

# The Real America

MONTANA • NORTH DAKOTA • SOUTH DAKOTA • WYOMING

## The Impact of International Visitors

# \$121 M

### Estimated Visitor Spend\*

In 2016 tourism trade clients who visited the Real America region from 7 international markets—the UK, Germany, France, Australia, Nordics, Benelux, and Italy—spent an estimated \$121 M in the states of Montana, North Dakota, South Dakota, and Wyoming.

**-8% YOY**

# 367,055

### Estimated Rooms Booked\*

In 2016 international visitors booked an estimated 367,055 rooms in the Real America Region with major North American tour wholesalers and operators.

**+25% YOY**

## FY17 Annual Report

July 1, 2016- June 30, 2017

by **rocky**mountain

INTERNATIONAL

2232 Dell Range Blvd, Ste 112, Cheyenne, WY 82009

[RMIMarketing.com](http://RMIMarketing.com)

\*Data based on RMI's proprietary T.R.I.P Report.

# Real America Marketing Program

Rocky Mountain International is the official regional destination marketing organization promoting Montana, North Dakota, South Dakota and Wyoming internationally as “The Real America”. RMI assists in defining specialized PR and promotional objectives aimed at stimulating and inspiring awareness about the region as an attractive and accessible international tourism destination in major international inbound tourism markets. Our mission is to increase international visitation, length of stay, and spend in the region.

## Direct Results for the Real America Region

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**468**

**Operators Offering Overnights**

53 additional major North American tour wholesalers and operators offered Real America Region overnights in 2016.

**+13% YOY**

**15,574**

**Overnights Offered**

Tour wholesalers and operators offered an additional 2,548 overnights in 2016.

**+20% YOY**

**86**

**Trade Professionals Hosted**

22 Trade Familiarization Tours were hosted in the Real America Region.

**124**

**Businesses Attended IRU**

83 Real America tourism suppliers met with 41 international tourism buyers in Bismarck, N.D., for the International Roundup.

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**\$23 M**

**Media Coverage**

The Real America Region received over \$23 M in news and editorial coverage, garnering 620 M impressions from nearly 800 stories published.

**32**

**Media Professionals Hosted**

17 Media Familiarization Tours were hosted in the Real America Region, contributing to \$23 M of media coverage.

**3.2 M**

**Impressions on Social Media**

8 social media platforms accumulated 36,835 social media followers of Real America inspirational travel content.

**+268% YOY**

**Digital Developments**

Major updates were implemented to the Real America cyber infrastructure—including a full-scale content audit and update, re-branding, CMS development and analytics\*, increasing the digital footprint by 6 full content websites.

\* Analytics to be released in FY18

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**93:1**

**RMI Return on Investment**

For every \$1 spent with RMI, the Real America Region received a \$93.43 return on investment.\*

\*Based on a \$1.3 M regional investment with RMI



## Major Marketing Activities

**October—**

**German Sales Mission—**  
Munich, Zurich, Hamburg, Hannover, Bovenden, Frankfurt, Germany

**TravelPresentation—**  
Amsterdam, Netherlands

**January—**

**Vakantiebeurs—**  
Utrecht, Netherlands

**SD Governor’s Conference on Tourism—**  
Pierre, S.D.

**WY Governor’s Hospitality & Tourism Conference—**  
Cheyenne, Wyo.

**Destinations Manchester—**  
Manchester, England

**—December**  
**—RMI Mid-Year Meeting**  
Bismarck, N.D.

**—February**  
**—Destinations London**  
London, England

**March—**

**Benelux Sales Mission—**  
Amsterdam, Netherlands, Brussels, Belgium

**Swanson’s & FDM Consumer Shows—**  
Osby, Sweden; Copenhagen, Denmark

**Showcase USA Italy—**  
Naples, Italy

**MT Governor’s Conference on Tourism & Recreation—**  
Helena, Mont.

**Visit USA UNITE—**  
London, England

**UK Sales Mission—**  
Glasgow, Scotland; Dublin, Ireland; Manchester, England

**Mahana—**  
Lyon, France

**—April**  
**—ND Travel Industry Conference**  
Bismarck, N.D.

**May—**

**RMI Summit Meetings—**  
Bismarck, N.D.

**International Roundup Pre Fams—**  
Denver, Colo.; MSPB, Minn.

**International Roundup—**  
Bismarck, N.D.

**International Roundup Post Fams—**  
North Dakota; South Dakota; Montana

**—June**  
**—IPW**  
Washington D.C.

Produced on Behalf of:

# MONTANA

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