

ROUNDUP¹⁴

TOUR OPERATOR INFORMATION

APRIL 30-MAY 2, 2014

Missoula, Montana

Hosted by the Destination Missoula &
Holiday Inn Missoula Downtown



WHAT IS THE ROUNDUP?

Rocky Mountain International's Roundup provides an opportunity for businesses, destinations and attractions within the Real America region to meet face-to-face with targeted tour operators from Europe who specifically want to do business in Idaho, South Dakota, Montana, and Wyoming. It is a highly efficient way for local suppliers to meet with international tour operators and a small number of US-based receptive operators to develop those important relationships and learn about each others products and tourism needs.

The Roundup is designed for tour operators who may not be familiar with our region but want to develop product here or who may be looking for specific product to add to their offerings, as well as for suppliers to get the opportunity to promote their product. The format of the marketplaces means both do business with each other on a one-on-one basis. Tour operators also have the opportunity to meet with receptive operators during the event.

The Roundup concept has been extremely well received by both buyers and suppliers. Most tour operators are surprised at how much they learn in a short time and indicate that they would participate again. Real business is generated at each Roundup site - room nights are booked, packages are included in foreign tour brochures, and deals are negotiated.

HOW DOES IT WORK?

The Roundup consists of a welcome reception, full day area fam tour, briefing, reception and dinner with suppliers, and two days of marketplaces between buyers and sellers (suppliers). At each marketplace the tour operators and receptives will be located at specific tables and suppliers will circulate on a schedule to each table with their information. Ten minute appointment times will be assigned so each supplier will meet with every tour operator and receptive. Tour operators meet with a different group of suppliers at each marketplace.

Tour operators and receptive operators are required to attend both marketplaces and every event. Additional opportunities for socializing exist at lunches and evening events. Due to space limitations we can accommodate only one representative from each company.

MAREKTPLACES

Marketplaces will be held at the Holiday Inn Missoula Downtown
200 South Pattee St, Missoula, MT

Marketplace 1 - Thursday, May 1, 8 am - 5 pm

Marketplace 2 - Friday, May 2, 8 am - 5 pm

The Roundup covers both winter and summer product with two marketplaces. Register early, space is limited.

SCHEDULE

April 27 - Optional pre fams in Denver
April 29 - Arrivals and welcome reception
April 30 - Briefing, fam tour, & evening dinner

May 1 - Marketplace One
Reception & Banquet for all participants

May 1 - Marketplace Two
Buckle Club Party for tour operators

May 3 - Departures for home or Idaho or Montana post fams

HOW TO PARTICIPATE

If you would like to participate in the Roundup, contact your RMI representative. Spaces are limited.

Registration deadline - February 28, 2014



WHO WILL BE THERE?

Suppliers attending will include accommodations, attractions, ranches, DMO's and others from the four state RMI Region. Also, participating will be 30 to 35 tour operators invited via our overseas offices in London, Frankfurt, Amsterdam, Paris and Milan, as well as from the Scandinavian and Australian/New Zealand markets. State tourism representatives will also participate in a marketplace so you'll have the opportunity to meet with them.

ACCOMMODATIONS

Accommodations are provided by the Holiday Inn Missoula Downtown in Missoula, Montana. They have generously offered rooms for all tour operators and receptives in their hotel as well as meeting space for many Roundup events. www.himissouladowntown.com

The Holiday Inn Missoula Downtown's scenic location along the Clark Fork River is close to many of the best activities in Missoula. We are just minutes from Missoula International Airport and within walking distance of the most popular downtown attractions. The Holiday Inn Missoula Downtown hotel is in the heart of the action, and offers comfort and convenience at an affordable price.

FAM INFORMATION

TBA

AIRPORT INFORMATION

Transportation will be provided from the Missoula airport (MSO) to the hotel, and returning to the airport, and meals and transportation will be provided throughout the Roundup. Further details about arrival pickups will be provided closer to arrival.

PRE AND POST FAM SCHEDULES

Minneapolis/St. Paul/Bloomington Pre Fam TBA

Denver Pre Fam

April 27: Arrival and evening on your own

April 28: Group breakfast, Red Rocks Amphitheatre & Visitor Center, Coors Brewery Tour, Colorado History Center, lunch in downtown Denver, explore downtown, and dinner in downtown Denver

April 29: Tour the Denver Art Museum, lunch and shopping at Cherry Creek Shopping Center, and depart for airport

Idaho Post Fam

May 3: Depart Missoula and overnight in Salmon

May 4: Visit Challis and overnight in Stanley

May 5: Overnight Boise

May 6: Option for those who are already familiar with Boise to depart today, others will tour Boise today and overnight Boise

May 7: Depart Boise for home

Montana Post Fam- Option 1

Helena, Great Falls, Glacier National Park, Whitefish & Kalispell

May 3: Tour Downtown Helena with the Blackfoot River Brewery Tour and Overnight in Helena

May 4: Hike or Bike Mount Helena, Gates of the Mountains Boat Tour, First People's Buffalo Jump and overnight in Great Falls

May 5: Lewis & Clark Interpretive Center, Travel past Freezout Lake Wildlife Management Area, Pine Butte Guest Ranch, Two Medicine Dinosaur Center, Looking Glass Hwy in Glacier National Park/Two Medicine Lake, and overnight at Meadow Lake Resort.

May 6: Visit Big Mountain to Whitefish Mountain Resort, visit The Lodge at Whitefish Lake, Gaynor's Guest Ranch and Resort, and overnight in Kalispell.

May 7: Depart from Glacier Park International (FCA)

Montana Post Fam- Option 2

Southwest Montana, Butte, Bozeman, Billings & Southeast MT

May 3: Drive the Pintler Scenic Loop, visit Philipsburg, activities in Butte and overnight in Butte

May 4: Visit Virginia City and continue to Bozeman, activities and overnight in Bozeman or Yellowstone Country

May 5: Activities and travel to Billings for activities
OPTION A - Bittercreek Outfitters and Pictograph Cave State Park
OPTION B- Biking the Rims to the River, Shopping, and Brewery Tour
Overnight in Billings

May 6: Travel to Pompeys Pillar to see Yellowstone River and climb the Pillar, visit the Little Bighorn Battlefield National Monument. Lunch at Putts place and visit Chief Plenty Coups State Park, learn about Crow Tribe and overnight in Billings

May 7: Departures

CONTACT

Your RMI representative for more information or to register for the event.