

ROCKY MOUNTAIN INTERNATIONAL

The image is a vertical collage of four nature photographs. The top photo shows a grassy hillside with several evergreen trees under a cloudy sky. The second photo from the top shows a range of rugged, snow-covered mountains. The third photo shows a stream flowing over dark, jagged rocks, creating a small waterfall. The bottom photo shows a wide view of a mountain valley with steep, rocky slopes and distant peaks.

RMI 2003-2004
ANNUAL MARKETING REPORT

Back On Track



Never, never, never give up.
- Winston Churchill

For the second year in a row, international tourism to the region has grown substantially, actually overtaking pre-9/11 levels. And while no one can predict the future, we see no reason why the growth won't continue.

Every year, it's important to recall why this public-private partnership works, year after year, while other partnerships and co-ops crash and burn.

The commitment of the states. South Dakota, Wyoming, Montana, and Idaho have made long-term commitments to the regional tourism promotion concept that is RMI. There is no other regional organization like RMI, which is entering our 15th year.

Laser beam focus. Although strategies, methods, and personnel have changed, the focus has remained sharp: the promotion of European tourism to our region.

No membership fees. Every destination, firm, or attraction within the four states that wants to participate in the regional international marketing effort can do so. There are no "membership" fees because state contracts cover that. The program is all-inclusive, and participants can choose their level of commitment from a menu of services.

Overseas offices. It was recognized early on that in order to be effective in our target markets we needed high quality professionals on the ground. We think our overseas representatives – Rita Hille and Susanne Schmitt in Germany, Claire Blacknell and Lisa Chamberlain in the UK, Karin Gomes and Arjan Helle in the Amsterdam region, Hervé Duxin in Paris, and Dr. Olga Mazzoni and Mario Bavari in Italy – are quite simply the best.

Cost effectiveness. It would cost each state more than NINE TIMES what they pay to replicate the RMI program on a state-by-state basis. Because of the track record of the effort, RMI has been able to leverage state dollars by 60% to increase the overall value of the program and grow the tourism economies of all four states in the region.

Partnerships. The region continues to grow in clout, access, and attractiveness because of strategic partnerships with Gateway cities (Denver, Salt Lake City, Minneapolis/St. Paul, Spokane, Portland) and RMI partners (Best Western International, Yellowstone Park Lodges, Rapid City CVB, Buffalo Bill's Cody Country, and the Boise CVB.)

Communications. RMI publications have grown from 50,000 to 90,000 in circulation and from two to four languages. The multiple-language website continues to grow in visitation.

Roundups. The Roundup marketplaces have created more relationships and more regional "product" for visitors than any other program or trade show domestically or internationally. The Cody Roundup was outstanding.

The RMI Crew. Hardworking, hard playing, professional, and dedicated, the staff at RMI is exceptionally talented. Hat's off to Scott Balyo, Director of Marketing; James Scoon, Marketing Coordinator; Laurie Box, Financial Officer; Becky Lyles and Nancy Hall, Administrators; and Don Hajicek, Graphic and Technical Coordinator.

Onward.

Chuck Box
President, RMI

Finding the RMI states of Montana, Idaho, Wyoming and South Dakota on a U.S. map is pretty easy. This beautiful part of the country is hard to miss, with our wonderful attractions, rich history and countless scenic vistas. It's certainly an area well known to visitors from throughout the country.

Gaining recognition and visitors from Europe, on the other hand, is a unique challenge, which the RMI partnership is accomplishing every day!

Our goal: To promote the region as an outstanding U.S. destination to the European travel trade and press.

And, that goal is being reached through the work of the RMI states, gateway cities, marketing partners along with our offices in Cheyenne and those throughout Europe.

Welcome to the 2003-2004 Rocky Mountain International Annual Marketing Report. This report is a brief recap of who we are, what we do, how we do it and where international tourism in the RMI region is heading. This reports marks our 14th year in operation!

Last year, we reported a big increase in the amount of product being offered throughout the region. This year that trend continued – evidence that the program is working and getting stronger every day.

We've participated in extremely successful trade shows and sales missions in Europe this year. We hosted a very well attended Mega Familiarization Tour covering Wyoming and Montana in the fall of 2003 and held a VERY successful Roundup, held in Cody last May.

Our offices sell the region to tour operators, travel agents, members of the press and consumers – working hard to let Europeans know about one of the best destinations in the United States.

It's become more and more obvious that the state commitment to the RMI program has helped the region weather some trying times in the travel industry. But, it is this commitment that has allowed them to bounce back so quickly. The states are the benefactors of increased travel and tourism to the U.S., because of favorable currency exchange rates and an increased sense of security visitors had this year.

I am confident that a successful future can be guaranteed through the continuation of our strong partnerships. The spirit of cooperation between the four states continues to thrive. The work of RMI's overseas offices remains extremely targeted as they work to promote this region in their individual markets. And our staff in Cheyenne is as dedicated as ever to promoting this great region.

I am looking forward to another great year. My thanks to all who have made the RMI program a continued success.

Sincerely,

Scott Balyo
Director of Marketing, RMI

Who is Rocky Mountain International

Rocky Mountain International (RMI) coordinates the international tourism marketing for the state tourism departments of Wyoming, Idaho, South Dakota and Montana – The Real America – as a region. Official gateway cities for the region include Denver, Minneapolis/St. Paul, Portland, Salt Lake City and Spokane. RMI's home office is in Cheyenne, Wyoming. Overseas offices are located in London, Frankfurt, Amsterdam, Brussels, Paris and Milan. This annual marketing report covers the state fiscal year from July 1, 2003 to June 30, 2004.

Chuck Box

President, RMI
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Established in 1990, RMI coordinates the official international tourism marketing efforts of the states of South Dakota, Wyoming, Montana and Idaho in Europe via offices in

Cheyenne, London, Frankfurt, Brussels, Paris and Milan. In 1993, RMI was the first-ever recipient of the "Marty" award for creative regional tourism promotion from the Travel Industry Association (TIA). Profiles of RMI have appeared in several national publications, including the Wall Street Journal, USA Today, and New York Times. In 2001, RMI was selected by the University of Colorado Business MBA school to be profiled in their multiple award-winning "Profiles in American Enterprise" program. Box sits on the Board of Directors for Cheyenne Frontier Days and the Cheyenne CVB. Prior to RMI, Box was the Manager of Travel Development for the Wyoming Travel Commission for three and a half years following positions at the American Automobile Association (AAA) and the Saratoga, Wyoming, Chamber of Commerce.

As a novelist, (Open Season, Savage Run, Winterkill) Box has won the Gumshoe, Macavity, Barry and Anthony Awards, and is in print in eleven languages. He was born in Wyoming and is a 1981 graduate of the University of Denver. He lives outside of Cheyenne with his wife, Laurie, three daughters, and too many horses, dogs, birds, rabbits, rats, cats and fish.

Scott Balyo

Director of Marketing, RMI
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Balyo is responsible for managing most of the day-to-day marketing activities of Rocky Mountain International, including the work of RMI's five European offices and the main

office in Cheyenne, Wyoming.

He coordinates sales missions, trade shows, the Mega Familiarization Tour, the annual RMI Roundup and Summit Meetings. He is also in charge of RMI's web site (www.rmi-realamerica.com), newsletters, and coordinating production and distribution of the Real America Guide with Gordon International.

Balyo has a BA in Journalism from Taylor University (Indiana) with a minor in Marketing. Before coming to RMI in the summer of 2002, Balyo owned and operated the Mackinaw Journal and Mackinaw Today (community and tourism newspapers) for four years in Mackinaw City, Michigan. He was also president of the Greater Mackinaw Area Chamber of Commerce, representing 225 mostly tourism-related businesses.

Prior to moving to Michigan, Balyo worked as a trade show manager for the Franklin Covey Company in Salt Lake City, where he also handled media relations for the technology division.

He and his wife Erika live in Cheyenne and have two boys. Interests include reading, sports, traveling and spending time with family.

James Scoon

Marketing Coordinator, RMI
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Scoon is responsible for support and fam tours, the Real America Guide and RMI's Web site. He is also the primary advertising salesperson for RMI's Web site [www.RMI-](http://www.RMI-RealAmerica.com)

[RealAmerica.com](http://www.RMI-RealAmerica.com). Scoon is the primary contact for our Gateway City and Partner program and coordinates the consolidated shipments and fulfillment programs as well.

Born and raised in Northern Michigan, Scoon attended Northern Michigan University in Marquette, where he completed a bachelor's degree in Marketing with a minor in Business. His interests include spending time with his family, sports and snowboarding.

Laurie Box

Financial Officer, RMI
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Laurie Box has overseen fiscal responsibilities on a part-time basis for all phases of RMI since 1992. Her financial duties include administering contract services, RMI publications,

affiliate offices, overseas trade shows, research and consultation services, and serving as the liaison for all legal and accounting functions. She is also the office manager for RMI and serves on the board of PIRE, a real estate ownership group.

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Barbara Stafford

Special Project Marketing, RMI
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Barbara works on a per-project basis on those projects that fall outside the scope of regular RMI activities. Her strong background in marketing research, events planning, and international marketing promotion provides RMI with a valuable, multifunctional resource.

Nancy Hall

RMI Administrator
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As RMI's part-time administrator, Nancy is responsible for database upkeep, assistance with publications and TRIP Reports, trade show/marketplace support, and other clerical duties as needed. Nancy has two

grown children, Shannon and Tony. Nancy and her husband, Ken, just celebrated their second anniversary. Together they enjoy camping, hiking, walking and cross-country skiing in the Rocky Mountain Region.

Rite Hille

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Rita is RMI's director of German market operations. She has over 20 years of experience in travel industry sales, marketing and promotion. After having lived in Hong Kong for several years, she returned to

Germany and started with USTTA in 1978. During her time at USTTA, her duties included the coordination of ITB, travel agent seminars, and trade and media fam tours. Her duties provided her with an excellent opportunity to stay in constant touch with major German tour operators, ad hoc group producers and retail agencies. She gained in-depth knowledge of the USA and the US tourism industry while accompanying journalist and travel trade fam tours and attending trade shows. In 1989, she joined Wiechmann Tourism Services as

director of marketing. When WTS was awarded the RMI contract, Hille was assigned as account executive.

Susanne Schmitt

RMI Account Manager, German Market
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Susanne completed her studies for Tourism Management and Foreign Languages in Mannheim. While a student, she worked for German language tour operator IST. Susanne served also as an

Au-pair for one year in Philadelphia, PA. She has traveled to many countries in Europe and has been to her preferred destination—the USA—many times, especially to the West. During several visits over the past six years, she has traveled to the state of Idaho extensively. Her studies and on-the-job training provided her with an excellent inside knowledge of tour operations. She has a working knowledge of Spanish and French.

Claire Blacknell

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Claire started her travel career in 1988 as the Hotel Sales Manager / Product Executive for Bon Voyage. During her 10 years with this specialist USA operator Claire was responsible for the

contracting of hotels throughout the US and worked closely on the product for the brochure. In 2000 she was headhunted to take on the position of UK & Ireland Sales Director for Tourco and UK Sales Manager for the State of Mississippi. She represented Tourco, an East Coast receptive, for 3 years and worked closely with almost 75 tour operators. In 2001 she set up International Representation Services (IRS) and continued to represent Tourco, as well as North American Vacation Homes. She was then invited to bid for the Rocky Mountain International (RMI) account and has represented them since January 2001.

Lisa Chamberlain

Associate Director/ Fulfillment Services
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Lisa graduated from college and started her career in tourism in 1989 as Product Executive at Jetways, a USA/Canada specialist tour operator. From here she moved to Getaway

Vacations and for four years took on the role of Product Manager. In 1994 she was headhunted to be the European Sales & Promotions Manager for the Nashville Convention & Visitors Bureau and assist with the marketing of the State of Tennessee. In 2000 she left to set up her own company to represent Rhythms of the South; Atlanta, Nashville & New Orleans. In 2001 she joined with business partner, Claire Blacknell, to assist with the RMI contract and in particular the operation and management of the fulfillment service in the UK. Lisa has over 15 years experience in the US travel market and during this time has travelled extensively throughout the states and within the RMI region.

Arjan Helle

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Arjan Helle is the owner of Target Benelux B.V. He has a degree in Business Administration and Law, is a former international rowing champion, and is currently active in mountaineering, skiing, tennis, golf and

other outdoor sports.

After a career in the hotel business, he became involved in tourism as chief editor of a consumer travel magazine. Experience with destination management was gained during five years of representing the Tourism Authority of Thailand.

Karin Gomes

Sales Manager, Benelux Market
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Karin L.M. Gomes graduated in 1982 from the Brussels Hospitality Management School. She started her career working for Ramada International, cumulating in a position as sales manager for

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the Benelux International Sales Office. In this position she traveled frequently within Europe and to the Middle-East and the US.

She then took on a job as sales manager for the newly opened prestigious Golden Tulip hotel "Jan Tabak" from where she moved on to the position of director of sales for Golden Tulip Holland Hotels and later to the International Sales Office for the Benelux.

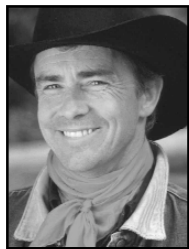
In 1989 she started her own company, which merged in 1993 with the company of Arjan Helle, a former colleague of GT Jan Tabak.

Karin is active in skiing, sailing (laser-open boat and 37 foot sea sailing), tennis and golf.

Hervé Duxin

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Duxin is well known throughout France as the "French Cowboy" as well as a journalist, television personality, expert in American western culture, and a noted equestrian and horse trainer. He

has been to the U.S. numerous times, including many buying trips for western artifacts and tack that he resold through a former business. While participating in cattle drives, pack trips, roundups and rodeos (and even an RMI Winter Roundup), Duxin acquired a knowledge of the area and a love of the West that serves the region well in France. Duxin has participated in French consumer shows such as Salon du Cheval, Country Show, and AQHA le Tourquet. He has contributed articles to many French publications, including Le Figaro Magazine, Atout Cheval, Golf Senior, and Le Dépêche. He's appeared on several television programs and has escorted both film and video crews to the U.S. on behalf of several French networks.

Dr. Olga Mazzoni

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Olga Mazzoni has been involved in the tourism industry for many years. Of her time spent with CIGA Hotels in Milan, Mazzoni says she "approached the hotel industry from the basic level: in

the reservations department for the German-speaking European area and also for Spain." As account manager in the sales and promotional department for the tour wholesaler Albartour in Milan, she had the opportunity to work with and become well-known among many Northern Italy travel agencies. Currently, Mazzoni co-owns and manages a marketing company, Thema Nuovi Mondì, offering marketing, sales and public relations services to the foreign tourism industry in Italy. In addition to being a fencing sport expert—she practiced for 13 years—Mazzoni speaks four foreign languages: English, French, German and Spanish, has a good working knowledge of Portuguese, and, of course, speaks her native Italian.

Barbara Barili

Thema Nuovi Mondì
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Barbara Barili assists with finalizing press and familiarization trips and provides information related to media and press contacts to all contributing partners. Moreover, she assists in maintaining contacts with

tour operators and travel agencies in the market place coordinating training seminars, mailings and promotional events. Barbara lives in a little town close to Milan.

She received a university degree at the Interpreter School in Milan in 1995 and speaks English and Spanish fluently, with a good knowledge of French as well.

In 1998, she started working at Best Western International Reservation Centre in Milan as reservation agent.

At the beginning of 2000, she moved to the International Sales Office of Best Western as sales assistant for the following markets: Italy, Spain, Portugal, Netherlands, Israel, dealing mainly with tour operators featuring the U.S. During this period, she had the opportunity to participate in one fam trip to Montana and Wyoming.

In November of 2001, she started working at Thema Nuovi Mondì as marketing and PR assistant.

WYOMING

Diane Shober

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After Shober graduated from the University of Wyoming in 1984 with a bachelor's degree in marketing, she studied international marketing at the University of Manchester Institute of Science and

Technology in Manchester, England.

A native of Wyoming, Diane served as marketing manager for the Cam-Plex Multi-Event Facilities in Gillette, Wyoming, from 1989 to 1994. During that time, she successfully led the effort for the city of Gillette to host the National High School Finals Rodeo.

Diane then took the position of managing director of the Joseph Holmes Chicago Dance Theater, a professional touring dance company and school of dance based in Chicago.

Shober was the director of membership for the Chicago Convention and Tourism Bureau, where she guided and directed the overall membership operations of the 1,700-member destination-marketing organization. Shober became the new director of the Travel and Tourism Division of the Wyoming Business Council in 2003.

Rita Greene Bellardo

European Program Manager
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Rita Greene Bellardo joined Wyoming Travel & Tourism in August of 2000. Marketing strategies include tour operator familiarization tours, sales and training missions, and trade shows. Bellardo has been involved in

tourism promotion and sales in the Rocky Mountain Region since 1988. She began as marketing director for a Wyoming-based group tour company specializing in winter tours to Yellowstone National Park. In 1991, Bellardo became Director of Convention Sales for the Fort Collins, Colorado, Convention & Visitors Bureau and was promoted to executive director in 1994. While director, she was elected president of the Tourism Industry Association of Colorado, and also served as a board member of the Colorado Association of Destination Marketing Organizations.

SOUTH DAKOTA

Patricia Van Gerpen

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Patricia Van Gerpen was previously the creative director for the Dept. of Tourism and the Governor's Office of Economic Development for 11 years. Her responsibilities included directing advertising and promotional

efforts, and managing the staff of the creative division. Prior to moving back to South Dakota, she worked as managing editor for a newspaper operation in Minnesota; managed consumer and trade advertising for a stationery manufacturer in Minnesota; and worked with advertising for a retail department store chain based in Nebraska. She is a journalism graduate of South Dakota State University, Brookings.

Maureen Droz

Group & International Marketing Mgr.
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As South Dakota's Group and International Marketing Manager, Maureen Droz's responsibilities include promoting South Dakota's travel and vacation opportunities to both domestic and inter-

national tour and travel companies via missions, trade shows, and familiarization tours. Droz also serves as the primary source of South Dakota information and materials including itinerary planning, special trade materials, slides, photos, and press kits. A South Dakota native, Droz has been with the Department of Tourism since 1984, and her background is in managing travel show and travel agent marketing, state information centers, and planning and hosting familiarization tours.

MONTANA

Betsy Baumgart

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Betsy Baumgart is the administrator of the Montana Department of Commerce Promotion Division, which includes Travel Montana and the Montana Film Office. Since assuming her duties in January of

2002, one of her major achievements has been guiding the creation and the recent completion of the five-year Montana Tourism & Recreation Strategic Plan - Big Sky Value. She is looking forward to working with the state's many tourism partners on its successful implementation.

Before being selected to lead the state's overall tourism promotion efforts, Baumgart was a familiar face in Montana's tourism industry, having been actively involved in it for 15 years.

Pam Gosink

Marketing & Overseas Program Manager
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Pam is responsible for marketing Montana as a vacation and travel destination to domestic and international tour and travel companies. This is accomplished by participating in familiarization tours,

missions and trade shows. In addition, she works with key travel representatives and news media, encouraging them to take familiarization tours to experience Montana tourism opportunities firsthand. Gosink also oversees the tourism efforts of the Montana trade offices in Taipei and Kumamoto. Prior to joining the Montana Division of Promotion & Tourism Development in April 1992, Gosink was the Director of Sales and Hospitality at Helena's largest convention hotel, a position she held for seven years.

IDAHO

Carl Wilgus

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Following an undergraduate degree from the University of Washington in Seattle, Carl Wilgus began his tourism promotional career as a ski instructor in 1973 on the slopes of world-famous Sun Valley. After spend-

ing several years as the corporation's winter sales manager and director of publicity, 13 years later and still in Sun Valley, he worked himself to the position in the spring of 1987 to oversee the state's now \$4 million tourism promotional budget, along with a staff of 11 people. Wilgus is committed to moving tourism forward as a recognized industry in his state. He is an active participant in the National Council of State Travel Directors, serves on the guidance council for the University of Idaho College of Forestry, Wildlife and Range Sciences, is a board member of the Travel Industry of America Board of Directors, and is a former co-chairman of the Visit U.S. West international tourism marketing organization. A native of Tacoma, Washington, Wilgus enjoys golf, snow skiing and triathlons.

Karen Ballard

Tourism Development Specialist
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Karen Ballard joined the Idaho Travel Council in October of 1992, and her responsibilities include expanding the group and tour market, both domestic and international. A native of

Washington state, Ballard received her degree in legal studies from the University of California, Berkley before relocating to Idaho in 1982. Ballard began her tourism career with the Elkhorn Resort in Sun Valley, where she was director of sales and has worked as a consultant for various professional associations and hotels.

Product on the Market

2003/2004 RMI TRIP Report Statistics

An important tool for measuring regional success in our target markets is RMI's exclusive TRIP Report program (TRIP stands for Tourism Research Inventory Product). Here is how it works.

1) RMI overseas offices gather up every tour operator brochure and search for tour operators online and extract all of the fly-drive, group, motorcoach, accommodations, itineraries and packages that contain Wyoming, Montana, Idaho or South Dakota product. That information, including the number of departures, number of overnights offered, overnight properties and other details are entered into a database.

2) When the extract data is compiled it is then imported into a specifically-designed software program with over 800 built-in calculations, an

interactive menu and a series of reports. RMI is able to compare the data from previous years by product category, market, state, city and even individual property.

3) The results of the analysis are what you see here. Please keep in mind that we are not and have never attempted to measure the exact number of room nights actually booked in the state or throughout the region. The TRIP reports are a measurement of the product being offered on the shelf of the target markets. We're measuring inventory, not bookings. TRIP reports are just one way of measuring our success in our target markets and are no more than that. But, we think it's valid to assume that if the availability of state and regional travel products is growing (or declining) that demand for those products is growing (or declining) within each RMI market.

Regional Totals

UK MARKET

Fly-Drive.....	64,849
Accommodations	374,950
Motorcoach	230,880
Packages.....	121,766
Group.....	55,234
TOTAL.....	847,649

FRENCH MARKET

Fly-Drive.....	43,473
Accommodations.....	118,990
Motorcoach	36,200
Packages	32,783
Group	112,600
TOTAL.....	344,046

BENELUX MARKET

Fly-Drive.....	35,639
Accommodations	26,280
Motorcoach	73,200
Packages	0
Group	150
TOTAL.....	135,269

GERMAN MARKET

Fly-Drive.....	80,071
Accommodations	132,495
Motorcoach	138,680
Packages	16,094
Group.....	34,770
TOTAL.....	402,110

ITALIAN MARKET

Fly-Drive.....	43,402
Accommodations	79,935
Motorcoach	58,640
Packages.....	11,947
Group.....	1,030
TOTAL.....	194,954

Idaho TRIP Report Summary & Analysis

Overnights Offered by Tour Operators

	Fly-Drive	Accommodations	Motorcoach	Small Group	Packages
Benelux	1,803	1,460	1,880	75	0
France	4,320	9,125	7,360	42,750	1,566
Germany	5,502	13,870	3,600	1,752	2,159
Italy	3,498	2,920	0	0	6,861
UK	5,805	73,365	8,440	2,165	16,671
Total	20,928	100,740	21,280	46,742	27,257

Overnights Offered by Market

Benelux	5,218	Increase in Overnights from 2002/2003 to 2003/2004 +88,280
France	65,121	
Germany	26,883	Percent of Increase 69%
Italy	13,279	
UK	106,446	
Total	216,947	

Montana TRIP Report Summary & Analysis

Overnights Offered by Tour Operators

	Fly-Drive	Accommodations	Motorcoach	Small Group	Packages
Benelux	9,839	7,665	24,320	0	0
France	9,300	31,755	8,280	7,150	9,306
Germany	21,675	36,135	51,560	3,040	6,904
Italy	10,231	24,455	20,440	585	1,799
UK	17,129	122,735	32,120	7,404	41,865
Total	68,174	222,745	136,720	18,179	59,874

Overnights Offered by Market

Benelux	41,824	Increase in Overnights from 2002/2003 to 2003/2004 +124,298
France	65,791	
Germany	119,314	Percent of Increase 33%
Italy	57,510	
UK	221,253	
Total	505,692	

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South Dakota TRIP Report Summary & Analysis

Overnights Offered by Tour Operators

	Fly-Drive	Accommodations	Motorcoach	Small Group	Packages
Benelux	4,046	2,190	8,360	75	0
France	5,085	17,885	4,120	9,800	592
Germany	8,341	14,600	15,040	4,771	870
Italy	6,641	8,030	2,320	0	0
UK	9,908	60,225	46,600	11,700	546
Total	34,021	102,930	76,440	26,346	2,008

Overnights Offered by Market

Benelux	14,671
France	37,482
Germany	43,622
Italy	16,991
UK	128,979
Total	241,745

Increase in Overnights from 2002/2003 to 2003/2004
+48,000

Percent of Increase
25%

Wyoming TRIP Report Summary & Analysis

Overnights Offered by Tour Operators

	Fly-Drive	Accommodations	Motorcoach	Small Group	Packages
Benelux	19,951	14,965	38,640	0	0
France	24,768	60,225	16,440	52,900	21,319
Germany	44,553	67,890	68,480	25,207	6,161
Italy	23,032	44,530	35,880	445	3,287
UK	32,007	118,625	143,720	33,965	62,684
Total	144,311	306,235	303,160	112,517	93,451

Overnights Offered by Market

Benelux	73,556
France	175,652
Germany	212,291
Italy	107,174
UK	391,001
Total	959,674

Increase in Overnights from 2002/2003 to 2003/2004
+50,367

Percent of Increase
6%

Statistics

U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries Forecast of Top Overseas Travel Markets to the United States.

RMI's main markets all rank in the Top-10 for visitation to U.S.

Each market is estimated to be increasing visitation for 2004, and most are estimated to be up from 2003.

National Rank in 2002

1. UK, 3,817,000 visitors in 2002, est. 3,958,000 in 2003 (up 4%), and est. 4,215,000 in 2004 (up 7%)

3. Germany, 1,190,000 visitors in 2002, est. 1,151,000 in 2003 (down 3%), and est. 1,256,000 in 2004 (up 9%)

4. France, 734,000 visitors in 2002, est. 697,000 in 2003 (down 5%), est. 757,000 in 2004 (up 9%)

7. Italy, 406,000 visitors in 2002, est. 422,000 in 2003 (up 4%), est. 455,000 in 2004 (up 8%)

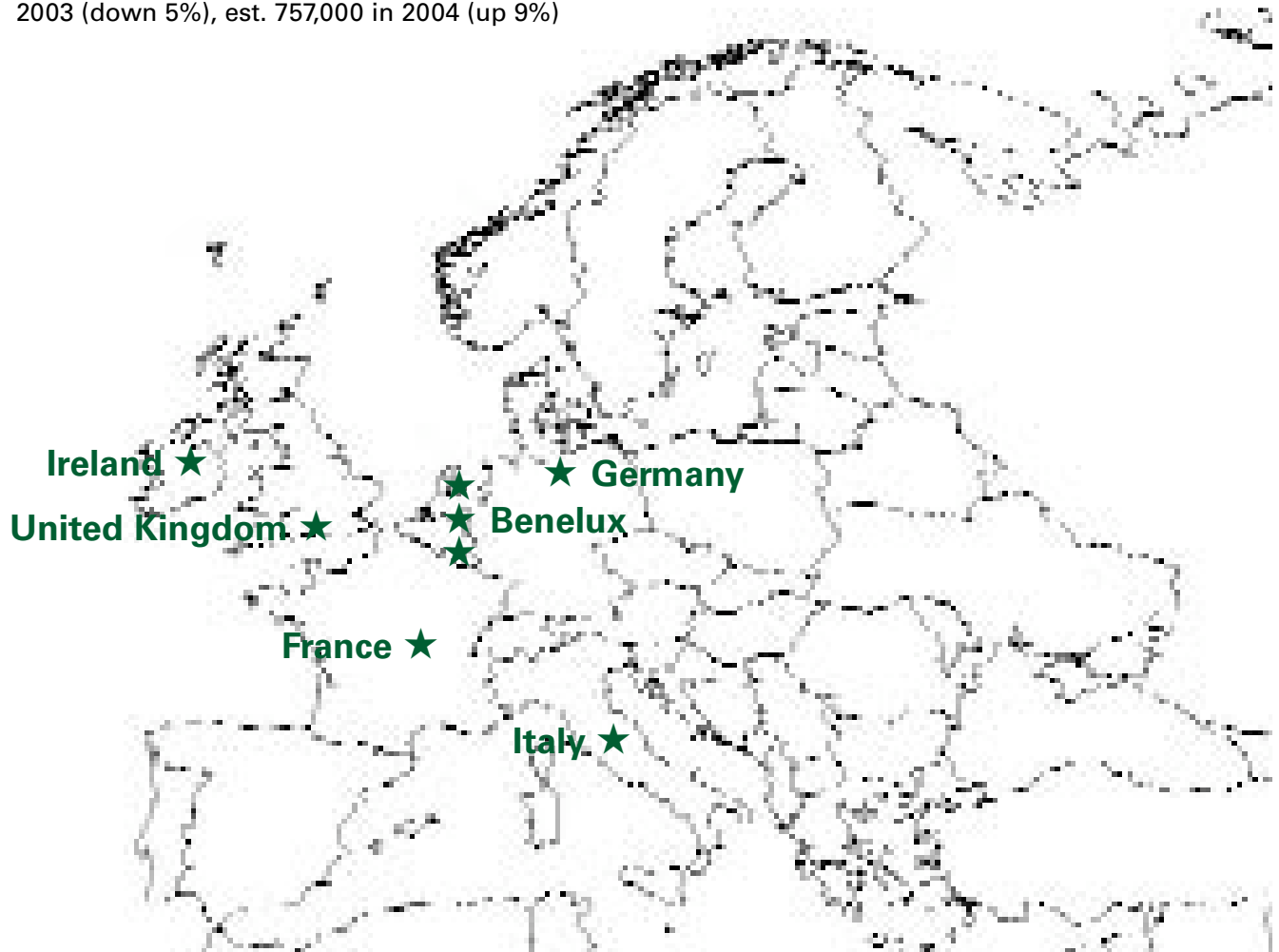
10. Netherlands, 384,000 visitors in 2002, est. 400,000 in 2003 (up 4%), est. 427,000 in 2004, (up 7%)

16. Ireland, 260,000 visitors in 2002, est. 271,000 in 2003 (up 4%), est. 290,000 in 2004 (up 7%)

18. Switzerland, 254,000 visitors in 2002, est. 241,000 in 2003 (down 5%), 261,000 visitors in 2004 (up 9%)

23. Belgium, 159,000 visitors in 2002, est. 164,000 in 2003 (up 3%), est. 178,000 in 2004 (up 9%)

29. Austria, 98,000 visitors in 2002, est. 102,000 in 2003 (up 4%), est. 109,000 in 2004 (up 7%)



Market Trends

UK Market

- The UK is once again set to be the top generating overseas market for visitation to the USA. The first quarter of 2004 was up 15 percent, the fourth successive quarter of growth. United Kingdom visitation increased by six percent in May, marking the fifteenth monthly increase since the beginning of 2003.
- All of the respondents predicted second and third quarter 2004 travel demand to be higher or much higher compared to 2003. Demand for secondary destinations was predicted to be higher by approximately nine out of ten (88%) respondents. Misinformation for consumers on entry and exit requirements to the USA was listed as the top barrier.
- The best potential for market growth is expected to be in the number of repeat visitors, who tend to have a good disposable income and fall within the 45-55 age category, and regularly take two or three vacations to the US each year. Variations in the economy have surprisingly little effect on travel decisions, with UK travelers putting vacations ahead of almost all other consumer decisions.
- The average UK vacation trip to the US is approximately two weeks, and there is increasing interest among British vacationers in fly/drive and motorhome rentals. There has also been a slight but noted shift of vacation away from cities to more outdoors destinations such as State or National Parks.
- The overall consensus from the UK operators is an extremely positive one - with almost all showing growth by the end of 2003 and well into 2004. Without doubt, the continual strength of the UK pound against the dollar has had a marked impact on travel demand to the US and is leading the way in restoring visitation levels to that of past years.

German Market

- In the past 3 years, the travel and tourism sector has been hit hard by a string of damaging geopolitical events, beginning with the terrorist attacks in September 2001 through to the US-led war on Iraq in March-April 2003 and the much tighter security at US borders. These developments cut international arrivals from 50.9m in 2000 to 42.2m in 2003, a fall of 17%. The tourism industry showed signs of recovery in early 2004 after more than two years of heavy losses and restructuring. Helped by the desire to travel, the strong dollar exchange rate and the absence of further terrorist attacks, visitor numbers have bounced back to pre-September 2001 levels.
- The general outlook of the tour operators for the FY 04/05 is therefore very optimistic. There is strong demand for long-haul travel in all European source markets this year. The USA is showing clear growth at present.
- German tour operators are forecasting stable prices for 2005. The euro is widely expected to stay in the \$1.10-1.30 range, thus retaining its relative strength against the dollar. But operators are not expecting any more large-scale price reductions from US suppliers after several years of discounts and special offers.
- Dertour, the largest German operator to North America, reported 20% growth for itself and sister brand ADAC Reisen as of end-March. It forecasts a high double-digit increase this year with a double-digit rise for the overall market. The number two operator, FTI, reported a 41% sales increase to date, with good growth for campervans, rental cars and bus tours. It forecasts anything from a "conservative" 35% to a 50% rise this year, ahead of 20% market growth.
- TUI sales are also up by a double-digit figure. It expects slight growth in line with the market this year. Neckermann has a 40% rise in USA sales to date, its predictions are for high double-digit growth for itself and 5% market growth this year. Thomas Cook Reisen, the premium operator which launched USA holidays last year, said it is satisfied with sales to date and expected to grow in line with the overall market.

Italian Market

- 30 Italian Tour Operators are featuring travel solutions and packages to the RMI Region.
- Increased number of Ranch stays offered to the market-place. (Guest Ranches mostly, and more specifically those open all-year-round)
- Very enthusiastic approach toward the less known destinations, providing new inspirational offers and attractions to be visited, as well as diversified new opportunities for more adventurous travel programs. (Soft-adventure, hiking and discovery, horseback riding vacations, snow/winter holidays, nature-oriented packages). Therefore the RMI Region is appealing to a larger number of travelers, and consequently a major number of Travel professionals are looking at the Region as one of the most interesting to be offered.
- High-end travel packages and ad-hoc travel arrangements, including Spas and Gourmet are more and more on demand, for the conscious and sophisticated independent traveler.
- A much higher use of Internet and website driven programs by the entire Travel Industry. Therefore more Italian T/Os have organized their own website with very detailed tour and travel programs, FITs packages and Group Tours.
- T/Os are more oriented now, than before, to handle their business with Local and/or Regional Receptive Tour Operators, understanding the added values of a much larger and dedicated offer, based on a more accurate Tour Planning of the Region. Therefore new business generated for RMHT (as example) rather than purchased via the traditional major seller Allied/T-Pro (as example).

French Market

- The Trade Industry made major adjustment to their management. They restricted the workforces, became more creative, adding the best destinations in their catalogues, and decided to be more interactive on the Internet.
- The US Dollar dropped against the Euro, which made the trips to the USA much easier in terms of budget.
- The Trade is also telling your French RMI Office that the RMI region is the big winner of these last years considering the number of requests and sales. Some reasons for this;
- The long term established RMI Office in France increases the confidence between the deciders of the Media and the Trade with the Real America region. The French Product Managers feel they can rely on someone for information and support.
- Our region has had significant coverage in all the support of the French Media with reportages on the Radios, major TV Channels and the magazines (niche and general purpose). Which increased our visibility on the French Market. As a result, the Trade has now a significant amount of our product in their catalogue (paper and Internet).
- All these facts encourage your French Representative to keep on "Whipping and Spurring" to make our Region "inevitable" for the traveler who want to meet the Real America!

Benelux Market

- A lot of people do book their holidays fairly late, a lot of last minute trips are booked, shortly before departure
- Flight holidays show an increase of 4% at cost of car holidays
- Europe shows a decrease in popular destinations as Greece, Portugal and Spain in favor of Turkey, Egypt and long haul destinations (+28%)
- There is a higher demand for All Inclusive concepts.
- Number of online bookings is increasing rapidly. In the period January-June 2004 3.4 million people bought something via the web, this is an increase of 21%.
- Travel to North America increases 22%

Paris Mission 2003

Date: November 2-4, 2003
Where: Paris, France
What: Sales Mission

Participants: Maureen Droz – South Dakota Department of Tourism; Pam Gosink – Department of Commerce, Travel Montana; Karen Ballard – Idaho Commerce and Labor Division of Tourism; Rita Greene-Bellardo – Wyoming Travel and Tourism; Scott Balyo – RMI; Hervé Duxin – RMI-France.

Held annually, the Paris Sales Mission gives the RMI state marketing representatives the opportunity to meet with key tour operators and journalists in one of our rapidly growing markets. Organized by Hervé Duxin, this mission started with two training sessions for the staffs at Voyageurs du Monde and Comptoir. That evening, a VIP dinner was arranged for those tour operators that continue to do a large amount of business in the RMI region. The next morning, a breakfast workshop was held for approximately 50 members of the French travel trade and press. Each state had a literature table and the morning-long event was an excellent opportunity to promote the RMI region.



Paris Mission 2003: (l-r) Karen Ballard, Idaho, Pam Gosink, Montana, Maureen Droz, South Dakota and Rita Greene-Bellardo, Wyoming conduct a sales call at Voyageurs du Monde.

Italy Showcase 2003

Date: November 5-7, 2003
Where: Chianciano-Terme, Italy
What: Workshop/Networking Opportunity organized by the Italian Visa USA committee.

Participants: Maureen Droz – South Dakota Department of Tourism; Pam Gosink – Department of Commerce, Travel Montana; Karen Ballard – Idaho Division of Tourism; Rita Greene-Bellardo – Wyoming Travel and Tourism; Scott Balyo – RMI; Barbara Barili – RMI-Italy.

The RMI states had last participated in the Italy Showcase in 2001. The 2003 event was held in central Italy's Tuscany region. With informative session of Italian long-haul travel trends, excellent networking opportunities and a well-attended workshop with pre-scheduled appointments, the Showcase was a valuable experience for promoting the RMI states. Numerous tour operators, travel agents and members of the media were in attendance. At the workshop, each state, as well as RMI had a table for the 10-minute appointments.



Italy Showcase 2003: Maureen Droz, South Dakota, speaks with an Italian tour operator.

RMI 2003-2004

Benelux 2004

Date: Jan. 12-18, 2004
Where: The Netherlands, Belgium, Luxembourg
What: (2) large trade/consumer travel shows, with numerous sales calls and trainings throughout the region.

Participants: Maureen Droz – South Dakota Department of Tourism; Pam Gosink – Department of Commerce, Travel Montana; Karen Ballard – Idaho Division of Tourism; Rita Greene-Bellardo – Wyoming Travel and Tourism; Scott Balyo – RMI; Karin Gomes – RMI-Benelux, Antonia Monster – RMI-Benelux.

The most ambitious sales mission ever to the Benelux countries by the RMI states was very successful. The state marketing representatives worked at Vakantiebeurs, the largest travel trade/consumer show in Holland, as well as traveling throughout Holland and Belgium to make sales calls and presentations to tour operators and travel agents. The group also attended the Vakanz Holiday Show in Luxembourg, which was the first effort in that specific market. The Benelux continues to be a very attractive, growing market, and we have seen excellent growth over the past two years. Our representatives in that region, Target Benelux, have taken us to new productive heights in promoting the RMI states to long-haul travelers in those three countries.



Benelux 2004: Karen Ballard, Idaho working at the Vakanz Holiday show in Luxembourg.

ITB 2004

Date: March 11-17, 2004
Where: Berlin, Germany
What: One of the largest travel trade shows in the world

Participants: Maureen Droz – South Dakota Department of Tourism; Donnie Sexton – Department of Commerce, Travel Montana; Betsy Baumgart – Department of Commerce, Travel Montana; Karen Ballard – Idaho Division of Tourism; Rita Greene-Bellardo – Wyoming Travel and Tourism; Diane Shober – Wyoming Travel and Tourism; Kent Elliott – The Wort Hotel, Jackson, Wyoming; Dave Schumacher – Brush Creek Ranch, Saratoga, Wyoming; Gary Schluter, Rocky Mountain Holiday Tours; Scott Balyo – RMI; James Scoon – RMI; Susanne Schmitt – RMI-Germany.

ITB continues to be an extremely important show for RMI. By exhibiting at one of the largest travel trade shows in the world, the RMI states are showcased not only to the large German travel market, but to the rest of Europe as well. Exhibiting in the SeeAmerica pavilion with numerous other American suppliers, the RMI booth received a steady flow of traffic throughout the weeklong show. 74 leads were generated, as Wiechmann Tourism Services – RMI's representation company in Germany - did a good job scheduling appointments with key tour operators and journalists. Another tradition, the RMI Buckle Club party was held again and was well attended by many tour operators and journalists who have been to the region. ITB is the first item selected by the states for participation and it remains the most important marketing activity of the year for us.

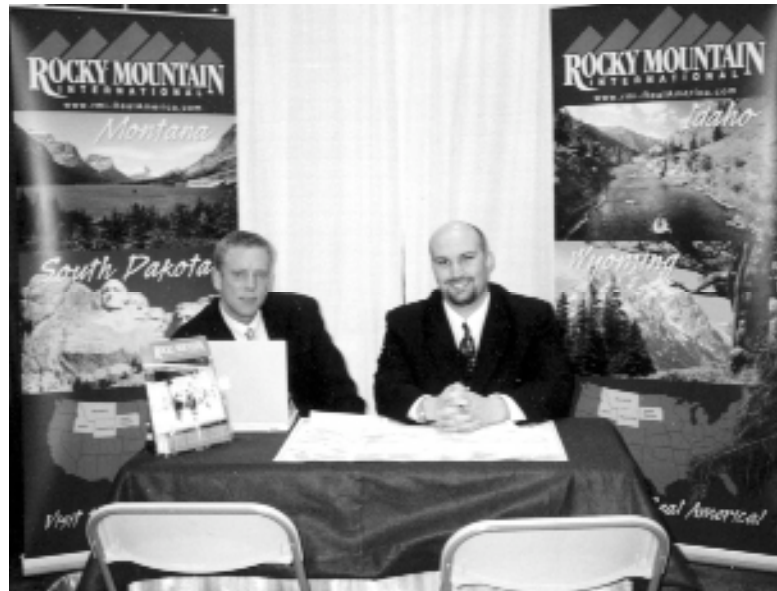


ITB 2004: Rita Greene Bellardo works in the booth at ITB in Berlin, Germany.

2004 International Pow Wow

Date: April 25-28, 2004
Where: Los Angeles, California
What: TIA Pow Wow – largest international trade show in the U.S.

RMI along with each of the four states had booths at the largest US-based international travel trade show. The show consists of three days of pre-set, 20-minute appointments and was held at the L.A. Convention Center. There were 42 appointments in the RMI booth, which was manned by Scott Balyo and James Scoon. Chuck Box attended the media marketplace on behalf of the RMI states, and that was successful as well. The annual Buckle Club party was held at the Ciudad, a restaurant near the show. The party attracted Roundup veterans and RMI state suppliers for an evening of hospitality.



2004 International Pow Wow: James Scoon and Scott Balyo of RMI at the RMI booth during Pow Wow in Los Angeles.

2004 RMI Roundup: Cody

Date: May 15-18, 2004
Where: Cody, Wyoming
What: A series of two regional marketplaces combined with familiarization tours designed to create and stimulate business opportunities between European tour operators and regional destinations, businesses and attractions with an emphasis on both summer and winter product.

The RMI Roundup was held in Cody, Wyoming this year. Once again it was very successful. There were 26 international tour operators and RMI overseas representatives, five domestic receptive tour operators and 86 RMI region suppliers, including the RMI state marketing representatives.

The event was held at the Holiday Inn and began with a pre-fam in around Cody. The entire Roundup group was also treated to a delightful evening at the Buffalo Bill Historical Center that included dinner and presentations. The event closed with dinner and country line dancing at Cassies Supper Club in Cody.



2004 RMI Roundup: Cody: European tour operators, state marketing representatives, RMI staff and local Cody suppliers enjoy the last evening at the Roundup.

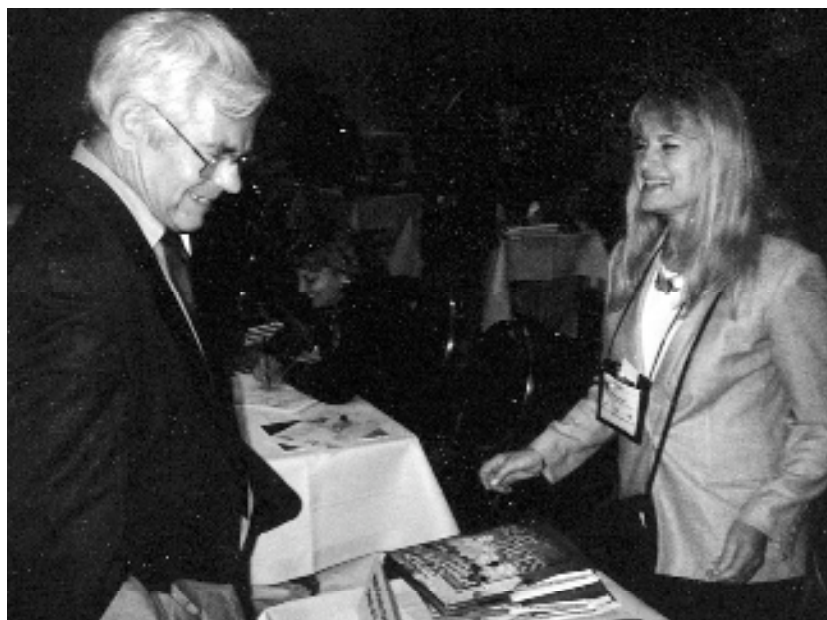
RMI 2003-2004

2004 UK SeeAmerica Week

Date: June 21-23, 2004
Where: London, England
What: Forum and Marketplace for UK press

Participants: Maureen Droz, South Dakota Division of Tourism; Pam Gosink, Department of Commerce – Travel Montana; Karen Ballard, Idaho Division of Tourism; Rita Greene Bellardo, Wyoming Travel and Tourism; Scott Balyo, RMI; and Lisa Chamberlain, RMI-UK.

This was RMI's 2nd year participating in the UK SeeAmerica week events in London. Events included a reception for participants, an education forum on travel issues in the UK and a marketplace bringing together journalists and the RMI state marketing representatives. Travel from the UK to the US remains very strong, in part because of a strong British Pound to the US dollar. The states rated the event not quite as strong as in 2003, so it may become something that our UK representative attends on our behalf, or we may attend every other year. In addition to the regular activities, Rita Greene Bellardo, Wyoming, participated in a education session for travel agents, presenting a special Wyoming video and travel information.



2004 UK SeeAmerica Week: Maureen Droz, South Dakota meets with a participant at the UK SeeAmerica week.

2004 Scottish Mission

Date: June 23-26, 2004
Where: Edinburgh/Glasgow, Scotland
What: Sales Mission to Scotland

Participants: Maureen Droz, South Dakota Department of Tourism; Pam Gosink, Department of Commerce – Travel Montana; Karen Ballard – Idaho Division of Tourism; Rita Greene Bellardo – Wyoming Travel and Tourism; Scott Balyo – RMI; Claire Blacknell, RMI-UK

Following the UK SeeAmerica week events, RMI representatives traveled to Scotland for a sales mission. In Scotland the group generally worked in two teams, covering tour operators and travel agencies in both Edinburgh and Glasgow. Sales calls were made to the following tour operators and travel agencies: Caledonia Travel, Donald Mackenzie Travel, Ltd., First Choice/Holiday Hypermarket, North American Travel Service, Oceanic Travel, Osprey Holidays/Ski Independence, Stewart Travel Center, Trailfinders, Travel 2/Travel 4, Travelpack. The sales calls went very well as there is significant interest in the Scottish market.



2004 Scottish Mission: Karen Ballard, Idaho and Maureen Droz relax on the train to Edinburgh.

Success Stories

Glacier Country: Linda Anderson



Glacier Country represents about one third of the visitors to Montana each year. Approximately one percent of these are international tourists with the majority coming from Germany, the United Kingdom, France and Italy. Because many of our international visitors are FIT's and travel here during our slower shoulder seasons of spring and fall, they play a significant role in feeding our economy—a fact not lost on Glacier Country members.

Working with RMI has provided Glacier Country an unparalleled opportunity to reach the international market. One of the ways we achieve this is through our work with Travel Montana. We have found that in order for the international audience to know where Glacier Country is located, they first need to know where Montana is located. For the past six years, Glacier Country and Travel Montana have worked collaboratively to extend our messaging overseas. Some of the ways we have been able to do this include attending the RMI Roundups and hosting familiarization trips, individual international tour operators or media.

Two years ago, we helped host and coordinate the RMI Roundup in Whitefish, Montana. This was a wonderful way to garner exposure and show off the numerous activities available during each of our four seasons. It has been my experience that the tour operators who attended the Whitefish Roundup are still talking about it, two years later!

One of the RMI tools that has benefited Glacier Country is the one-on-one meetings at the Roundups. Essentially a forum for mutual education, these one-on-one sessions enhance understanding, clarify needs and lay the groundwork for future relations. The new business that develops from these meetings is vital as it translates into economic development for our region—a point with significant impact in a state where tourism is the second largest industry.

To extend the relations we develop while at Roundup, we immediately send a follow up email and all requested information and materials.

In addition to attending the RMI roundups, we communicate quarterly with the RMI representatives in Europe. This allows us to keep them abreast of any specials, packages, press releases or closures that may affect travel. Our relationships with the RMI representatives proved extremely valuable during last summer's wildfires.

Spirit Rider Wagon Train: Mikel Carmon



Spirit Rider Wagon Train offers recreational and family wagon train rides, operating out of Buffalo, Wyoming. We also offer outings for corporations and special events.

The European market has been extremely excited about what we offer. It's very unique and is not your average trail ride or dude ranch.

We prepare relentlessly, practice impeccable integrity, gather a group of exemplary associates, and go for it.

We devote about 50 percent of our total marketing budget to international marketing.

The main international marketing program that we participate in is the RMI Roundup. Because of that we were able to make it into the Rallo Italian catalog in just our second year of operation.

We market internationally because we really like the people. We all share the same planet!

Our major international markets include Italy, England and Germany



Familiarization Tours

Familiarization tours in which journalists, tour operators or travel agents experience the region first-hand, have been described as the most cost-effective and efficient means of marketing a tourism product that exists. A study done by RMI on one German media fam tour documented over \$8,000 of marketing exposure (advertising equivalent) for every \$10 spent on in-kind services.

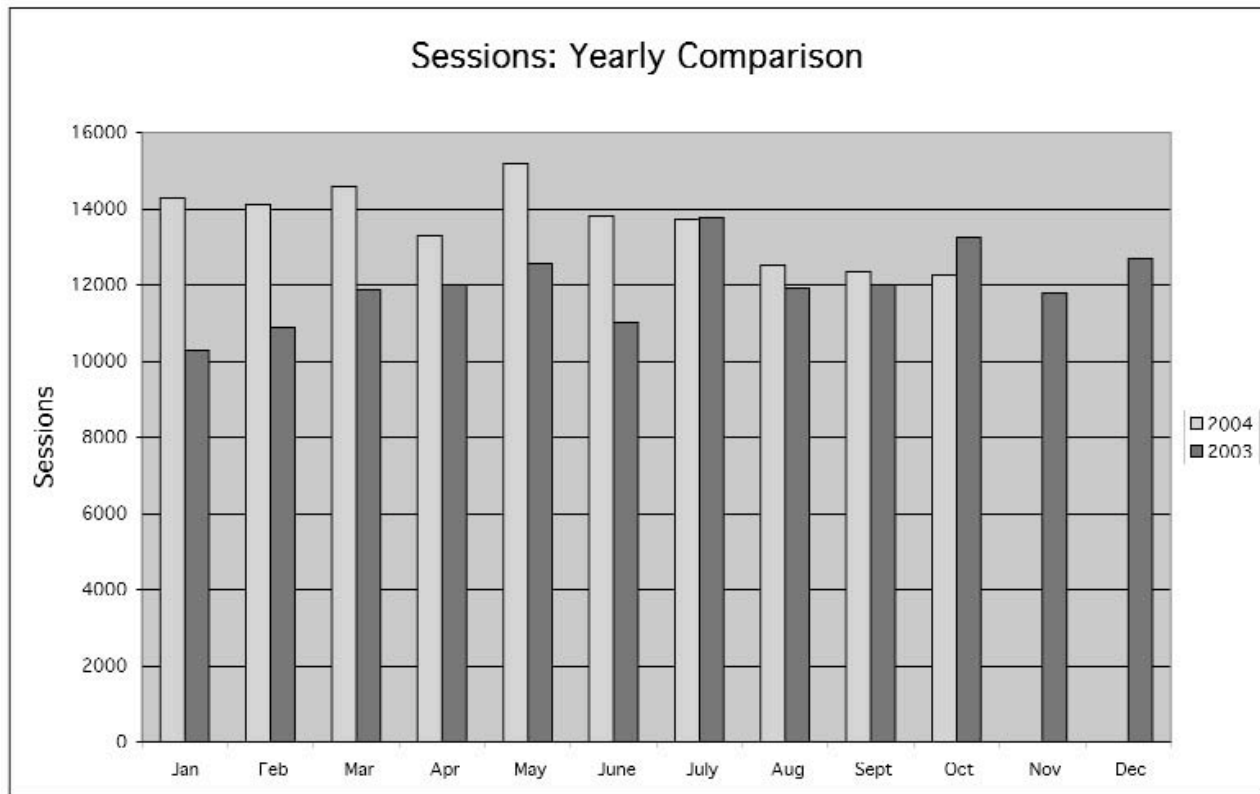
It was decided several years ago to decrease the number of large, multi-state familiarization tours because airline support was difficult and results of large projects were hard to measure.

The RMI Roundups now serve that function and in April 2003, 25 tour operators and 80 suppliers participated in the Roundup. In addition, smaller, more customized, and more targeted programs (see below) have produced much more real business and exposure for the region than the traditional approach.

RMI thanks our sponsoring airlines as well as all of the destinations and suppliers on the ground who invested in the projects with in-kind services and helped make them so successful.

Who	When	What	Where	Markets
Mrs. Francoise Perroit (Prisma presse; VOICI)	Aug. 21 - Sept. 26, 2003	ID, MT	Media	France
Mr. Ulf Meyer Fam (Welt am Sonntag)	September 4 - 14 2003	ID, MT, SD, WY	Media	Germany
United Visions	September 3 - 8, 2003	MT	Media	Germany
Mr. Stefan Willeke Fam (Die Zeit)	Sept. 23 - Oct. 3, 2003	MT	Media	Germany
Co-Op Travel	Sept. 23 - Oct. 3, 2003	MT	Media	UK
Hit The Road Jack "Phoenix Media"	Sept. 22 - Oct. 9, 2003	ID, MT, SD, WY	Media	Italy
Mr. Alf Alderson (Freelance)	January 15 - 28, 2004	ID	Media	UK
Mrs. Kiki Baron Fam (Freelance)	March 24 - 29, 2004	WY	Media	Germany
Mrs. Dagmar Kluthe Fam (Freelance)	March 23 - 28, 2004	WY	Media	Germany
Mr. Jean Marié Douou (JetSet Voyages)	April 14 - 20, 2004	ID, MT, WY	Trade	France
Mr. Arjan Leenhouts (Algemeen Dagblad)	April 1 - 11, 2004	ID, MT, ND, SD, OR	Media	Benelux
Mr. Nigel Selby (American RoundUp)	April 10 - 14, 2004	ID, WY	Trade	UK
Mrs. Marié Helene Fraisse (Jet Set)	May 11 - 20, 2004	MT, SD	Media	France
Bleu-Claire Productions	May 11 - 14, 2004	MT, WY	Media	France
Mr. Angelo Tondini (Freelance)	June 21 - 30, 2004	MT	Media	Italy
Mrs. Margit Boeckh (Mitteldeutsche Zeitung)	June 17 - 20, 2004	WY	Media	Germany
Mrs. Kerstin Wahl (Giessener Anzeiger)	June 12 - July 9, 2004	MT, SD, WY, ND	Media	Germany
North American Highway	June 1 - 10, 2004	ID, MT, SD, WY	Media	UK
Mr. Oliver Gerhard Fam (America Journal)	June 1 - 22, 2004	ID, MT	Media	Germany

Web Performance Recap



RMI's Web site, www.rmi-realamerica.com, continued to have great success in 2004. The site recorded 1,800,000 overall hits during the 2004 fiscal year along with 159,000 unique interactive sessions. The number of overall hits was down 100,000 hits from the previous year, however, unique interactive sessions were up 3,000 sessions (approx. 250 more unique sessions each month) from the 156,000 unique sessions in 2003. The Web site again posted 77% international visitation throughout the year.

Within the 2003-2004 fiscal year, the site underwent a complete overhaul of its information. The site can now easily be translated into one of four languages by one click of the corresponding flag located at the top of the page. The site continues to list 18 sample itineraries, types of clothing to wear during each season, it offers suggestions on places to stay, things to do, and much, much more. With the recent success of the site for the past few years, and the growing trend for travelers to use the Internet for travel/regional information, the site itself will continue to evolve into a major planning tool for travelers.

Because most of the Web is dominated by domestic Web sites and American users, maintaining a travel site dedicated to international travelers is a unique challenge. The site is now listed on over 100 specific foreign search engines and promoted via the Real America Guide and a multitude of foreign links as well

as being prominently featured on each state's official travel and tourism Web site.

Along with a new information layout, RMI is working to increase advertising opportunities throughout the site. With over 150,000 unique sessions last year alone, the site offers a great opportunity to reach the targeted market directly. The current advertising setup allows only a limited number of advertisers to take advantage of this opportunity, we will be opening up this opportunity on a slightly broader scale by offering more advertising banner slots on specified pages.

With all of the new improvements to the site and with many more improvements planned for the near future, we encourage everyone to continue to visit the site and use it to your full advantage.

Top Ten On-Line Itineraries

1. Hot Springs (English)
2. Plan Your Trip (English)
3. American Indian (Italian)
4. American Indian (France)
5. Movie Locations (English)
6. National Parks (German)
7. American Indian (English)
8. American Indian (German)
9. Best of the West (English)
10. National Parks (English)

RMI Publications

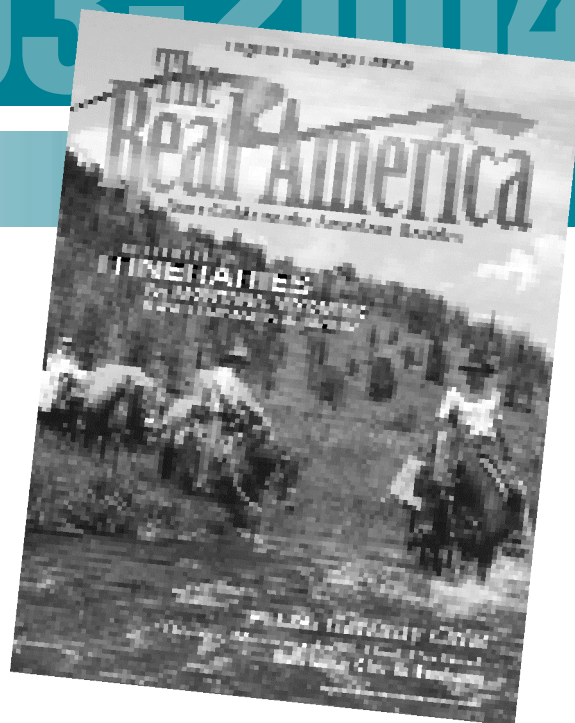
2003/2004 will be remembered as a year of change for RMI's publications. Demand for information and promotional materials for our region remains strong, and we are developing ways to get our message out more effectively.

The Real America Guide is the primary response piece to overseas inquiries for information on travel opportunities in the RMI region. It is provided to tour operators, travel media and travel agents throughout Europe. It is distributed at all the major travel tradeshow in our target markets, including: The Manchester Holiday Show (UK), ITB (Berlin), BIT (Italy) and Pow Wow (U.S.). It is featured at numerous Visit USA Showcases throughout our markets, and is available to consumers through our fulfillment house programs in UK and Germany. It is also distributed at dozens of regional travel shows, tourism related seminars and is utilized by our overseas staff when making sales calls to the industry. We also utilize it domestically at Governor's Conferences to showcase the RMI region to suppliers interested in marketing themselves internationally. This past year we sent 50,000 copies to our overseas offices for distribution.

The RMI Consumer Magazine, a smaller version of the popular Real America Guide continues to be a popular piece as well. Produced in four different versions (English, Italian, French and German) the full-color 16-page magazine is designed specifically to drive European travel product consumers to RMI, the states and Real America Guide advertisers' websites. Readers are offered attractive photos and general overviews of tourism opportunities with each of our states, gateway cities, partners and the region as a whole. They are invited to find additional, more detailed information from any of the various web addresses featured. This unique concept has substantially increased international traffic to our web site.

The RMI website "www.RMI-RealAmerica.com" continues to be popular. The site sees more European visitors than domestic visitors. According to the Travel Industry Association of America (TIA) European access to the internet is growing at a very rapid rate. And, as in the U.S., Europeans are searching the net for travel information. The RMI website is available in four language versions (English, German, Italian and French) supported by France, Italian and German based homepages maintained by our overseas offices. The RMI website and the consumer magazines are an ideal pair, popular with the industry as well as consumers.

The RMI Newsletter, Real America News, is produced and distributed four times a year to approximately 3,500 firms and individuals throughout the U.S., Canada and Europe. It is one of the premier tourism related information resources in the region, providing information on the promotional activities of RMI's overseas offices, the RMI states, our private sector partners (Yellowstone National Park Lodges



(Xanterra), Rapid City CVB, Cody CVB, Boise CVB and Best Western International) and Gateway City partners (Denver, Minneapolis/St. Paul, Salt Lake City, Portland and Spokane).

This year will bring a number of changes to our publications, including:

- We have hired Gordon International, an international publishing company, to handle all facets of the Real America Guide, including editorial, advertising sales, design, printing and distribution. This change will make the Real America Guide an even more valuable marketing tool for the four RMI states.
- We have recently upgraded and redesigned the RMI website. With fresh content and a new look, the site is more attractive than ever. We are also working to add local supplier content, such as Roundup and event information
- The RMI newsletter will be undergoing a large change in 2005, when we go to an electronic format. We will then be able to email the newsletter to both domestic suppliers and international tour ops, thus getting our message out to a larger audience.

RMI 2003-2004

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