



# International Tourism Marketing 101

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# Why Target Int'l Travelers?

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## Time & Money

International travelers stay longer and spend more when visiting the United States



## Shoulder Season

International travelers are more likely to visit during off-peak seasons than domestic travelers



## Unique Desires

International travelers desire to visit "off-the-beaten-path" and unique rural attractions



## Sell More Rooms

International travelers are an excellent source for hedging unsold hotel rooms



## New Base

International travelers create a new source of customers for your community, hotel or attraction

# Why Target Int'l Tourism Trade?

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## Easy & Efficient

Going through the trade is a cost-effective way to reach international consumers



## Insider Knowledge

Travel trade have specialized understanding of their markets' travelers and their preferences



## Consumer Confidence

International consumer protection laws incentivize booking with tourism trade



## Custom Requests

There's high consumer demand for customized/tailor-made travel arrangements



## Complex Details

Great American West states have complex travel logistics (geographically, large, etc.)

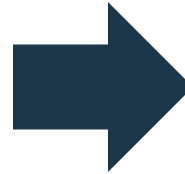
# Why International is Important

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National Travel and Tourism Office forecasts ...

**77.1 million**

international visitors in 2025



**85 million**

international visitors in 2026  
*(surpassing pre-pandemic levels)*

# Why International is Important

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By 2028 ...

**94.1 million**

international visitors are expected  
to visit the U.S., spending over

**\$200 billion!**

# Why International is Important

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**In FY24 ...** (July 1, 2023-June 30, 2024)



Estimated Visitor Spend

**\$140.2M**

+31% YOY



Return on Investment

**76:1**

+28% YOY



Estimated Rooms Booked

**249,393**

+14.5% YOY

# Market Insights & Trends

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# The Great American West

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