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NEWS

FOR IMMEDIATE RELEASE

May 9, 2018

IDAHO TOURISM JOINS MONTANA, NORTH DAKOTA, SOUTH DAKOTA, AND WYOMING IN REGIONAL INTERNATIONAL TOURISM CO-OP

CHEYENNE, Wyoming (May 9, 2018) – The Idaho Division of Tourism Development and Rocky Mountain International (RMI) announced today that Idaho will be joining the state tourism offices of Montana, North Dakota, South Dakota, and Wyoming to form a five-state regional international tourism cooperative.

“Idaho Tourism is pleased to join Rocky Mountain International and contribute to this exceptional group of western states,” Matt Borud, Marketing and Innovation Officer for Idaho Tourism said. “Partnership with our neighboring states through Rocky Mountain International will provide Idaho communities, attractions and businesses the highest quality exposure to the international traveler and further advance the cooperative’s collective goal of showcasing our region to travelers across the world.”

Idaho’s western attributes, breathtaking scenery, dark skies, numerous scenic byways and wide range of outdoor activities have long been sought by international travelers. The partnership allows the five states to market the region as a top U.S. destination within the international markets of the United Kingdom, Germany, Australia, France, Italy, Benelux, and Nordics, driving incremental awareness and tourism to the area.

“We are thrilled to have Idaho join the cooperative!” Mathias Jung, CEO of RMI said. “This expansion is going to boost visibility and travel to the region and complements our already stellar tourism product offerings. There is no other regional tourism marketing cooperative with the lasting history and as bright of future as this one.”

The program is fully funded by the state tourism departments in partnership with RMI, with the mission to drive visitation and spend from international travelers by harnessing the collaborative potential of the region through creative alignment and co-operative marketing programs that leverage economies of scale. This addition to the program opens the door for opportunities to Idaho suppliers and partners to participate in the state-led international effort.

Formerly branded in the international markets as The Real America since 1990, the now five-state region will officially be announcing their new brand name and logo at the upcoming IPW event in Denver, May 18.

To learn more about Idaho Tourism, visit visitidaho.org and tourism.idaho.gov

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About Rocky Mountain International

Rocky Mountain International, headquartered in Cheyenne, Wyo., is the official regional destination marketing organization promoting Idaho, Montana, North Dakota, South Dakota, and Wyoming. 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 seven major international inbound tourism markets to include: The United Kingdom, Germany, Australia, France, Italy, Benelux, and Nordics. RMI's mission is to increase international visitation, length of stay, and spend in the region. For more information about RMI, visit RMIMarketing.com.