

# The Real America News

ROCKY MOUNTAIN INTERNATIONAL

Volume 13, Issue 3, Summer 2004

THE INTERNATIONAL TOURISM MARKETING PROGRAM FOR IDAHO, MONTANA, SOUTH DAKOTA & WYOMING

## RMI and Gordon International Form Real America Guide Partnership

By Scott Balyo, Director of Marketing, RMI

If you've been involved with the regional effort that is Rocky Mountain International for long, you are undoubtedly familiar with our long-standing publication, "The Real America Guide."

It is produced annually as our primary marketing piece to our European target markets and has been well received from tour operators, journalists and potential visitors.

This year, for the first time, RMI will be working with an experienced European publisher to take the guide to new heights.

Gordon International, a New Jersey based international publishing company, will be managing all aspects of producing the guide, including editorial, advertising sales, design, translation, printing and distribution to our European offices.

RMI's Cheyenne staff will be involved, providing both direction and assistance in this new partnership.

RMI's director, Chuck Box, feels that this new arrangement is a winning combination for our state clients and regional suppliers.

"The Real America Guide has always been a strong marketing publication for the region," Box said. "We have the opportunity to make it even better with this new partnership. Gordon International has a wealth of experience in European publishing, and the RMI region will benefit greatly from their expertise."

Barry Gordon, owner of Gordon International, says he is excited about working with the RMI states in promoting them in Europe.

"We, at Gordon International, are extremely pleased and proud to be associated with RMI and to assist them in the international marketing efforts of the States of Idaho; Montana; South Dakota and Wyoming -- the Real America!!" he said.

Gordon continued, "It's not often that a company has the opportunity to take over the reins of an existing, successful and exciting publication like 'The Real America Guide' and to work with a group of professionals like the Rocky Mountain International staff to improve it even more. Rocky Mountain International and Gordon International -- the perfect melding of two professional international organizations. With RMI's 15+ years of international marketing experience and Gordon

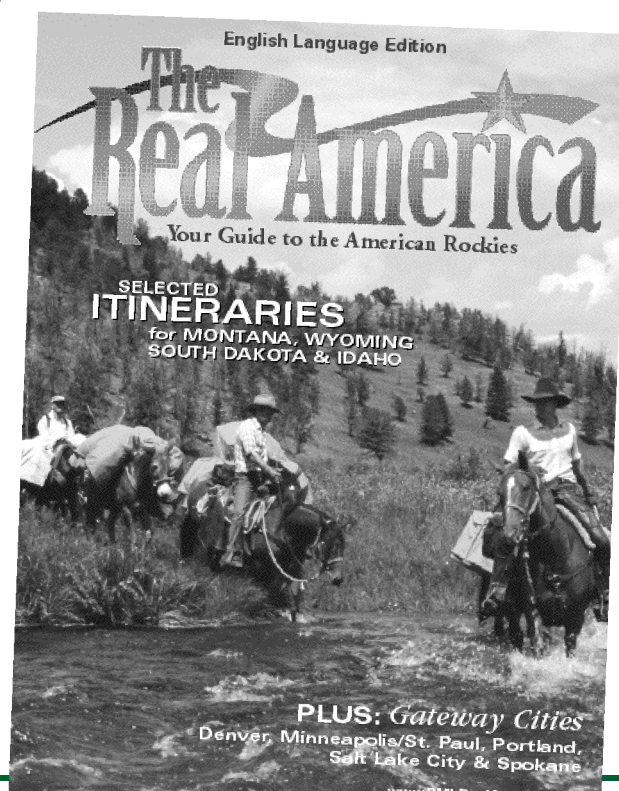
International's 18+ years of international publishing experience, it's a natural marriage which can only benefit the States, Gateway Cities and advertisers participating in 'The Real America Guide' ".

Gordon International is currently selling advertising in the guide and is working closely with RMI and the four state marketing representatives to craft the editorial content for next year's guide.

If you are interested in advertising, please contact Barry Gordon at [bgordon@gordonintl.net](mailto:bgordon@gordonintl.net) or by calling 908-459-4112.

### Inside...

Real America Guide Partnership	1
Real America Connections	2
Far Afield, by Chuck Box	3
Marketing Calendar	3
Cody Roundup a Success	4-5
Summit/Pow Wow Review	6
RMI Completes UK Mission	7
Success Story	8
Nuts & Bolts: UK	9
Regional News	10-11
Scandinavian Sales Mission	12



# The Real America

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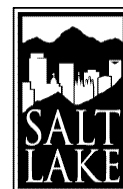


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# Changes, Upgrades, New Markets

by Chuck Box, Director, RMI

Our regional effort has always welcomed – in fact, encouraged – change. That’s one of the reasons our international tourism marketing program has stayed ahead of the curve through the years, and stayed fresh. This year, RMI welcomes two new changes to the program. No pain, no gain.

*“You can judge your age by the amount of pain you feel when you come in contact with a new idea.” - Pearl S. Buck*



## Marketing Calendar

**Aug-Oct. – Real America Guide Advertising Sales**

**Oct. 5-12**

**RMI Mega-Fam in Montana and South Dakota, with pre-fam in Spokane and post-fam in Minneapolis/St. Paul.**

**Nov. 3-6**

**Visit USA Showcase, Naples, Italy**

**Nov. 8-11**

**World Travel Market, London, England**

## A Brand New RAG

After 14 years of doing the Real America Guide in-house, and overseeing its growth from a 24-page black and white travel guide in two languages to an 80-plus page four color publication in four languages, it was time to take the popular magazine to a new level.

We are proud to announce in this newsletter (see article) that the Guide will now be produced by Barry Gordon and his team at Gordon International. Barry is likely well-known to many who have attended trade shows around the world, specifically ITB, World Travel Market, BIT, and JATA, where he has long produced the show guides used by the show organizers. Gordon International was chosen for many reasons to take over the Guide, namely their international tourism experience in producing magazines in English, German, Italian and French;; their ability to oversee editorial and advertising and to maintain the close contact with regional advertisers as in the past; their European-based printing and distribution; and the benefits the region will receive by linking up with GI’s established European marketing activities.

We welcome Barry and his crew to our regional effort, and hope you do, too.

## Target: Scandinavia

The Scandinavian market has long been discussed during our annual summit meetings as the next most likely target markets for the region, and this year, Wyoming, Montana, and South Dakota have chosen to test it. Scandinavia offers excellent demographics in terms of visitors with high income, a predisposition to travel to the U.S., and air availability through our gateway cities. Unlike some European markets, the Scandinavian market has continued to grow over the past five years.

This year, the three states will participate in a highly targeted sales mission to Denmark and Sweden organized by RMI’s Barbara Stafford, who has years of experience in Scandinavia. The mission will include dedicated sales calls on top tour operators, as well as events in conjunction with Danish and Swedish Visit USA Committees. The Scandinavian Mission will be project-based, meaning that overseas representation will be contracted for prior, during, and shortly after the mission (for follow-up) but that no permanent representation effort is currently planned. Based on the success of the mission to Scandinavia, other activities may be planned in future years.



# Roundup in Cody Hailed as One of the Biggest and Best

By Scott Balyo, Director of Marketing, RMI



The 2004 RMI Roundup held May 15-17 in Cody, WY marked RMI's 10th anniversary for the Roundup, and they just keep getting better.

With Cody rolling out the red carpet, 30 European tour operators and America-based receptives attending and nearly 80 suppliers coming from the four-state region, the 2004 Roundup will long be remembered for the quality and quantity of business conducted.

The Roundup is an annual marketplace bringing together suppliers, tour operators and receptives for two days of sales appointments. The event is an inexpensive but highly efficient way for regional suppliers to meet with European tour operators and U.S. based receptive operators specializing in tourism in the Rocky Mountain International region.



"It's hard to believe this was the 10th year of the RMI Roundup," RMI director Chuck Box said. "Cody along with all of the sponsors and volunteers deserve a big thanks for their efforts in making this such a productive and memorable event."

This year the event began May 15 with a tour of Cody and the surrounding area for all tour operators and receptives. Participants were treated to a Cody Trolley tour, a trip to Pahaska Teepee and a tour of the Buffalo Bill Historical Center before returning for an evening briefing and dinner at the Irma Hotel.

Marketplace #1 took place at the Holiday Inn the next day, with suppliers circulating amongst the tour operators and receptives who were seated at tables. Appointments lasted 10 minutes and there were plenty of breaks for each group to interact socially as well.

One of the event highlights came Sunday evening when suppliers from both marketplaces, all tour operators and receptives, state, RMI and local organization staffs met at the Buffalo Bill Historical Center



for a reception, meal and program.

The Historical Center was a fabulous venue for this event as the setting was perfect for celebrating international tourism to the RMI states of Wyoming, Montana, Idaho and South Dakota.

The following day, May 17, the tour operators and receptives were back at work, meeting with suppliers during Marketplace #2.

That evening the Roundup concluded with a dinner at Cassie's Supper Club in Cody, the presentation of Buckle Club awards to the tour operators and receptives and some country line dancing lessons for all participants.

Following the Roundup, approximately 20 participants headed west for a familiarization tour of Yellowstone National Park and Idaho. Highlights included a stay at the Old Faithful Inn, tour of Craters of the Moon National Monument, Sun Valley, ranch visits, whitewater rafting and a stay in Boise.

Boise was actually a fitting place to conclude this year's event, since it will serve as the location of the 2005 Roundup.

This year's Roundup was co-sponsored by Buffalo Bill's

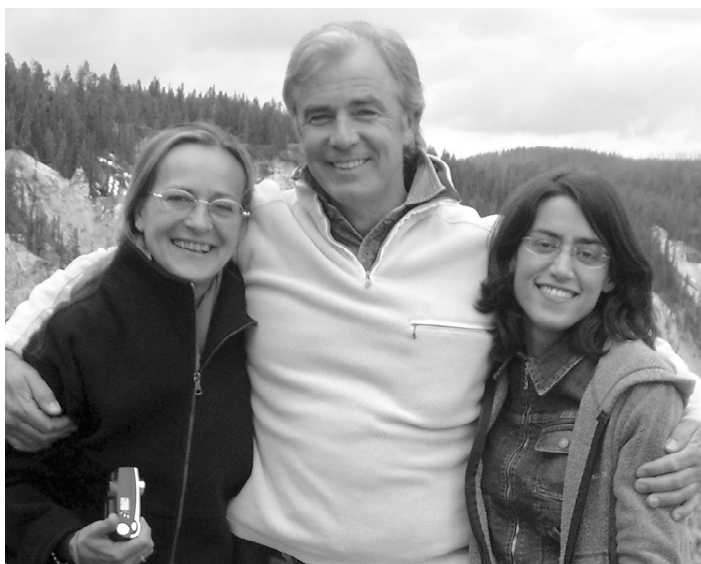
Yellowstone Country (Cody) and Xanterra Parks and Resorts-Yellowstone. It was in good hands with Claudia Wade (BBYC) and her staff, along with Rick Hoeninghausen (Xanterra) providing outstanding leadership and planning for the event.

Wade and Hoeninghausen each felt that the Roundup was very valuable.

"It was a privilege to host the RMI Roundup in Cody, Wyoming. What a great group of travel professionals - both buyers and sellers! We are already experiencing business increases due to hosting the Roundup and anticipate more," Wade said. "The local main sponsors (Xanterra Parks & Resorts and the Buffalo Bill Historical Center) are very pleased with the results of this exceptional Roundup. I wouldn't hesitate to host the Roundup again!"

Hoeninghausen echoed her thoughts.

"This year's Roundup was a huge success for us. We were sponsors because we knew the tremendous value of having the decision-maker's on the ground in our neighborhood. And the operators that attended were solid! We've definitely booked new business as a result of this year's Roundup, he said. "The chance to spotlight



some of our newer programs was very productive. Our post familiarization tour was a perfect complement to the Cody experience, and further reinforced Cody as an extra-special gateway to Yellowstone. We believe it's all about the experience, and we heard that this year's Roundup was certainly an exceptional experience for operators and suppliers alike."

Blair Hotels (Holiday Inn and Comfort Inn) provided the guest rooms and meeting space and was an excellent host, with top-notch facilities, staff and services.

The Buffalo Bill Historical Center not only provided the venue for our main reception and meal, but generously provided free admission to all Roundup suppliers as well.

RMI looks forward to welcoming suppliers to next year's Roundup. If you have any questions or would like more information, please contact your state marketing representative or RMI director of marketing, Scott Balyo.





# RMI Summit Meeting and Pow Wow Review

By Scott Balyo, Director of Marketing, RMI

In April the RMI state tourism directors, marketing representatives, marketing partners, gateway cities and official receptives met in Los Angeles with RMI staffers for the annual Summit Meeting.

The Summit Meeting serves as the main strategic planning session for the year, with key decisions made on markets, sales missions, trade shows and RMI's overall marketing efforts on behalf of the four state region.

This year, the series of three meetings was held in Los Angeles, prior to Pow Wow, a large, international tourism show, held annually in the U.S.

The first meeting included RMI director Chuck Box, director of marketing Scott Balyo and RMI's European representatives, Lisa Chamberlain-UK (filling in for Claire Blacknell), Hervé Duxin-France, Rita Hille-Germany, Karin Gomes-Benelux and Olga Mazzoni-Italy.

During the meeting, the RMI representatives presented their marketing proposals and gave an update on the state of the tourism industry in each country. Box and Balyo in turn updated the representatives on changes and improvements that could be made in the upcoming year.

The next day, many representatives involved in the RMI program attended the large Summit Meeting.

Participants included Box and Balyo, along with the RMI overseas representatives. Also there were Pam Gosink, Montana, Diane Shober and Rita Greene Bellardo, Wyoming, Maureen Droz, South Dakota, and Carl Wilgus and Karen Ballard, Idaho.

RMI's gateway cities were represented by Jayne Buck-Denver, Cheryl Offerman-Minneapolis/St. Paul, Pamela Westwood-Salt Lake City, Teresa O'Neill-Portland, and Jeana Hofmeister-Spokane.

The RMI marketing partners in attendance were Nanc Wilson-Boise CVB and Rick Hoeninghausen-Xanterra Parks and Resorts-Yellowstone.

Gary Schluter, Rocky Mountain Holiday Tours attended as an official RMI receptive.

The meeting opened with an RMI year-in-review PowerPoint presentation given by



The RMI Summit Meeting (l-r): J. Hofmeister, R. Hille, C. Wilgus, L. Chamberlain, K. Gomes, O. Mazzoni, J. Buck, H. Duxin, T. O'Neill, C. Offerman, M. Droz, K. Ballard, R. Greene-Bellardo, P. Gosink, G. Schluter, P. Westwood, N. Wilson, C. Box, D. Shober, R. Hoeninghausen.

Balyo. Following that, the state representatives gave an update on tourism in each of their states.

RMI's overseas representatives then reviewed their markets and presented their recommendations for the next fiscal year.

RMI's marketing partners, gateway cities and receptive in attendance then updated the group on their marketing efforts.

The following day, the four states in the RMI program selected the shows and missions to be conducted in each European market. Each market has at least one large trade show or sales mission planned. Numerous other regional shows, sales calls and media outreach will be conducted throughout the year.

## Some of the highlights:

The RMI states will return to full participation at World Travel Market (UK), one of the largest travel trade shows in the world. WTM 2004 will take place Nov. 8-11 in London.

Dates for the next Roundup were selected. The event will take place April 13-16, 2005. The Roundup will be held in Boise, ID with a post-fam for tour operators to take place in Montana.

RMI Cheyenne staff updated the states about the new direction for the Real America Guide. (See related story in this issue).

The Summit meetings lay the foundation of success for the RMI program by bringing all of the key personnel together in order to plan for the future.

## Pow Wow

This year's Travel Industry of America (TIA) Pow Wow, held at the L.A. Convention Center, was considered by many in attendance to be a strong show, according to post-show reports and communications.

Appointments at the RMI booth and state booths were strong, with a number of important tour operators from our European markets scheduling meetings.

During the week, the RMI states hosted the annual Buckle Club party, giving participants, RMI region suppliers, tour operators and journalists the opportunity to meet in an informal, social setting. The RMI gateway cities generously helped to sponsor the event as well.

Pow Wow 2005 will be held May 3-7 in New York City.

# RMI Completes UK Mission

By Scott Balyo, Director of Marketing, RMI

From June 20-26, the RMI states completed a sales mission to the UK, including a SeeAmerica Week in London and numerous meetings with tour operators and travel agents in Scotland.

With the British Pound near historic highs against the U.S. dollar – a recent exchange rate was 1.86 – long haul travel from the UK to the U.S. is extremely affordable, and the RMI region, with its beautiful scenery, exciting activities, affordability and safety is considered an attractive destination.

Participating in this year's mission were 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-USA, Claire Blacknell, RMI-UK and Lisa Chamberlain, RMI-UK

Starting in London, the group participated in many of the SeeAmerica Week 2004 events, which were organized by TIA and the UK Visit USA Association.

This first event was a reception held at the U.S. ambassador to the UK's residence, which gave the four state representatives a chance to meet with other suppliers and tourism industry representatives.

On the morning of June 22, a forum was held, which included a number of speakers from TIA, Visit USA UK, Journalists, U.S. Homeland Security and travel industry representatives. Much of the content was on trends in the UK travel market, along with Visit USA-UK. Kimberly Weissman, a spokesperson from the U.S. Department of Homeland Security, gave an update on the security procedures for travelers arriving and departing from the U.S.

In the afternoon, the Visit USA Media Marketplace was held, and while not as well attended as in 2003, still proved to be productive for our four representatives. Each representative had a table dedicated to his/her particular state.

Twenty leads were generated which



was 12 fewer than last year, but there were still some high quality contacts made and renewed, including such notables as Mary Moore Mason from Essentially America and Nick Dalton, a ski journalist who has been to the region before.

On June 23, the RMI representatives traveled to Scotland to begin the sales mission portion of the trip. Wyoming representative Rita Greene Bellardo rejoined the group the next day after giving an educational presentation to a large number of UK travel agents. Wyoming opted to participate in the additional opportunity, just as Idaho had done last year.

In Scotland the group generally worked in two teams, covering tour operators and travel agencies in both Edinburgh and Glasgow.

Sales calls and trainings 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

Karen Ballard, Idaho and Maureen Droz, South Dakota take the train from London to Edinburgh, Scotland during this year's RMI UK Sale Mission. Photo courtesy of Pam Gosink.

## Notable highlights included:

Osprey Holidays (Heather Griffith – 2002 RMI Mega Fam participant) has two established itineraries in the region and is very interested in including more product from the RMI states

Caledonia Travel, Donald Mackenzie, First Choice Holiday Hypermarket and Oceanic Travel all expressed interest in attending an RMI Roundup and/or Mega-Fam

This was the second year for full state participation in the SeeAmerica week event and overall the number of leads was down. With RMI returning to World Travel Market this year, it was discussed that perhaps the SeeAmerica Week event could be participated in every other year, since there will be a number of journalists at WTM.

The Scottish Mission was extremely positive. The staffs at the tour operators and travel agencies were eager for information on the region, and in many cases were quite knowledgeable about many of the region's top selling points.

# Success Story: 4 D Ranch, Nampa, Idaho

As told by Brenda Ford, Owner/Operator of 4 D Ranch, Nampa, ID.



## 1) Briefly describe your product.

A working Longhorn Guest Ranch located in a high mountain meadow, surrounded by thousands of Forested acres in the mountains of Idaho, complete with Western style lodge and cozy cabins. Ranch activities range from basic horsemanship to advanced Western riding. Also arena activities, Longhorn cattle drives, scenic mountain trail rides and fantastic Ranch-style cooking.

## 2) What have been the international tourist visitation trends for you and/or your region?

We enjoy a varied array of international visitors mostly from Germany and the UK. Guests usually stay a minimum of one week. European guests seem most appreciative of our wide-open spaces and beautiful mountain scenery, Western hospitality and the authentic rancher's way of life.

## 3) What has been your strategy to get to the level you are at today?

Customer satisfaction! We enjoy meeting every new guest and appreciate the opportunity to share our ranching/cowboy way of life. We feel "word-of-mouth" advertising is a more productive way to effectively communicate what our ranch is all about, therefore we are trying to keep our vacations reasonably priced to produce a larger volume of guests.

## 4) How much of your total marketing budget do you devote to international marketing?

The bulk of our international budget is expended through our affiliation with RMI.

## 5) What international marketing programs do you participate in through RMI? Tell us about the results.

We have participated in the Roundups at Whitefish, Montana and Cody, Wyoming. We have been very fortunate to establish a positive relationship with international tour operators that have sent us guests since our first meeting.

## 6) What are your primary reasons for marketing internationally?

International guests typically stay longer and we enjoy their enthusiasm and appreciation for our ranch.

## 7) What are your major international markets?

The UK and Germany.

## 8) Additional comments?

It has been wonderful to be able to share our years of experience in the rodeo and ranching business with guests that are excited to learn, and leave with knowledge of the cowboy way of life.







By Claire Blacknell & Lisa Chamberlain  
RMI-UK

## Summer is upon us and business is booming!

Once again the UK has proven itself to be the most resilient and reliable source market for the U.S. and the largest market after Canada and Mexico with 3.9 million UK arrivals in 2003 (a rise of 4%) In addition, Britons once again view the U.S. as a great bargain due to a more favorable exchange rate, as the British pound sterling has been continually gaining value over the U.S. dollar throughout 2004.

## Market Highlights and Best Prospects

The typical UK visitor to the US has visited at least once before, and is increasingly looking for new and different things to do and see. UK travellers of all ages are adventurous, and interested in exploring new destinations. The average UK vacation trip to the US is approximately two weeks, and there is increasing interest among British vacationers in fly/drive and motor home rentals. Therefore, good market opportunities exist to encourage these visitors to explore more off-the-beaten-track destinations, either in place of, or as add-ons to traditional venues. There has been a slight but noted shift of vacation away from cities to more outdoors destinations such as State or National Parks. One reason for this is the perceived risk factor that it is lower in places away from cen-

tres of population, although it must be said that the safety factor is not the most important factor for the UK consumer when considering a vacation. Apart from the period immediately after 9/11, this has consistently been the exchange rate factor and the perceived "best bang for the buck," although this applies more to the first time visitor than the frequent independent travel market.

Market Niches which are attractive for development, include: Ski Holidays, Shopping, Golfing, History, Fly/Drive and RV Rental, Soft Adventure and Ranch Holidays which we will now explore further including reports from three of our UK Ranch Specialist operators.

The American Wild West fascinates British travellers, and this type of gently rugged holiday appeals to families and the "soft adventure" group alike. Many British vacationers are horse lovers and are interested in experiencing the American West through western-style riding, dude ranches, chuck wagon barbecues, and other ranch vacation attractions. Coupled with the often breathtaking scenery and the noted shift towards more western destinations, there is good potential in this sector for sustained growth in the UK market.

### RANCH AMERICA, Ron Harris

Ron reports that inquiries are up 25% on last year which he attributes to the development of their website and a number of special offers they promote on the site. Clients seem to be spending more money, staying longer (12 night stays on average); there are more families going and an increasing amount of fly-drives being added as a bolt on to a ranch stay.

For 2004, Montana is doing extremely well and is their third most popular destination, closely followed by Wyoming in fourth, with Idaho doing pretty well this year also. (It should be taken into account that Arizona at number one slot; Texas and California are available year-round.) Ron also reports he is receiving increasing demand for Yellowstone and Glacier National Parks. Overall he believes both 2004 and 2005 is looking extremely promising and is on target to reach pre 9/11 levels which was the best year they have ever had.

### AMERICAN ROUND UP, Nigel Selby

Nigel reports that Canada has taken over as their number one destination, but the RMI states have an equal share of his business, but with a notable increase to Southern Idaho. Rafting, particularly on Salmon and Snake Rivers are doing well and business is steady. He plans to add more ranches in the region for 2005 but expressed concerns for USA business next year due to the impending stricter US Immigration procedures and the confusion amongst the travelling public on the Visa Waiver Program.

### RANCH RIDER, Tony Daly

Tony confirmed that both Wyoming and Montana sales are going very well which he attributes to the general pick up in business back to the USA and the attraction of Yellowstone and Grand Teton National Parks specifically. He feels the confidence is back in the market and that people are looking for more active type holidays. The families are still booking Guest Ranches but singles/couples looking for working-type ranches. Tony confirmed 80% of passengers stay on for a pre or post fly-drive throughout the entire region. He feels confident that travel from the UK to the U.S. will continue to grow throughout 2005 as long as the economy remains buoyant and there are no further acts of terrorism.

Aside from the Ranch Specialists the general consensus from the UK operators is an extremely positive one - with almost all-showing growth throughout 2004.

Please do not hesitate to contact us if you need any assistance but we look forward to another great year of sales in 2004 and the future.

# RMI Regional News

## South Dakota

### VISITATION HITS ALL-TIME HIGH AT MOUNT RUSHMORE

Mount Rushmore National Memorial visitation reached an all-time high in 2003, topping out at nearly 3 million visitors. That's an increase of 3.6 percent over the next highest year of visitation, which was 2002. Tourism officials attribute the higher numbers to marketing of the monument and region, and because of the increase in travelers driving to destinations.

*For more information contact: Jim Popovich, 605-574-2523, or visit the web site [www.nps.gov/moru/](http://www.nps.gov/moru/).*

### HISTORY IN THE MAKING AT CRAZY HORSE MEMORIAL

Sculptors continue work on Crazy Horse Memorial in South Dakota's Black Hills National Forest. The face of the Indian warrior has been completed and work now focuses on the head of the horse. The memorial is also collecting flags from all Indian nations and is developing a new laser light show to help tell history of the sculpture to visitors.

*For more information contact: Robb DeWall, 605-673-4681, or visit the web site [www.crazyhorse.org](http://www.crazyhorse.org).*

### LEWIS AND CLARK: 200 YEARS LATER

The Alliance of Tribal Tourism Advocates will host the Oceti Sakowin Experience: Remembering and Educating Signature Event, as part of the national bicentennial commemoration of Lewis and Clark's expedition in 2004. The events begin Aug. 26. Events will focus on educating visitors to remember American Indian experiences prior, during and after the Lewis and Clark expedition. Signature Event festivities will begin at the Chamberlain-Oacoma area along the Missouri River in South Dakota and will continue through September as events spread across the state to reservations and tribal lands. Also, a newly remodeled visitor's center focusing on the Corps of Discovery will open in May at Farm Island near Pierre.

*For more information contact: Maureen Droz, 605-773-3301, [maureen.droz@state.sd.us](mailto:maureen.droz@state.sd.us), or visit the web site [www.TravelSD.com](http://www.TravelSD.com).*

### KEVIN COSTNER'S TATANKA OPEN FOR BUSINESS

Inspired by the buffalo-hunting scene filmed in "Dances with Wolves," Kevin Costner has recreated the experience near Deadwood. Massive bronze sculptures of 14 bison and three mounted hunters are the centerpiece of the tribute to the majestic animals that once roamed the Great Plains. The bison weigh in at more than 6,000 pounds each and appear suspended in midair over a cliff. Tatanka is open seasonally.

*For more information contact: Media Relations, 605-584-5678, or visit the web site [www.storyofthebison.com](http://www.storyofthebison.com).*

### DISNEY'S HIDALGO FILMS IN SOUTH DAKOTA

Portions of Walt Disney's epic adventure "Hidalgo" were filmed on South Dakota's vast plains, in the Black Hills and along the Cheyenne River. Released in early 2004, the film is based on the true story of the greatest long-distance horse race ever run.

*For more information contact: Chris Hull, 605-773-3301, [chris.hull@state.sd.us](mailto:chris.hull@state.sd.us), or visit the web site [www.FilmSD.com](http://www.FilmSD.com).*

### NEW MUSEUM DEDICATED TO WOUNDED KNEE

The Wounded Knee massacre in 1890 on the Pine Ridge Indian Reservation is a little-known part of history for many people. The Wounded Knee Museum in Wall hopes to educate visitors about the fateful event. The museum is near the world's most famous drug store, Wall Drug, and just north of the Pine Ridge Indian Reservation.

*For more information contact: Dan Draper, 605-279-2573, [woundedknee@frie.com](mailto:woundedknee@frie.com), or visit the web site [www.woundedkneemuseum.org](http://www.woundedkneemuseum.org).*

## Rapid City

### RAPID CITY CVB WINS AWARD OF MERIT

The Rapid City Convention and Visitors Bureau won an Award of Merit for their City Visitors Guide in the American

Chamber of Commerce Executives 2003 Communications Awards competition, which drew 310 entries from 120 Chambers around the country. The Awards of Merit were given for the Rapid City Visitors Guide in the Direct Mail Piece/Brochure Category. The judge's scores determined that the piece both meets and exceeds the fundamental standards and criteria for communications excellence. One judge's comment read, "The piece is beautifully crafted! Congratulations!" Last year the CVB received an Honorable Mention for the piece.

## Denver

### WALK YOUR WAY THROUGH DOWNTOWN DENVER

The Denver Metro Convention and Visitors Bureau will offer free walking tours of downtown Denver every Thursday and Saturday at 9:45 a.m., June through September, beginning June 3, 2004.

Participants will learn many interesting facts about the Mile High City's early rough and tumble history, its mining and railroad lore, the varied architecture and the colorful men and women who were instrumental in founding Denver and Colorado. Get an outside view of the State Capitol, Trinity Methodist Church, the U.S. Mint, The Brown Palace, the 16th Street Mall, and the Daniels and Fisher clock tower.

Tours begin at the DMCVB Visitor Center, 918 16th Street Mall, between Curtis and Champa streets. An experienced tour guide will be waiting for participants. The walking tours are approximately 1 1/2 – 2 hours, covering 1 mile. Wear comfortable walking shoes and dress appropriately for possible weather changes. You may wish to bring bottled water.

Reservations are not required. The Visitor Information Center is open Monday – Friday from 9 a.m. – 5 p.m., and Saturday from 9:30 a.m. – 1:30 p.m., June – September.

*For tour information call 303-892-1505.*

# RMI Regional News

## Salt Lake City

### EXPLORE THE SALT LAKE CITY REGION

From the vantage point of Salt Lake's city center, the dramatic Rocky Mountains towering over the city may seem extreme. But while the Wasatch Range does attract professional skiers, top mountain bikers, and alpinists from all over the world, there are plenty of ways the average arm-chair adventurer can enjoy a one-on-one experience with Salt Lake's Rockies.

The University of Utah's Red Butte Garden, 300 Wakara Way, located on Salt Lake's east side foothills, is one of the most extensive botanical gardens in the West. Paved pathways meander through lush flowerbeds to features including the children's garden, an orangerie, and the Japanese koi pond and pergola. The formal gardens are a natural complement to walking trails that stretch high into the hills surrounding the garden. Admission is \$5 for adults, \$3 for children age 17 and under. Hours are 9 a.m. to 8 p.m. daily. For more information contact 801-581-4747, or visit the web site [www.red-buttegarden.org](http://www.red-buttegarden.org).

For a "top of the world" experience, The Tram at Snowbird Ski & Summer Resort can make even the most tentative adventurer feel like a world-class mountaineer. The 125-passenger tram climbs 2,900 feet in just ten minutes, transporting riders to the summit of 11,000-foot Hidden Peak. Visitors may choose to hike, mountain bike, navigate mountain scooters down the slope, or ride the Tram back to the Snowbird Center. Admission is \$10 per person, per ride. Hours are 11 a.m. to 8 p.m. daily.

For more information contact 801-933-2222, or visit the web site [www.snowbird.com](http://www.snowbird.com).

Located just south of the Utah State Capitol building, City Creek Canyon provides a quiet reprieve for hikers and cyclists just a stone's throw from downtown Salt Lake. The canyon's paved main road (with limited access to vehicles in the summer months) is especially family-

friendly, especially for those with small children.

More than a dozen trailheads begin in Millcreek Canyon, located at 3800 S. Wasatch Boulevard within a 30-minute drive of more than a million people. Overuse degraded this area until the early 1990s when the Millcreek Protection and Management Program was established to improve ecosystem quality and recreational facilities. Admission into the canyon is \$2.25 per car.

Every summer, motorists from around the state enjoy a pleasure only available in the warm weather months: driving up Big Cottonwood Canyon and over Guardsman Pass into Park City. The route is paved to the top of the canyon, where it changes to dirt and remains so until reaching the Park City limits. Popular stops along the way include the kids' fishing pond at Solitude Mountain Resort.

For more information contact: 801-534-1400, or visit the web site [www.skisolitude.com](http://www.skisolitude.com). For lunch and a cold libation at Brighton's Molly Green's, contact 435-649-7909.

## Minneapolis/St. Paul

### EXPLORE MINNESOTA TOURISM -- NEW NAME AND STATUS

As of July 1, 2004, the Minnesota Office of Tourism (MOT) officially became a separate department within Minnesota state government. With this change came a new name. It is now Explore Minnesota Tourism (EMT), which capitalizes on the Explore Minnesota promotional theme utilized for over two decades.

Explore Minnesota Tourism is the representative for the RMI gateway cities of Minneapolis and Saint Paul. This new status will increase visibility and maximize private sector involvement in promoting Minnesota as a travel destination.

For more information contact: Cheryl Offerman 651-296-7095, or visit the web site [www.exploreminnesota.com](http://www.exploreminnesota.com).

## Yellowstone – Xanterra Parks and Resorts

### LEARN AND LODGE AT YELLOWSTONE

Xanterra Parks & Resorts and the non-profit Yellowstone Association Institute will offer two Lodging and Learning programs this fall.

"Roosevelt Rendezvous" will be offered September 10-14, September 14-18, September 18-22 and September 22-26. The program includes four nights of lodging at Roosevelt Lodge in Roughrider Cabins, three meals each day and expert instruction from the Yellowstone Association Institute. Each day, Institute naturalists will offer a selection of field trips including wildlife-watching excursions, interpretive driving tours and natural history hikes. Each evening, an Institute naturalist or guest expert will present a special program in the Roosevelt Lodge. Rates are \$640 per person for single occupancy, \$530 per person for double occupancy plus tax.

The "Fall Wolf & Elk Discovery" is offered Sunday to Wednesday and Thursday to Sunday September 12 - October 3. Participants will join an institute instructor to learn about the park's dramatic marquee predator/prey relationship as well as the elk's behavior during mating season. Designed for a maximum group size of 12, the cost of the program is \$547.50 for a single person and \$405 per person for double occupancy plus tax.

In addition to lodging and instruction, the package includes the activities, breakfast and box lunch daily per person, in-park van transportation and optional evening programs. Reservations for these programs can be made by calling 307-344-5566 or 307-344-5518.

Xanterra Parks & Resorts operates hotels, cabins and campgrounds throughout the park and has developed wide-ranging activities and programs that have been designed specifically to provide visitors with an enjoyable and enriched experience at the world's first national park.

Reservations for accommodations and activities can be made by calling 307-344-7311 or visit the web site [www.TravelYellowstone.com](http://www.TravelYellowstone.com).



# RMI to Host Sales Mission to Scandinavia

By Barbara Stafford, Director of Special Project Marketing, RMI

Several of the RMI states are currently in the process of developing a sales mission to Denmark and Sweden. State representatives from Wyoming, Montana and South Dakota will be meeting with tour operators, travel media and travel agents in Copenhagen, Malmö and Stockholm. They will spend a day in Osby working with the huge staff at Swanson Travel (the largest US travel product provider in Sweden) promoting the “Real America” as the ideal destination for their travel customers. Working closely with RMI’s representatives (TMS in Sweden and Atlantic Link in Copenhagen) the SeeAmerica Committee in Copenhagen and VUSA Committee in Stockholm have agreed to co-host travel agent workshops during the mission, as well as travel media events.

Scandinavia is one of the largest growing markets for US travel in Europe. Many residents of the “Real America” can trace their roots to Denmark and Sweden and this cultural connection will be promoted. The Scandinavians are also very interested in the western experience and all that the region has to offer.

Some strong incentives for promoting the Real America in Scandinavia.

- The combined Scandinavian market (Sweden, Denmark, Norway, Iceland & Finland) represents the 5th largest market in terms of overseas inbound visitors to USA, behind Japan, UK, Germany and France
- Most affluent international travelers on per capita expenditure basis now exceeding even Japan with average annual vacation time of six weeks/year.
- Well serviced by major carriers through primary hub of Copenhagen and Stockholm for one stop to most major RMI Gateway cities through secondary Europe hubs Iceland, London, Frankfurt, Amsterdam and Paris.
- Other than Finland, which has adapted the Euro, all other Scandinavian countries maintain their own currency while still part of the EU. Scandinavians enjoy the highest standard of living in the world with a per capita income of \$43,000. The currencies have appreciated on average 17% in the past year vs. US dollar making it an extremely attractive value.
- Highly educated and English proficient making travel to USA very easy and convenient.



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