024 levels.

Quarterly Report – Germany

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
43	13	8	0	0

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Usa-reisen.de	Doreen Sell Marketing Director	Finalized new 4-state GAW itinerary https://www.usareisen.de/reisen/tour_leistungen.html?i=517 New itinerary was promoted during the virtual GAW Consumer Event Jan 31, 2025, with 189 live participants and a total of 240 registrations – everyone received a follow-up email. The event was promoted via GAW E-NL. Large GAW banner ad was online on usa-reisen's starting page for one month mid Feb. – mid March. GAW inclusion in E-Newsletter promoting the new 4-state fly drive tour.
Trade	CANUSA	Tilo Krause-Duenow CEO	January 2025 was stronger revenue-wise than January 2024. Canusa had lots of Motorhome bookings (rental companies extended early bird specials, still have capacity for summer 2025). In February and March, the request decreased slightly, but the conversion rate increased from 25 to 44%, which means from 100 booking requests, 44 turned into real bookings. Requests for trips to the US continued to be very strong until end of March, when negative news about stricter travel advices spread.
Trade	Wigwam Tours	Freddy Hipp Product Manager	Asked for GAW room nights, which he provided. They are offering the following tour incl. the GAW: https://wigwam-tours.de/nordamerika/hawaii/reise/usa-nordwesten-rockys.html
Trade	CANUSA	Nina Wulferding Marketing Manager	Finalized the CANUSA marketing activities: Pinterest Ads – Jan. 6th, 25 4 FB + 4 IG posts –published Jan 13; 15; 17; 19
Trade	Faszination Fernweh	Sandra Kaetsch Managing Director	Discussed marketing activities for new GAW proposal for FY26. Sandra provided GAW room nights for 2024, which show an increase compared to 2023.

Type	Company	Contact	Details
Trade	T.r.u.e. America	Tamare Toemmers CEO	Finalized Great American West Destination Page https://true-america.de/destination-the-great-american-west/ and discussed new activities for GAW proposal FY26.
Trade	Diamir	Deborah Clauss Product Manager	Deborah used to be Product Manager at Turlane and is now Product Manager at Diamir (replacing Holger Howind who is now Product Manager at America Unlimited in Hannover). Deborah provided GAW room nights. Figures for 2024 are significantly better than 2023! Increase of almost 100% in room nights in 2024. The GAW region is already looking really good for 2025. The region is doing really well at the moment, especially compared to other regions.
Trade	Art of Travel	Christine Werner Product Manager	Art of Travel is a luxury tour operator with focus on worldwide, high-end accommodations. They only sell a little US product. We asked her for GAW room nights and she mentioned that she only had 1 booking in our region (1 couple staying at Amangani in WY for 7 nights).
Trade	Ruck Zuck	Ribanna Ginsdorf Managing Director	Completed marketing activities for FY 24/25: *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	Finalized Para Tours promotion: *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 In addition, as a bonus we did not pay for, Para Tours distributed the GAW Guide, GAW flyer and GAW maps at Fespo, the largest consumer show in Switzerland, which took place Jan 30-Feb 2, 2025 (42,000 visitors in 2025). 4 Social Media Posts will be published in April: April 4: – North Dakota Post: The Dakotas Self-drive April 9: – Idaho Post: Off the beaten Track Self-drive April 13: – GAW Youtube Video April 23: – Wyoming Post: Wyoming Wind River Tour Self-drive April 28: – South Dakota Post: The Dakotas Self-drive A report will be provided once all activities are completed.
Trade	Argus Reisen	Dirk Buettner Managing Director	Discussed GAW's participation at Argus Reisen B2B2C Event in FY26 with Dirk and included it in the GAW Marketing proposal for next FY.

Type	Company	Contact	Details
Trade	Dertour	Christiana Forster Product Manager North America & Oceania	Discussed possible marketing activities for FY26. She provided room night numbers (reported an increase compared to 2023).
Trade	Amerikareisen.at	Alex Kohlenberg Marketing Manager	Discussed marketing activities for FY26. Alex provided room nights for Amerikareisen.at for 2024.
Trade	CANUSA	Rebecca Marcks Marketing Manager	Finalized partner marketing activities 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	Meso Reisen	Yvonne Lau Product Manager	Provided room nights for 2024, but since they received a new booking system last year, the system still seems to have issues in providing correct room nights. She thus believes the actual room nights are higher than the room nights pulled.
Trade	America Special Tours	Alexandra Schroeder Sales & Product Manager	Luxury tour operator with focus on worldwide upscale tailor-made trips for FITs. They started offering a fly drive tour through the GAW (https://www.america-special-tours.de/usa/reisen/mietwagenreise-rocky-mountains), but did not receive many bookings yet. They are currently in the process of revising all their sample routes and hope that this will have a positive effect on bookings. Alexandra only joined the team in February and has booked this fly drive tour once so far. As they are currently receiving more and more inquiries about Yellowstone and the Rocky Mountains, they are interested in a fam trip in the future. I offered to hold a webinar to provide more information about the region which she liked a lot. She will discuss a suitable date with the team and let us know.
Trade	America Unlimited	Timo Kohlenberg CEO	Timo provided GAW RNs for 2024. Numbers are similar to 2023.
Trade	America Unlimited	Tom Langlotz Marketing Manager	Confirmed and finalized marketing activities for FY 24/25: Online Advertorial in Frankfurter Allgemeine Zeitung – published March 14, 2025 Distribution of 200 GAW Guides at consumer show IBO Friedrichshafen March 19-23, 2025 GAW Newsletter inclusion – to be published April 2, 2025 A report will follow end of April.
Trade	Biker Reisen	Philipp Hanfland Owner	Provided room nights for the GAW. Only had one motorcycle group which went through western Canada and spent some nights in the GAW. They are a small motorcycle tour

Type	Company	Contact	Details
			operator and thus cannot keep up with the big tour operators in terms of booking numbers, Philipp mentioned. The Great American West has always been quite popular with their customers for motorcycle tours, but as the prices for hotels and F&B have risen so enormously, some customers simply can't and don't want to pay such high prices anymore.
Trade	Rocky Mountain Adventure	Mario Möbius Owner	Mario's guided motorhome tour through the GAW https://www.rockymountainadventure.de/begleitet-wohnmobilreisen/pazifik-nordwest/ is fully booked (10 people/5 motorhomes), he informed us in January. We asked him for room nights for the GAW in 2024 and await his feedback.
Trade	Bike The Best	Michaela Fischer Owner/Managing Director	Asked for GAW room nights for 2024.
Trade	Explorer Travel Group	Andreas Weber Brand & Partnership Manager	Andreas Weber is Brand and Partnership Manager at Explorer. Asked for a proposal for the GAW for FY26, but their activities start at a minimum of 10,000 EUR, therefore declined. Asked for 2024 room nights. Will check if they can provide room nights as their system did not allow to pull those numbers in the past.
Trade	Hotelplan/Travelhouse	Dominik Sanchez Product Manager	Dominik provided the GAW room nights for 2024, which are slightly lower than 2023. Dominik mentioned that 2024 has been a somewhat challenging year for Hotelplan for various reasons, such as customer uncertainty due to the lengthy sales process at Hotelplan (which has now been bought by second largest German tour operator Dertouristik). The high price levels in the USA have also certainly played a role. Overall, however, despite these challenges, they are satisfied with the numbers.
Trade	Boomerang Reisen	Maik Schroeter Product Manager	Asked for room nights, which he provided
Trade	Canusa	Kolja Kassner	Provided report for GAW promotion in FY 24/25 as well as GAW room nights for 2024, which show a 10.4 % plus compared to the previous year.
Trade	Canusa	Anngret Rossol Senior Product Manager	Finalized and forwarded fam tour sheet for Canusa fam trip to the GAW September 13-20, 2025, to SD und WY. A total of 7 Canusa sales managers plus Anngret Rossol, Head of Product, will participate in the fam. Routing: Day 1: Jackson Day 2: YNP Day 3: Cody

Type	Company	Contact	Details
			Day 4: Sheridan Day 5: Deadwood Day 6: Keystone Day 7: Rapid City Day 8: Departure from Rapid City Flights and rental cars will be covered by Canusa.
Trade	USA Reisen Experte	David Simietzki Owner	USA-Reisen Experte was founded in 2014 by David Siemietzki, Founder and CEO. They specialize in selling trips to the USA. We have known and worked with David since 2017 and created the following ND-SD fly drive for him which he published on their website during the pandemic: https://www.usa-reisen-experte.de/north-south-dakota-rundreise/. We had also provided him with a fly drive suggestion including WY and ID, which he has not published yet. David's company has grown since and is very successful as he has been focusing on creating YouTube videos for many years to promote his product. They focus on FIT, highly tailored customer experiences, generating over 600 bookings per year with an annual booking volume of over 8 million EUR. They see a 30% annual growth in the number of bookings, the average basket size and their conversion rate. Resulting in a strong growth for USA-Reisen Experte. In 2024, they had the following number of room nights for the GAW region, without any advertising (currently they are only offering the SD-ND fly drive on their website): Idaho – 36 South Dakota – 72 North Dakota – 96 Wyoming - 60 Total: 264 (the reason for ND and SD being so strong is the ND-SD fly drive tour they are offering) David would like to attend IRU in 2026 as he would like to increase product in the region. Discussed and finalized marketing activities package for GAW proposal.
Trade	Umfulana	Elke Metternich Product Manager	Asked for room nights, which she will provide in April/May for 2024.
Trade	Die Reisebotschafter	Dirk Zielinski Product Manager North America	Asked for 2024 room nights for the GAW.
Trade	CRD	Pia Hambrock COO	Held GAW inhouse training for their staff January 15, 2025, at their Hamburg office, as they have many new staff members. Pia provided room nights for GAW for 2024. Number of total GAW room nights is higher than 2023 (which still included MT), but Pia cannot provide the increase in percentage as

Type	Company	Contact	Details
			she can only track total room nights, and the 2023 numbers still included MT. Discussed and provided GAW proposal for FY26. In their Valentine's Day E-NL CRD promoted the GAW Fly drive.
Trade	Enchanting Travels	Samantha Potter Product Coordinator	Asked for 2024 room nights for the GAW, which she provided.
Trade	VUSA Germany	Christian Meuter General Manager	Discussed proposal for GAW for participation in VUSA Germany activities for FY26
Trade	Geoplan	Sebastian Glowacki Team Lead Product Management	Talked to Sebastian several times regarding questions from the states for their fam request for SD and WY June 4-15, 2025. Offering a new fly drive tour including WY and SD: https://www.geoplan-reisen.de/amerika-karibik/usa/usa-cowboys-bisons-und-yellowstone/ Sebastian provided GAW room nights for 2024 (the second year they offered US product, without yet promoting it): 2024 showed a double-digit increase compared to 2023.
Trade	Knecht Reisen	Anja Meier Product Director	Provided GAW room nights for 2024. Since last year they have a new booking tool, which makes it more difficult to track numbers and which also makes it difficult to compare to the previous year. They show a small decrease in room nights for the GAW compared to 2023 as they had more bookings and requests for CA, NV, AZ, UT, Hawaii, NYC as well as Canada. But for 2025 they already have 38% more room nights for the GAW than in 2024. Knecht Reisen is offering a new combined bus/train tour called Rockies and Yellowstone: https://www.knecht-reisen.ch/usa/explore-the-rockies-yellowstone-denver
Trade	Aeroplan	Andras Kühnel Product Manager	Provided GAW room nights for 2024.
Trade	Ruck Zuck	Ribanna Ginsberg Managing Director	In regular contact regarding her IRU participation in Rapid City and SD Pre-fam participation. Requested 2024 GAW RNs which she will provide in April.

Type	Company	Contact	Details
Trade	Karawane	Petra Schurig Product Manager North America	In regular contact regarding her IRU participation in Rapid City and SD Post-fam participation. Requested 2024 GAW RNs which she provided.
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. She provided 2024 GAW room nights, which almost tripled compared to 2023. Finalized GAW brochure distribution at the following consumer shows (GAW material was highly requested): CMT Stuttgart, January 18-26, 2025 Reisemesse Vienna, January 16-19, 2025 Social Media Post to promote the new GAW fly drive and the new GAW destination page in March.
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	USA SK Travel	Silvia Rebmann Managing Director	Tour operator specialized in tours to the USA. Are newly also offering luxury accommodations and ranches. New for the GAW region: Jackson, Teton Village and Saratoga (Magee Homestead and Brush Creek Ranch): https://usatravel.hotel-booking-engine.com/de/list/wyoming?state=38
Trade	Naar Reisen	Angela Gaza Product Manager	After extensive preparation, the Italian long-distance travel specialist, Naar Reisen, is now available for booking in Germany. The tour operator, which sells exclusively through travel agencies, has signed a contract with the first German travel agency organization, with more to follow. Specializing in high-quality long-distance travel, the company offers a proprietary modular booking system that allows customers to customize their trips. Flights, hotels, excursions, rental cars, tickets, and length of stay at each destination can all be tailored individually. Currently, the team, based near Frankfurt, consists of six members. Per Illian and Angela Gaza, who used to work for DERTouristik in the North America department, are now handling the North America product at Naar Reisen.

Type	Company	Contact	Details
			We had scheduled a staff training on the GAW for their staff members for March 27, but had to move the training to April/May (due to sickness). They are offering several new fly drive tours including the GAW which are listed in the below “new itineraries” section.
Trade	Go2Travel	Robin Engel Owner	Discussed GAW’s participation at B2B2C event in October/November 2025 and included it in the GAW proposal for FY26. Asked for GAW room nights for 2024 which he provided.
Media	Tracks and the City Blog and Freelancer for German magazines and newspapers	Sandra Wickert	Contacted Sandra re: an individual press trip to South Dakota in spring 2025. Pitched the topic to her assigning publications and got positive reactions from SuperIllu and others. Filled in FAM Form and sent, set dates for Pre-IPW, booked rental car and flights etc.
Media	Die Presse (AT) - Austrian Newspaper	Sabine Metzler-Andelberg	Contacted Sabine re. an individual press trip to South Dakota and later re: a combination of SD and ND. First, was interested a lot, but after capacities changed and declined the combination would be too much - sees SD Black Hills already as Hidden Gem for Austrians. Might discuss another trip for fall, right now the newspaper is interested in Canada stories instead.
Media	Freelance Journalist	Stephan Wagner	Further planned his trip, had a meeting call with ID and WY to discuss Stefan’s interests and priorities. Booked flights and rental car and corresponded on requirements for his SLC stay etc.
Media	FVW.de	Holger M. Jacobs	Sent over FAM Form including SD dates, after various discussions on the state’s ability and willingness to support Holger's planned post-IPW trip. Got final confirmation that ND will fully support, and SD will do everything they can. Await feedback, so we can inform Holger if and where he will be on his own.
Media	tip-profi-Reisen.at and others	Karl Teuschl	Met with Karl and discussed the option for GAW to be included in this year’s tip USA Special, which comes out in fall to go out to all Austrian travel agents. Will send a price list, would also include editorial coverage, but a half page ad would be a must. This year’s focus is “Scenic Highways and famous roads”.
Media	Tamedia Group (leading Swiss newspapers)	Chris Winteler and Moritz Hager	Swiss journalists interested in an individual press trip in 2025 through the GAW, their main interest would be a Ranch story in WY - but are open for combining this also with another state. However, need full support - Moritz is the photographer. Can guarantee huge coverage. Discussed and postponed into spring 2026 - as Ranch is a difficult topic with a very long lead-time.

Type	Company	Contact	Details
Media	Freelancer for various German newspapers	Detlef Berg	Interested in a Post IPW individual press trip from Chicago to Seattle. Would like to visit the Great American West region - with focus on Yellowstone NP and very likely the highlights in the Black Hills - so the classical route, but then going up through MT and not including ID). Sent original request over and now are in contact regarding itinerary.
Media	Now Media, America Journal and others	Michael Soltys	Followed up on North Dakota Coverage after his 2024 summer press trip, which also included the MT part (on which a publication has already happened). Will inform us asap, was originally planned for early spring 2025 in the travel section of the "Now Media" newspaper group.

Trainings

Summary:

# Trainings	# People Trained
3	24

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade	CRD	Pia Hambrock	Inhouse Training Jan. 15 th for 12 staff members
Trade	CANUSA	Anngret Rossol	Inhouse Training Jan. 15 th for 10 staff members
Trade/consumer – Product Manager / reservation staff as well as consumers	Usa-reisen.de	Doreen Sell, Marketing Director and Axel Mosel, Senior Product Manager	GAW Webinar January 31 st for 2 staff members and 189 live participants (a total of 240 registered consumers received the recording of the webinar).
Trade	Naar Reisen	Angela Gaza Product Manager	Virtual GAW Training for staff was planned for March 27 th but had to be postponed to April.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
19	11	15	38	74

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Aldi Suisse Tours	The Great American Crossing https://www.aldi-suisse-tours.ch/de/reiseangebot/nordamerika/usa-the-great-american-crossing-rundreise-hotels-der-mittelklasse-9802544	NYC	SFO	Rapid City (1) – Cody (1) – Yellowstone NP (1)
US Bike Travel	Rockies, Black Hills & Sturgis Special 2025 https://www.us-bike-travel.com/motorradtouren/gefuehrte-touren/rockies-black-hills-sturgis-special-2025.html	Chicago	Rapid City	Rapid City (4) – Pinedale (1) – Cody (1) – Buffalo (1) – Deadwood (1) – Rapid City (1)
Naar Reisen* *Naar Reisen only sells B2B therefore we do not have access to their B2B portal but Naar Reisen provided us with an Excel list of tours offered incl. the GAW	Great American West and the parks of Utah	DEN	DEN	Denver → Cheyenne (1) → Hot Springs (1) → Mt Rushmore → Crazy Horse Memorial → Rapid City (1) → Badlands National Park → Rapid City (1) → Devils Tower → Cody (1) → Yellowstone National Park (2) → Grand Teton National Park → Jackson Hole (1) → Denver
Naar Reisen*	Great American West and the classic parks	DEN	DEN	Denver → Cheyenne (1) → Mt Rushmore → Crazy Horse Memorial → Rapid City (1) → Badlands National Park → Rapid City (1) → Devils Tower → Cody (1) → Yellowstone National Park (2) → Grand Teton National Park → Jackson Hole (1) → Denver
Naar Reisen*	Great American West - From Denver to Yellowstone through Wyoming	DEN	DEN	Denver → Laramie (1) → Snowy Range Scenic Byway → Saratoga (1) → Lander (1) → Wind River → Grand Teton National Park → YNP (2) → Cody (1) → Casper (1) → Cheyenne (1) → Denver
Naar Reisen*	Great American West and the Pacific Coast: from Denver to Seattle	DEN	SEA	Denver → Rock Springs (1) → Jackson Hole (1) → Yellowstone National Park (2) → Seattle
Naar Reisen*	From Coast to Coast: from New York to San Francisco	NYC	SFO	New York → Deadwood (1) → Rapid City (1) → Bighorn Scenic Byway → Cody (1) → Yellowstone National Park → Jackson (1) → San Francisco

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Naar Reisen*	Brand USA - Great American West: Yellowstone and Geological Wonders	SLC	SLC	Salt Lake City → Jackson Hole (1) → Yellowstone National Park (1) → Craters of the Moon National Monument (1) → Hagerman Fossil Beds National Monument → Twin Falls (1) → Salt Lake City
Naar Reisen*	USA and Canada: North by Northwest	SEA	Jackson Hole	Seattle → Jackson Hole (2)
Tourlane	USA Nordwesten Rundreise 3 Wochen: Wildnis & Geschichte https://www.tourlane.de/nordamerika/usa/nordwesten-rundreise-3wochen/	SLC	MSP	Salt Lake City – Jackson (1) - Yellowstone (2) – Cody (2) – Rapid City (3) - Medora (2) – Minot (1) – Jamestown (3) - Minneapolis
Usa-reisen.de	USA Rockies & Rocky Mountaineer https://www.usareisen.de/reisen/USA-Rockies-Rocky-Mountaineer-a354.html	DEN	DEN	DEN (1) – Cheyenne (1) – Rapid City (1) – Cody (1) – DEN (2)
America Unlimited	Von den Great Plains zu den Rockies https://www.america-unlimited.de/usa/mittelwesten/c-542-angebote-1204007-20-tage-west-usa-roadtrip-von-den-great-plains-zu-den-rockies.html	MSP	SLC	Minneapolis – Sioux Falls (1) – Fargo (1) – Bismarck (1) – Minot (1) – Medora (1) – Deadwood (1) – Rapid City (2) – Sheridan (1) – Cody (1) – Jackson (2) – Idaho Falls (1) – Ketchum (1) – Boise (1) – Twin Falls (1) – Salt Lake City.
JH America Heller	Rocky Mountains Pur https://amerika-heller.de/reisen-touren/rocky-mountains-pur/	DEN	DEN	DEN (1) – Custer (2) – Sturgis (1) – Casper (1) – DEN (1)
JH America Heller	Big Dreams Rockies & Yellowstone https://amerika-heller.de/reisen-touren/big-dreams-rockies-yellowstone/	DEN	DEN	DEN (1) – Cheyenne (1) – Custer (1) – Sturgis (1) – Buffalo (1) – Cody (1) – Yellowstone National Park (1) – Jackson (1) – DEN (1)
Canusa	Mit Bus und Zug durch die Rocky Mountains	DEN	DEN	DEN (1) – Cheyenne (1) – Deadwood (1) – Cody (1) – Yellowstone (1) – DEN (2)

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
	https://www.canusa.de/usa-reisen/busreisen/rockies-rails			
Geoplan	Cowboys, Bison und Yellowstone https://www.geoplan-reisen.de/amerika-karibik/usa/usa-cowboys-bisons-und-yellowstone/	DEN	DEN	DEN – Black Hills (3)– Sheridan (1) – Cody (2) – Yellowstone (2) – Jackson (2) – DEN
America Special Tours	Geysire, Berge und Bären – Yellowstone und die Rockies https://www.america-special-tours.de/usa/reisen/mietwagenreise-rocky-mountains	SLC	DEN	SLC – Jackson (2) – Cody (1) – Clearmont (2) – Keystone (1) – Cheyenne (1) – DEN
Knecht Reisen	Rockies und Yellowstone https://www.knecht-reisen.ch/usa/explore-the-rockies-yellowstone-denver	DEN	DEN	DEN (1) – Cheyenne (1) – Deadwood (1) – Cody (1) – Yellowstone (1) – DEN (2)
Usa-reisen	The Great American West - Spektakuläre Naturwunder und kulturelles Erbe https://www.usareisen.de/reisen/tourleistungen.html?i=517	Spokane	MSP	Spokane – Coeur d’Alene (1) – Lewiston (2) – Boise (1) – Twin Falls (1) – Jackson (1) – YNP (2) – Cody (1) – Sheridan (1) – Deadwood (1) – Custer (1) – Rapid City (1) – Medora (2) – Minot (1) – Bismarck (1) – Fargo (1) – Mitchell (1) – Sioux Falls (1) – MSP

Website

Sessions	Users	Pageviews	Average Session
1,746	1,684	9,223	01min 56s
+15.8%	+162.71%	-58%	-65%

Misc.

- Produced German GAW banners
- Organized Denver brochure distribution at German and Swiss consumer shows through Ruck Zuck and Para Tours
- Finalized GAW Marketing proposal for FY26
- Provided feedback on IPW appointments with German speaking tour operators and media for the states
- Sent out invitation for IPW Buckle Club Party to selected German tour operators and media
- Working on finalizing the GAW Trip Report for 2024.
- Requested GAW room nights for 2024 from tour operators.
- Translated SLC Gateway City Page update.
- Translated Partner Page Rapid City, SD.
- Translated Partner Page Northern Idaho.
- Translated Partner Page Sheridan, WY.
- Forwarded significant coverage on the GAW.
- Adjusted information on the German GAW website.
- Included ND as Hot Spot for Birding in a Lieb-combined press release.
- IRU 2025: confirmed contact/flight details and pre and post IRU fam trip participation for five tour operators attending 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 will participate at IRU and at a pre-rep fam to Denver (Susanne) and post IRU rep fam (Susanne and Carola)
 - Prepared and sent IRU Market Trends and Delegation Videos.
- VUSA Germany published a press release as reaction to negative news in German media about stricter entry regulations to the USA. The press release was published by several travel trade publications, among them FVW:

Visit USA survey: Few cancellations, smooth entry, stable summer biz

Negative news, stricter travel advice: The German outbound tourism to the USA seems to be on the brink of collapse. But what is the truth behind the current reports, concerns and fears? The Visit USA Committee has reacted and surveyed the 28 tour operators active in the association.

"Trump is becoming a tourist scare" and "Holidays in the USA are becoming a slow seller": It's not just the tabloid media that are currently reporting a slump in USA bookings and problems with entry, whereupon the German Federal Foreign Office has even tightened its travel advice for the United States. The Visit USA Committee Germany has now reacted and surveyed the 28 tour operators active in the association.

The result of the quick survey: not a single tour operator reported problems entering the country. Cancellation requests played virtually no role. The booking status for summer 2025 is above the previous year's level. However, new enquiries for autumn have seen "a slight decline".

Visit USA summarizes the most important findings from the tour operators' responses by topic.

Same requirements, smooth entry

Aside from a recent adjustment of stating gender information when applying for ESTA or Visa for trans and diverse travelers, there have been no changes to the entry requirements for Germans traveling to the United States. The recent updates on the German Federal Foreign Office website simply clarify existing rules: anyone who knowingly or unknowingly provides false information or violates these rules may be denied entry.

None of the tour operators have confirmed the media impression that entry to the United States has become more problematic under the new government. In fact, feedback indicates that entry has been smooth and positive, with two tour operators even reporting "entry within seconds" thanks to the newly introduced Mobile Passport Control (MPC).

Current booking situation

Tour operators' responses show a consistent picture of the current booking situation: Cancellation requests due to political developments are either nonexistent or negligible. The booking situation for summer 2025 is on par with or above last year's levels, but demand for autumn is currently subdued.

In addition to the wait-and-see attitude regarding political developments, factors such as exchange rates, increased local costs, or economic uncertainty may also contribute to the slower demand. Some tour operators have even noted a resurgence in booking inquiries.

Damaged image, but no long-term effects

While recent weeks may have slightly damaged the US's image as a travel destination, many travel providers expect demand to stabilize, with a potential increase in last-minute bookings. Customers continue to return enthusiastically from their trips to the US.

The Visit USA Committee stresses that political developments have rarely had long-term effects on the tourism industry, and that the US remains a popular destination overall. From a travel perspective, nothing has changed compared to last year, and there are still many reasons to visit the United States:

- Entry requirements remain the same as last year, except for the change to stating gender information for trans- and non-binary travelers.
- The cities, natural landscapes, and cultural offerings are as exciting and fascinating as ever.
- Travelers can look forward to museums, music, cuisine, and everything else that makes the US a top destination.
- Americans continue to be warm and hospitable people.
- Travel can build bridges, and in the current situation, these bridges may be even more important than usual. Every trip offers opportunities for exchange and sharing views.

"Advice and up-to-date information will help ensure that travelers can plan their US trips with confidence," concludes the association of currently 160 companies and representation agencies taking care of travel and tourism business to the US. Published by FVW March 27, 2025.

Quarterly Report – Benelux

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
23	15	8	0	0

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Simi Reizen	Robbert ten Kate	Robbert has developed a new group itinerary that includes SD/WY. He asked us for contact details of the Deerwood Wild Horse EcoSanctuary and Cody Night Rodeo. The itinerary is already live and the first group booked full.
Trade	Best of Travel (BE)	Ilse de Smedt – USA Product Manager	On Feb 11 we gave a webinar to the 4 USA Product Managers of Best of Travel (BE). After the webinar they asked us questions regarding car rental and one-way fees and specific campgrounds. They also let us know that they organize information days “Reisbabbels” at their office (approx. 10 per year). These are organized after a study trip of one of their Product Managers and usually attract 30 – 40 of their (repeating) clients. They always sell trips during these days. They will keep us informed when they are organized and will invite us to attend to provide information as well. During the webinar they let us know that one of their product managers will visit the region this summer. DEN-LAX, including Cheyenne, Badlands and YNP.
Trade	Travelnauts	Bart Pomp	At Vakantiebeurs we had a meeting with Bart Pomp. He reported his doubts on USA bookings, as they remain behind earlier years. They do have issues finding suitable accommodations for their target group: families with children. Especially kitchen equipped apartments are a challenge.
Trade	TravelBasket	Danilo Milic - owner	TravelBasket is a new travel agency with a focus on travel outside of Europe. Co-owners Danilo Milic and Joris van der Schee have been in the travel industry for years, working for Shoestring and Koning Aap. They specialize in custom made trips. They are part of the travel agent agency United Travel. For now, they have one USA roundtrip of Westcoast USA as inspiration. We will stay in contact to add product of the region.
Trade	333travel	Frangken Tuhumena	333travel is celebrating its’ 25 th anniversary this year. They mention that their success is thanks to the development of several concepts that cater to the needs of different travelers. 'Best Deal Tours' for travelers with a smaller budget, 'Highlights' where everything is included and

Type	Company	Contact	Details
			'Grand Tour' for those who want to travel longer and more intensively. One of their most successful concepts is 'Hidden Gems': trips that take travelers to unique places in addition to the highlights, often in small-scale accommodations with a special atmosphere. This aligns with the travel trends in the Benelux: to discover and experience authentic experiences. They still exclusively focus on distant destinations, deliberately leaving Europe out.
Trade	The Travel Club	Ellen Wigberts	Spoke to Ellen Wigberts, responsible for product and marketing at the Travel Club. In general, she mentions that it is a bit slow for the time of the year. As for travel to the USA she notices that the consumer is hesitant to book, but it's also possible that people are just waiting to book. She also commented that it's important to keep on explaining and educating both their agents and their clients.
Trade	Travelhome	Helmi Ruigrok	For the first time Travelhome partnered with publisher Meridian Travel and Brand USA to print a "Camper Roadtrips" magazine. USA was the main destination, including an article with itinerary "Rocky Mountains and The Great Planes", including Denver, WY and ND. Also, SD was mentioned in the article "Best State Parks". Reach: 10,000 / AVE \$ 30,000
Trade	Connections	Sarah Vandermaesen	Their annual Early Bird discount "Book & Pay" will be extended till mid-February, as it is proven successful. They are also looking into new/more contracts with RV suppliers in the USA. Even though they have brick-and-mortar shops, they still invest a lot in making the online booking process seamless as most of their customers book online. Last year's American Day was a success, 1,800 consumers attended. However, as the experience component is the focus, they are having problems with making the event profitable. For this reason, they are looking into organizing smaller events during the year, spread out through Belgium with fewer attendees but more focused travel. The American Day event is also still planned for this year, as it is their signature event. New in their marketing activities is a podcast series of 30-minutes with Belgian host Bent van Looy. He is a famous Belgian musician, singer, composer, artist and presenter who talks about destinations in an authentic way.
Trade	Style in Travel: GoAmerika/Great-Lakes Travel	Corrina Flink	Although it is a bit quieter with USA bookings than usual this time a year, Corrina notices that GoAmerika/Great Lakes is still ahead in revenue, compared to last year. As they don't necessarily report booking- or passenger numbers, she cannot say if the actual bookings are up as well. In the first week of March, they did see their first USA booking cancellation (departure August) where the client

Type	Company	Contact	Details
			didn't feel comfortable with the current political environment in the US.
Trade	Aeroglobe / AmerikaPlus	Christian Jabor	This year marks their 25 th anniversary. They have completely renewed their website with new itineraries, also many including the GAW. We called them about their product, and they would love to add a dedicated ND/SD route and a 4-state GAW route. To promote their new product and dedication to the region, we are suggesting a trade Co-Op with this TO for FY26. Also, their new USA Product Manager would like to attend IRU FY26 in Medora. We have put them on our list.
Trade	Nature Talks	Dianne	We have been contacted by Dianne of Nature Talks. They are planning to organize a 10-day winter photography trip to YNP and Grand Teton for January 2026. They are looking for assistance with accommodations, snow coaches etc. We have put them in contact with RMHT. Will add product in database when ready.
Trade	AmerikaNu.nl	Hans Tattersal	Each year the team of AmerikaNu.nl has a large booth at the largest Motorbeurs (motorcycle fair) in the Benelux. We called Hans about his experience. He mentioned that they welcomed 91,000 visitors during the 4 days (Feb. 20-23). This was positive and they had many visitors in their stand. They did however see that the sentiment towards travel to the USA is hesitant and that most consumers are postponing their trip to a later year due to the current political sentiment.
Trade	Exiting West	Ruben Gryson	We received a request from Ruben to host a travel agent fam (8 pax). The trip would be in June, 2 nights Utah and 2 in Jackson WY. They were looking for full support incl. flights, rental car, meals, lodging (8 single rooms) and an activity or 2 for a luxury trip. We discussed that he is welcome to the state but also the limited possibilities for hosting such a fam. He will consider for another time. Ruben and his colleagues will be in the Netherlands in April. We have planned a GAW agent training in our office.
Trade	Do-USA / Reisbureau Breukelen	Jan Nijenhuis	Their website https://do-usa.nl/ has been under construction for some time. Jan mentions that they rarely booked trips through this website, and more through https://www.reisbureaubreukelen.nl/ and their in-person offices. They are working on updating the website, but it is taking longer than planned. They also merged their two offices to their location in Woerden, where they work with a team of 8 people. Their sales were record-high last year. They do notice a decline in USA sales, mainly due to high prices and the sentiment towards politics. They see cautious behavior from customers, for all regions, even for trips to NY. For them it doesn't matter too much, as they offer travel to worldwide destinations. They are still actively involved in USA though, with just recently a booking 8 pax to Sturgis for the Rally.

Type	Company	Contact	Details
Trade	Glen vanPolanen	US Embassy the Hague	We spoke with Glen about the current situation at the Embassy. He mentions that it's a bit crazy at their office in terms of workload. He mentions that in the next 9-14 months they are almost unable to handle visa applications and interviews. Due to the long waiting lines, they are advising new applications to be done in Germany (Frankfurt) or Belgium, but also there the work is piling up. They are also receiving many questions regarding m/f entries in transgender passports.
Media	Hey!USA	Sebastiaan Klijnen	For the first time, Hey!USA organized a vote for 'Best of USA' 2025. With votes from the public, travel trade and the team of Hey!USA, they searched for the best destinations in the USA. And great news; Yellowstone National Park won both the people's and professional's vote for "Best National Park". The full list of results can be found here: https://www.heyusa.com/nl/best-of-usa-2025/ . They see a lot of their audience is interested in the GAW and would love to do a Co-Op to extend their GAW content.
Media	Op-wintersport.nl	Frank van Delden	As a follow up on the Media Workshop where we met with Frank, we had an online meeting. As his focus would be the mountains (Idaho and/or Wyoming) we have told him that for this year unfortunately are not able to accommodate him. We have added him to our mailing list to keep him updated.
Media	Reishonger	Martijn Huizer	This year Reishonger started their own TO brand Reishonger Travel on which they want to offer worldwide offerings, to independent travelers, to the lesser-known destinations. They had a soft launch early this year and put a first EU trip live, which already has bookings.
Media	Freelance Journalist	Bas van Oort	In the winter edition of America Magazine there was an article published by Bas van Oort "Winter in Wyoming". This is still earned media from his fam in 2020. It's a beautiful 3-page spread article with his own images from the fam. Reach: 45,000 / AVE \$20,000. We have also been in contact with Bas about a possible fam for Nat Geo to Idaho, but this may need to be postponed as the magazine only does fams with advertisement budget.
Media	ManOeuvre.be	Benoit Verstraete	Benoit let us know that he placed a new article " Stargazing in Idaho " on his website, still as a result from our newsletter sent to media on Dec. 8, 2023. This is also sponsored via Google News, SQUID and Freedly. Reach 3,780 / AVE \$ 200

Type	Company	Contact	Details
Media	Brand USA	Marjolein Helder - PR Manager, Benelux	We spoke with Marjolein about possible collaborations with Brand USA in regard to media fams. They do see opportunities to collaborate with other Benelux PR agencies more in the future. They don't do this very often as Brand USA prefers to feature US destinations that are not represented by a PR agency in the market, as they think these states/regions are already highlighted. If asked for support, they do require to be involved with the fam request from the start. We will consider this with future fams.
Media	Freelance Journalist	Mark Rammers	Mark approached us to express his interest in our states. He is a freelance photographer, working for mostly international publications (outside our market) such as the Financial Times and The Independent. He works together with the British writer Imogen Lepee. Their travel subjects are mostly special interest, sustainable tourism, local experiences and food. Since he mostly works for international publications, for now we have added him to our mailing list to keep him updated.
Media	AmericA Magazine	Jaap van Splunter - Owner	In preparation of next FY marketing proposals, Jaap has updated his latest information. He is more and more reluctant to publish anything without a commercial deal. The spring edition of the magazine, which was published in March, holds an article on Wall, SD, written by Jan Timmer, a spin off from this media fam 2023.

Trainings

Summary:

# Trainings	# People Trained
2	47

Significant Training Highlights:

Type	Company	Contact(s)	Details
Travel agent training	The Travel Club	Ellen Wigberts – Marketing Manager	On February 7, we gave a webinar to travel agents affiliated with The Travel Club, YourTravel, HolidayPlanners, United Travel and The Travel Company. There was a good response and questions asked beforehand through the registration survey. Not all agents who wanted to attend could on that day, so we recorded the webinar. This has been watched 10 times. In total we trained 43 agents.

Type	Company	Contact(s)	Details
TO training	Best of Travel (BE)	Ilse de Smedt – Travel Designer USA	On February 11 we gave a webinar to the four USA Travel Designers of Best of Travel (BE).

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
4	2	8	10	26

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Simi Reizen	Wild USA - rondreis 18-32 jaar	DEN	DEN	Denver (1), Deadwood (1), Buffalo (1), Jackson Hole (1), Cody (1), Thermopolis (1), Laramie (1)
Joker	USA Het noordwesten (21 days) grouptour	DEN	SEA	Badlands NP (1), Custer State Park (3), Devils Tower (1), Cody (1), Sheridan (1), YNP (4)
Travel Trend	Great American West (23 days)	SLC	DEN	Idaho Falls (1), Jackson (2), YNP (2), Salmon (1), Cody (2), Deadwood (1), Rapid City (1), Custer (1), Cheyenne (1), Denver (2)
Le Beau Reizen	Amazing Great American West (23 days)	MSP	DEN	Fargo (2), Grand Forks (1), Minot (1), Bismarck (2), TRNP (2), Deadwood (1), Rapid City (2), Custer State Park (1), Sundance (1), Cody (2), YNP (2), Rock Springs (1)

Website

Sessions	Users	Pageviews	Average Session
860 (+29.1%)	1,048 (+63.5%)	1,208 (+28.4%)	4:18 (+102.9%)

*There was a bot on the website on Feb 16, causing an unusual high peak in pageviews. The data from this day has been removed from this report.

Misc.

- **Translations.** We translated the new pages for Salt Lake City, Northern Idaho, Rapid City and Sheridan for the website.
- **Vakantiebeurs.** The Vakantiebeurs took place this year from January 8-12. We participated with a full branded booth and two presentations in the USA theater, located next to the USA pavilion. The attendance was high again, namely 72,000 of which 6,292 were trade. We held approx. 50 meetings with consumers each day. The presentations were popular with approx. 70 people attending both sessions. Overall, a great outcome with many interested visitors for the region. Some were new to the region whilst others came to our booth with the map asking for deeper experiences. Great questions asked and a lot of promotion for native experiences, the backdrop of our booth helped with this. Also, the bison visual attracted many people to our booth. Approx. 500 GAW brochures and maps were distributed.
- **TRIP Report.** We have started this year's report and will likely have it ready by end of May.
- **IRU IPW Buckle Club.** We have sent out the buckle club party invitations and received many positive responses.
- **IRU delegation.** We've been in contact with the delegation over the past months and they are all very excited for the event. Rianne from Avila Reizen had to cancel due to pregnancy, but Bart Verhoeff his new colleague Shanti van Oss is very happy to take her place. The group now is:
 - Lucas van Ampting Exit Reizen
 - Marty Noyez Penta Reizen
 - Peter van Veenendaal Travel Trends / NBBS
 - Bianca van Nispen Travelnauts
 - Shanti van Os - Durinck AmerikaNu.nl
- **Visit USA**
 - **Visit USA BE.** The quarterly newsletter's theme was [Indoor Activities](#). We delivered content for the GAW.
 - **Visit USA NL.** We delivered content with the theme '[pioneering activities and the old west in the GAW](#)'.

Quarterly Report – FRANCE

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
27	19	6	0	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	VOYAGEURS DU MONDE	Kelli Tran – Product Manager ktran@voyageursdumonde.fr	- The group has observed a decline in demand for the United States in general since February, a trend that has intensified following recent political events. - However, Kelly highlights an increase in demand in our region and notes that several bookings have been confirmed for this spring/summer. - Following the presentation on ranches (in December 2024), a new session focusing on the four states was held on January 21, 2025. This two-hour presentation brought together 17 U.S. specialists. - A list of recommended places (restaurants, bars, etc.) has been created to assist U.S. Specialists in preparing personalized roadbooks for their clients. - Kelly and her director, Liore Zeitoun, will be attending IPW Chicago and the GAW Buckle Club Event.
Trade	AMERIGO	Nathalie Delame – U.S. Product Manager nathalie@amerigo.fr	- The Co-op Marketing for FY25 is underway, and we took part in the first roadshow in February 2025, which was attended by 35 travel agents. - The next roadshow is scheduled for April 23 in Rennes (Brittany). 31 travel agents are expected. - The new programs created by Nathalie are in progress and should be online by early April 2025. We've assisted her in creating the routing to ensure equitable distribution between the states. - Links to image banks were also provided. - Nathalie will be attending IPW Chicago.

Type	Company	Contact	Details
Trade	TERRE D'AVENTURES	Sylvain Mer – Product Manager smer@terdav.com	- French tour operator specializing in tailor-made adventure travel, is part of the Voyageurs du Monde group. - Their approach is based on organizing authentic and immersive trips that allow travelers to discover remote destinations while respecting local cultures and the environment. The agency also places a strong emphasis on responsible and sustainable tourism. - Until recently, the group did not have a product manager specifically for the USA, but the arrival of Sylvain Mer has enabled us to reconnect with this key agency on the French market. - Sylvain is keen to further develop itineraries in the Great American West and has reached out to us as he plans to visit the region in July 2025 (South Dakota and Wyoming). He asked for help with accommodations, and a fam form was sent to RMI in early February (in progress).
Trade	YUCAPAI VOYAGES	Pauline Carpier – Owner & U.S. Specialist pauline@yucaipavoyages.fr	- Pauline reached out to us for a specific training on Idaho, following requests from her clients. - A training covering the four states had already been provided during FY24. - A new itinerary has been created and published on the website (please see “new products” section)
Trade	TUI FRANCE	Rémi Vénitien – Product Manager and President of VUSA France rvenitien@tuifrance.com	- Rémi has noticed a slight decrease in bookings since February 2025 but mentions that the average spend per booking is significantly higher. - After two U.S. product managers over the past five years, Rémi has taken on the role of Product Manager for the USA. He regularly reaches out to us for the latest information on the region, as he is responsible for training the agencies. - Links to image banks were provided. - Recently, he asked us to prepare a document on films shot in the region, as well as the best photo locations. The goal is to include this document in every travel booklet for their clients.

Type	Company	Contact	Details
Trade	MAD TOURS	Isabelle Mary – CEO and Product Manager isabelle@madtoursandevents.com	• New Contact. Travel company specializing in curated guided tours, with a focus on unique and adventurous experiences. They offer personalized itineraries, guided sightseeing, and custom travel packages, catering primarily to high-end travelers seeking off-the-beaten-path destinations. • The agency also works for the Evaneos group. • A general training on the four states was provided to Isabelle in February 2025, along with assistance in creating itineraries in our states. • Would be interested in attending IRU in ND in 2026.
Trade	AMPLITUDES	Clémence Robert – Product Manager clemence.robert@amplitudes.com	• Clémence is reviewing her production and intends to modify her programs in the GAW. • A comprehensive training session was held for her and her team on January 10, 2025. • At the same time, we created two sample itineraries (one departing from SLC and another from DEN) to assist her. • Links to image banks were also provided.
Trade	CERCLE DES VOYAGES	Anthony Enault – Product Manager antony@cerclesdesvoyages.com	• Each year, the teams at Cercle des Voyages participate in an internal fam trip. Anthony contacted us because he wanted the GAW to be one of the regions visited by his team, due to recent turnover within his team, many of whom are not familiar with the region. • He also wanted to know how we could assist him. However, this year, the Canadian West was chosen, but Anthony hopes to organize this project in the GAW in 2026. • Anthony will be attending IPW Chicago.
TRADE	LA ROUTE DES VOYAGES	Svenja Chatelain – U.S. Product Manager svenja@route-voyages.com	• Svenja is receiving more and more requests for our region, especially for ranch stays. • We prepared a document listing all the guest ranches (including practical and technical information, minimum stays, etc.) in the four states.

Type	Company	Contact	Details
TRADE	MARCO VASCO	Florence Cusset – Product Manager fcusset@marcovasco.fr	A meeting was organized with Florence and the marketing team to discuss potential marketing activities for FY26.
Media	Freelance	Julien Gilleron	- Julien is a journalist specializing in outdoor travel. He will be traveling across South Dakota and Wyoming from April 11-19, and the program is currently being organized with RMI and partners. - One article has already been confirmed for A/R Magazine, scheduled for publication in spring 2025. - A second article is being considered for Trek Mag, which focuses on adventure travel.
Media	Freelance	Sylvie Brieu	- Sylvie is a journalist and speaker, contributing to various media outlets, including National Geographic France. She has a deep interest in Native American culture as well as our region in general. - For several years, she has regularly visited Montana. - For her upcoming media trip, she plans to focus on North Dakota (particularly the Theodore Roosevelt Presidential Library) and South Dakota (with a story on bison in Custer State Park). - The exact dates of her trip are yet to be confirmed, but it is scheduled for September 2025.

Trainings

Summary:

# Trainings	# People Trained
4	25

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade Tour Operator	Voyageurs du Monde	Kelly Tran – Product Manager ktran@voyageursdumonde.fr	An exclusive 2-hour training session on the four states. Highlighting activities and accommodation. We crafted a comprehensive presentation, providing an in-depth overview of each state.
Trade Travel Agents	Yucapai Voyages	Pauline Carpier – Owner & U.S. Specialist pauline@yucaipavoyages.fr	Zoom training on January 22, 2025, focusing on Idaho.
Trade Travel Agents	Mad Tours	Isabelle Mary – CEO and Product Manager isabelle@madtoursandevents.com	Zoom training on March 3, 2025, to three people. General presentation of the four states.
Trade Travel Agents	Amplitudes	Clémence Robert – Product Manager clemence.robert@amplitudes.com	Zoom training on January 10, 2025, to Clémence and four U.S. Specialists.

New Product**Summary:**

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
7	9	5	9	36

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Les Ateliers du Voyage	Teton & Yellowstone https://www.ateliersduvoyage.com/circuits/teton-yellowstone/	JAC	BOZ	Jackson (1) – Grand Teton NP (3) – Yellowstone (2) – Cody (2)
Evasions USA	Western Escape in the Great American West https://www.evasionsusa.com/inspiration-voyage/evasion-grand-ouest-americain	SPO	FAR	Coeur d’Alene (1) – Lewiston (1) – Boise (1) – Twin Falls (1) – Idaho Falls (1) – Grand Teton NP (1) – Yellowstone NP (2) – Cody (1) – Sheridan (1) – Deadwood (1) – Custer SP (2) – Rapid City (2) – Medora (2) – Minot (1) – Bismarck (1) – Fargo (1)
Yucapai	Road Trip in the American Rockies https://www.yucaipavoyages.fr/road-trips-aux-etats-unis/rocheuses-americaines-road-trip/	SLC	SEA	Jackson (2) – Yellowstone NP (3) – Wallace (1) – Coeur d’Alene (1)

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Amerigo	Self Drive Ranches & Rockies Adventure https://www.amerigo.fr/programmes/circuits-accompagnes/633/Autotour_Ranches_Rockies_Adventures	BIL	BIL	Buffalo TA Ranch (3) – Cody (1)
Amerigo	Winter in Yellowstone https://www.amerigo.fr/programmes/circuits-accompagnes/625/Winter_In_Yellowstone	JAC	JAC	Jackson (3) – Yellowstone NP (4)
Amerigo	Striking Rockies https://www.amerigo.fr/programmes/circuits-accompagnes/589/2025_Saisissantes_Rocheuses_50_Personnes_Maximum	DEN	DEN	Cheyenne (1) – Rapid City (2) – Cody (1) – Rexburg (1)
Amerigo	Immersion in the Rockies – Flexi Flights 12 People Maximum https://www.amerigo.fr/programmes/circuits-accompagnes/649/2025_Les_Rocheuses_Vols_Flexi_12_Personnes_Maximum	DEN	DEN	Idaho Falls (1) – Yellowstone (2) – Cody (1), Thermopolis (1) – Deadwood (1) – Rapid City (1) – Cheyenne (1)

Website

Sessions	Users	Pageviews	Average Session
794	791	3,364	1 minute 37 seconds
-7%	-3.78%	-45%	-37%

Misc.

- **Translation:** Translations were made in February for Sheridan, NITA, and Rapid City.
 - Proofreading of South Dakota guide.
- **Visit USA France:** VUSA France has asked us to write a newsletter highlighting Yellowstone National Park across all four seasons. This newsletter will be sent to their B2B and B2C contact base in early April 2025, totaling over 65,000 recipients.
- The FY26 proposal package was sent on March 6.
- **Market Trends Report for France: January 1 – March 31, 2025**

- **Political Landscape in France:** Between January and March 2025, France's political climate remained stable despite ongoing social issues, with public debates over economic reforms and the future of labor laws. Protests and strikes were less frequent compared to the previous months, but there remained a significant level of public dissatisfaction with government policies. The government continued to push for pension and labor market reforms, with mixed public reactions. In the lead-up to the 2025 presidential election, President Macron's administration continued to face challenges from both opposition parties and public opinion, though it maintained a strong position within the European political sphere.
- **Economy:** The French economy showed a moderate recovery in the first quarter of 2025, bouncing back from the challenges faced in late 2024. Consumer spending slightly increased, driven by confidence in the gradual improvement of inflation rates and unemployment levels. Despite lingering inflationary pressures, particularly in the energy and food sectors, French households appeared to have regained some purchasing power, leading to an uptick in travel demand. The economic outlook for the year remains cautiously optimistic, with steady growth expected in key sectors like tourism and hospitality.
- **Impact of U.S. Political Landscape on Travel Demand:**
 - Since the beginning of 2025, President Trump's policy decisions and political stance have had a noticeable impact on how French travelers perceive and plan their trips to the United States. While the extent of these effects varies across different traveler segments, key trends have emerged.
 - **Visa and Immigration Policies:**
Early 2025 saw heightened concerns over potential changes to visa policies and border entry procedures. Discussions about stricter immigration controls and possible adjustments to ESTA requirements created initial uncertainty among French travelers. While no immediate restrictions were imposed, the mere speculation led some potential visitors to delay bookings until the situation became clearer. However, for frequent U.S. travelers and business visitors, the impact has been minimal so far.
 - **Perception of the U.S. as a Destination:**
The political climate under Trump's leadership has led to a polarization in perceptions of the U.S. among French travelers. Some travelers, particularly younger generations and those interested in cultural tourism have expressed concerns over social policies and political rhetoric. This has resulted in a slight decline in demand for urban destinations like New York, Los Angeles, and San Francisco among these demographics.
 - Conversely, there has been a noticeable shift in demand toward outdoor and nature-focused destinations. French travelers appear increasingly drawn to national parks, and coastal getaways, seeking to experience the natural beauty of the U.S. while avoiding politically charged urban environments.
 - **Economic Factors and Travel Costs:**
Trump's early economic decisions, particularly regarding trade policies and tariffs, have had indirect consequences on travel affordability. The U.S. dollar remained strong against the euro in the first quarter, making U.S. travel more expensive for French tourists. However, airlines and tour operators have adapted by offering competitive pricing and promotions, helping to maintain steady demand.
 - **Overall Impact on Travel Trends:**
While Trump's return to office has introduced a layer of uncertainty, it has not significantly deterred French travel to the U.S. Instead, it has influenced travel behavior, pushing more visitors toward nature-focused itineraries and less politically charged regions. Travel agents report that while some clients remain cautious, the majority are moving forward with their plans, especially as the peak summer season approaches.
 - Looking ahead, clarity on potential policy changes will be crucial in determining whether these trends persist or evolve further. If no major travel restrictions are imposed, the French market is expected to remain resilient, with steady demand for U.S. travel throughout 2025.

Quarterly Report – ITALY

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
13	10	1	0	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	IRU 2025	- Paolo Aloe of Siam Viaggi – Wyoming post fam - Luigi Leono of Creo – Wyoming post fam - Ottavia Lombardo of America World – Wyoming post fam - Patrizia Pegolotti of Globalys Travel & Beyond – North Dakota post fam - Evelin Ratti of Travel Island – Wyoming post fam - Paolo Zampieri of Tecnitravel – North Dakota post fam	GAW Italy, Annalisa Mereghetti, will attend Summit, IRU and post fam to South Dakota. Paolo Aloe and Evelin Ratti will continue to explore Wyoming and Denver after the Wyoming post fam concludes. Requested assistance for lodging and visits.
Trade	GOING	Silvia Mussa, Trade Marketing Manager Ivana Di Stasio, Product Manager USA Katia Malavasi, Booking Supervisor	February 12 and 14: Sales calls and meeting with Silvia, Ivana and Katia. Talked about their catalogue, available online. There are a variety of itineraries with some enriching inspiration. Among the travel itineraries included in the digital catalogue, with the help of GAW Italy, the tour operators have developed: - Nine-day fly & drive tour: <i>American Frontier Adventure</i> with arrival in Denver and departure from SLC including major highlights such as Cheyenne, Fort Laramie, Crazy Horse Memorial, Mount Rushmore National Memorial, Deadwood, Devils Tower National Monument, Big Horn National Forest, Cody, Yellowstone, Grand Teton and Jackson, WY. 10-day fly & drive tour: <i>Idaho & Wyoming After Dark</i> focusing on dark skies with arrival in SLC and departure from JAC including major dark sky sites: City of Rocks National Reserve, Craters of the Moon/Arco National Monument, Preserve/Dark Sky Reserve and Grand Teton & Yellowstone National Park.

Type	Company	Contact	Details
			Tour operator has been included in the FY26 proposals.
Trade	KEL 12	Miriam Colombo, Marketing Department Sonia di Gregorio, Head of Marketing Stefano Gnerucci, Travel Consultant for KEL 12	- Follow up with Kel 12 staff for their group tour in WY: 16 people including tour leader – 11 rooms (five singles and six doubles). Tour will be escorted by Stefano Gnerucci. - All arrangements booked with America 4 You.
Trade	Siam Viaggi	Paolo Aloe Simona Tonali	- Paolo launched his first group tour in GAW region: Wild West Tales for July 2025. Paolo will escort the tour. - Dates: July 5 – 19, 2025: Itinerary as follows: DEN (2) – Rapid City (3) – Sheridan (2) – Cody (1) – YNP (overnight in West YNP) – Lander (1) – Laramie (1) – Cheyenne (1) – DEN - YTD he has four people confirmed. Will follow up in May. - Siam Viaggi confirmed a self-tour for a couple of clients featuring YNP and Jackson Hole (tour continues to Utah and Nevada) in June 2025 and a self-tour. Itinerary as follows: Rapid City (1) – Sheridan (1) – Cody (1) – YNP (overnight in West YNP) – Jackson (1) – Lander/Wind River Reservation (1) – Laramie (1) – DEN (1). This is an outcome of Simona's personal trip in Wyoming in September 2024. - Paolo will be at IRU 2025 and will do the Wyoming post fam. He decided to continue to explore Wyoming after the post fam in order to familiarize himself with the state for the above group tour since he will be the tour leader. - Paolo also works as teacher of Accademia Creativa Turismo (Creative Tourism Academy), an organization with over 15 years of specialized experience in training young graduates and partners operators in the tourism sector. Paolo held a training course about <i>Slow Experiential Tourism</i> and his group of students presented their final work/thesis simulating a tour operator. The tour operator organizes experiential trips all over the world focusing on sustainability, nature, environment and culture. The students decided to propose a travel package in Idaho and Wyoming. They were inspired by Paolo's storytelling and narration about the GAW region and thanks to his expertise they did a very good job. PDF of their thesis/presentations has been loaded in Basecamp (Accademia Creativa Turismo – Siam USA presentation and brochure)

Type	Company	Contact	Details
Trade	NAAR Bespoke Travel	Erica Melegari, Product Manager USA	• Met Erica at BIT travel show in Milan and requested GAW Italy's assistance for a destination training to selected travel consultants at NAAR offices. • February 20: destination training about the GAW to 20 CartOrange travel consultants. Erica invited our office to run a presentation about GAW region and Erica showed the NAAR booking system and presented the "Great American West Best Of" itinerary: ○ Denver – Rocky Mountains National Park – Cheyenne – Mammoth Site – Hot Springs (SD) – Custer – Mt Rushmore – Crazy Horse Memorial – Rapid City – Badlands National Park – Deadwood – Spearfish – Rapid City – Devils Tower – Cody – Yellowstone National Park – Grand Teton National Park – Jackson Hole – Rock Springs – Flaming Gorge – Vernal – Colorado National Monument – Grand Junction – Glenwood Springs – Vail – Breckenridge – Denver.
Airline	United Airlines	Christian Josso, Account Manager Walter Ciancusi, Country Sales Manager	• Meeting with Christian Josso at our office and Walter Ciancusi at BIT Milan Travel show to talk about the new direct Rome – Denver flight starting May 2. • Great opportunity for Denver and our region. • Talked about potential activities to run in the market with selected partners.
Airline	Delta Airlines	Cristina Casati, Sales Manager Italy and Greece	• Meeting with Cristina at our office and at BIT Milan Travel show to talk about the new direct Rome – MSP flight starting May 23. • Great opportunity for Minneapolis and our region.
Trade	BENETTI VIAGGI Como office	Daniele Reguzzoni, Travel Designer Consultants Coordinator Natalie Vogt, Owner Benetti Viaggi	• Assisted Daniele for a honeymoon trip in August. Itinerary as follows: SLC – Jackson (2) – YNP (3) – Cody (2) – Sheridan (1) – Deadwood (1) – Custer (1) – Cheyenne (1) – Estes Park – DEN (1). Gave suggestions and information. • Met Daniele at BIT travel show in Milano and requested a training at their office in Como. Decided to schedule the training on March 13. • March 13: destination training at Benetti office in Como. Six attendees: 1. Daniele Reguzzoni, Travel Designer – Consultants Coordinator 2. Natalie Vogt, Owner Benetti Viaggi 3. Cristina Pastori, Travel Designer 4. Nathalie Crema, Travel Designer 5. Silvia Braconi, Travel Designer 6. Luca Gratani, Travel Designer

Type	Company	Contact	Details
			• Distributed materials, notebooks and USB pens.
Trade	Globalys Travel & Beyond	Paola Preda, Travel Consultant for Globalys Patrizia Pegolotti, Owner and Product Manager	• Paola requested our assistance for a group tour she is working on for next year focusing on Native American culture in Wyoming and Idaho. • Itinerary as follows: SLC/Green River (1) – Flaming Gorge National Recreation – Rock Springs (1) – Killpecker/Boar's Tusk/White Mountain Petroglyphs/Riverton (1) – Lander (1) – Wind River Wild Horses Sanctuary/Fort Washakie/Sacajawea Tomb/Cody (1) – Yellowstone (2) – Colter Bay (1) – Grand Teton/Jackson (1) – Pocatello – Shoshone Bannock Festival Fort Hall Reservation (1) – SLC
Trade	Giada Viaggi	Emiliano Spagnoli	Co-op Marketing FY25 activities: Two B2C presentations executed: • February 1: presentation about Idaho and Wyoming for the group tour in June: 28 attendees • March 29: presentation about North Dakota and South Dakota for the group tour in September: 25 attendees • Giada Viaggi prepared invitations and presentations with images and video. Olga talked about the region in both presentations together with Emiliano who presented the day-by-day itinerary of each tour.
Trade	Alidays	Sara Quagliaroli, Alaska, Hawaii, Mexico Destination Manager Giuseppe Gerevini, USA Destination Manager	• Sara and Giuseppe launched a new self tour covering GAW region and Hawaii: USA & HAWAII: FROM ROCKIES TO VOLCANOS • Itinerary as follows: DEN (2) – Cheyenne (1) – Rapid City (2) – Sheridan (1) – Cody (1) – YNP (2) – Jackson (1) – Rock Springs (1) – Denver (1) – Hawaii
Media	Amanda Ronzoni, freelance journalist	Amanda Ronzoni, freelance journalist	• Press trip to South Dakota and MSPB in June 2025. • Trip will be focused on natural attractions of South Dakota, paleontology, cities and small communities, Native American heritage and culture. • Talked to Amanda about the themes of the trip and itinerary.
Media	Simona Sacrifici		• Simona launched two new podcasts outcome of her trips to North Dakota and Wyoming: • Buffalo, Wyoming: https://open.spotify.com/episode/7t7Dc1sf7ilQNsYnZNi32

Type	Company	Contact	Details
			Fargo, North Dakota: https://open.spotify.com/episode/0Xcskk3ETPzmFerMGQeuw
Media	Marta Ghelma, freelance journalist	Marta Ghelma, freelance journalist	Met Marta at BIT travel show in Milan and talked about a potential press fam in 2026 in North Dakota focusing on Native American culture and tradition.
Trade	Tecnitravel	Paolo Zampieri	- Met Paolo at BIT travel show in Milan. - Paolo confirmed an exclusive road trip in Wyoming, South Dakota and Denver for a couple of clients (few luxury hotels are included in the itinerary): Jackson Hotel, Jackson (1) – Jenny Lake lodge (2) – Snow Lodge (2) – Best Western Sheridan (1) – Deadwood at The Landmark Hotel (1) – Rapid City at Alex Johnson (2) – Denver at the Four Seasons (2). Paolo will attend IRU 2025 and participate in the North Dakota and MBSP post fam
Trade	Travel Island	Franco Bondioli Evelin Ratti	- Co-op Marketing FY25 still in progress: continue the digital activities (newsletter and social) implemented by tour operator. - Evelin confirmed her attendance to IRU 2025 and post fam to Wyoming - Evelin will join Paolo Aloe of Siam Viaggi for a Wyoming and Denver post fam following the IRU Wyoming post fam.
Trade	Euphemia travel agency in Parma	Alberto Dell'Acqua Alberto.dell'acqua@euphemia.it	- Call with Alberto about a self-drive tour for a family in September. Featuring Denver, Cheyenne, Custer, Badlands NP, Deadwood, Buffalo, Cody, Yellowstone, Jackson. - Will follow up in May.
Trade	Skywalk Viaggi	Silvia Cuppari	- Silvia confirmed her exclusive group tour, August 14-27, 2025: 14 participants. Silvia will escort the tour. - Itinerary as follows: MSP (2) – Sioux Falls (1) – Rapid City (2) – Sheridan (1) – Cody (1) – YNP (2) – Jackson (1) – Rawlins (1) – DEN (2)
Trade	Benetti Viaggi travel agency	Simona Savigni simona.savigni@benettiviaggi.it	- Trade fam form sent to Alyssa in order to assist Simona Savigni, travel agent of Benetti Viaggi. Requested our assistance for a personal educational trip in Denver and Wyoming. Simona attended mission in November 2023 in Maranello venue. - Waiting to receive final feedback

Type	Company	Contact	Details
Trade	Altrimenti on the Road	Martina Zaffani	Altrimenti launched a motorcycle guided tour feat. GAW region "REAL AMERICA", departure date: July 14, 2025. Itinerary as follows: Las Vegas – Panguitch – Provo – Bonneville Salt Flats – Yellowstone National Park (1) – Cody (1) – Buffalo (1) – Rapid City (2) – Laramie (1) – Denver
Trade	Go America by Go World	Mrs. Sara Rilli	- Assisted Sara with their new itinerary WILD WEST FOR ALL: SD & WY. She proposed the tour as a group tour in August 2025 for 20 people. - Itinerary: RAP (3) – Buffalo (1) – Cody (1) – YNP (overnight at West YNP) – Jackson (3) – JAC - Will follow up in May if tour is confirmed.
Trade	Horse Voyage by Volonline Tour operator	Sara Giavarini, Product Manager New Contact s.giavarini@horsevoyage.it Luca Adami, Chief Marketing Officer, Head of Web Development Alessandra Pisoni, Product Manager USA	- Luca and Alessandra informed us about the new brand of Volonline dedicated to horse travel enthusiasts: Horse Voyage. It is a “digital tour operator”, a B2B2C project that allows travel agencies, thanks to dedicated lists, to enrich their offer with proposals reserved for niche and high-end travelers. - The responsibility of the project has been entrusted to a great expert and professional equestrian tourist, Mrs. Sara Giavarini. Sara has combined her experience on horseback with that of tourism; FISE <i>Italian Equestrian Sport Federation</i> First degree license, endurance patent and flat racing license, she worked for years as product manager for Gohorse, specialized brand of the GO WORLD group. Her knowledge of horse riding together with her professional career in tourism makes her the ideal consultant for Horse Voyage. - YTD Product available in USA: Horse Voyage: One package for seven nights at Kara Creek Ranch in Sundance, Wyoming.
Trade	Punto Viaggi Adds: Via Soldato Anselmo 4 city: Monasterolo Casotto (Cuneo)	Mr. Luca Patelli luca@puntoviaggio.com Filippo Moretti, photographer	- Punto Viaggi is a travel agency based in Cuneo. It's a young and dynamic growing company, founded in 2010, formed by a group of highly motivated people. They offer personalized travel experiences and group trips for photographers, both professional and amateur. - Among their tour they feature a photo group tour in YNP and Grand Teton: PHOTO TOUR YNP & GRAND TETON. Itinerary as follows: SLC – Jackson (2) – Gardiner – West Yellowstone – Lake YNP (2) – Jackson (1) – SLC. Dates: September 17-28, 2025 - Itinerary has also been promoted on Foto-Corsi, a photography community which includes photographers, travels, and workshops.
Trade	Columbus Vacanze	Giovanna Cannizzaro, Product Manager	Columbus launched a travel package featuring Denver, Wyoming and NYC. Itinerary as follows: DEN – Casper (2) – Cody overnight at Shoshone Lodge & Guest Ranch (5) – NYC

Type	Company	Contact	Details
Trade	BRAND USA The Great USA Road Trip in Europe	Mrs. Josy Andò and Mrs. Antonella Murgolo	• Meeting at BIT travel show in Milano. • Josy and Antonella talked about the “The Great USA Road Trip Europe: Spain, Italy, Switzerland, & Germany” on March 25-28. In celebration of the 100th anniversary of the iconic Route 66 in 2026, Brand USA hosted a multi-city road trip across the U.K. and Europe showcasing the beauty and diversity of America’s most iconic roadways to trade partners in Europe. • Trade partners involved: Visit Albuquerque, Choose Chicago, Cruise America, Visit Fredericksburg Texas, New Mexico Tourism, Visit Oklahoma City, Visit Santa Monica, Visit Texas, Visit California, Visit Tulsa.

Trainings

Summary:

# Trainings	# People Trained
2	26

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade	Naar Bespoke Travel	Erica Melegari, Product Manager USA	One destination training to 20 CartOrange travel consultants.
Trade	Benetti Viaggi – Como	Daniele Reguzzoni, Travel Designer Consultants Coordinator	One destination training to six travel consultants.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
14	8	2	13	55

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
ALIDAYS	USA & HAWAII: FROM ROCKIES TO VOLCANOS	DEN	Hawaii	DEN (2) – Cheyenne (1) – Rapid City (2) – Sheridan (1) – Cody (1) – YNP (2) – Jackson (1) – Rock Springs (1) – Denver (1) – Hawaii
GOING	AMERICAN FRONTIER ADVENTURE	DEN	DEN	DEN (1) – Cheyenne (1) – Deadwood (1) – Cody (1) – YNP (1) – Jackson (1) – SLC
	DENVER GATEWAY TO THE ROCKIES	DEN	DEN	DEN (3) – Cheyenne (2) – Estes Park – DEN
	IDAHO & WYOMING AFTER DARK	SLC	JAC	SLC – City of Rocks National Reserve (Dark Sky Park) – Burley (1) – Twin Falls (1) – Ketchum (1) – Craters of the Moon National Monument and Preserve/Dark Sky Reserve – Arco (1) – Victor (1) – Teton Valley – Jackson (2) – Grand Teton National Park – Yellowstone National Park (2) – JAC
HORSE VOYAGE	WY: STAY IN A RANCH	RAP	RAP	Seven nights at the Kara Creek Ranch in Sundance, Wyoming
PUNTO VIAGGI	PHOTO TOUR YNP & GRAND TETON	SLC	SLC	SLC – Jackson (2) – Gardiner – West Yellowstone – Lake YNP (2) – Jackson (1) – SLC
COLUMBUS VACANZE	THE OLD WEST & BIG APPLE	DEN	NYC	DEN – Casper (2) – Cody overnight at Shoshone Lodge & Guest Ranch (5) – NYC
CREO	GREAT AMERICAN WEST	SLC	SLC	Salt Lake City – Twin Falls (1) – Ketchum (1) – Idaho Falls (1) – Bozeman – Yellowstone National Park (2) – Jackson (1) – Salt Lake City
	NATIVE & PIONEERS OF THE WEST	DEN	DEN	Denver (1) – Guernsey (1) – Rapid City (2) – Medora (1) – Watford City (1) – Miles City – Devils Tower (1) – Casper (1) – Denver (1)
ALTRIMENTI ON THE ROAD	REAL AMERICA Motorcycle group tour	LAS	DEN	Las Vegas – Panguitch – Provo – Bonneville Salt Flats – Yellowstone National Park (1) – Cody (1) – Buffalo (1) – Rapid City (2) – Laramie (1) – Denver
SIAM VIAGGI	WILD WEST TALES group tour	DEN	DEN	DEN (2) – Rapid City (3) – Sheridan (2) – Cody (1) – YNP overnight in West YNP – Lander (1) – Laramie (1) – Cheyenne (1) – DEN
SKYWALK	EXCLUSIVE GROUP TOUR BY SKYWALK	MSP	DEN	MSP (2) – Sioux Falls (1) – Rapid City (2) – Sheridan (1) – Cody (1) – YNP (2) – Jackson (1) – Rawlins (1) – DEN (2)
GO AMERICA	WILD WEST FOR ALL: SD & WY	RAP	JAC	Rapid City (3) – Buffalo (1) – Cody (1) – YNP (overnight at West YNP) – Jackson (3) – JAC

Website

Sessions	Users	Pageviews	Average Session
3,042	2,611	4,422	54 seconds
+14%	+5.07%	-64%	-54%

Misc.

- Market Outlook:
 - We have seen a 5% decline in international travel combined with the already planned decrease in spending on domestic travel. This could lead to a loss of \$64 billion for the U.S. tourism industry in 2025: According to the forecasts of the research company Tourism Economics, cited by The Independent, these would be the first consequences of the policy of the new Trump administration. The report estimates that "domestic travel will be negatively affected by slowing income growth and rising prices", while international travel to the U.S. "will suffer the backlash of slower economies, a stronger dollar and antipathy towards the United States". According to preliminary data from the U.S. government, compared to February 2024, last month's incoming travel to the United States decreased by 2%. Canadians, traditionally the most frequent international visitors to the U.S., have massively cut their travel to the country, with a 23% drop in car arrivals compared to February 2024 (Statistics Canada).
 - Arrivals from Western Europe are also falling. In February, trips from Western Europe decreased by 1% compared to the same month of the previous year, while trips especially from Denmark fell by 6%. "Travel from Western Europe, which accounted for 37% of trips to the U.S. from overseas last year, is likely to decline due to tariffs and the recent alignment of the Trump administration with Russia regarding the conflict in Ukraine, as sentiment towards the United States is damaged," warns the February report by Tourism Economics. (Source [Guida Viaggi](#) – Tourism Economics)
- Sent FY26 Proposals to RMI in March.
- Attended proposal calls with states on March 26.
- GAW website: Italian translation of SLC and GAW partner pages.
- Sent out the following news releases:
 - Yellowstone Peaks Hotel in Idaho
 - The return of bison WY
 - TV series American Primeval and Shoshone & Ute.
 - Historic pioneer trail in WY
- Distributed GAW Italian guides and maps to selected trade partners as per the approved list (Travel Island, Giada Viaggi, Siam Viaggi, and Superba Viaggi)
- Sent out the IPW Buckle Club Party invitations.
- Press clips earned outcome of news releases/media fam/media activity/trade activity: all links/print materials included in the annual report.
 - C'ERA UNA VOLTA IL WEST (PRINT): Reach: 95,000 – AVE: \$45,000.
 - [Idaho, Island Park](#): Reach: 7,000 – AVE: \$400
 - [Il ritorno del disonte in Wyoming](#): Reach: 2,500 – AVE: \$250
 - [Buffalo, Wyoming nei luoghi del vero West](#): Reach: 30,000 – AVE: \$1,500
 - [Scoprire Fargo the North of Normal](#): Reach: 30,000 – AVE: \$1,500
 - [Stati Uniti, il ritorno del bisonte in Wyoming](#): Reach: 12,000 – AVE: \$600
- Sent info about the GAW region to a private client Federica Zanuso, who contacted our office via the IT website.

Quarterly Report – AUNZ

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
10	10	10	0	2

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Travel USA	Andrew Gay, Director. andrew@travelusa.co.nz	Discussion on marketing campaign proposal for submission to the state for fiscal 2026. In addition, working with Andrew on updating website with ND destination information.
Media	Proud Nomads	David Whitehill, Producer david@davidwhitehill.com.au	Discussion of one-hour TV special (Chapter 9) for GAW. Proposal received and submitted to Kim Snape for individual state consideration.
Media		Helen Hayes Freelance Editor and travel writer helen@hayestack.com.au	Follow-up on ID ski fam and contacts for photography for commissioned stories.
Media	Let's Travel NZ	Gary Dickson gary@letstravel.co.nz	Discussion on proposal for major editorial feature for GAW in FY26, proposal submitted.
Trade	Brand USA	Lexie Miliatis, Trade Manager	Gathered information on the Great USA Road Trip Expo series taking place in July. Proposed events in Perth, Adelaide and the Gold Coast. Expressions of interest have gone out.

Trainings

Summary:

# Trainings	# People Trained
3	8

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
0	0	0	0	0

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Travel USA NZ	South Dakota	N/A	N/A	Travel USA has now published the South Dakota destination section, which is the third GAW destination to be added to the site. Andrew and his team are currently working on tour itinerary and package plus North Dakota which should be completed by mid-April. Proposal received to partner on a consumer marketing campaign in FY26 with a new 12 day, four state GAW itinerary to be developed.

Website AU (top) NZ (bottom)

Sessions	Users	Pageviews	Average Session
548 (+9%)	549 (-29%)	3,486 (-71%)	2:04 (-71%)
Sessions	Users	Pageviews	Average Session
215 (+36%)	360 (+136%)	4,892 (+2,728%)	06:30 (+2,525%)

Misc.

- The bulk of trade activity for this quarter has been focused on the upcoming Sales Mission, including finalizing itinerary planning, securing venues for training and setting up and scheduling sales meetings. See the final Travefy itinerary [here](#).
- Hosted Visit USA AGM 2025 and new format Visit USA Shows in February (SYD-BNE-MEL) to 600+ USA-focused agents. 60+ exhibitors. Format feedback, 90% positive. Meeting with committee in March to discuss possible changes to improve for FY26.
- Finalized the FY26 Proposals Document and submitted. Prepared two presentation PowerPoint/videos for IRU.
- Completed recruitment for IRU - Andrew Gay from Travel USA (NZ) attending.
- Provided feedback on the AU delegation to IPW for both trade and media for preferred meetings with the states.
- Distributed Buckle Club party invitation to approx. 30 trade and media from AUNZ delegations.
- Met with new Brand USA AU Director Jade Glashoff & Brand USA trade team in AU, Toni Murphy and Lexi Miliatis to discuss upcoming BUSA campaigns, buy-in opportunities and possible support for trade fam opportunities.
- Helen Hayes' early additional media coverage for Idaho from her fam on Travel Writers Radio (a podcast hosted on SoundCloud with 500 followers), out in February:
 - Link to an interview Helen did with Susan Saad in Bogus Basin on Travel Writers Radio: <https://soundcloud.com/travelwritersradio/helen-hayes-discovers-a-not>
 - Here is the second radio interview - this one on Boise: <https://soundcloud.com/travelwritersradio/beyond-potatoes-discover-the>

Travel Writers Radio was recently named the number 8 (out of 100) best travel podcasts in the world by Feedspot. It is hosted on [SoundCloud](#) and currently has 500 followers.

Helen has four tier-one print and digital stories commissioned from this fam. We will forward these with audience statistics when published.

- Followed up trade enquiry from Brett Dan, CEO and MD of Helloworld, who is doing a self-drive itinerary in May with his wife, that will include YNP and the Black Hills in SD. He does not need fam support (offered to assist with a fam form and request) but requested information and advice on hotels itinerary etc., which I have provided. Also, sent Brett a follow-up introduction to James and Kyler.
- Assisted Hannah Black, Brand USA PR who is working on a media itinerary for UT, AZ and WY in late May or June. As it only included 2 nights in YNP and there was no opportunity this time to include the other GAW states, I advised they should work directly with Piper and James from WY which they have done. I provided links to the What's New sheets and sent the latest GAW guide and map, for a media fam consideration for our region.
- Trade fam for Adventure World – submitted the fam form and SD has approved.
- Carrie Nightingale resigned from Linkd/DavComm and finished with us on March 21st. Trade Director Michael Cassis and other support staff, including me and Linkd MD Kylee Kay will support the sales Mission in AU. I will also now attend IRU instead of Carrie.

Quarterly Report – Nordics

Meetings

Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
8	10	9	0	1

Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Bäckman & Berg	Anna Bäckman, co-owner, anna@backmanberg.se	January 25 th , Hanna took part in Bäckman & Berg's B2C travel show in the city of Kalmar. There was good interest in the destination and many visitors also came to the presentation which was held in a separate room at the venue. In connection with the show, Bäckman & Berg promoted the destination in their different channels as well as they have recently added products. We are expecting another new itinerary in Q4.
Trade	Swanson's Travel	Johan Rudolf & Anders Persson, Directors of Sales & Marketing	We have met with Anders Persson and Johan Rudolf from Swanson's. Anders will retire in June this year, and Johan is now taking over Anders' title and tasks. Johan is well-known in the industry from different positions, most recently as representative of Royal Caribbean in the Nordics. No new products are in the making, they are currently focusing on getting Johan on board. We expect that sales agent Sarah Wilhelmsson's attendance at IRU 2025 will lead to stronger focus on our region in their communication.
Trade	Risskov Travel	Claus Brask Nielsen, Head of Product & Sales – Individual Travel, cbn@risskovrejser.dk	We met with Claus from Risskov Rejser/ Risskov Travel in February for a mutual update where he reported about a decrease in travels to U.S. In March, we invited Claus to a round-table session and sales training. We received relevant insight in the current situation and clarity about sales of travels to the U.S. Although there has been a decline in travels to the U.S., there is still an interest among their clients and destinations like ours are requested.

Type	Company	Contact	Details
			They have decreased their promotional activities for travels to the U.S.
Trade	World Business Travels	Robert Willian Assaad, owner, admin@wbta.dk	Robert, who had a client visiting Wyoming in 2024, has now a new client who wants to visit our area. We have assisted Robert with the development of an itinerary for the client that included stops in Denver, Bush Creek Ranch, Sheridan, YNP, Jackson, SLC. Client hasn't confirmed yet.
Trade	Icelandair Sweden	Christian Häggström, Sales Manager Sweden	We've met with Christian to get an update on new routes and a general chat. New U.S. routes this year are from KEF to Nashville and Miami. The routes to MSP and DEN are performing well.
Trade	Amerikaspesialisten/Nordmann sreisler	June Arlen Eggesbø Lundebø, MD, june@nordmann.no	June will not attend IRU herself, as previously stated. Her colleague Vibeke Malthes-Sørensen will now join.
Trade	Jysk Rejsebureau	Jacob Küsch & Charlotte Laursen, Product Manager & Sales agent	In March, Jacob and Charlotte attended a round-table session and sales training in our office. Besides learning about the Great American West, they also shared relevant insights about the current demand. They see a decrease in the demand for travels to the U.S., but they are still looking at product development. Jacob is attending IPW.
Trade	Check Point Travel	Caroline Lindeman, Travel consultant, Kasper Assenholt Andersen, Online Manager and Morten Gram Jensen, E-commerce manager	The trio attended our round-table session and sales training in March. They also see a decline in demand for travels to the U.S. Florida is still their largest U.S. destination; we will work together to add product (they currently have one fly/drive to our region online).
Trade	Hannibal Travel	Agnete Johansen & Victor Andersen, sales consultants	Agnete and Victor attended our round-table session and sales training in March. They came to learn about the destination and to get new inspiration to share with their clients.
Trade	Sölvesborgs Resebyrå	Madeleine Ottosson, travel consultant	Madeleine was introduced to the region. They see the demand for U.S. is less than usual.

Type	Company	Contact	Details
Trade	Winberg Travel	Adam Smeds, Office manager	Hanna visited Winberg Travel's store in Malmö. The tour operator is the Swedish branch of Jysk Rejsebureau. Winberg Travel has in general a lower demand for U.S. destinations compared to Jysk Rejsebureau. They currently see a strong demand for travels to Asia. Japan is trending.
Trade	USA Tours	Dorthe Lærke Hansen, Head of Product	Hanna met with Dorthe at USA Tours' office. They have now merged with another Danish travel agency, Top Tours, and Dorthe is now Head of Product for both brands. Top Tours sells "everything but USA" and is therefore a good match. USA Tours have experienced a major drop in travels to U.S. and had to let 7 sales agents go during this quarter.
Trade	TourCompass	Nina Strandy, Product Manager	TourCompass are not featuring our region yet but are looking at expanding their U.S. portfolio. Hanna to follow up with Nina after IPW, which Nina will attend.
Trade	BENNS	Hans Mørup Johansen, Product Manager	BENNS see a slight decrease in travels to the U.S. whilst the demand for Canada is increasing. No new products in the making.
Trade	Helin Matkat	Satu Brunni, sales agent	Short catch-up meeting with Satu, who attended our fam trip with Icelandair in 2023. The demand has not been strong, they see more demand for Asian destinations.
Trade	Ticket	Eleonore Nilsson, Product Manager	Ticket saw a decrease of 23% in room nights for our region in 2024. This year, European and Asian destinations are trending.
Media	Vagabond Reiselyst, Norway	Torild Moland, editor-in-chief	Discussing press trip. Would like to go to Wyoming, North Dakota, South Dakota and Idaho. The fam form was filled in, but unfortunately Vagabond ended up canceling the trip.
Media	Kapital Reise, Norway	Bjørn Moholdt, tier 1 freelancer	Interested in writing about the Norwegian emigration in Minneapolis and North Dakota. Discussing possible places to visit. IcelandAir has said they will sponsor his flights.

Type	Company	Contact	Details
			Kapital Reise is a travel magazine published by business newspaper Finansavisen. 178,000 readers in print.
Media	Vagabond / Utemagasinet, Sweden	Karin Wallen, tier 1 freelancer	Karen is very interested in going to The Great American West. She is currently trying to see if she can commission a story to Utemagasinet. Utemagasinet is a magazine about outdoor, hiking, skiing and nature. Readership: 67,000
Media	Svenska Dagbladet, Sweden	Linda Ilste, tier 1 freelancer	Linda is very keen on going to The Great American West. Svenska Dagbladet is interested in a story from the states but has paused travel content from USA for a while due to the political climate. We will stay in contact. Svenska Dagbladet is a leading newspaper. The readers have high income and are 55% men, 45% women – and average age is 51. Print: 500,000 daily readers. Online: 293,000 UV/day.
Media	Ritzau and more, Denmark	Regner Hansen, tier 1 freelancer	Discussing opportunities for press trips in 2025. Regner currently has a busy schedule but has indicated interest in visiting later this year or next year.
Media	Vi Menn / Villmarksliv, Norway	Mats Ulshagen, editor	Mats is very interested in visiting The GAW in fall. We are currently discussing possible places to visit. Mats is editor for both Vi Menn and Villmarksliv and will write about the states in both magazines. Vi Menn is Norway's biggest men's magazine. Writing about outdoor life, science, travel, etc. 164,000 readers per issue. Villmarksliv is an outdoor magazine with 110,000 readers
Media	Børsen/ Jyllands-Posten, Denmark	Louise Alkjaer, tier 1 freelance	Discussing opportunities for press trips in 2025. Louise is very interested in USA. She is writing for several tier 1 media in Denmark.
Media	REJSER, Denmark	Kirsten Vestergaard, tier 1 freelancer	Discussing opportunities for press trips in 2025. Kirsten is writing for several tier 1 media in Denmark.

Type	Company	Contact	Details
Media	Denmark, Norway, Sweden, Finland		Sending out media pitch in our Related tourism newsletter to inspire people to visit Great American West to experience landscapes as seen in the Yellowstone TV-series. The tourism newsletter is distributed to about 120 editors and journalists.

Trainings

Summary:

# Trainings	# People Trained
2	40

Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade-Product Manager, Trade-Sales Agent	Risskov Rejser, Hannibal Travel, Check Point Travel, Jysk Rejsebureau	Agnete Johansen, Victor Andersen, Caroline Lindeman, Kasper Assenholt Andersem Morten Gram Jensen, Claus Brask Nielsen, Jacob Küsch, Charlotte Laursen	Sales training at our Nordic office where we took the agents on a road trip from Denver to SLC and from Denver to MSP with information about highlights as well as more unknown attractions and stops on the way.
Trade-Sales Agents and consumer	Bäckman & Berg	Anna Bäckman, Tinna Berg, Marie Zschiedrich	Combined presentation for Bäckman & Berg's sales staff and their invited clients.

New Product

Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
1	0	6	4	2

New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Bäckman & Berg	Discover The Great American West	DEN	MSP	This tour is offered as a fly/drive starting in Denver with overnights in Cheyenne, Hot Springs, Rapid City, Deadwood, Medora, Minot, Fargo, and Minneapolis. The route includes several stops in the Black Hills, TRNP, Newtown, as well as the mentioned overnight stops. The total length is 16 days.

Website

Sessions	Users	Pageviews	Average Session
273 (-4.2%)	525 (+0%)	8,900 (+206%)	9:36 (+1,052%)

Misc.

- IRU preparations: We’ve been in dialogue with the attendees, shared our market updates, and general coordination in preparation for IRU
- IPW: We’ve shared our insights on the attendees and whom we think the states should meet with. We’ve also reached out to the Nordic IPW delegation with the invitation to the Buckle Club Party
- We’ve taken part in Swanson’s and Webbeds’ travel agent night in Malmö, where Hanna had the chance to present herself as the GAW representative and share information about what the GAW is and how we work
- We engaged with USA Rejser who distributed our travel guides at the Danish Travel Show



QUESTIONS?

Evan Thompson

✉ ETHompson@RMIMarketing.com

☎ (307) 637-4977 x 6

Alyssa Winter

✉ AWinter@RMIMarketing.com

☎ (307) 637-4977 x 5



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.