

# FY26 Q3 REPORT

January-March 2026

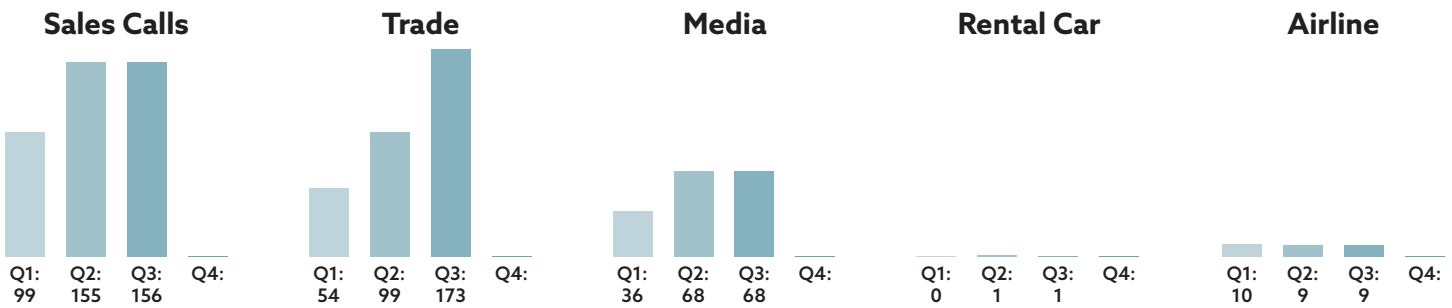


THE GREAT  
AMERICAN WEST

IDAHO · NORTH DAKOTA  
SOUTH DAKOTA · WYOMING

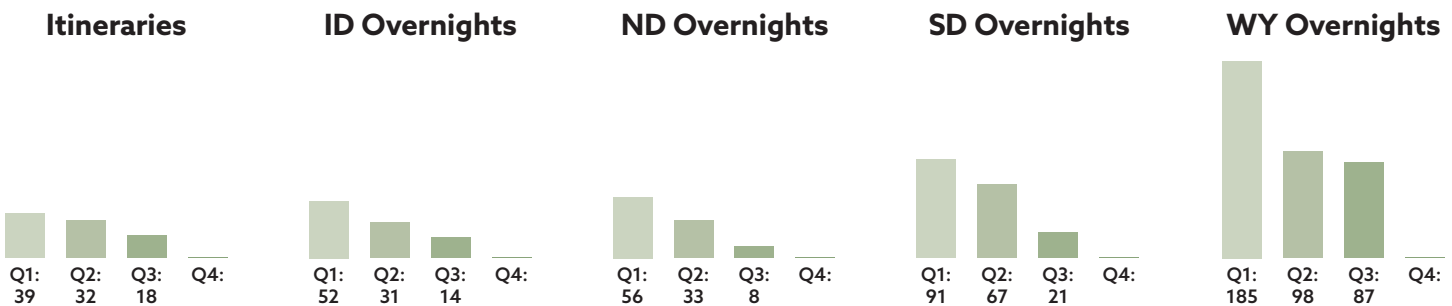
# Meetings:

	Sales Calls	Trade Meetings	Media Meetings	Rental Car Meetings	Airline Meetings
UK	2	24	5	0	2
Germany	41	10	24	1	1
Benelux	26	18	8	0	1
France	28	24	7	0	1
Italy	18	58	8	0	1
Australia	33	33	8	0	0
Nordics	8	6	8	0	3
<b>Total</b>	<b>156</b>	<b>173</b>	<b>68</b>	<b>1</b>	<b>9</b>



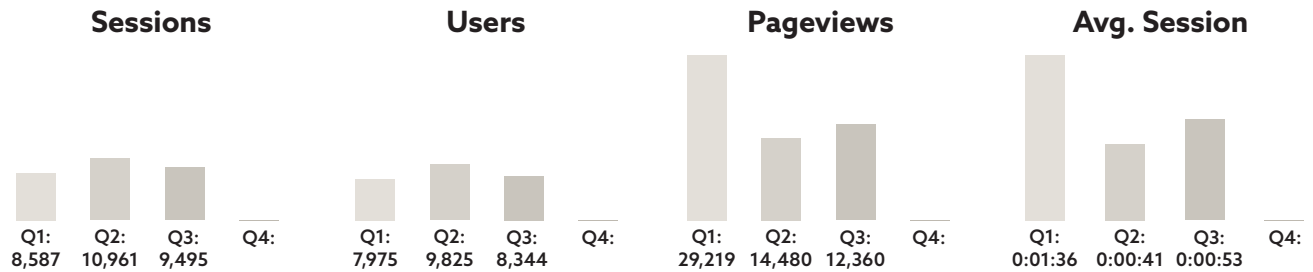
# New Product:

	New Itineraries	Idaho Overnights	North Dakota Overnights	South Dakota Overnights	Wyoming Overnights
UK	0	0	0	0	0
Germany	3	2	1	5	14
Benelux	8	4	0	3	40
France	0	0	0	0	0
Italy	4	8	4	7	20
Australia	0	0	0	0	0
Nordics	3	0	3	6	13
<b>Total</b>	<b>18</b>	<b>14</b>	<b>8</b>	<b>21</b>	<b>87</b>



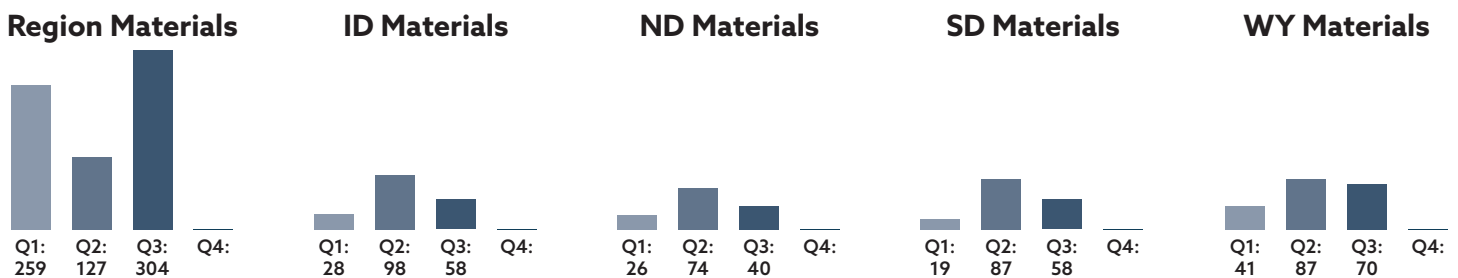
# Websites:

	Sessions	Users	Pageviews	Avg. Session
.co	2,274	2,117	2,696	0:01:25
UK	430	348	626	0:00:22
Germany	786	729	1,112	0:00:42
Benelux	506	469	669	0:00:39
France	816	748	1,169	0:01:37
Italy	2,234	1,894	3,303	0:02:22
Australia	976	673	1,137	0:00:19
New Zealand	692	654	741	0:00:11
Nordics	781	712	907	0:00:17
<b>Total</b>	<b>9,495</b>	<b>8,344</b>	<b>12,360</b>	<b>0:00:53</b>



# Digital Downloads:

	Region Materials	Idaho Materials	North Dakota Materials	South Dakota Materials	Wyoming Materials
.co	23	2	1	1	2
UK	14	20	6	8	4
Germany	38	6	8	10	16
Benelux	18	1	1	2	1
France	59	3	1	12	12
Italy	118	10	13	12	15
Australia	12	14	8	11	12
New Zealand	6	0	0	0	0
Nordics	16	2	2	2	8
<b>Total</b>	<b>304</b>	<b>58</b>	<b>40</b>	<b>58</b>	<b>70</b>



# Quarterly Report – UK

## Meetings

### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
2	24	5	0	2

### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade Media	Travel Matters	Hilary Douglas Director <a href="mailto:Hilary@travelmatters.biz">Hilary@travelmatters.biz</a>	<ul style="list-style-type: none"> <li>Travel Matters are a travel trade media publication, covering Northeast and Northwest England, Scotland, Northern Ireland, and the Isle of Man. All major suppliers including airlines, airports, hotels, and destinations.</li> <li>Travel Matters works regularly with airlines and representatives, particularly supporting those without a dedicated representative in the North. Audience is Leisure and business travel agents, including homeworkers.</li> <li>Distribution &amp; Reach: 1,600 copies distributed per month / 8,000–9,000 readers / 1,500-strong email database</li> <li>Travel Matters can assist with organizing events by: Suggesting suitable venues, inviting key travel trade partners, writing editorial coverage in the monthly</li> <li>Email Marketing: Solus email campaigns operate once per month due to backlog Average performance: 50% open rate, 30% click-through rate</li> <li>Advertising Costs: Full-page advertisement: £599 4-page insert: £2,400</li> <li>Social media: 10,000 followers across platforms.</li> <li>Training: Recorded Zoom training sessions can be arranged International Editions.</li> <li>Features: USA: February and July <b>Sustainability Matters</b> (less glossy supplement incl with June magazine) £799 <b>Luxury Matters</b> (glossy supplement included in October): £999 for a 2-page spread</li> </ul>
Trade	Travel Counsellors	Casey Hurford Partnerships Manager <a href="mailto:Casey.Hurford@travelcounsellors.com">Casey.Hurford@travelcounsellors.com</a>	<ul style="list-style-type: none"> <li><b>Travel Counsellors</b> experienced a significant uplift in bookings to the USA from Scotland following Scotland’s qualification for the World Cup, resulting in a strong close to 2025. Since then, sales have declined sharply. While this is not believed to be driven solely by political factors, ongoing media coverage relating to the US Federal Shutdown, TSA staffing challenges, and wider geopolitical issues (including Venezuela and Greenland) is having an impact on consumer confidence.</li> </ul>

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			<ul style="list-style-type: none"> <li>• Efforts are focused on repositioning the USA as a premium destination, emphasizing the diversity of holiday experiences available and highlighting the relatively favorable exchange rate.</li> <li>• Communications have been issued to Travel Counsellors regarding increased National Park entry fees, with guidance provided to help advisors explain the changes to clients. Travel Counsellors are also working closely with their DMCs to ensure clarity around the most appropriate park pass options.</li> <li>• The JMA offering of the GAW States was reviewed and discussed. Previous plans and activity were evaluated, with consideration given to what would be most effective for FY27.</li> <li>• An update was shared on the AI code pilot within their booking platform, Phenix, which supports Travel Counsellors in identifying suitable destinations and experiences, such as US National Parks, fly-drive itineraries, and off-the-beaten-track travel.</li> <li>• Travel Counsellors are keen to grow their premium product range, particularly on ranch holidays, and to expand relationships with DMCs.</li> <li>• They also have the capability to contract directly with hoteliers.</li> </ul> <p><b>Follow-Up Actions</b></p> <ul style="list-style-type: none"> <li>• Provide Travel Counsellors with ranch holiday contacts from each of the States.</li> <li>• Explore and identify potential DMC partners suitable for Travel Counsellors to work with.</li> <li>• Develop and submit a proposed JMA activity plan for FY27.</li> </ul>
Trade	ATAS – Association Touring and Adventure	Claire Brighton ATAS Director <a href="mailto:claire.brighton@touringandadventure.com">claire.brighton@touringandadventure.com</a>	<ul style="list-style-type: none"> <li>• ATAS – Association of Touring and Adventure Specialists. Meeting held to discuss the potential of GAW becoming members.</li> <li>• ATAS membership comprises 40 tour operators and 20 suppliers.</li> <li>• The association is 100% trade-focused, working with over 5,000 UK-based travel agents.</li> <li>• ATAS social media reach includes Facebook (3,000 followers), Instagram (1,600 followers) and LinkedIn (1,847 followers).</li> <li>• Membership benefits include participation in a 2-day conference in September 2026, the ATAS Summit in June 2027, a solus email, website listing, six media posts, a training module tailored to touring and adventure, a destination video, and logo inclusion.</li> <li>• The ATAS Conference will take place in September Silverstone F1 venue, featuring a trade fair-style setup with poseur tables. The event will attract over 250 travel trade attendees, alongside conference webinars, networking drinks, and dinners hosted.</li> </ul>

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			<ul style="list-style-type: none"> <li>• We can distribute brochures and maps, although ATAS prefers to limit printed materials in line with their sustainability objectives.</li> <li>• Upon joining, ATAS will secure editorial coverage in Travel Weekly (a sister publication), written by a journalist.</li> <li>• <b>Action points:</b> consider inclusion of ATAS membership within the FY27 GAW UK plan.</li> </ul>
Trade	Audley Travel	James Butler USA Product Manager <a href="mailto:james.butler@audleytravel.com">james.butler@audleytravel.com</a>	<ul style="list-style-type: none"> <li>• Audley Travel - James Butler is managing the US product while Emily Summer is back from sabbatical returning in April. Upon her return, Emily will resume responsibility for the US market, and James will transition back to Canada.</li> <li>• US sales are static, Texas, the Deep South, California and New York are doing well.</li> <li>• The GAW segment experiencing a downturn and closing 2025 at 793 room nights. This could be due to lower awareness and product. Training was mentioned.</li> <li>• Audley would like to prioritize the GAW and work with JMA to introduce new products and inspirational fly-drive itineraries, alongside training support. They are particularly interested in the Elements campaign.</li> <li>• All JMA activity will now be routed through the Product Manager, who will then liaise directly with Audley's marketing team to develop the required assets. Subject to JMA approval, James will brief Emily, after which they will jointly determine the optimal timing to progress the campaign for 2026/27.</li> <li>• <b>Action points:</b> follow-up has been sent, including the new digital brochure and proposed itinerary ideas.</li> </ul>
Trade	My Agent Rates	Montse Herrera Business Development Manager <a href="mailto:montse@mybookingrewards.com">montse@mybookingrewards.com</a>	<ul style="list-style-type: none"> <li>• My Agent Rates is the sister company of My Booking Rewards, a global travel trade platform that connects more than 80,000 verified travel agents with leading hotels, cruise lines, tour operators and destination brands. The platform combines loyalty rewards, training, targeted marketing and exclusive agent rates within a single integrated system designed to drive incremental bookings and measurable engagement.</li> <li>• The company is working with the US market for the first time, following success in the Caribbean where the platform generated approximately 2.3 million room nights. They can offer six months free of charge, after which the cost is £300 per month for a destination page and the ability for suppliers within the destination to load agent rates.</li> <li>• <b>Action points:</b> Montse to follow up with a Caribbean case study and provide further information on this opportunity.</li> </ul>

Type	Company	Contact	Details
Trade	American Affair	Mandy Mcglade US Product Manager <a href="mailto:Mandy.McGlade@americanaffair.com">Mandy.McGlade@americanaffair.com</a>	<ul style="list-style-type: none"> <li>American Affair reported mixed performance with US sales, with an increase in quotes for 2027/28 bookings. Las Vegas sales have been down, but overall, the Great American West product is selling well.</li> <li>The Elements of the Great American West campaign performed well. Mandy will send the details of the incentive winners so that swag can be distributed. She will also provide the invoice and EOC report. Mandy is currently developing a new itinerary and will share it once it is complete.</li> <li>The team at American Affair would like a focused training session on Yellowstone National Park to help improve product knowledge and support sales of the destination.</li> <li>Mandy has expressed interest in attending IRU 2027</li> <li><b>Action points:</b> send new itineraries and confirm training with Wyoming</li> </ul>
Trade	The American Road Trip Company	Christian Neilson Managing Director <a href="mailto:chris@theamericanroadtripcompany.co.uk">chris@theamericanroadtripcompany.co.uk</a>	<ul style="list-style-type: none"> <li>The American Road Trip Company has experienced some customer cancellations for US trips, with several clients either cancelling their travel plans or switching their bookings to Canada.</li> <li>The operator continues to sell itineraries featuring Wyoming and South Dakota but expressed interest in learning more about North Dakota and Idaho.</li> <li><b>Action points:</b> Christian will send through potential marketing opportunities for consideration and would also like to review the new itineraries.</li> </ul>
Trade	Titan Travel / Saga Travel Group	Robert Stapley Senior Product Manager <a href="mailto:robert.stapley@sagatravelgroup.com">robert.stapley@sagatravelgroup.com</a>  Rebecca Mcgrath US Product Manager <a href="mailto:rebecca.mcgrath@sagatravelgroup.com">rebecca.mcgrath@sagatravelgroup.com</a>	<ul style="list-style-type: none"> <li>Titan Travel / Saga Travel Group are currently undergoing some internal changes. Overall, bookings to the US are slower and the customer base is largely made up of repeat travelers.</li> <li>Titan Travel operates escorted tours with a slightly younger demographic than Saga Travel Group, typically with around 20 people per group, and is interested in sourcing more boutique and unique accommodation options.</li> <li>The opportunity to attend IRU 2027 in Idaho was discussed and would be of strong interest to them.</li> <li><b>Action points:</b> Share sample itineraries, a list of accommodation options and ranch experiences, and confirm IRU dates, with a follow-up discussion on potential participation.</li> </ul>
Trade	AmeriCan & Worldwide Travel	Matthew Thompson Product Manager <a href="mailto:Matthew@awwt.co.uk">Matthew@awwt.co.uk</a>	<ul style="list-style-type: none"> <li>AmeriCan &amp; Worldwide Travel reported a mixed response in market sentiment and enquiry conversion. Their core business is largely driven by repeat clients, typically booking high-value, bucket-list travel experiences.</li> <li>The company is interested in arranging training, either online or at their offices in Tunbridge</li> </ul>

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			<p>Wells. Their sales team consists of four staff, and they indicated that the four-state training would be particularly valuable.</p> <ul style="list-style-type: none"> <li>Matthew expressed interest in attending IRU 2027, as he was unable to participate this year due to family commitments.</li> <li>In terms of joint marketing opportunities, they are keen to collaborate, and Matthew will share further details on potential initiatives.</li> <li><b>Action points:</b> Send new itineraries, share IRU 2027 dates, and arrange suitable training dates.</li> </ul>
Trade	Travelbag	Katie Ellis Destination Manager <a href="mailto:katie.ellis@travelbag.co.uk">katie.ellis@travelbag.co.uk</a>	<ul style="list-style-type: none"> <li>Travelbag bookings to the US are up 12% compared to 2024. Growth driven by 2024 bookings, repeat customers, and the Brand USA partnership. Wyoming bookings for 2025 are up 83%. Wyoming and South Dakota bookings for 2026 are up 130%. Geoff will send the 2025 figures at the end of March when he is back in the office.</li> <li>The Elements of the Great American West Campaign is due to commence. The flyer was distributed at the Destinations Show. Two new itineraries have been developed. Homepage banner scheduled for approval at the end of March. Additional creative assets to be reviewed in April.</li> <li>Travelbag will start working on the US Travel brochure, due to be distributed in November/December.</li> <li><b>Action Points:</b> Contact Geoff Dobson to chase room night figures and arrange training.</li> </ul>
Trade	The Internet Traveller	Georgia Wiseman Head of Product <a href="mailto:georgia.wiseman@ppgroup.travel">georgia.wiseman@ppgroup.travel</a>	<ul style="list-style-type: none"> <li>The Internet Traveller has seen an increase in bookings to the region, although there has been some pushback on US bookings since mid-February.</li> <li>Training delivered in December has helped strengthen the sales team's knowledge and confidence when selling the destination.</li> <li>The company has recently added the remastered itinerary "Trails of the Wild Frontier."</li> <li>There was also discussion around new inspiration and additional itineraries for the region.</li> <li>Georgia is looking forward to attending IRU in April, where she will meet with suppliers and experience North Dakota and Wyoming as part of the program. The host hotel for the first night of the trip was also highlighted during the discussion.</li> <li><b>Action Points:</b> Send new itineraries to Georgia. Share information on ranch experiences.</li> </ul>

Type	Company	Contact	Details
Trade	Barrhead Travel	Carrie Marr Business Development Manager <a href="mailto:carrie.marr@barrheadtravel.co.uk">carrie.marr@barrheadtravel.co.uk</a>	<ul style="list-style-type: none"> <li>• Barrhead Travel works with major receptive partners, as well as US Airtours and other tour operators. They regularly organize trips for a group of country and western fans, promoting related events, experiences, and themed holidays.</li> <li>• The Scottish Country Mafia community supports these trips and has a social media following of around 12,000 on Facebook. One of the key events for this audience is “Kickin’ It Country” in Glasgow, which attracts dedicated country music fans.</li> <li>• The Canyon Spirit rail journey is proving popular, and Barrhead Travel has two seats available through ATI to use as part of a staff sales incentive. The incentive is currently in the planning stage, with further details to be confirmed.</li> <li>• Discussion also covered the four states, including national parks, monuments, attractions, ranching experiences, rodeos, and other key points of interest.</li> <li>• There will be a USA Training Day on 17 September, and she would like to see the Great American West represented at the event.</li> <li>• <b>Action Points:</b> Send a Great American West calendar of events. Share new itineraries. Barrhead to provide information about the USA Day event in Glasgow, including potential training opportunities.</li> </ul>
Trade	Freedom Destinations	Mark Sykes Product Manager <a href="mailto:Marks@freedomdestinations.co.uk">Marks@freedomdestinations.co.uk</a>	<ul style="list-style-type: none"> <li>• Freedom Destinations reported that USA sales are continuing steadily, although growth has not yet plateaued. Broader global sentiment and the Middle East crisis have impacted the wider business, particularly affecting Australia and Asia holiday bookings.</li> <li>• The Elements of the Great American West campaign has performed well. Mark said that he is very pleased with the new itineraries developed as part of the campaign. The report is currently nearing completion.</li> <li>• <b>Action Points:</b> Freedom Destinations to send the end-of-campaign report and Mark to provide 2025 room night figures.</li> </ul>
Trade	Discover North America	Steve Donovan Managing Director <a href="mailto:steve@discovernorthamerica.co.uk">steve@discovernorthamerica.co.uk</a>	<ul style="list-style-type: none"> <li>• Discover North America reported strong performance, with January sales exceeding those recorded in Q1 2025.</li> <li>• Alaska, cruising, and California are currently performing particularly well.</li> <li>• February bookings were flat; however, 9 March recorded the best sales day for US bookings.</li> <li>• Steve is looking forward to attending IRU for the second time, having found the event very beneficial last year. He is keen to meet new</li> </ul>

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			<p>suppliers and discover new experiences to enhance their product offering.</p> <ul style="list-style-type: none"> <li>From a marketing perspective, Steve expressed interest in working on the brochure and refreshing the (GAW) pages.</li> <li><b>Action Points:</b> Discover North America to send 2025 room night figures. Discover North America to share a marketing proposal for a GAW brochure.</li> </ul>
Trade	Rendezvous Roadtrips	<p>Graeme Evans Managing Director/Owner <a href="mailto:graeme@rendezvousroadtrips.com">graeme@rendezvousroadtrips.com</a></p>	<ul style="list-style-type: none"> <li>Rendezvous Roadtrips is a dedicated tour operator specializing in bespoke self-drive holidays for the B2C market. Focus is primarily on FIT travelers and small groups, with a core customer base of solo travelers, couples, and families.</li> <li>Graeme is attending IRU for the first time and is keen to connect with local suppliers. He is interested in developing tailored itineraries aimed at adventurous travelers, incorporating optional activities, attractions, and excursions.</li> <li>There is a particular interest in sourcing more high-end and aspirational experiences for clients. The Wagons West tour, covering Wyoming and Idaho, is currently performing well.</li> <li><b>Action Points:</b> Send over new GAW itineraries. Send the template for room nights for 2025.</li> </ul>
Trade	First Class Holidays	<p>Keir Ashley US Product Manager <a href="mailto:Keir.Ashley@fcholidays.com">Keir.Ashley@fcholidays.com</a></p>	<ul style="list-style-type: none"> <li>First Class Holidays are keen to work with us on JMA for FY27. Keir noted that their USA training day is scheduled for 12 November, and he will keep that date held in the diary.</li> <li>FCH has now resumed their internal training sessions and suggested scheduling a 30-minute training session on a Wednesday at 10:00am. This session would provide the team with a four-state training overview and regional refresher.</li> <li>The Summits and Spirits itinerary is performing well, and Keir expressed interest in seeing the other itineraries currently available/featured.</li> <li><b>Action Points:</b> Send over the GAW itineraries. Schedule and confirm the training session.</li> </ul>
Trade	American Sky	<p>Chris Hawkins – Programme Director <a href="mailto:Chris.Hawkins@tropicalsky.co.uk">Chris.Hawkins@tropicalsky.co.uk</a> Candice Middleditch – US Product Manager <a href="mailto:Candice.middleditch@tropicalsky.co.uk">Candice.middleditch@tropicalsky.co.uk</a></p>	<ul style="list-style-type: none"> <li>Met with Chris Hawkins, Programme Director, and Candice Middleditch, the new US Product Manager. They expressed interest in expanding their GAW product offering, and we reviewed each state along with key attractions, parks, and monuments.</li> <li>American Sky enquired about FAM trip opportunities and would be interested in either joining a group FAM or arranging an individual visit.</li> <li>Candice is particularly interested in attending IRU 2027 in Idaho to further develop her product knowledge of the region.</li> <li><b>Action Points:</b> Send over the GAW itineraries. Share information on IRU 2027.</li> </ul>

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Trade	G Touring - Travelsphere and Just You	Hannah Thompson Product Manager USA <a href="mailto:hannah.thompson@travelsphere.co.uk">hannah.thompson@travelsphere.co.uk</a>	<ul style="list-style-type: none"> <li>• Travelsphere, the escorted tour operator, where several recent team changes were noted. Stuart is now Head of Product, and Hannah Thomson has taken on the role of Product Manager for the US and Canada. Hannah has been with Travelsphere since 2014 and previously managed Australia product.</li> <li>• Epic Wonders of the National Parks is currently within their top 20 selling itineraries, with 6-7 departures operated last year.</li> <li>• Hannah is interested in growing smaller group tours under the Page &amp; Moy brand, typically around 24 passengers. The focus would be on hidden gems, boutique hotels, and ranch experiences. We discussed North Dakota and Idaho, which Hannah is keen to learn more about as these destinations are less familiar to her.</li> <li>• <b>Action Points:</b> Send additional destination information, including accommodation options and itineraries. Send a reminder regarding 2025 room statistics.</li> </ul>
Trade	Ramble Worldwide Holidays	Selina Pridmore Product Manager – North America <a href="mailto:Casey.Hurford@travelcounsellors.com">Casey.Hurford@travelcounsellors.com</a>	<ul style="list-style-type: none"> <li>• Ramble Worldwide Holidays is a UK-based walking holiday specialist offering small-group tours worldwide with a charitable ethos. Formerly known as Ramblers Walking Holidays, the company was founded in 1946 and now offers 300+ walking holidays across the UK, Europe, and six continents, catering to a range of walking abilities from gentle walks to high mountain treks.</li> <li>• Met with Selina Pridmore, the new Head of Product and Commercial. With her North America experience, she is interested in developing new North American tours for launch in 2027.</li> <li>• Ramble Worldwide already operates popular tours in Las Vegas/Utah and California. Their typical groups are 12–18 guests plus a UK tour leader, travelling mainly in the shoulder seasons and staying in 3-star accommodation, usually 1–2 nights per location.</li> <li>• Walking itineraries generally include 4–5 hours of walking per day, with a focus on history, flora, and fauna. We discussed the GAW states and national parks, reviewing locations on the map. Selina felt the destinations would be well suited to their walking groups.</li> <li>• The company has around 45 staff in the office, and if a new tour is introduced, team training would be required.</li> <li>• <b>Action Points:</b> Send accommodation and ranch product sheets. Selena to send more details about what they want in terms of ground handlers to be able to provide transport for groups.</li> </ul>

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Trade	Travel Counsellors	Casey Hurford Destination Manager – North America <a href="mailto:Casey.Hurford@travelcounsellors.com">Casey.Hurford@travelcounsellors.com</a>	<ul style="list-style-type: none"> <li>Travel Counsellors recently submitted a proposal for FY27 and sent their room nights for the GAW, including operators, and there is so much opportunity for training and awareness as they are low.</li> <li>Travel counsellors are promoting the Western culture recently with the rise of interest with ranching products.</li> <li><b>Action Points:</b> Send over updated accommodation and ranching product plus digital assets. Keep updated on marketing.</li> </ul>
Trade	US Airtours Holidays	David McLaren Managing Director <a href="mailto:dmclaren@usairtours.co.uk">dmclaren@usairtours.co.uk</a>	<ul style="list-style-type: none"> <li>US Airtours is currently seeing strong performance, with bookings pacing 18-22% ahead year-on-year. California, Route 66, and the Deep South continue to be particularly strong selling destinations.</li> <li>Multi-centre itineraries remain the most popular product, and US Airtours is interested in reviewing new itineraries, as well as accommodation options and ranch experiences.</li> <li>David is keen on their Travelplanners team to receive training on all four GAW states. Training sessions are expected to resume once the current busy sales period ends.</li> <li>David is also interested in learning more about IRU, including dates for next year.</li> <li><b>Action Points:</b> Send accommodation options and itineraries. Arrange a training date for the Travel planners team. Request 2025 room night figure.</li> </ul>
Trade	Bon Voyage	Jo Still Product and marketing <a href="mailto:jo.still@bon-voyage.co.uk">jo.still@bon-voyage.co.uk</a>	<ul style="list-style-type: none"> <li>Bon Voyage Travel has been operating for the past 40 years, specializing in travel to North America. Met with Managing Director Gordon Mathie and Head of Sales Jo Still.</li> <li>Most bookings are generated from repeat customers who regularly return to plan their next trip to the United States. They were 9% up in 2025 from 2024 &amp; we are already 22% up for 2026 compared to 2025, so looking great for this year (and beyond) Of what they sold in the GAW in 2025, 71% was Wyoming.</li> <li>Discussed the four states of the GAW. Jo expressed interest in reviewing new itineraries and exploring training opportunities for the sales team.</li> <li>Bon Voyage would like the opportunity to collaborate with on marketing activity. Jo will provide a digital marketing deck outlining opportunities including social media campaigns, website features, solus email campaigns.</li> <li>Without marketing support, Bon Voyage advised they are unable to offer room nights for GAW.</li> <li><b>Action Points:</b> send new itineraries to Jo, provide available training dates and Jo to share the digital marketing deck for review.</li> </ul>

Type	Company	Contact	Details
Trade	Solos Holidays	Kate Self Product Manager <a href="mailto:kate@solosholidays.com">kate@solosholidays.com</a>	<ul style="list-style-type: none"> <li>Solos Holidays is a well-established travel company with over 40 years' experience, specializing in small group travel for singles aged 50+. Solos Holidays entered the US market approximately 18 months ago, with around 90% of customers still based in the UK.</li> <li>Kate Self has previously worked at First Class Holidays, Travel Counsellors, and Travelbag, giving her strong knowledge of the USA; she was interested in learning more about the Four States region.</li> <li>Typical tours last a minimum of one week, with an average Traveler age of 62. Group sizes are usually 15+ people, accompanied by a tour leader. Packages generally include hotels, breakfast, and a welcome meal.</li> <li>Solos Holidays is seeking a ground handler to support transfers, accommodation, and selected tours.</li> <li><b>Action Points:</b> Share further information on the GAW. Provide relevant itineraries. Source and share information on potential areas and accommodation for Kate to review. Arrange a follow-up meeting to discuss next steps.</li> </ul>
Trade	Wexas	Katrin Rummer Product Manager US <a href="mailto:katrin.rummer@wexas.com">katrin.rummer@wexas.com</a>	<ul style="list-style-type: none"> <li>Wexas experienced a strong January sales period, with several successful weeks for US bookings, although tailor-made bookings were lower than expected. Enquiries have declined since the Middle East conflict in February.</li> <li>Katrin has recently onboarded a new US team member who has not yet visited North and South Dakota.</li> <li>Katrin is interested in organizing training in May covering all four states for the new starter and the wider team. She is also interested in securing a place on any organized FAM trips.</li> <li>IRU opportunities for 2027 were discussed and are of interest.</li> <li>Individual FAM trip options were outlined as a potential benefit for the team.</li> <li>Wexas collaborates with tourist boards on marketing and is keen to launch a campaign at an appropriate time focusing on all four states.</li> <li><b>Action Points:</b> Share the new itineraries and schedule and confirm training sessions. Katrin to provide room night data for 2025 and share a JMA proposal.</li> </ul>
Trade Sales Call	NATS	Karen Farrar, Product Manager	<ul style="list-style-type: none"> <li>So far this year, peaks hasn't been what they expected. January was very busy, February dropped off and March has been very quiet. To date they are slightly down year-on-year. Repeat clients remain pretty strong, but new clients are a real challenge to convert. Have the feeling there may be quite a strong lates market as insecurity is making people wait before booking.</li> </ul>

Type	Company	Contact	Details
			<ul style="list-style-type: none"> <li>Canada has been less impacted than the USA by the reduction in bookings, but they are not seeing people switch from the USA to Canada. They have changed their marketing messaging and content slightly to try to capitalize on the current climate. Whilst they do not traditionally sell beach holidays, they have put a focus on alternative beach-style destinations such as the Carolinas and Georgia.</li> <li>Rebranded in January and moved over to Brooklyn's e-shot platform.</li> </ul>
Trade Sales Call	Travelbag	Geoff Dobson, Product Manager	<p>Ad hoc call with Geoff: Travelbag and Gold Medal have been retained by DNATA for the time being, so sale no longer happening.</p> <ul style="list-style-type: none"> <li>USA traffic down in March by 50% but still their second biggest destination <ol style="list-style-type: none"> <li>Canada</li> <li>USA</li> <li>Costa Rica</li> </ol> </li> <li>Have struggled with repatriation of middle east, Indian ocean and Australasia bookings – DNATA have incurred huge costs. Making big losses – Dubai now having to close hotels while the war continues. Middle east traffic now be redirected to other destinations: <ul style="list-style-type: none"> <li>Europe booming</li> <li>Caribbean going up but lack of direct flight capacity means that Brits connect indirectly via North America.</li> </ul> </li> <li>Concerns that increased cost of fuel, energy etc. will increase cost of living, affect travel bookings.</li> </ul>
Airline	British Airways Partner Day		<p>KBC attended BA's partner day at Waterside, London. BA are investing £7.9 billion into renovating their premium product across their aircraft, lounges and looking to improve the F&amp;B onboard. In 2025, they made a £2.3 billion profit – the best operation performance since 2011. They are giving focus to becoming more sustainable, with every aircraft using 4.5% on sustainable aviation fuel currently but looking to get this to 10% over the next 5 years. They are consciously evaluating all risks across the board to help them manage the best performance. Strategy and focus:</p> <ul style="list-style-type: none"> <li>Their customer base leans towards the wealthier and this is an area they continue to focus on.</li> <li>US Sentiment is lightly negative. June / FIFA bookings are up across the country – Scotland is up a lot more than England (its' been 38 years since they made the final, so that makes sense).</li> <li>US-EU markets are up: Italy, Spain and Greece. London less so – as post covid London was the place to travel to.</li> <li>US demand - Business bookings have slowed down – saw a dip in arrivals for the UK-US in early 2025, bit this was because Easter was in April in 2025 vs March in 2024.</li> </ul>

Type	Company	Contact	Details
			<p>Political conflict</p> <ul style="list-style-type: none"> <li>• People going to middle east are finding alternative destinations . They are conceded that Americans will avoid coming to Europe. Oil pricing is a concern – short term spikes are fine, but medium to long term will offset a lot of things. BA tries to forward buy fuel whereas the American carriers don't tend to so this will have an effect and increase pricing.</li> </ul> <p>Weather</p> <ul style="list-style-type: none"> <li>• The weather has an effect on bookings in the UK. If the weather is hot – bookings decline, if the weather is gloomy – bookings go up.</li> <li>• Summer travel is moving more towards shoulder season; this could be because the weather seasons are shifting too PLUS flexible working patterns are helping too.</li> <li>• Days of the week travel are standardizing – seeing fewer Monday peak travel days.</li> <li>• Have seen a substantial increase in leisure travelers flying in the premium cabins AND people are getting to the airport earlier (by 20 mins) to enjoy the airport experience.</li> </ul> <p>Planning</p> <ul style="list-style-type: none"> <li>• They have 5/6 fewer long-haul aircraft than before covid</li> <li>• 2027- 2028 should see between 24-38 new aircraft – <b>LOOKING AT NEW ROUTES FOR THEM</b></li> <li>• LHR is completely full – no more slots: 10% of flights from T3 the rest from T5</li> <li>• LGW working as overflow to LHR but tends to serve the leisure market. lower standard / premium aircraft.</li> <li>• Plan schedules a year in advance – usually gives a routes 2-3 years once it has launched.</li> </ul> <p>BA Holidays</p> <ul style="list-style-type: none"> <li>• 79% of customers are part of the executive loyalty scheme. 18% use Avios towards holidays. Really loyal, high net worth customers. However, only 5% BA club members buy a BA holiday – looking to grow this number. Looking to invest in new tech to upgrade their website booking platform to grow the business for multi city itineraries.</li> <li>• Trends: Middle east holidays (Dubai) have moved to similar high rated destinations (Maldives, Indian Ocean, Caribbean). Passengers are taking stock and evaluating booking conditions before committing – looking for flexibility and reassurance more.</li> </ul> <p>Marketing/Brand</p> <ul style="list-style-type: none"> <li>• BA's brand is strong – primary customer base is in the southeast: London, Kent, Sussex, Surrey and home counties. Brand transformation / show unique experiences / bring valuable customers onboard.</li> </ul>

Type	Company	Contact	Details
			<ul style="list-style-type: none"> <li>• They've been testing new media outlets with success - ITVX – using live pause, static app and live pricing. Big focus on brand building and have been using LinkedIn successfully with their “magic of flying” campaign along with the “escape key” campaign. (use the escape icon and flip it to an icon that represents a specific destination e.g.: yellow cab for NYC.</li> <li>• Real focus on brand partnerships: <ul style="list-style-type: none"> <li>○ England Rugby sponsors</li> <li>○ Whispering angel wine</li> <li>○ GRIND coffee (onboard)</li> <li>○ Brew dog (onboard)</li> <li>○ Birchall tea (onboard)</li> <li>○ Paramount plus (onboard)</li> <li>○ Nyetimber 1086 – British sparkling wine</li> <li>○ Plus, some music festivals</li> </ul> </li> <li>• The TIMES – work very closely with this media outlet and this will continue.</li> </ul>
Airline	United Airlines	Lesley Roberts, Head of Leisure sales	<p>KBC attended their networking event in London, to celebrate Women’s History month. We were joined by key leading women in the industry including; Doreen Burse, Senior Vice President Worldwide Sales, Lauren Riley, Chief Sustainability Officer, Karolien De Hertogh, Director of Sales UK&amp;IE, Lesley Roberts, Head of Leisure Sales, as well as Jackie Ennis, VP Global Markets Brand USA, Kate Kenward, CEO Visit USA UK, Jane Pinfold, Head of Sales Scott Dunn, Nicola Richardson, Managing Director Travelbag, and Lesley Rollo, CEO Dnata.</p> <p>The evening provided an opportunity to network with the attendees and have open discussions about the industry is evolving and how to encourage young female students to join the industry with the vast breadth of careers available in Travel and Tourism.</p>
Media	General PR	Multiple Contacts	<p>KBC sent out a monthly press release highlighting news from their clients. This quarter we have sent out information on the re-opening of the National Music Museum in SD as well as the opening of Twin Peaks Ranch State Park in ID.</p>
Media	Wanderlust	Jacqui Agate	<p>KBC were approached by Wanderlust North America Editor Jacqui Agate regarding a visit to the TRPL in ND pre-opening and around IPW when Jacqui was in the USA. After discussion with ND, the press trip has morphed into a global media visit in September. JA is still keen to attend and cover this for Wanderlust. ND has confirmed that she is welcome.</p>
Media	The Times	Jacqui Agate	<p>Following a meeting with Katlyn Svendsen from South Dakota during Brand USA Travel Week, Jacqui (with her freelance hat on) approached us with a firm commission from The Times to write a story on the real-life places that were the inspiration for ‘Little House on the Prairie’. The trip will cover three states and appear in The Times before the new series of the</p>

Type	Company	Contact	Details
			book drops on Netflix. Support for this trip has been confirmed by SD.
Media	Adventure.com	Meera Dattani	Jennette has been liaising with ID to organize a media trip to experience the exciting riverways of Idaho, possibly with a US journalist to mitigate international flight costs.
Media	Escapism	Phoebe Friston	Jennette approached several media publications regarding media promotions for 2026/2027 and after evaluating the proposals decided that Escapism represented the best coverage, value-for-money and exposure for GAW.

## Trainings

**Summary:** No training this quarter – Peaks

# Trainings	# People Trained
0	0

## New Product

**Summary:** No new product this quarter

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

## Website

Sessions	Users	Pageviews	Average Session
430 (-38%)	348 (-42%)	626 (-28%)	00:22 (+38%)

## Misc.

**Visit USA Meeting – Mar. 11, 2026**

*Update from Kate Kenward, CEO VUSA UK*

- 212 Current memberships; 35 New memberships; 22 Net membership increase
- 7 places were up for the board elections, and 4 new nominations were received.
- 6 current board members were re-elected (well done Lisa!).
- New Chair – Andy Facer – Alabama
- Deputy Chair – Brendon Croft – Visit Salt Lake City
- 91.4% overall satisfaction with VUSA UK in the recent survey (35 members responded).
- What's New for the VUSA Special Pages: World Cup Pages 2026; Route 66; 250 Anniversary launching soon. VUSA Events 2026:
  - 1 July – Hurlingham Club event
  - 7–8 Oct – Travel trade events in Manchester and Bristol (*sold out*)
  - 3–5 Nov – WTM 2026

- 25 Nov – Thanksgiving event (*sponsorship opportunities available*)
- Media Events 2026/27
  - 30 Jun – VUSA BBQ and Awards – Savage Gardens venue (deadline has been extended)
  - 11 Jan 2027 – Media Mingle (name changed from “Meet the Media”)

Consumer Events – Destinations 2026 Report by VUSA board member - Lisa Cooper

New look and feel for this year’s Destinations show, incorporating the Anniversary and Route 66 themed stand. The event also included a Meet the Experts panel.

- 3 VUSA members attended Manchester; 18 VUSA members attended London  
 Visitor numbers: 33,362 visitors attended Manchester (+7%); 50,102 visitors attended London (+2%) – strong performance considering train disruption due to a fire on one of the days.  
 Destinations 2027: 14–17 Jan 2027 – Manchester; 26–31 Jan 2027 – London.

Brand USA Update – Arrivals & Travel to the USA (2025): Jan–Nov 2025 overall: –5% down. Total overseas arrivals in 2025: 34.3 million, -2% YoY, with mixed results across markets. UK Market: NO.1 market in 2025, 4,058,124 arrivals (+7% YoY). International Leisure Travel Intent remains broadly stable year-on-year UK: 70% in 2025; 69% in 2024. USA Leisure Favorability higher among active travelers UK: 70% in 2025; 64% in 2024. Brand USA Travel Week:

- Amsterdam – 28 Sep–1 Oct 2026
- Kensington Olympia most likely venue for 2027

Members Discussion Forum

Wanderlust – Reader Trends and sentiment (Shared by Jacqui Agate)

- 28% planning North America travel / 20% planning travel to the USA in 2026 / 50% of readers want to travel to the USA / 66% say they haven’t visited yet  
 Key Interests: Nature & wildlife – 80%; History – 75%; Arts, culture and Indigenous experiences – high importance  
 Top Interest Regions: Europe, Asia, USA.

Uwern Jung - OutThere Magazine – Audience Insights

- The USA remains the number one destination for their audience. Audience profile: LGBTQ+ UHNW travelers. Travel Behavior & Insights. USA remains a top destination, although perceptions are evolving. 88% prioritize travelling to the USA. 84% consider travel in shoulder seasons. 54% to 76% book travel within days (*short booking window trend*). Long-haul travel is beginning to show signs of decline. Content & Editorial Insights. Strong demand for: Nature, wildlife and cultural heritage content, Indigenous and cultural storytelling, Editorial direction. Focus on authenticity and local experiences. “Boundless travel” – travel anywhere, without limits. Supporting local communities.

The Times – Travel Content Insights Claire Irvin

- Travel is the third most-read content area. 28% booking-related engagement. Print still reaches 50% of readers. Planning content performs strongly. Travel content tied to major events (e.g. World Cup) performs well. Blog-style content can sometimes feel expensive for readers.

Key Challenges Discussed: Changing perceptions of the USA as a destination. External influences. The news cycle. Political environment (*elections impacting sentiment*). **Takeaways:** Emphasize storytelling rooted in: Local communities, Cultural authenticity. **Jacqui Agate** noted that the opening of the **Theodore Roosevelt Presidential Library** is highly relevant for Wanderlust readers. Highlight: Nature, Wildlife, Heritage experiences. Address **perception challenges directly** in messaging. Leverage **key media partnerships for planning-led content**. Align campaigns with **major events** to drive engagement.

Visit USA Irish members’ update – March 13, 2026

- 2026 0.2% GDP growth forecast and 2.9% in 2027. Exchange rate \$1.14 = 1 euro. Generally good economic conditions, customers have money to spend on holidays. 2025 – ended flat compared to 2024 (which was a strong year):  
 490,632 pax 2025  
 494,344 pax 2024
- Mixed responses from trade, but generally good. This is worldwide, not just USA.
- Threats – increases in oil prices, jet fuel surcharges (Cathay have doubled theirs in the last couple of weeks!), inflation, weakened consumer confidence.
- Opportunities – customers might choose to travel west given the Middle East situation and uncertainty.
- Increases in inflation may lead to increased interest rates in the coming months.

**Top activities for Irish visitors (NTTO):** 79% shopping, 78% sightseeing, 40% parks, 38% art galleries and museums, 28% historic locations, 24% small towns, 23% guided tours, 21% fine dining, 19% theme parks.

## Upcoming Activity

- Cork and Dublin Roadshows in April – fully booked
- Thanksgiving event – 19<sup>th</sup> Nov at Spencer and Mayson Hotels. The format will be a daytime marketplace for buyers, followed by evening reception for all trade. 15 spaces available, approx. 650 to attend.
- New webinar series (FOC)
- Possible America 250 event, maybe a BBQ, to avoid Summer Soiree and other UK events.
- Visit USA fam – Waiting to decide on the destination following the submissions by partners.

**Brand USA update:** Ireland ranked at 20 of top performing markets (pax). 29,285 pax in Jan 2026. 39 routes to 34 destinations from Ireland and seeing capacity increases on existing routes. Mega fam – 60 agents attending, with the addition of the marketplace in Seattle for buyers. Trade media activity with ITTN and TravelBiz to promote mega fam. Webinar to promote mega fam with the itineraries announce live during the session. Webinar series – recent ones have included Route 66 and Fifa. PR focus – America 250, iconic and lesser-known parks, Fifa, Ski escapes (4 Epic Pass resorts), and their upcoming media trip in August to Seattle and Washington State in partnership with Travelbag.

## Travel Week

- Buyer registration now opens until July 19
- Media registration – May 1 – July 30
- Buyer preferencing July 13 – August 3
- Media preferencing July 20 – August 10
- Schedules released – September 14

**Travel Weekly** – March 20, 2026 [Exclusive research reveals impact of war on Britons' holiday plans - News](#)

### News: Exclusive research reveals impact of war on Britons' holiday plans

Up to 40% of UK holidaymakers planning Easter trips abroad are changing their plans, according to a Travel Weekly survey. While only 2% have cancelled, many are delaying bookings, choosing closer destinations, or altering dates due to international tensions, disruption risks, safety concerns, and rising costs.

Despite this caution, demand for travel remains strong: nearly a third have trips booked soon, and most still intend to travel abroad this summer or within a year. However, travellers are increasingly favouring UK stays and short-haul trips, with reduced interest in long-haul travel and cruises.

Confidence in travel to or via the Gulf is particularly low, with many preferring to wait until conflicts are resolved. Overall, consumers remain interested in international travel but are postponing decisions and opting for lower-risk, more predictable options.

**Travel Gossip** – March 6, 2026 [Gold Medal and Travelbag to remain part of Dnata following review - Travel Gossip](#)

Dnata Travel Group will keep its Gold Medal and Travelbag brands after completing a strategic review of its UK portfolio.

Dnata said the businesses 'will continue to build on their established strengths, with priorities focused on enhancing operational efficiency and service quality to deliver stronger value for customers'. As part of the review, launched in 2025, Dnata proposed to close its Netflights and Travel Republic brands. The brands' assets were sold to Spanish online travel agency Destinia in January 2026. Dnata Travel Group UK CEO Lesley Rollo (pictured) said: "The strategic review of our portfolio was about making clear choices and sharpening our focus – decisions that are never taken lightly but are essential for the long-term success of the Group. "Gold Medal and Travelbag have strong foundations and exceptional teams, and will continue to take a customer-first, innovative approach to delivering industry-leading travel services.

"By streamlining our business, we are creating a more agile and competitive organization – better positioned for the opportunities ahead." Dnata launched its review in 2025 and proposed to close its Netflights and Travel Republic.

**Travel Weekly** – February 27, 2026 [Exclusive Travel Weekly survey reveals 56% of UK adults 'likely' to holiday abroad - News](#)

Over half of UK adults (56%) are likely to take an overseas holiday this year, keeping demand higher than pre-pandemic levels. All-inclusive trips are set to be especially popular, with 62% likely to book one—a record high. Cost pressures are shaping behaviour: many travellers plan to cut expenses by going off-peak, choosing cheaper options, or travelling less often, though nearly half still expect to spend more overall. Families and middle-aged travellers show slightly reduced intent, but demand remains strong overall, with travel levels close to last year and among the highest recorded.

## Quarterly Report – Germany

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
41	10	24	1	1

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	General	Survey done by FWW among selected US specialists	<p>January and February, which are typically strong booking months, showed notably weak performance in 2026. Demand for the peak travel season commencing in May has also remained far below expectations. Customers appear increasingly cautious in their booking behavior, influenced in part by ongoing media coverage from the United States.</p> <p>Political developments and a sustained volume of critical reporting are having a noticeable impact on public perceptions of the U.S. Consequently, even large-scale marketing initiatives aimed at improving sentiment and stimulating demand have achieved only limited results to date. For example, a cashback promotion offered by the tour operator USA Reisen Experte encourages travelers to share images from Florida on social media during their trip. However, participation has been lower than anticipated, indicating a degree of reluctance among customers to publicly highlight their travel plans to the Sunshine State.</p> <p>On Monday, January 26, the German Foreign Office updated its travel advice for the United States, recommending that travelers exercise increased awareness, particularly in light of isolated incidents involving immigration and security authorities in Minneapolis and other cities. This development appears to have contributed to a degree of uncertainty among customers, as reflected in an initial rise in inquiries regarding cancellation options.</p>
Trade	Sunny Cars	Thorsten Lehmann	<p>Sunny Cars, rental car broker: US is still the number 5 destination for Sunny Cars (behind Greece, Italy, Portugal and Spain) and the No 1 long-haul destination, but numbers are declining. In 2025 California ranked second behind Florida and saw a double-digit loss. Attempts are being made to halt the “slump in bookings” by reducing prices, which is not really working. As a result, the percentage decline in brokered sales is higher than the decline in bookings.</p> <p>Especially the month of January is showing slow bookings compared to the same month a year earlier.</p> <p>What they don't see is where customers are migrating to or what shifts are taking place in other target markets. Even Canada is down by around 17% for Sunny Cars.</p>

Type	Company	Contact	Details
Trade	VUSA Switzerland	Heinz Zimmermann Chair	<p>In 2025, a total of 361,306 Swiss people traveled to the United States, which is 10.6% fewer than in 2024 (404,434) and 23.8% fewer than in the record year 2019 (474,550). A decline of 10% is actually still moderate. This can be attributed to the first half of the year, when the decreases were smaller. This is because many bookings for that period had already been made in the summer or autumn of 2024. However, new bookings then dropped off in 2025, which was reflected in the second half of the year with declines of sometimes over 15%.</p> <p>Reasons: Political factors such as US policies, allegedly stricter entry requirements, geopolitical tensions, rising travel costs, or a general decline in the USA's image. At the same time, it should be noted that the USA continues to exert a strong fascination on Swiss travelers, that there is a large fan base for travel to the USA, and that the country is, not without reason, the most visited overseas destination for Swiss people.</p> <p>Regarding the current year 2026, Heinz believes, that once again the figures of 2024 will not be reached. They expect a decline of 10 to 15% compared to 2024. That would mean around 340,000 to 360,000 Swiss travelers to the USA.</p>
Trade	Dertour	Laura Koenig Product Manager	<p>Provided room nights for 2025 (decrease compared to 2024). Discussed marketing activities to offer in the FY27 proposal.</p>
Trade	Aeroplan	Andreas Kuehnel Product Manager	<p>Provided room nights for the GAW for 2025, showing an increase compared to 2024 (due to many early bookings in 2024 for 2025).</p>
Trade	United Airlines	Daniela Tanner Marketing Manager	<p>United Airlines will organize a B2B Event in Zurich in fall 2026. We discussed that GAW might be a great exclusive partner for this event, as United flies into all the gateway cities from where the tours into the GAW region start as well as to most larger cities within the region. We included the marketing activity in the proposal for next FY.</p>
Trade	Diamir	Deborah Clauss Product Manager	<p>Asked her for room nights, which she provided. The numbers show a 10% decrease compared to 2024. The GAW is the second strongest region for them, behind the south west. Deborah and a colleague are currently discussing a fam trip to WY and SD end of September/beginning of October for 2 weeks. Tour might start in SLC and end in DEN. Once they have made a decision if the tour will take place they will let us know. Deborah attended IRU several years ago and loves the GAW.</p>
Trade	Studiosus	Helen Koshewa Operations Manager	<p>Provided room nights for the GAW. In 2025 numbers were still good but for 2026 they are expecting a strong decrease. In 2027, they will not be offering their <a href="#">national park tour</a> (inc. WY) anymore.</p>

Type	Company	Contact	Details
Trade	Bikerreisen	Philipp Hanfland Owner	Offering worldwide motorcycle tours. Provided room nights for the US, which are very low. Tours to the US have not been selling well since March 2025. They do have repeat clients who still book and travel to the US, but less than before.
Trade	Para Tours	Hans-Peter Riesen Owner	During their 30th anniversary year, Para Tours is facing some challenges with bookings to the USA. While trips to Canada are booming, the USA business has seen a noticeable slump for about a year. Demand has declined, partly due to political uncertainties and concerns about entry restrictions. Overall revenue is currently 15 to 20 percent below the previous year. Nevertheless, he remains optimistic: crises in the USA market are cyclical, and customers' pent-up demand is undeniable.
Trade	Para Tours	Isabelle Huber	Provided 2025 room nights for the GAW, which show a decrease compared to 2024. Discussed marketing activities for next FY to include in proposal.
Trade	Amerikareisen. at	Alexander Kohlenberg Marketing Manager	Provided 2025 room nights for the GAW (slight increase compared to 2024).
Trade	America Unlimited	Timo Kohlenberg	Provided 2025 room nights for the GAW (slight increase compared to 2024). Timo mentioned that – according to US receptives – America Unlimited was among the German tour operators with the smallest losses. Discussed marketing activities for next FY to include in proposal.
Trade	DAV Summit Club	Hagen Sommer Product Manager	Offering group hiking tours to worldwide destinations. Provided room nights for 2025 which are 20% below the numbers for 2024. For 2026, the trend is continuing downward. Have taken the snowshoeing group tour in YNP out of their program as of 2026. No longer offering North America, only South America.
Trade	Argus Reisen	Manja Trietchen COO	Provided GAW room nights for 2025 which are very close to the previous year, with only a 1% decrease. In 2025, Argus still got off relatively well and in some destinations is even above 2024 levels. But for 2026, the outlook is not too good. Requests and bookings are currently picking up again slightly, but they do not think that they are able to maintain the 2025 figures.
Trade	Argus Reisen	Dirk Buettner	Discussed marketing activities for next FY to include in proposal.

Type	Company	Contact	Details
Trade	Art of Travel	Christine Werner Product Manager	Very small but very upscale tour operator with a small number of clients to the GAW. Provided room nights 2025 for the GAW. Usually have clients at Amangani in Jackson every year but due to the current property renovations, the number of room nights in the GAW has decreased.
Trade	Knecht Reisen	Anja Meier Product Manager	<p>Provided room nights for the GAW for 2025 which show an increase of 32%. Anja mentioned that they were fortunate that many customers had booked their USA trips for 2025 very early and did not cancel them, which explains the good figures.</p> <p>Their current assessment for 2026 is a significant decline for the USA (and a strong increase for Canada). They are still hoping for last-minute bookings as well as a boost in the autumn.</p>
Trade	Bike The Best	Michaela Kern	<p>Talked in February. It's still going well for them. Bikers in particular seem to be less affected by political developments. They just want to travel to the destination, hop on their bike, and enjoy their time. Many of them are repeat visitors as well. The GAW region is performing well. Waiting to receive the room nights for 2025.</p> <p>They are planning a media fam trip to the GAW in 2027 and will send information and details as soon as available.</p>
Trade	Canusa	Tilo Krause-Duenow	<p>Canusa <a href="#">published a video on YouTube</a> with suggested highlights and recommendations on what to do and see in Yellowstone (experiences from a personal trip of 2 Canusa staff members). Views in 1 month: more than 12,900</p> <p>Canusa also <a href="#">published a very helpful video to explain ESTA, entry regulations and answered questions directly from consumers</a> to counteract the negative news. Views in 1 month: more than 19,900.</p>
Trade	CRD	Pia Hambrock COO	Pia provided room nights for the GAW for 2025 which are only slightly lower than the previous year. Discussed marketing activities for next FY to include in proposal.
Trade	Canusa	Kolja Kassner	<p>Kolja provided room nights for the GAW for 2025, showing an increase of 2.9% compared to the previous year. For 2026 they expect a still manageable decline of 12.5%. Cumulatively over two years, GAW is therefore at around a 10% decrease and performing significantly better than most U.S. destinations.</p> <p>This is due in part to the region being a repeat-visit destination, the joint marketing activities, and the recent Canusa familiarization trips to South Dakota, Wyoming – which helps sell the region.</p> <p>Discussed marketing activities for next FY to include in proposal.</p>
Trade	Die Reisebotschafter	Nora Kutsche Marketing Manager	Provided 2025 room night number which have increased compared to the previous year.

Type	Company	Contact	Details
Trade	Explorer	Deborah Bernardi Product Manager	Provided room nights for the GAW for 2025, which have increased. The numbers are indicative figures as they cannot pull numbers by states but have to manually select certain cities/areas within the GAW. Actual room night numbers are higher.
Trade	Faszination Fernweh	Manuela Duebler Owner	<p>Provided room nights for 2025 which have only slightly decreased.</p> <p>Manuela sent the Marketing Activity report for GAW's participation with brochure distribution at 2 consumers shows through the Faszination Fernweh booth in January and February 2026 (Stuttgart and Vienna).</p> <p>*Consumer Show in Vienna, Austria - January 15-18, 2026  - 86,000 visitors in 2026 (compared to 71,000 visitors in 2025)  - largest Austrian travel consumer show  - Distribution of 400 GAW Guides and 150 GAW maps</p> <p>*Consumer Show in Munich, Germany - Feb 18-22, 2026  - 130,000 visitors in 2026 (compared to 120,000 visitors in 2025)  - second largest travel consumer show in Germany  - Distribution of 400 GAW Guides + 150 GAW maps</p> <p>During the consumer shows, Faszination Fernweh received 30 booking requests for the GAW.</p>
Trade	Hotelplan/ Travelhouse	Dominik Sanchez Product Manager	Provided room nights for 2025 which have only slightly decreased, due to a very good early-booking-period in 2024. Product Managers North America, Dominik Sanchez and Esther Kalt, will leave the company end of April. Hotelplan and its North America specialist, Travelhouse, were sold to DERTOOUR; as a result, the Travelhouse brand will be discontinued, and North America products will be offered under the Hotelplan brand. No further details known yet.
Trade	Karawane Reisen	Petra Schurig Product Manager petra.schurig@karawane.de	Provided room nights for 2025, which have more than tripled compared to 2024. In contact regarding her IRU participation.
Trade	Meso Reisen	Yvonne Lau Product Manager	Yvonne provided us with room nights for the GAW for 2025 which are similar to the previous year.
Trade	Go2Travel	Michael Boetschi Owner	<p>Provided room nights, which show a decrease. Destinations that have been doing marketing activities with Go2travel in 2025 performed better. In contact regarding IRU participation.</p> <p>Discussed marketing activities for next FY to include in proposal.</p>
Trade	Rocky Mountain Adventure	Mario Moebius Owner	Mario provided room nights for 2025. They are specialized in small group and individual tours (hiking, motorcycle, skiing) in North America. They are still seeing good booking numbers, but it is getting more challenging. Their most popular destination in the US is the Southwest, but the GAW is doing well due to all the repeaters.

Type	Company	Contact	Details
Trade	Ruck Zuck	Ribanna Ginsberg	<p>Provided room nights for the GAW which are slightly below the numbers for 2024, but the numbers for ID and SD have increased.</p> <p>Discussed marketing activities for next FY to include in proposal.</p>
Trade	Enjoy America	Katharina Stehning Owner	<p>Asked for room nights. Katharina saw a hesitation to book US trips among their clients starting in March until fall 2025. New clients were hesitant to travel and had more questions, but repeat clients still booked thus their year 2025 went well. Saw increased requests since fall 2025. Attended consumer show in Dresden in January 2026 which was really good.</p>
Trade	Enjoy America	Katharina Stehning Owner	<p>They are currently developing an exclusive, aviation-focused Idaho tour for their pilots and aviation-enthusiast clients. Will do their own research trip to Idaho July 28 – August 4. They were planning to travel the region by motorhome, but the Cruise America station in Caldwell is not connected to the international booking system, thus it would not be possible for Enjoy America to book a camper for their clients. They have thus decided to do the tour in a rental car. We provided ideas, suggestions and recommendations. Here is the tour they intend to do: in/out Boise, via Stanley, Salmon, McCall back to Boise. We will stay in touch.</p>
Trade	Para Tours	Samuel Renggi Product Manager	<p>In contact with Sam regarding his IRU participation.</p>
Trade	Tourconsult	Andreas Fraissl	<p>Provided room nights for 2025.</p>
Trade	T.r.u.e. America	Tamara Toemmers	<p>Room nights 2025 are slightly below 2024. But they are realizing a strong demand for the GAW region since late summer 2025. Tamara will not attend IPW as she just gave birth to a little boy in January 2026, but she would like to attend IRU 2027.</p>
Trade	Windrose	Aline Gehl Teamlead America & Pacific	<p>Aline told us that they still only have reporting at the destination level, which does not allow for a breakdown by individual states. She therefore counted the room nights for <a href="#">the only tour</a> they have been offering through the GAW region since August/September 2025.</p> <p>At the moment, Windrose (an upscale tour operator with focus on luxury product) are following the general market trend and are recording a decline of 19% in the current financial year. For the coming year as well, they expect further stagnation given the continued negative media coverage.</p> <p>Current US bookings are mainly concentrated on New York City and Hawaii, with occasional bookings for Florida. Classic summer trips to the national parks and the West Coast have, by contrast, almost completely failed to materialize this year.</p>

Type	Company	Contact	Details
Trade	Salt & Green	Kerstin Pscheidl Product Manager	<p>Salt &amp; Green is a luxury tour operator, focused exclusively on high-end products. She provided room nights. Only have a small number of clients to the GAW, mainly in the Jackson Hole area.</p> <p>In the luxury market they are not seeing the high numbers of room nights. It is more the quality and high revenues than the quantity of guests. What she sees is that the booking situation has shifted significantly - very clearly toward the Blue States. At the same time, business has become much more short-term. Whereas their customers normally book at least 6 months or more in advance, the USA has now become more of a “maximum 3 months in advance” destination. It is a constant waiting game to see what the situation is like before deciding whether a trip will be booked.</p> <p>They also have a very clear group of guests who, for the time being, absolutely do not want to travel to the USA – either for security reasons, perceived uncertainty, or out of conviction. Among them are clients who cancelled in 2025 (in some cases paying four-digit cancellation fees), rebooked for 2026, and are now saying: “no thanks, but not at the moment.”</p> <p>Additionally, what is currently influencing perceptions are images of queues at airports due to the partial TSA shutdown, images of ICE at airports, and of course the ongoing uncertainty about what might change with ESTA, or what additional information may now need to be disclosed.</p> <p>Kerstin cannot confirm that business is shifting toward Canada, at least not in their case. Someone planning New York or California is unlikely to find a comparable alternative in Canada, she says.</p>
Trade	USA-Reisen-Experte	David Siemetzki	<p>Asked for room nights 2025. Discussed marketing activities to include in GAW Marketing Proposal FY27.</p>
Trade	Para Tours	Isabelle Huber	<p>As part of our Para Tours Marketing Activities, we participated with brochure distribution (GAW Guides and maps) through the Para Tours booth and held 2 GAW presentations during the following consumer show/event:</p> <ul style="list-style-type: none"> <li>- Ferienmesse Bern Jan 22 - 25, 2026 (22,500 visitors) incl. GAW Presentation Friday, Jan 23, 2026.</li> <li>- GAW brochure distribution and GAW presentation at Canada Weeks March 2, 2026</li> </ul> <p>Plus, free of charge, Para Tours distributed GAW Guides at the consumer show in Zurich:</p> <ul style="list-style-type: none"> <li>- Brochure Distribution at Fespo Zürich Jan 29-Feb 1, 2026 (42,000 visitors)</li> </ul>
Trade	Ruck Zuck	Ribanna Ginsberg	<p>Ruck Zuck attended the largest consumer travel show in Germany (CMT in Stuttgart) with own booth. They distributed 100 GAW Guides and 100 GAW maps (free of charge) at the show.</p>

Type	Company	Contact	Details
Trade	Traumreisen-weltweit57	Ekkehard Schäfer Owner	Ekkehard Schäfer is the owner of small tour operator American Tours. They worked as a travel agency but also created their own tours for clients (also group tours), thus functioning as a tour operator. They were specialized in North America only but have expanded their portfolio in the recent years to also offer other worldwide destinations which is also why they changed the company name from American Tours to Traumreisen-weltweit57 (5 stands for 5 continents and 7 for every day of the week). They just had a group to Baltimore, but no group is currently planned to the GAW region, as it is difficult to sell the US at the moment, he says. We will stay in touch.
Media	ITB Berlin (March 2026)	twelve journalists	Sabrina met up with twelve journalists (editors and freelance travel writers) for general updates → included GAW in the follow-up emails
Media	Freelancer	Katja Trippel	General introduction of GAW.
Media	Freelancer/ Host of Audiotravels podcast	Henry Barchet	Discussed possible topics with Henry – he is always interested in interesting personalities he can interview for his podcast.
Media	Frankfurter Allgemeine Zeitung	Jakob Strobel y Serra	General introduction of GAW. Jakob is very interested in food topics.
Media	merian	Tinka Dippel, Antonia Aust	Sent invitations for North Dakota and South Dakota international group press trips – waiting for their feedback if they can participate in either trip.
Media	Reisen Reisen	Irina Pattichis	Irina introduced possible cooperations with Reisen Reisen – at this point, all options are paid only.
Media	Freelancer	Yvonne Dewerne	Provided Yvonne with imagery (and information) for her article for CN Traveller themed “Pink”.
Media	Freelancer	Conny Derdak	General introduction of GAW.
Media	Freelancer	Ulf Lippitz	General introduction of GAW.
Media	Freelancer	Fabian von Poser	General introduction of GAW.
Media	ADAC Reisemagazin	Heinrich Anders	Very interested in participating in one of our international group press trips – tbc.
Media	Freelancer	Karin Cerny	General introduction of GAW.
Media	Travel INSIDE	Editorial Team	Provided input for USA destination report.

## Trainings

### Summary:

# Trainings	# People Trained
2	50

### Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade – Travel agents	TBO Holidays	Ute Bernardi Business Development Manager	TBO Holidays supports travel agencies with services, e.g. by setting up destination trainings. Held a 30-minute GAW Webinar March 10 for 41 of their travel agent partners.
Trade – Product Mangers, sales staff	Fairflight	Laura Thurm	Held a GAW inhouse training at their office in Wittenberg on February 23, 2026. Trained 9 staff members.

## New Product

### Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
3	2	1	5	14

### New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Windrose	<a href="#">Faszinierender Wilder Westen</a>	DEN	SLC	DEN – Cheyenne (1) – Rapid City (3) – Buffalo (1) – Cody (1) Teton Village (3) – SLC
Amerikareisen .at	<a href="#">Amerikas Wilder Westen</a>	DEN	DEN	DEN (1) – Rock Springs (1) – YNP (2) – Medora (1) – Rapid Ciy (1) – Hot Springs (1) – Den (1)
Amerikareisen .at	<a href="#">Oregon Trail</a>	MCI/MCK	MCI/MCK	Casper (2) – Rock Springs (1) – YNP (2) – Pocatello (1) – Boise (1)

## Website

Sessions	Users	Pageviews	Average Session
786 (-40%)	729 (-39%)	1,112 (-47%)	00:42 (+7%)

## Misc.

- Created GAW post on the German Visit USA Website [www.vusa.travel](https://www.vusa.travel) promoting 2 fly drive tours through the GAW (sent to 3,516 participants, opening rate 26%, click rate 2.6% / our GAW news was the #1 clicked link!): <https://vusa.travel/state/wyoming/post/e3a4f89a-dea6-45e8-b730-43814fdd4f0e>
- Provided input and information about trade and media appointments at IPW 2026 for GAW state representatives
- Sent out invitation for IPW Buckle Club Celebration to selected trade and media contacts
- Finalized Marketing Proposal for FY27
- Ordered GAW Swag items
- Prepared presentation for Rep State-Call April 8 to present Marketing Proposal for FY27
- Started working on the 2026 RMI TRIP Report™
- Created IRU delegation video and market update video
- Prepared “Market Snapshot” presentation for Summit Meeting
- Translated itineraries for German GAW website: “Native American Heritage in ND + SD” and “Winter in ID and WY”
- Confirmed registration and travel details of the following tour operators attending IRU 2026:
  1. Argus Reisen, Manja Trietchen – ND Post-Fam (Medora to MSP)
  2. CRD, Patrick Schreiber – WY Post-Fam
  3. Go2Travel, Michael Boetschi – ND Pre-Fam
  4. Karawane Reisen, Petra Schurig – ND Post-Fam (Medora to Fargo)
  5. Para Tours, Samuel Renggli – WY Post-Fam

## Quarterly Report – Benelux

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
26	18	8	0	1

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Airline	Icelandair	Marieke van der Weijden	<p>Their North America bookings are currently down approximately 70% compared to last year, and they are also facing budget reductions for North America activities at the moment. At the same time, bookings for Iceland are showing a strong increase.</p> <p>While they acknowledge that their market share remains significantly smaller compared to KLM and Delta, they expressed hope that the current developments in the Middle East may lead to a renewed increase in interest in travel to the US.</p>
Trade	Van Verre Reizen	Irene Dijkstra	<p>Irene shared their booking numbers which unfortunately showed a decrease for the region overall. She does mention that they are working on new product in the meantime (whilst bookings are slow). She hopes to have new itineraries of Pacific NW incl. ID/WY before or after IPW. They don't offer ND product yet, so she was happy to meet with Fred during the mission.</p>
Trade	Aeroglobe	Thijs van den Boogaard	<p>Thijs indicated that overall booking numbers are down. However, group travel itineraries are not experiencing the same decline, and are performing relatively well. They believe this is because travelers feel more confident when traveling in a guided group setting, particularly with regard to potential uncertainties around entry procedures and overall travel experience.</p>
Trade	Joker	Ludwig Verbruggen	<p>They indicated that February year-to-date figures have not shown the expected recovery and remain below last year's levels. Expectations for coming months also point towards continued lower performance. They are seeing a clear level of hesitation among clients, with many delaying their booking decisions.</p> <p>He thanked us for the State's visit during the Benelux Sales Mission, "We got a lot of great feedback. It was very educational."</p>
Trade	De Jong Intra Vakanties	Wilfried Verkaik	<p>Wilfried expressed an ongoing concern regarding the new NPS regulations. The annual pass is valid for one car, up to four people. No final decision has been made on the rules</p>

Type	Company	Contact	Details
			<p>for touring cars, and the lack of clarity is directly impacting their group travel operators and planning.</p> <p>He enjoyed the meetings and dinner with the states during the sales mission very much.</p> <p>For the first time in years, Wilfried won't be attending IPW. He says it wasn't his choice, but higher management. Reason is the significantly down results for the US this year, with similar trends seen across other long-haul destinations, such as Asia. He indicates that there has been an overall reduction in travel budgets.</p>
Trade	Travel Time	Melanie Modder	<p>Melanie reports that the past months have been quite challenging due to the ongoing Middle East conflict, which has impacted booking behavior. She indicates that she is unable to share room night data by state, as reporting is limited to overall U.S. figures only. For 2026, their bookings to the US are currently down approximately 30%.</p>
Trade	Travelhome	Perry van der Wiel	<p>Last year, for the first time the company had a decrease in number of bookings, namely -6%. Perry also mentioned that this year will show a significant decrease, mainly for USA bookings. They are leaning on their Down Under product.</p>
Trade	Riksja Travel	Lianne Boerma	<p>Riksja Travel recently underwent internal restructuring, resulting in a smaller U.S. sales team. She says she has transitioned back into her product role, while Isabel has left the company and Sophie has shifted focus to build the UK and Ireland portfolio. She shares that a new colleague (also a Sophie) has joined the U.S. team and is currently handling most of the workload (which is limited), with support from a Canada specialist who has some knowledge of the US but with limited experience about the USA. She expresses interest in a GAW training later this year, to support onboarding and product knowledge development within the team.</p>
Trade	Penta's USA	Pieter DeMuyck	<p>Pieter let us know that there was an item in the Belgian press that mentioned that travel in the USA can be cost efficient now, -20% due to the EUR/USD currency. A large outlet sharing this information is positive news. He mentions that they still are receiving bookings, not as many as previous years, but they are still coming in. Canada bookings are strong, however they started selling Canada just last year, so they do not have a good benchmark.</p> <p>He was very thankful for the state's visit to their office in Izegem during the mission and said it was very informative and good for their team.</p>
Trade	ITG	Nathalie Mulder / Bennet Vels	<p>After many years of experience with the USA and Canada, Nathalie decided to do an internal career change and will now focus on Africa. She is busy with her handover. Our new USA/Canada contact for ITG is Bennet Vels. He has</p>

Type	Company	Contact	Details
			<p>visited Florida and New York and is becoming familiar with other USA destinations.</p> <p>To become more familiar with the GAW region we invited him personally for the mission meetings which he joined.</p>
Trade	USA Travel	Olivier vandenBroucke	<p>He says that overall demand remains active, but not at the level needed to drive strong results. Conversion rates and incoming inquiries are low, which he attributes largely to perception rather than product quality.</p> <p>Ongoing global media coverage continues to create uncertainty and is clearly influencing booking behavior. He notes limited positive impact from major events so far. Seattle-related travel for the World Cup has generated 3-4 bookings for them to date.</p> <p>Bookings for 2026 are currently down by around 30%, reinforcing a cautious outlook for the coming season. In contrast, he does report strong demand for Canada, with many departures nearly sold out. He isn't looking to expand their destination offer (USA/CAN) because introducing a new destination into the market requires a long-term commitment, typically a minimum of three years to successfully build and establish the product and knowledge well enough to sell it.</p> <p>He enjoyed the 1-1 meetings with the states during the mission.</p>
Trade	Creating Stories	Elvira Westerveld	<p>Elvira reports that overall bookings to the US are down compared to the previous year. She notes that Wyoming room nights were largely generated by travelers visiting the National Parks. Their clients typically stay inside the parks rather than in gateway towns. West Yellowstone has become quite expensive and, in some cases, can even be more costly than lodging inside the park. She notes that Grant Village, for example, can be cheaper than hotels in West Yellowstone such as the Grey Wolf Inn. Even when the difference is small (sometimes around \$30 per night) many travelers prefer staying inside the park rather than commuting in and out each day.</p> <p>Travelers are currently more hesitant to choose the US as a destination. Demand for Canada is currently strong. They have included information about the upcoming FIFA matches in their materials, but so far there has been little demand. The high-ticket prices are discouraging travelers from booking trips for the events.</p> <p>Despite the lower demand, she emphasizes that travelers who do visit the US still have positive experiences, noting that the hospitality of local people and the quality of the natural landscapes remain unchanged.</p>
Trade	Brand USA Benelux	Charonne in het Veld	<p>Upon reaching out to Brand USA regarding the anticipated travel numbers from the Benelux specifically related to the FIFA World Cup, Charonne indicated that there is currently no official estimate of how many additional visitors from the region are expected to travel to the</p>

Type	Company	Contact	Details
			<p>United States for the event. Travel trends are generally evaluated on a broader scale, based on overall arrivals and forward booking patterns.</p> <p>While additional upcoming milestones such as the Route 66 Centennial and America 250 would normally be expected to generate strong growth, current developments suggest that the market remains somewhat cautious. It is hoped that momentum will strengthen as these events approach.</p>
Trade	Exciting West	Ruben Gryson	Ruben was very excited that the states visited their new office during the mission.
Trade	Tioga Tours	Paul Backer	<p>Tioga Tours hosted their “XXL USA Experience” event in late December. Attendance was approximately 25% lower than expected compared to previous years. They also noted increased consumer hesitation, with conversion rates trending below normal levels. He has had to let go of some employees this year to remain financially stable.</p> <p>He was very happy with the state’s visit to their office during the mission.</p>
Trade	AmerikaNu.nl	Bart Verhoeff	Bart and his team are working on expanding their services, firstly by offering more destinations (they already expanded to Canada last year) and are now looking at offering more southern countries as well, such as Mexico and Costa Rica. They have changed their software for developing itineraries and products and can now also offer this service to travel agents. The software of their website has been slowing down, so they will also completely renew this and change the design. He also mentioned that the news is impacting the USA bookings, but he is still selling trips and customers are still having great experiences at the destination.
Trade	Indelible Travel	Frans Schoon	<p>We spoke with Frans Schoon from Indelible Travel. The company has been operating for nearly three years. While booking numbers are still increasing, growth has been slower than initially expected. They continue to see interest and bookings for the U.S., though demand is lower than anticipated. As a result, Indelible Travel has expanded its offering to include Canada as well as several Asian destinations.</p> <p>He really wanted to join IRU but couldn’t due to a very heavy schedule. He would like to join next year so that he can participate in the full program incl. a fam.</p>
Trade	Style in Travel	Birgitte Bosma	They are seeing that airlines are currently imposing fuel surcharges, and prices are only going up. If a ticket hasn’t been printed yet, they simply must pass on the fuel surcharge. For this reason, she doesn’t expect tickets to get any cheaper in the near future; in fact, they’ll only get more expensive.

Type	Company	Contact	Details
Trade	Else Schepers	Wintersport Canada Amerika	Else reports that the company has seen a significant shift in bookings away from the United States toward Canada. U.S. bookings have dropped substantially compared to previous years. Current U.S. winter bookings are limited to a small number of ski destinations, specifically Park City in Utah and the Colorado resorts of Aspen, Breckenridge, and Vail. She adds that these itineraries did not include overnight stays in Denver. The first night is spent at the ski resort itself. If they fly to Denver, they continue straight away by bus or rental car. She reports that limited room nights (3) were booked in WY/Jackson Hole in 2025.
Media	Hey!USA	Sebastiaan Klijnen	Co-op update: the third set of articles have been published: <a href="#">Must do's in the GAW</a> <a href="#">Small town charm Wyoming</a> <a href="#">Small town charm North Dakota</a> They will send us a full report with all the ROI at the end of the co-op.
Media	Nat Geo / Freelance	Sebastiaan Bedaux	Over the years we have worked with Sebastiaan multiple times in which he's written beautiful articles of USA destinations for e.g. National Geographic Traveler and De Zondag. He has let us know that it is becoming difficult to sell a USA story nowadays. He also feels some hesitation personally, with stricter rules about social media accounts that must be disclosed (and which show that he has a lot of photos from professional trips to the US). For years, he has had no fear of entering the country on an ESTA, but unfortunately that has changed. He is uncomfortable to cross the US border in his situation (with visits that fall somewhere in a gray area between tourism and professional activities). So for now, he is not planning any new trips.
Media	Droomplekken.nl	Corno van den Berg	We had a good conversation with Corno van den Berg. He made us a good offer for an online marketing co-op with the GAW states. We do see potential in working together with Corno for upcoming fiscal and have therefore added his offer as additional proposal in our package. He also participated in the 1-1 meetings during the mission in Utrecht.
Media	Avant Garde	Saskia van Gulick	Saskia has a strong background in media, having worked for RTL (Dutch television network) for over 15 years, including five years in a leadership role managing multiple teams, as one of the few female directors. Now working for Avant Garde. Avant Garde is a premium Dutch lifestyle and culture magazine, originally launched in the 1980s, but was discontinued in 2011. After about 14–15 years of absence, the title was relaunched in 2025 under a new editorial team. The modern publication covers a balanced mix of

Type	Company	Contact	Details
			<p>topics, including: fashion, art &amp; culture, design &amp; interior, travel, and luxury lifestyle.</p> <p>The magazine is published twice a year, featuring 360 pages per edition, with a total circulation of around 40,000 copies (25,000 NL and 15,000 BE). It remains available in retail for approximately three months, with distribution across supermarkets, bookstores, kiosks and airport locations.</p>
Media	Radio Nashville	Jordy den Hollander	<p>Radio Nashville is responding to the strong global growth of country music (+20% since 2024), as well as increasing interest in the genre within the Dutch market. The new radio station currently reaches over 20,000 monthly listeners, entirely organic and without paid promotion, and is accessible 24/7 via the Radio Nashville app (launched February 2026), TuneIn, and its website. Through a recent partnership with newcountry.nl, listeners can also access the station via their homepage, which attracts approximately 75,000 monthly visitors.</p> <p>As the platform continues to grow, it's now offering advertising opportunities, including short radio spots (5–15 seconds), program sponsorships, display banners, and editorial content on their website. Jordy said that they are currently exploring a partnership with tour operator UStravel.nl.</p>
Media	BAM Media	Simone den Boer	<p>BAM Media is an independent media agency that connects brands with leading Dutch magazines and online platforms, securing advertising placements. The agency can work with both large (€20,000+) and smaller budgets (€600). She reports that BAM Media, emphasizes tailored media placements rather than PR services, offering clients curated advertising opportunities in lifestyle, travel, food, and other sectors.</p> <p>A magazine in their portfolio that we could work with is Residence Traveller (90,000 print reach). Its focus is travel in combination with unique accommodations. These include “the most beautiful”, “most unique”, and “finest” addresses that can be found abroad.</p> <p>They also work with culinary magazines Delicious (291,000 print reach, 615,000 online reach) and Foodies (60,450 print reach, 550,000 online reach).</p>
Media	Ster Reclames	Ingo Janssen	<p>Ster Reclames is in charge of all advertisement spots on the three main Dutch television channels (NPO 1, NPO 2 and NPO 3). They also provide opportunities for advertisement on radio stations and online banner on NOS.nl one of the largest news platforms in the Netherlands.</p> <p>For an impactful campaign on the radio, an estimate budget of \$10k is needed. For television this is about \$40k.</p>
Media	WideOyster	Hans Avontuur	<p>We have had several conversations with Hans Avontuur, a very experienced travel journalist in our market. His main outlet is <u>WideOyster</u>, but he also writes for Nat Geo, DPG</p>

Type	Company	Contact	Details
			<p>Media (publisher of the largest daily newspaper in NL) and other outlets.</p> <p>We have done media co-ops with WideOyster before, with great results, (see <a href="#">example</a> Explore Minnesota) but the investments are pretty high (starting \$20,000). He has made an offer more fitting to the GAW budget, which we can propose next FY.</p> <p>We also discussed a ND/SD media fam with Nat Geo. The subject would be native culture, and the fam would have to be built around the United Tribes International Powwow.</p>

## Trainings

### Summary:

# Trainings	# People Trained
6	75

### Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade	Penta's USA	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 10 agents trained.
Trade	Exciting West	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 9 agents trained.
Trade	Joker Reizen	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 21 agents trained.
Trade	Travelhome	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 9 agents trained.
Trade	Tioga Tours	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 13 agents trained.
Trade	Doets Reizen	Details in Sales Mission Report	States and GAW Reps gave an in-office during the mission. 13 agents trained.

*\*During the mission (March 14-20), the states engaged with 113 media and trade partners.*

## New Product

### Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
8	4	0	3	40

### New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Dutchies Travel	<a href="#">Rondreis westkust Amerika en Canada</a>	PHX	PHX	Boise (1), Craters of the Moon (1), Grand Teton NP (3), YNP (3)
Dutchies Travel	<a href="#">De nationale parken aan de westkust van Amerika</a>	SLC	SLC	Grand Teton NP (3), YNP (4)
Footprint Travel	<a href="#">Wild West Wonders</a>	SFO	SLC	Grand Teton NP (1), YNP (1)
Vámonos Travels	<a href="#">Wild Wild West</a>	DEN	DEN	Cheyenne (1), Rapid City (3), Cody (1), YNP (2), Jackson (1)
Yaxa Reizen	<a href="#">Bijzondere Nationale Parken</a>	LAX	LAX	Denver (2), Cody (1), Cheyenne (1)
Victoria Camper Holidays	<a href="#">Camperreis Ontdek West-Canada &amp; Noordwest-Amerika (27 days)</a>	YVR	YVR	YNP (2), Grand Teton NP (2), Craters of the Moon (1), Boise (1)
Travel Store	<a href="#">Nationale Parken van West USA</a>	LAS	LAX	YNP (1), Cody (1), Cheyenne (1), Denver (1)
Indelible	<a href="#">Avontuurlijke Familie-Rondreis Dinosaur Country &amp; Rocky Mountains (19 days)</a>	DEN	DEN	Denver (1), Casper (1), Thermopolis (1), Cody (2), YNP (4), Grand Teton (2), Rock Springs (1), Denver (2)

## Website

Sessions	Users	Pageviews	Average Session
506 (-17.6%)	469 (-9.6%)	669 (-18.1%)	00:39 (-1%)

## Misc.

- Visit USA

- **Visit USA NL.** We delivered content for the newsletter and [blog](#), we highlighted bucket list experiences in the region (Reach 2,000 / AVE \$500).
- **Visit USA BE.** We delivered content for the [January newsletter](#) and for the [February newsletter](#) (reach 3,400 / AVE \$500)
- **Visit USA BE update:** For the first time VUSA Belgium will have a dedicated secretary office. This has been appointed to Yannick Velzen, who is a familiar face in the Belgian travel industry as travel content creator.
- **Translation:** translated the webpage for East Yellowstone Lodges

### **The Netherland's new government**

Four months on from an election in which the far-right lost a third of their seats, a minority liberal-center right coalition has been formed, led by new prime minister Rob Jetten. Jetten is the Netherlands' youngest ever, and first openly gay Prime Minister and has brought a new energy to Dutch politics. In forming the new centrist minority government, the PVV (far right) and GroenLinks (far left) have less power.

Forming a minority coalition is an unusual move in Dutch politics, with broad majority coalitions the political norm. The new government has pledged to increase defense spending, funded by cuts to healthcare and higher income tax. In a social media post before his investiture by the King, Jetten said that he was taking up his premiership "with great responsibility and above all a shared promise to commit ourselves to everyone in the Netherlands".

### **Benelux Sales Mission**

From March 14-20, 2026, The Great American West states successfully completed a multi-day sales mission across Belgium and the Netherlands. Designed to strengthen relationships with the travel trade and media, the mission combined in-depth training sessions with meaningful networking opportunities and local experiences.

The delegation consisted of:

- Katie Pegan (Visit Idaho)
- Kyler Flock (Travel South Dakota)
- Fred Walker (North Dakota Tourism)
- James Scoon (Visit Wyoming)
- Domenic Bravo (Visit Wyoming, State Director)
- Kim Snape (RMI)
- Vivien Hulsebosch (Target Travel Marketing)
- Marjolein Fraanje (Target Travel Marketing)

The program kicked off in Mechelen, Belgium, where the group traveled to the Henri-Chapelle American Cemetery. From there, the schedule quickly moved into a series of targeted meetings and trainings with tour operators. Sessions were held with partners such as **Penta's USA**, **Exciting West**, and **Joker Reizen**, where each state delivered focused presentations highlighting new developments, itineraries, and travel opportunities in their destinations. The program then continued into the Netherlands, with additional trainings and meetings hosted at **Travelhome**, **Tioga Tours**, and **Doets Reizen**.

A central component of the mission was a series of trade and media networking events, including structured speed dating sessions in both Mechelen and Maarssen. These sessions facilitated direct, one-on-one interactions between the U.S. partners and local travel professionals, enabling in-depth discussions and strengthening commercial relationships. In total, the delegation engaged with **113 travel trade and media professionals** across the Benelux markets.

## Quarterly Report – France

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
28	24	7	0	1

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	TUI France	Rémi Vénitien – Destination Director <a href="mailto:venitien@tuifrance.com">venitien@tuifrance.com</a>	<p>Discussion with Rémi regarding a co-op marketing partnership for FY27. He expressed a strong interest in further developing the region, highlighting TUI's significant distribution power with a network of over 4,000 travel agencies.</p> <p>According to him, there is growing demand from clients for road trips in the Northwest, particularly within the Great American West. He emphasized the need for enhanced training for travel agents, as well as the development of new products to better meet this demand. These marketing initiatives have been incorporated into the FY27 proposal.</p> <p>We also discussed the new pricing structure of the America the Beautiful pass, which is currently creating challenges for group travel planning.</p>
Trade	Califun	Julien Couradeau – COO <a href="mailto:julien@cali-fun.com">julien@cali-fun.com</a>	<p>Julien showed strong motivation to further develop the region following his participation in IRU Medora, particularly in terms of activities and product expansion.</p> <p>He also shared that Califun will soon be launching hotel booking capabilities, marking a significant strategic shift for the company. Their products will be distributed through most major travel agency networks in France, further increasing their reach.</p> <p>Their focus is primarily on mid- to high-end offerings, with an emphasis on unique accommodations.</p> <p>Julien has requested our support in organizing an individual pre-fam trip (prior to IRU) to explore part of the Black Hills region in South Dakota. A Famform request has been submitted to RMI.</p>

Type	Company	Contact	Details
Trade	Angèle France	Nora Gherras – Founder <a href="mailto:nora@angele-france.com">nora@angele-france.com</a>	<p>Like Julien, Nora is highly motivated to further develop the region for her demanding repeater clients. We discussed potential co-op marketing opportunities for FY28.</p> <p>She is increasingly focusing on sports-oriented packages and is eager to explore Minneapolis, which she hasn't visited yet, in order to develop future sports and nature travel offerings.</p>
Trade	Voyageurs du Monde	Kelly Tran – Product Manager <a href="mailto:ktran@voyageursdumonde.fr">ktran@voyageursdumonde.fr</a>	<p>At Voyageurs du Monde, figures for the U.S. market have declined significantly. To offset the drop in quotes and bookings, U.S. advisors are being assigned other destinations.</p> <p>However, training continues, and Kelly has requested a session to cover updates in the region. They also report strong bookings for their repeater clients, helping to mitigate the overall decrease in results.</p>
Trade	Amplitudes	Maylis Plaa – Web Redactor <a href="mailto:maylis.plaa@amplitudes.com">maylis.plaa@amplitudes.com</a>	<p>We were contacted by Amplitudes, a tour operator that publishes a distinctive annual magazine combining itineraries, inspiring stories, and local experiences. For their upcoming third edition, they plan to feature a special article titled <i>"In the Footsteps of the Bison,"</i> highlighting bison conservation efforts across northern U.S. parks, with a focus on the Great American West. The magazine will also showcase GAW itineraries.</p> <p>Amplitudes were seeking contacts for interviews (rangers, guides, or organizations involved in bison preservation) to provide insights, stories, and examples of sustainable tourism initiatives.</p> <p>They were not requesting travel support, only email or phone contacts to conduct the interviews. Contributions from the four GAW states were highly valuable.</p> <p>As soon as the magazine is published, we'll share the result!</p>
Trade	Méridien Voyages	Fabrice Dugas – Agency Director <a href="mailto:fdugas@meridienvoyages.fr">fdugas@meridienvoyages.fr</a>	<p>Met with Fabrice during a VISITUSA workshop. He operates a small network of independent travel agencies in Southwest France and organizes annual group trips (GIR). For 2026–2027, he plans to focus on "wide open spaces" and requested our recommendations and itinerary suggestions to highlight his upcoming program.</p> <p>To support the launch, Fabrice will send a newsletter to his loyal client database. In addition, GAW guides will be prominently featured in his agencies, providing excellent visibility for our destination.</p>

Type	Company	Contact	Details
Trade	Nomade Aventures	Pauline Brétéché – Product Manager <a href="mailto:pbreteche@nomade-aventure.com">pbreteche@nomade-aventure.com</a>	<p>They reported a growing number of inquiries and bookings for our region. In recent months, they have received requests for multigenerational trips (minimum 10 people) seeking family stays at ranches in the area.</p> <p>They requested an updated overview of ranch options across all four states, along with itinerary ideas that combine ranch stays with road trips. There is also interest in developing a new 100% Great American West product.</p> <p>Currently, only Yellowstone and Grand Teton are included, and discussions are ongoing to create itineraries incorporating all four states.</p>
Trade	Terre D’escalas	Thibault Loubatier – Owner <a href="mailto:tloubatier@terre-escalas.com">tloubatier@terre-escalas.com</a>	<p>Thibault reports a clear rebound in activity, with strong bookings already confirmed in our region for both couples and families this summer. In particular, he has observed a notable increase in reservations for travel to the U.S. in May and June, which is a very encouraging sign that demand is picking up.</p> <p>He is currently developing a new website that will feature an expanded range of programs. While some itineraries already highlight the GAW, once the new site is live, we will collaborate with him to create more tailored offerings.</p> <p>Additionally, co-op marketing activities are included in the FY27 proposal, including a major Toulouse metro campaign.</p>
Trade	Comptoir des Voyages	Véronique Boisdenghien – Destination Director <a href="mailto:vboisdenghien@comptoir.fr">vboisdenghien@comptoir.fr</a>	<p>Following a challenging start to 2026 in terms of bookings, Véronique reports that quote requests and sales for family travel to the USA this summer are picking up steadily.</p> <p>In response to this renewed demand, the company has implemented a famtrip embargo for all sales staff over the next six months, ensuring that all advisors remain fully available to handle incoming quote requests and close sales.</p> <p>The American West continues to be their top-selling destination.</p>
Trade	Voyages Confidentiels	Emanuela Frattaruolo – Product Manager <a href="mailto:emanuela@voyagesconfidentiels.fr">emanuela@voyagesconfidentiels.fr</a>	<p>Sales to the United States are performing well, with particularly strong demand from the high-end segment. Their luxury clientele continues to travel to the U.S. and places a strong emphasis on exceptional service.</p> <p>Emanuela, Head of Production across all destinations, has limited familiarity with the U.S. market and requested our support to better understand our region with a focus on luxury offerings for repeat clients seeking new experiences in the United States. We provided a</p>

Type	Company	Contact	Details
			comprehensive list of luxury accommodations, and premium experiences to support her sales efforts.
Media	Un monde de Voyages	Sophie Breton	<p>Sophie Breton is organizing a thematic road trip across the Midwest in September 2026, from Chicago to Minneapolis, with a focus on South Dakota’s iconic landscapes, including Badlands National Park, the Black Hills and Mount Rushmore.</p> <p>The project will produce high-quality photography and travel content aimed at inspiring French-speaking travelers. Sophie asked us for recommendations and itinerary suggestions on where to stop, stay, etc... We provided her with all of our suggestions.</p> <p>This initiative will help showcase the state’s unique landscapes and attract French travelers.</p>
Media		Romain Vidal	<p>Romain Vidal, a photographer and videographer specializing in sports and outdoor adventures, is planning an ambitious project for summer 2026: cycling across the U.S. along the Great Divide Mountain Bike Route. This journey will generate regular photo and video content, as well as a documentary film.</p> <p>He is seeking local partners in Idaho and Wyoming to collaborate with tourism offices, cities, or natural sites along his route, including Island Park, Lunch Tree Hill, Pinedale, and Wamsutter.</p> <p>Partnerships with these local stakeholders will help showcase the regions visited and increase visibility of the Great Divide to a French-speaking audience passionate about travel and outdoor experiences.</p> <p>Famform request in progress.</p>

## Trainings

### Summary:

# Trainings

# People Trained

2

17

## Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade	Voyageurs du Monde	Kelly Tran	Presentation of the GAW during a 45-minute session attended by 12 travel agents.
Trade	Nomade Aventures	Pauline Brétéché	Ranch focused presentation. One hour training attended by five travel agents.

## New Product

### Summary:

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

## Website

Sessions	Users	Pageviews	Average Session
816 (-15.88%)	748 (-13.43%)	1,169 (-11.37%)	0:01:37 (+22.32%)

## Misc.

- Training Days, January 15: A 50-minute presentation of the GAW during the training days organized by VisitUSA in Paris. Attendance was lower this year, with 32 participants (but very qualitative audience).
- Consumer Travel Show Toulouse (March 27-29): As part of the FY26 co-op with Les Ateliers du Voyage, the GAW participated for three days in the **Toulouse Tourism Consumer Show**. The audience was of very high quality, providing valuable interactions with prospective travelers from the region. This presence allowed us to gauge consumer interest and sentiment regarding the USA as a destination in general, and GAW in particular.  
  
Among the visitors who met our team at the booth, 80% had already booked their trip for spring/summer 2026 or had a very concrete plan for 2027. No negative feedback was recorded about the destination. These travelers had booked their trips directly, without using a travel agency, and were highly passionate about the United States, many being repeat visitors.
- Pre-call for Cercle des Voyages Famtrip with James and Katie, February 26: A preparatory call was held to clarify the program for the upcoming Famtrip in October 2026 for five U.S. specialists from Cercle des Voyages in Idaho and Wyoming.
- Translations:
  - **January 6:** Translation of two itineraries published on the GAW France website.
  - **January 23:** Translation of the Cody/Yellowstone Travel Guide, followed by proofreading on February 2.
- IRU 2026: Flight booked between Dickinson, ND and Jackson, WY for Julien Couradeau from Califun, who will participate in the Wyoming Post-Fam.
- IPW 2026: Invitations were sent to a select group of tour operators for the evening event as part of IPW. The French delegation is quite small this year, largely due to the destination (Florida), but also because many operators are

prioritizing attendance next year when the show will take place in New Orleans. Increasingly, tour operators are choosing to participate in the show every other year.

- **VisitUSA France:** New page dedicated to the **Theodore Roosevelt Presidential Library**: visuals and content were submitted, and the page was published on February 2. <https://www.office-tourisme-usa.com/etat/dakota-du-nord/theodore-roosevelt-presidential-library/>
- **French Market update (Q2):** The French travel agency market showed mixed trends in early 2026. In January, bookings decreased by 2.1% following a stable December, with Spain, France, and Greece remaining the top short-haul destinations despite a slight decline in volumes. Egypt continued to show strong growth (+52.7%). On the long-haul front, the United States experienced a notable drop (-39.7%), with average spending also down, while destinations such as the Dominican Republic, Thailand, and Canada performed well.

February 2026 confirmed this slight downward trend, with overall sales decreasing by 0.8% year-over-year. Short-haul destinations continued to dominate bookings, led by Spain, France, and Greece, while long-haul destinations like Egypt (+25.2%) and Albania (+255%) saw significant growth. The U.S. market remained weak, with bookings for summer 2026 currently about 30% behind last year. Feedback from tour operators indicates that, although interest in the USA remains strong, slower bookings are likely driven by higher travel costs and political perceptions.

Despite the slowdown, operators report that average booking values are increasing, and confirmations tend to happen more quickly once clients decide to book. The current uncertainties related to the Middle East conflict are affecting flights and energy costs, but bookings are gradually returning. Travelers who had initially planned trips to Asia are now opting for perceived safer destinations, such as the United States, Canada, or certain European countries. Tour operators are adapting by offering rescheduled trips, alternative itineraries, and flexible options, helping maintain activity and preparing for a rebound once the situation stabilizes.

## Quarterly Report – Italy

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
18	58	8	0	1

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	NAAR Bespoke Travel	Erica Melegari, Product Manager USA  Daniela Piccolo, Marketing Department  Isabella Campora, Marketing Department  Roberto Gonzato, Sales Manager  Alessandro Meda, Sales Director	Co-op marketing activities update: <ul style="list-style-type: none"> <li>▪ February 19<sup>th</sup>: The B2B presentation and event held in Brescia, in northwestern Italy, was a great success. Naar's team chose an exceptional venue – <a href="#">a ranch near Lake Garda</a> – that matches the GAW region perfectly and provided an ideal setting for outdoor activities. Travel agents were invited to participate in a horseback riding lesson at the ranch, followed by a guided tour of the location. Presentation of the GAW region by Annalisa and of two distinct new itineraries created by Erica.</li> <li>▪ Attendance: 31 travel agents, one Naar sales manager and one Naar sales director.</li> <li>▪ Social exposure with four FB/IG posts published in Nov/Dec.</li> <li>▪ Additional activity: Erica ran a webinar addressed to a selection of travel consultants (Cartorange network) in February promoting the two new itineraries. (same presentation she used at the promotional GAW event on Feb. 19th)</li> <li>• March 2026: Silvia Mussa joined Naar as Head of B2B Marketing (Silvia worked for Going/Bluvacanze)</li> <li>• Erica has been confirmed for IRU 2026 Medora (ND pre-fam).</li> </ul>

Type	Company	Contact	Details
Trade	creo	<p>Luigi Leone, Director of Product</p> <p>Anya Bracci, Mktg &amp; Communication Director</p> <p>Laura Calavalle, Marketing Department</p>	<p>Co-op marketing activities update:</p> <ul style="list-style-type: none"> <li>▪ Two B2B training trade presentations: January 14<sup>th</sup> in Rome &amp; January 20<sup>th</sup> in Prato (Tuscany): 70 travel agents in total. Very good organization by Creo</li> <li>▪ One newsletter sent out on March 13<sup>th</sup></li> <li>▪ Two Facebook/Instagram posts scheduled for March-April 2026</li> </ul> <ul style="list-style-type: none"> <li>• Following the evening presentation, a travel agent, Mrs. Assunta from AMASAN VIAGGI travel agency, confirmed with Luigi a GAW self-drive trip for a couple scheduled between July 29 and August 11. The itinerary includes DEN, SD, and WY, departing from SLC. <ul style="list-style-type: none"> <li>• Two nights in Denver at Hampton Inn Downtown</li> <li>• Three nights in Rapid City at Elevation Suites</li> <li>• One night in Buffalo at SureStay Plus by Best Western Buffalo</li> <li>• One night in Cody at Bill Village Cabins</li> <li>• One night in West Yellowstone National Park</li> <li>• One night in Yellowstone National Park at Lake Lodge Cabins</li> <li>• One night in Jackson at 49er Inn &amp; Suites</li> <li>• SLC</li> </ul> </li> </ul> <p>Luigi has been confirmed at IRU 2026 Medora (ND Fargo post-fam). Luigi is planning to visit Denver after IRU.</p>
Trade & Media	Visit USA & US Commercial Service	<p>Mia Hezi, President Visit USA</p> <p>Lia Maiorca, Secretary Visit USA</p> <p>Luisa Salomoni, Travel and Tourism Commercial Specialist – US Consulate</p>	<ul style="list-style-type: none"> <li>• Forum Visit USA (Feb. 27): 23 meetings with travel agencies for a total of 30 agents</li> <li>• Showcase USA Italy (Feb. 28 and March 1): 26 meetings (34 people: 27 TOs and 7 media)</li> <li>• Finalized and sent out the final report of the activity</li> <li>• Few media already published articles</li> <li>• Included Forum VUSA and Showcase in FY27 proposals</li> </ul>
Trade	Kel12	<p>Stefano Gnerucci, US Specialist</p> <p><a href="mailto:stefano.gnerucci@kel12.com">stefano.gnerucci@kel12.com</a></p>	<ul style="list-style-type: none"> <li>• <b>KEL 12</b>, la Cultura del Viaggio (Milan) – Parole in Viaggio (Travelling Words) Kel 12' s cultural talk show promoting Kel 12 groups 2026, dedicated to travel storytelling through the voices of experts in following cities: <ul style="list-style-type: none"> <li>• Jan. 15 – Milan at Palazzo Castiglioni: 108 people attended in-person and 155 people attended in streaming. Presentation has been recorded and available <a href="#">here</a></li> <li>• Feb.19 – Rome at Sina Bernini Bristol Hotel: 80 clients attended</li> <li>• Mar. 5 – Firenze at Museo degli Innocenti: 50 clients attended; invitation is available <a href="#">here</a></li> </ul> </li> </ul> <p>January 12: Kel 12 sent out a newsletter promoting the U.S. tours: <a href="#">LINK</a></p>

Type	Company	Contact	Details
			<ul style="list-style-type: none"> <li>Stefano ran a VUSA webinar about KEL12 trips summer 2026 featuring the new group tour ND and SD and the WY Yellowstone group tour <a href="#">LINK Webinar</a> (as of minute 34). Total attendees: 88 agents.</li> <li>Stefano has been confirmed at IRU 2026 Medora (WY post-fam).</li> </ul>
Trade	USA Experience	<p>Mrs. Sara Moretti, Booking Supervisor/Product Manager USA  <a href="mailto:booking@usaexperience.it">booking@usaexperience.it</a></p> <p>NEW CONTACT!</p>	<ul style="list-style-type: none"> <li>Met Sara in Milan at BIT travel exhibition in February. USA experience is a small TO based in Rome specialized in Canada with extensions to USA, offering mostly tailor-made travels.</li> <li>Coordinated a destination training with Sara about GAW region. Ran an online destination training for two people divided in two days (March 18-19)</li> <li>YTD products featuring GAW region available on their website: <ul style="list-style-type: none"> <li><a href="#">US Rocky Mountains self</a></li> <li><a href="#">West &amp; Cowboys escorted</a></li> <li><a href="#">Canyon tour escorted</a></li> <li><a href="#">Yellowstone experience self</a></li> <li><a href="#">American National Parks escorted</a></li> </ul> </li> </ul>
Trade	Frigerio Viaggi The Travel Expert	<p>Max Fabbri, US travel specialist  Monica Cervi, travel consultant  <a href="mailto:m.cervi@thetravelexpert.it">m.cervi@thetravelexpert.it</a></p>	<ul style="list-style-type: none"> <li>Met Max and her colleague Monica at Showcase USA in Milan. Talked about their tours in GAW region.</li> <li>Calls with Max who requested info and suggestions about two booking confirmed for: <ul style="list-style-type: none"> <li>One couple who will be traveling in August: DEN (1) – Cheyenne (1) – Rapid City (3) – Cody (2) – YNP (2) Jackson (1) – Rawlins (1) – DEN (1)</li> <li>One family (4 people): DEN (1) – Moab – Monument Valley – Grand Canyon – Page – Bryce – Zion – Idaho falls (1) – YNP (3) – Buffalo (1) – DEN 1</li> </ul> </li> <li>Sent to Max the new GAW itineraries and suggestions for new tours to be developed online <a href="https://www.thetravelexpert.it/">https://www.thetravelexpert.it/</a></li> </ul>
Media	<a href="http://Simonasacri.com">Simonasacri.com</a>	Simona Sacrifizi	<ul style="list-style-type: none"> <li>Simona published one podcast and one article as outcome of Idaho press trip: <ul style="list-style-type: none"> <li><a href="#">Podcast about Idaho trip (54 min)</a> – 10,453 downloads – 17,380 podcast reproductions</li> <li><a href="#">Article about What to see and do in Boise</a> – YTD 2,765 views</li> </ul> </li> <li>Articles launched on her social networks as well.</li> <li>Showcase USA Italy: Simona won the <i>The Broadcasting Media Award</i> that recognizes the</li> </ul>

Type	Company	Contact	Details
			<p>outstanding dedication to promoting awareness of the United States as a travel destination. This achievement is celebrated through engaging, high-quality podcasts and radio programs shared on her blog, capturing the attention of her audience.</p> <ul style="list-style-type: none"> <li>• March 4: Simona ran a VUSA webinar about literature trips in USA addressed to Adv PRO Agents and dedicated few slides to Hemingway in Idaho, De Smet, SD and Buffalo, WY. Total attendees: 23</li> </ul>
Trade	L'Ora Feliz	Giulia Sturmann	<ul style="list-style-type: none"> <li>• Met Giulia at Showcase and updated us about the new website she is developing with the brand ROWAY (Fly &amp; Drive/Rail). The website Roway is expected to be ready in a few weeks and will showcase GAW tours.</li> <li>• Calls with Giulia and her colleague Elisa about a few itineraries planned for their clients and here the YTD booked trips: <ul style="list-style-type: none"> <li>▪ Aug 18-Sept. 2, 2026: One couple: SFO- Yosemite – Sequoia – Las Vegas – Cedar City – Twin Falls (1) – Idaho Falls (1) – YNP (2) – Grand Teton (1) – SLC</li> <li>▪ Aug 6-26, 2026: Three people: Chicago – flight to SLC – Twin Falls (1) – Idaho Falls (1) – Jackson (1) – YNP (2) – Cody (2) – Sheridan (1) – Deadwood (1) – Custer State Park (1) – RAP (1)</li> <li>▪ July 26- Aug. 18, 2026: One family/4 people: DEN (2) – Hot Springs (1) – Rapid City (1) – Custer State Park (1) – Deadwood (1) – Sheridan (1) – Cody (2) – YNP (2) – Jackson (2) – YNP (1) – Helena – Browning – Glacier NP – Spokane – SEA</li> </ul> </li> </ul>
Trade	Visit USA Italy	Lia Maiorca	<ul style="list-style-type: none"> <li>• Scheduled two webinars which are included in the 2026 membership: <ul style="list-style-type: none"> <li>• June 4 – Nature and Myth: The Best Travel Experiences in GAW Region</li> <li>• September 22 – Title: TBA</li> </ul> </li> <li>• VISIT USA Association Italy Assembly: March 31, 2026 – Attended the Visit USA Assembly in Milan remotely for the election of the President for 2026–2028. Confirmed Mia Hezi as President of Visit USA. New board is composed by: <ul style="list-style-type: none"> <li>* Mia Hezi – President</li> <li>* Olga Mazzoni – Vice President/Communication</li> <li>* Massimo Fede – Exhibitions/Shows</li> <li>* Gabriele Graziani – Digital activities</li> </ul> </li> </ul>

Type	Company	Contact	Details
			<ul style="list-style-type: none"> <li>* Stefano Gnerucci – Trade relations</li> <li>* Alessandra Cabella – Special Projects &amp; Partnership</li> <li>* Carmen Bassi – Treasury</li> </ul> <p>The strategy presented by the new board is structured around four pillars:</p> <ol style="list-style-type: none"> <li>1. Strengthening trade relationship and networking</li> <li>2. Institutional engagement and international relations</li> <li>3. Development of digital infrastructure and communication</li> <li>4. Development of the Visit USA Italy brand and awareness</li> </ol>
Media	DONNA MODERNA	Alessia Cogliati	<ul style="list-style-type: none"> <li>• Alessia published an article titled “Traveling with Dad”, featuring interviews with famous people who have traveled abroad with their children. Among the stories she shared was that of Sam Graham-Felsen, a novelist and freelance writer, who traveled to North Dakota following the paths of Teddy Roosevelt. Alessia traveled to SD for Buffalo Roundup in 2018 and requested info about ND.</li> </ul>
Trade	I Grandi Viaggi	Sara Quagliaroli, Product Manager USA	<ul style="list-style-type: none"> <li>• Sara joined I Grand Viaggi as Product Manager USA after 13 years in Alidays. She will be succeeding Cesare Ferrari, who is set to retire in 2027. Sara will attend IPW together with Cesare.</li> <li>• Met Sara and Cesare at Showcase USA Italy in Milan. As part of her onboarding process, she is planning to improve the existing tour offerings by developing new itineraries in the GAW region on the I Grandi Viaggi platform. Forwarded info and suggested itineraries. Talked about the opportunity to do a destination training at their office in Milan.</li> <li>• Confirmed for April 15<sup>th</sup> in Milan a destination training to tour operator staff (4/5 people). Annalisa to do the training. Sara invited also Christian Josso of United Airlines to run a presentation about United Airlines flights.</li> </ul>
Media		Ornella D’Alessio, freelance journalist	<ul style="list-style-type: none"> <li>• Ornella won the Art and Culture Press Award at Showcase USA Italy in Milan for her outstanding articles about SD and for her exceptional dedication to highlighting the rich artistic and cultural heritage of the United States through her in-depth analyses.</li> </ul>

Type	Company	Contact	Details
			<ul style="list-style-type: none"> <li>• We proposed Ornella for a potential fam in WY. Story angle proposed: women’s history in WY, loop tour. Cheyenne – Laramie – Casper – Cheyenne. Sent out the press fam form for final decision by WY Office of Tourism.</li> <li>• Sent Ornella a selection of SD images for a potential article to be published on F, weekly feminine printed magazine or Natural Style, monthly feminine printed magazine</li> </ul>
Trade	CONTROVENTO VIAGGI travel agency	Gabriella Poli	<ul style="list-style-type: none"> <li>• Call with Gabriella: Shared details about Native American culture in South Dakota for her client, who plans to spend 10 days in the state during March or April. The client has a deep interest in exploring Native American traditions and heritage.</li> <li>• Met Gabriella at Naar event presentation on Feb. 19</li> </ul>
Trade	SoGood Travel Tour Operator	Roberta Carbone, PM USA <a href="mailto:info@sogoodtravel.it">info@sogoodtravel.it</a> NEW CONTACT	<ul style="list-style-type: none"> <li>• SoGood Travel is a tour operator based in Bari (southern Italy) with over 20 years of experience in designing tailor-made itineraries to suit every type of traveler. They just feature one escorted tour in GAW region <a href="#">Cowboys &amp; Indians escorted</a> and we suggested to add more tours. Will plan to do a staff training</li> <li>• Sent Sara info and suggestions about trips through gateway Denver, WY and SD for a couple of clients for September 2026.</li> </ul>
Trade	SIAM VIAGGI	Paolo Aloe	<ul style="list-style-type: none"> <li>• Paolo has contacted our office to get info and suggestions for a client who is to spend a couple of weeks in close contact with the Native Americans to learn about their culture, their traditions, and overall, as much as possible about their way of life. Client has already traveled to ND, talked about Tatanka Rez Tour and Black Hills Powwow in Rapid City and Nez Perce and Coeur D’Alene. Follow-up in May</li> </ul>
Media	ND Group press fam	Marco Berchi	<ul style="list-style-type: none"> <li>• Decided to propose Mr. Marco Berchi for the international ND Group press trip. Marco confirmed his attendance and he is very excited to come back to ND. He expressed his interest in developing themes connected to exploration, colonization, Native American history, starting with Lewis &amp; Clark.</li> <li>• He is truly interested in the history/culture and in Native American communities, as well as exploring their modern identity and the ways they promote the tribal tourism to travelers.</li> </ul>

Type	Company	Contact	Details
Trade	Itine-Rari	Manuela Baietto, Owner	<ul style="list-style-type: none"> <li>Met Manuela at Showcase. Following up with her. Manuela published new <a href="#">suggested itineraries in USA by train</a>. One tour featuring our region: Grand National Park which features YNP (2 nights)</li> </ul>
Trade	GO AMERICA	Carmen Ruggiero, Product Manager USA	<ul style="list-style-type: none"> <li>Call with Carmen: made follow up about the suggested itinerary we shared with them last year and she published the new self-tour “<a href="#">Idaho &amp; Wyoming and Indian Reservations</a>”.</li> <li>Itinerary as follows: Arrival SLC (1) – Rock Springs (1) – Wind River res – Lander (1) – Moran (1) – Jackson (2) – YNP (3) – Pocatello (1) – Twin Falls (1) – Almo (1) – SLC (1)</li> </ul>
Trade	GOING	Ivana Di Stasio, Booking Supervisor & Product Development Manager USA, Canada, Mexico <a href="mailto:ivana.distasio@going.it">ivana.distasio@going.it</a>	<ul style="list-style-type: none"> <li>Met Ivana at Showcase USA Italy who showed the new website where a few GAW tours are published <a href="https://going.it/destinazioni/stati-uniti/">https://going.it/destinazioni/stati-uniti/</a></li> <li>Ivana has been confirmed at IRU 2026 Medora (ND Fargo post-fam). She is planning to visit Denver after IRU.</li> </ul>
Trade	Altrimenti Viaggi	Martina Zaffani, Owner	<ul style="list-style-type: none"> <li>Altrimenti Viaggi, tour operator specialized in motorcycle tours, sent a March 27 newsletter promoting their group tour Real America, Aug 17-30, 2026 (tour is available also as self-drive).</li> <li>Itinerary as follows: DEN (1) – Lusk (1) – Custer (1) – Deadwood (1) – Sheridan (1) – Cody (1) – West YNP (2) – Alpine (1) – SLC (1)</li> </ul>
Media	“Running Scenery” by Icarus SKY TV	Mr. Paolo Venturini <a href="mailto:paolo@paoloventurini.it">paolo@paoloventurini.it</a>	<ul style="list-style-type: none"> <li>Informed Paolo and Alidays tour operator about the decision to cancel the press trip in SD.</li> </ul>
Airline	United Airlines	Stefania Carta	<ul style="list-style-type: none"> <li>Calls with Stefania Carta, Sales Manager Italy who has been confirmed to attend IRU 2026 in Medora and post-fam ND to Fargo. Trained her about IRU and GAW region.</li> </ul>

## Trainings

### Summary:

# Trainings

# People Trained

### Significant Training Highlights:

Type	Company	Contact(s)	Details
Trade (coop)	NAAR BEPOKE TRAVEL	Mrs. Erica Melegari	One B2B presentation in Brescia area: 31 travel agent attendees
Trade (coop)	Creo	Mr. Luigi Leone	Two B2B presentations in Rome and Prato (Tuscany): 70 travel agent attendees
Trade	Forum Visit USA Italy in Milan (Feb. 27) Showcase USA Italy	Mrs. Mia Hezi – Mrs. Lia Maiorca Mrs. Luisa Salomoni	One to one meeting: 30 agents 26 one to one meetings: 34 people (27 TOs and 7 media)
Trade	USA Experience	Mrs. Sara Moretti	One online destination training: two people

### New Product

#### Summary:

Total # New Itineraries	# ID Overnights	# ND Overnights	# SD Overnights	# WY Overnights
4	8	4	7	20

#### New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
NAAR BESPOKE TRAVEL	Hidden Gems in Idaho & Wyoming	DEN	DEN	Arrival DEN (2) – Cheyenne (1) – Devils Tower (1) – Sheridan – Cody (1) – Yellowstone NP (1) – Salmon (1) - Stanley (1) – Boise (1) – Twin Falls (1) – Idaho Falls (1) – SLC (2)
	Hidden Gems in North & South Dakota	MSP	MSP	Arrival MSP (1) – Fargo (1) – Bismarck (1) – Medora (2) – Deadwood (1) – Rapid City (1) – Badlands National Park – Wall (1) – De Smet – Sioux Falls (1) – MSP (1)

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
LUVIPO UNIQUE TRAVEL	<a href="#">Yellowstone and the Most Authentic America</a>	DEN	DEN	Arrival DEN (2) – Rapid City (2) – Deadwood (1) – Buffalo (2) – Cody (2) – Yellowstone NP (2) – Jackson (2) – SLC (1) – Moab – Aspen – Denver (1)
GO AMERICA	<a href="#">Idaho &amp; Wyoming and Indian Reservations</a>	SLC	SLC	Arrival SLC (1) – Rock Springs (1) – Wind River res – Lander (1) – Moran (1) – Jackson (2) – YNP (3) – Pocatello (1) – Twin Falls (1) – Almo (1) – SLC (1)

## Website

Sessions	Users	Page views	Average Session
2,234 (-11.7%)	1,894 (-14.26%)	3,303 (-6.1%)	0:02:22 (+4.28%)

## Misc.

### MARKET OUTLOOK:

- New geopolitical crisis in the Gulf/Iran War - The situation for Italian travel agencies is worsening due to airspace closures and geopolitical instability in the Middle East. Losses to date, Easter losses, cancellations in countries perceived as neighbors even if uninvolved, cancellations of bookings from the Arab world to Italy, long-haul second thoughts to Asia, Oceania and the Indian Ocean. This is a widespread operational paralysis and significant economic damage not only in current events, but also in the immediate future. Currently, the destination experiencing the greatest operational difficulties are the United Arab Emirates, with 92% of critical issues detected by travel agencies, a number that affects not only the destination itself, but the entire long-haul air traffic sorting system (Asia, Oceania, Indian Ocean).
- For long-haul destinations (e.g. China, Thailand, Maldives, India, Australia), there are 38% cancellations and 45% in “stand-by” bookings. So almost four out of ten travelers have decided to cancel their reservation completely. The main reason is not only geopolitical fear, but the objective impossibility of accepting itineraries with excessive travel times (due to the further reduction of airspace or uncertain stopovers).
- Some problems are also emerging with the US: 75% of agencies report uncertainty, but be careful about the various reasons: Italians hesitate to book because they fear changes in entry procedures (visa, ESTA, strict controls), 15%, however, are concerned about social instability, and 40% of customers are waiting, not canceling or confirming their trip to the United States. If large players in the sector have economic reserves to cope with such emergencies, the situation is diametrically opposite for micro and small enterprises. The latter find themselves unable to quickly recover the sums already paid to foreign carriers and suppliers, being squeezed between the obligation to reimburse the customer and the lack of liquidity.
- On the new bookings front, the general sentiment is one of anticipation: there's no point in hiding the decline in bookings, but the feeling is that fears in the medium to long term are not only related to geopolitics, but also to inflation and the risk of a general economic slowdown. Before booking vacations, consumers prefer to understand if and how the costs of everyday living will change, from bills to shopping carts. In the hoped-for prospect of a de-escalation of the conflict, we are convinced that, once the economic unknowns have been dispelled, demand can regain momentum.
- FIFA World Cup '26 – the Italian soccer team is out and has been eliminated in the play-offs.

- IPW Buckle Club party: Sent out the invitation to IPW Buckle Club Party to selected trade and media contacts attending IPW 26.
- BMT trade exhibition in Naples, March 11-14: sent 1 box with GAW guides (40) and maps (25) for distribution at Visit USA Italy desk.
- News Releases: sent out the following news:
  - ✓ February 22: Presidential Library in ND: 3,786 delivered – 22.62% open rate
  - ✓ February 25: America250 in Casper: 3,836 delivered – 22.62% open rate
  - ✓ March 9: Eagles watching in Northern Idaho: 3,803 delivered – 34.33% open rate
  - ✓ March 12: Native American experiences in SD: 3,700 delivered – 32.96% open rate

## Quarterly Report – Nordics

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
8	6	8	0	3

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	Faerd Travel	Bent Bjune Midtskog, Owner & CEO, <a href="mailto:bent@faerdtravel.no">bent@faerdtravel.no</a>	<p>Faerd Travel is a newly established travel agency/tour operator in Norway. We have worked together with the owner to create new itineraries that are now bookable online:</p> <ul style="list-style-type: none"> <li>• <a href="#">Bilferie i USA Midtvesten   Skreddersydd USA-reise   Færd Travel</a></li> <li>• <a href="#">Bilferie i USA: Yellowstone og canyonlandskap   Færd Travel</a></li> <li>• <a href="#">Bilferie USA Yellowstone, Black Hills og Rocky Mountains   Færd Travel</a></li> </ul> <p>Bent won our big prize at our event with Icelandair on the Nordic Mission in December 2025. The price includes eight nights accommodation and flights (Icelandair). We are currently discussing his individual fam trip and the routing.</p>
Trade	American Tours	Louise Engholm, Owner, <a href="mailto:louise@americantours.se">louise@americantours.se</a>	Louise was first introduced to the region during our sales mission. We have spoken about the possibility of joining IRU, unfortunately she can't. She is in direct contact with Wyoming for product development. GAW materials have been sent.
Trade	Sembo	Marie Javerud, Senior Contracting Manager, <a href="mailto:marie.javerud@sembo.se">marie.javerud@sembo.se</a>	We talked about new itineraries for their home page. Suggestions have been shared with Marie, and we are now waiting for the new itineraries to be published on their website.
Trade	Hannibal travel	Agnete Johansen, Senior Travel Advisor, <a href="mailto:agnete@hannibal.dk">agnete@hannibal.dk</a>	Main topic was ranch stays, as they have clients that have shown interest. We have shared a list with ranches in all four states.
Trade	USA Rejser	Nicolai Hjorth, CEO, <a href="mailto:nicolai@usarejser.dk">nicolai@usarejser.dk</a>	Follow-up in March; March has been slower than usual although they did see a good interest during the consumer show in February. Requests for USA in general are coming in, also for GAW, but no bookings so far.

Type	Company	Contact	Details
Trade	Check Point Travel	John Lau Jensen, Product Manager, <a href="mailto:jlj@cpt.dk">jlj@cpt.dk</a>	Demand for travels to USA in general is low and he predicts that it will take some time before their clients choose USA again. When that time comes, they will go through all of their products and packages and start fresh.
Trade	FDM Travel	Birgitte Vraadal, Product Manager, <a href="mailto:biv@fdm-travel.dk">biv@fdm-travel.dk</a>	Demand for travels to the USA is lower than usual but they still sell and have requests. They are continuously working on their product but are also focusing on adding new (non-U.S.) destinations to their portfolio.  They are interested in sending sales staff to our region if fam trip opportunities arise, where all costs are covered. We will consider FDM when we have an opportunity.
Trade	Jysk resjsebureau	Jacob Kusch, Product Manager, <a href="mailto:jaku@jr.dk">jaku@jr.dk</a>	Currently no product development in the planning for USA. They have a great portfolio already. It might be of interest to add new products and send staff members (or himself) to GAW for educational purpose in 2027.
Trade	BENNS/MyPlanet	Hans Mørup Johansen, Manager, <a href="mailto:hamo@benns.dk">hamo@benns.dk</a>	Hans appreciated us coming to two of their offices during the sales mission. Demand could be better and they hope for more in the future.
Trade	Uppsala Resebyrå	Niklas Olsson, Co-owner and CEO, <a href="mailto:nklas@uppsalaresebyra.se">nklas@uppsalaresebyra.se</a> Cecilia Larsson, Co-owner and Vice-CEO, <a href="mailto:cecilia@uppsalaresebyra.se">cecilia@uppsalaresebyra.se</a>	Discussed options for clients interested in backcountry snowmobile tours in WY. Niklas is now in contact with Sled Wyo.  We also discussed IRU for which Cecilia is now registered.
Airline	KLM/AF/Delta	Christian Dottorini, Key Account Manager, Denmark	After a successful co-event in December, we are now discussing potential co-branded activities in the fall.
Airline	Icelandair	Marina Isabegovic Scott Account Manager Sweden, <a href="mailto:marinai@icelandair.is">marinai@icelandair.is</a>	Meeting held with Icelandair in Sweden. We have decided to do a joint webinar for Swedish travel agents, which will take place April 23 <sup>rd</sup> .
Airline	Icelandair	Rebecca Tärnström, Account Manager Norway, <a href="mailto:rebeccat@icelandair.is">rebeccat@icelandair.is</a>	Bi-monthly update calls with Icelandair. We are looking at the possibility to do a fam trip together. The fam trip form will be shared with RMI in the last quarter of FY26.
Media	Mondo, Finland	Pekka Hiltunen, Editor in chief	Pekka is interested in going on a press trip with a photographer to Idaho in the summer. We have handed in the FAM form.

Type	Company	Contact	Details
Media	Rejser, Denmark	Mette Pøtner Jensen, Editor in chief	In dialogue about whether they could be interested in the North Dakota group press trip.
Media	Rejser, Denmark	Henrik Anderson, Journalist	Henrik will participate in the North Dakota group press trip. We are in dialogue with him about the press trip and possible angles.
Media	Brand Ambassador, Norway	Ingeborg Sol Fure, brand ambassador	Ongoing dialogue about our FY26 brand ambassador marketing activity.
Media	ELLE / Børsen, Denmark	Charlotte Mielko, Freelance	Discussing press trip opportunities and brainstorming story angles. Charlotte has previously lived a while in USA and is very interested in coming back to write some travel stories.
Media	Premium Magazine, Sweden	Lina Sjölund, freelance	Discussing press trip opportunities and brainstorming story angles.
Media	Nettavisen, Norway	Guro Holmene, Travel editor	Discussing press trip opportunities.
Media	Voyage, Sweden	Yvonne Gull, Editor	Discussing press trip opportunities and brainstorming story angles.
Media	Denmark, Sweden		Distributing three media pitches in our Related newsletter to editor about whitewater rafting in Idaho.  The newsletter is distributed to about 70 editors and journalists.

## Trainings

**Summary:** We've been trying to get through to partners for sales trainings, but the offices are too busy to focus on trainings. We have an agreement with FDM for Q4 FY26 to perform a training with all their office/stores.

# Trainings

# People Trained

0

0

## New Product

**Summary:**

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

3	0	3	6	13
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### New Product Highlights:

Company	Itinerary Name (Online, Print)	Entry Airport	Exit Airport	Route Details
Faerd Travel	Yellowstone and Canyon Landscapes	SLC	SLC	<p>Self-drive with start and ending in SLC including three nights in SLC in total. Trip through WY with overnights in Jackson, Grant Village YNP, Cody, and Rock Springs.</p> <ul style="list-style-type: none"> <li><a href="#">Bilferie i USA: Yellowstone og canyonlandskap   Færd Travel</a></li> </ul>
Faerd Travel	YNP, Black Hills and Rocky Mountains	DEN	DEN	<p>Self-drive starting in Denver, further to Rocky Mountain NP, Cheyenne, Black Hills (Rapid City), Sheridan, Buffalo, Cody, YNP (staying in the park), Jackson and back to Colorado.</p> <ul style="list-style-type: none"> <li><a href="#">Bilferie USA Yellowstone, Black Hills og Rocky Mountains   Færd Travel</a></li> </ul>
Faerd Travel	The U.S. Midwest	MSP	MSP	<p>Self-drive with start and ending in MSP incl. three nights in total. ND: one night in Fargo, one in Bismarck, one in Medora. SD: two nights in Rapid City, two nights in Yankton</p> <ul style="list-style-type: none"> <li><a href="#">Bilferie i USA Midtvesten   Skreddersydd USA-reise   Færd Travel</a></li> </ul>

### Website

Sessions	Users	Pageviews	Average Session
781	712	907	00:17
(-44%)	(-45%)	(-55%)	(-29%)

### Misc.

- Brand Ambassador project: We have an agreement with the Norwegian brand ambassador Ingeborg Sol Fure, who is interested in visiting in June, with four nights in each state.
- We have written and distributed a newsletter to the travel trade with different updates from the region. It was distributed to 674 trade representatives with an opening rate of 24.5%. [Link](#)

## Quarterly Report – Australia & New Zealand

### Meetings

#### Summary:

# Sales Calls	# Trade Meetings	# Media Meetings	# Rental Car Meetings	# Airline Meetings
33	33	8	0	0

#### Significant Meeting Highlights:

Type	Company	Contact	Details
Trade	House of Travel	Shora Bray	Looking at ranches and glamping ideas to filter into the network
Trade	Tripadeal	Alanna Betz	Go West update on coach costs for GIT travel
Trade	Armstrong Collective	Hannah Taylor/Tony Soden	Ideas to combine products (Including Colorado) in 3 key events on east coast of Aus (2027 Budget Req)
Trade	itravel	Josh Gordon	Intro to GAW, insights on key personnel looking after products Opps to promote alongside partner
Trade	Travel At 60	Lisa Teitou	One of Australia's largest over 60 (years of age) databases (1 million +) keen to look at product development and promotion to database in media campaign with Trade and Consumer focus's Staff Training to support any activity
Trade	Ignite Holidays	Jitka Vondorosova	Meeting with Jitka with key driver for Fly Drive GAW. Looked at IHG options to base concept, but keen to adapt with Glamp/Ranch for Point of difference and 'Wow' Factor.
Trade	Luxury Escapes	Jodie Collins	Marketing Opportunities via LE. Good Lux Hotel selection site, with wish to expand. Looking for Glamp/Ranch options. Invited to LE Live. May look for 27/28 (Trade/Consumer expo – 15-16 May 26 in Melbourne)
Trade	Viva Holidays	Mick Boylan	Accessible new data allowing clearer outcomes for partners in campaign + where to target visits and calls.
Trade	Adventure World	Elsa McLean	Head of Sales at ADV World. Looking at ways to partner and work across trade in 26/27 budget cycles.
Media	Roam Magazine	Richard Clune	Met with Richard to discuss new developments, luxury offerings, and ski-related updates for GAW. As an avid skier, he is particularly interested in any relevant trip opportunities, which we should keep in mind for future planning.

Type	Company	Contact	Details
Media	Freelance	Julie Miller	Postponed trip to America over IPW but looking for trip opportunities in the fall.
Media	Freelance	Ash Jurberg	Ash travels to the U.S. regularly, as his wife is American, and is consistently interested in new trip opportunities. Pitched Jackson Hole Wildlife Safaris to Ash as a luxury activity to include in U.S. travel coverage; it was included in his NZ Herald article.
Media	Escape	Kelli Armstrong	Met with Kelli Armstrong to talk about GAW. Always looking for what's new in each destination.
Media	Karryon	Cassie Tannenberg	Met with Cassie to discuss all things GAW. She is interested in new developments and potential FAM opportunities.
Media	Traveller	Jane Reddy	Met with editor of Traveller. Continue to send pitches, ideas and FAM opportunities on GAW.
Media	Travel Without Limits	Julie Jones	Travel Without Limits is Australia's first and only disability specific travel magazine. She is always interested in partnering with destinations that want to cover disability travel.
Media	Freelance	Steve Madgwick	Steve is interested in South Dakota FAM in August. Been working with Steve from different angles for commissions.

## Trainings

### Summary:

# Trainings	# People Trained
5	139

### Significant Training Highlights:

Type	Company	Contact(s)	Details
New Webinar	AU and NZ	-	<p>Launched a "Watch, Learn and Win" incentive for GAW starting with North Dakota. Prizes are on offer for a random person that watches all 4 and answers all quiz questions correctly.</p> <p><b>Month 1 – North Dakota 59 Entries</b></p> <p>EDM – 5,399 agents, 20.1% open, 165 Click Thru</p> <p><b>Month 2 – Wyoming 49 Entries</b></p> <p>EDM – 5,488 agents, 20.1% open. 213 Click Thru</p> <p><b>Month 3 – Launch April 8 Idaho</b></p> <p><b>Month 4 – Launch May 6 South Dakota</b></p>

Type	Company	Contact(s)	Details
F2F Training	Spencer Travel	Louise Brown	In-office training with 7 Spencer Travel Group agents in March. The presentation deck also shared and uploaded to their internal training platform for further engagement.
Teams Training	Envoyage Group	Lee Anne Hosking	Webinar training with 8 Envoyage agents. The presentation deck also shared and uploaded to their internal training platform for further engagement.
Locked in	Viva Holidays	Tahlia Smith-Ince	Have confirmed 2 x training sessions with Viva Holidays (Wholesale arm of Helloworld) 14 May (Perth and Melbourne Teams)
Webinar	TravelManagers Group	Jessica Lyster	Introduced 15 Agents to a modified high-level intro to the Great American West Update now posted to Intranet for ongoing training + shared our Incentive with the group for a deeper look at the states.

## New Product

**Summary:** N/A

**New Product Highlights:** N/A

## Website

Sessions AU	Users AU	Pageviews AU	Average Session AU
976 (+3.82%)	673 (-16.8%)	1,137 (+0.71%)	00:19 (0%)
Sessions NZ	Users NZ	Pageviews NZ	Average Session NZ
692 (+16.69%)	654* (+15.14%)	741* (+17.25%)	00:11 (-21.42%)

\*Data includes visits to Watch & Win YouTube webinar links.

## Misc.

- Our Second Trade eDM was sent delivering positive response positive across AUNZ
  - 5,378 received, 23.7% open rate, 71 Click through's.
- Our Travel USA campaign launched in February and continued throughout March. The campaign has been extended for 4 full weeks to ensure it meets the guaranteed CTR benchmarks. Enquiries have been received post eDM, and radio marketing has commenced. A full report will be provided at campaign completion. An example of the trade advertising can be viewed here: <https://traveltoday.co.nz/lite/wp-content/uploads/TravelToday-5166-04Mar26.pdf>
- North Dakota/Wyoming Watch and Win – Continued push via consortia Databases.
- Social media (LinkedIn) continued 'Dine with Dylan' series and Brand USA America the Beautiful themed posts.
- Data requests are being collected by Key Partners for the RMI TRIP Report™.
- Attended Brand USA B2B day in February. Reporting provided in March as part of a separate project report.

- Pitched “The Un-Road Trip: Saving on Travel Costs with Rail and Public Transit” to consumer travel media, highlighting car-free travel options across Wyoming (Jackson Hole START Bus, national park access) and Idaho (Mountain Rides, Sun Valley Resort shuttles).
- Pitched “Perfect 10 Equine Experiences Around the World” and “Perfect 10 Ways to Wellness in 2026” (Idaho), featuring Western Pleasure Guest Ranch and its ranch and wellness experiences.
- Distributed trade press release: *Great American West Launches “Watch and Win” Webinar Series*.
- Pitched “Unexpected Places to Visit in the USA” to travel media, featuring:
  - Boise, Idaho (emerging culinary scene, James Beard recognition, diverse dining)
  - North Dakota (Medora, Theodore Roosevelt National Park, cultural attractions)
- Pitched “Everyone’s Obsessed with the ‘90s — Here’s How to Travel There,” featuring North and South Dakota filming locations and attractions (e.g., *Fargo*, *Dances with Wolves*).
- Pitched Faraway Hotel Jackson Hole (new accommodation in Teton Village, featuring redesigned guestrooms, restaurant, lobby lounge, and cocktail club).
- Pitched Theodore Roosevelt Presidential Library (opening July 2026, highlighting Roosevelt’s legacy and conservation impact).

# FY26 Q3 REPORT

January-March 2026



## QUESTIONS?

Evan Thompson

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