FY22 ANNUAL REPORT

Idaho & Great American West

THE GREAT AMERICAN WEST

IDAHO · MONTANA · WYOMING
NORTH DAKOTA · SOUTH DAKOTA

FY22 ANNUAL REPORT

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FY22 ANNUAL REPORT

EXECUTIVE SUMMARY

Dear Great American West stakeholders,

As the sun sets on another fiscal year for the Great American West, we're grateful to see the COVID-19 worldwide pandemic is moving to the rear-view mirror. International travel remained uncertain at the start of FY22, but soon international borders reopened and the Great American West international marketing cooperative was once again fully funded, equitable and operating in seven markets. The resourcefulness of this region to weather this unknown global disaster with a calm and patient resolve has ensured our relationships remained strong and our visibility did not falter.

This program has proven to be a leader in the United States for cooperative marketing in the international tourism space. Similar regional cooperative programs cut their funding dramatically or ceased operations altogether, but the GAW had the foresight to stay present and keep our network of in-market representatives fully operational. In fact, the GAW was the first U.S. delegation to return to the French and Nordic markets in FY22. As travel trends began to normalize, the GAW was a step ahead of the competition, poised to welcome travelers to the perfect post-COVID destination.

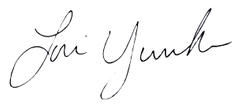
The region prepared for a strong recovery, but we also continued to face post-pandemic challenges that forced us to be creative, flexible and patient as the world returned to global travel:

- The international trade landscape continued to rebuild after downsizing and furloughs damaged the workforce worldwide. As companies battled labor shortages, product development and marketing campaigns were delayed while efforts went into hiring and training new employees. It's imperative the GAW continues to capitalize on opportunities with companies that are ready to move forward and assist with re-education as the workforce continues to recover.
- Workforce challenges also impacted the availability for tour operators to visit the region, not having the time, talent or money to dedicate to trade familiarization tours. This increases the importance of International Roundup pre- and post-fams as it may be the sole time of the year the trade is able to dedicate resources to visit the region for the immediate future. Press trips, however, are rapidly re-bounding, with the region hosting 23 journalists in the spring of FY22. The GAW maximized on the high demand for the region, strategically hosting top-tier writers from several markets during this time.
- The booking chain was substantially disrupted by the pandemic. Travelers are now booking trips faster and with less lead time than normal, and the shorter booking window led to issues with supplier availability. Tour operators continue to "fill the gaps" with online travel agents, like Expedia, and other non-traditional methods to meet consumer demand. The GAW can help alleviate these booking challenges with continuous supplier education and an increased effort to assist receptive operators who are struggling to rebuild their supplier contracts after the pandemic.

A big win for the region was hosting the International Roundup tradeshow for the first time in two years. The show was met with tremendous tour operator interest and sold-out participation on the international side, while supplier participation was meager compared to previous sold-out years on the domestic side. This showcased the need for supplier re-education to encourage suppliers across the GAW to diversify their target audiences to include international travelers.

We want to thank the five states for your continued confidence in this program and for prioritizing international visitation in your marketing strategies. The Great American West remains committed to generating economic growth across this beautiful region, and we bring a renewed spirit to these efforts as we shake off the shadow of the COVID-19 pandemic. Thank you for a successful year, and here's to an even better FY23.

With warm regards,



Lori Yunker, RMI Director of Marketing

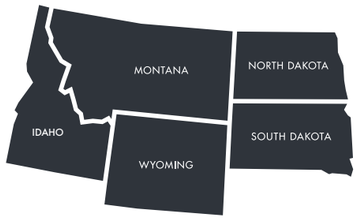


Kim Snape, RMI Sr. Marketing & PR Manager

GREAT AMERICAN WEST

OVERVIEW

THE GREAT AMERICAN WEST®



About the Program

The Great American West is the brand for the international marketing efforts of the state tourism offices of Idaho, Montana, North Dakota, South Dakota and Wyoming. Collectively, the cooperative markets to both travel trade (tour operators, travel agents) and consumers through advertising and public relations efforts.

Individually, each state office works with its industry partners to raise awareness of its state and the region as a whole through the promotion of products and travel destinations. The GAW contracts with RMI to help coordinate their united efforts in seven international markets, including the United Kingdom, Germany, Benelux, France, Italy, Australia/New Zealand and the Nordics. For more information about the GAW, visit GreatAmericanWest.co.

Strategic Direction

VISION
The Great American West will inspire international travelers to visit the region by establishing and enhancing trade and consumer recognition of the unique, authentic experiences of the region.

MISSION
The Great American West drives 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.

VALUE
The Great American West provides inspiration and expertise through relevant, engaging content for travelers who seek adventure and prefer the region because we are home to America's most epic icons of nature.

The Great American West Cooperative & Supporting Partners

IDAHO TOURISM · MONTANA · NORTH DAKOTA Be Legendary.™ · SOUTH DAKOTA GREAT FACES. GREAT PLACES. · Wyoming · Visit Billings Montana's Trailhead · Bismarck Mandan No Boundaries · Carbon County Wyoming Get Your West On · VISIT Casper · Visit Cheyenne Wyoming · Cody Yellowstone · North of Normal FARGO Moorhead | West Fargo · Glacier Country Montana · Hot Springs Wyoming · Johnson County Tourism · Do Big Things Rapid City · Sheridan County, Wyoming, USA. · Southwest Idaho · Yellowstone National Park Lodges Legendary Hospitality by Xanterra · DENVER The Mile High City

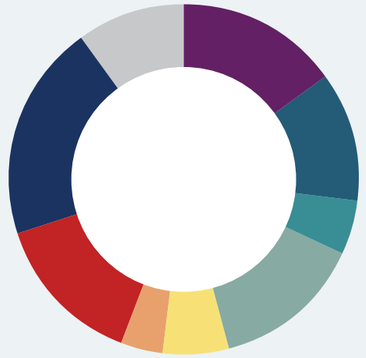
GREAT AMERICAN WEST

BUDGET RECAP

Total FY22 Marketing Fund: **$358,921.50**

Beginning FY22 Budget: **$335,000**

FY21 Rollover: **$23,921.50**

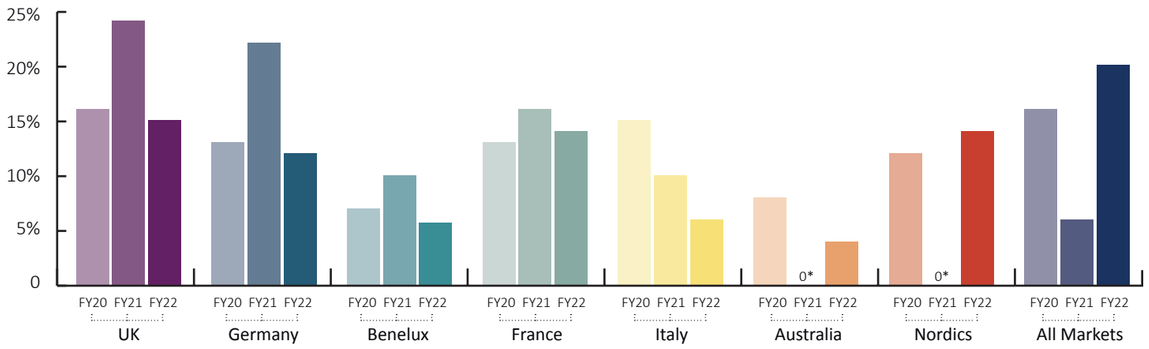


FY22 Marketing Fund Allocations

- United Kingdom: **15%**
- Germany: **12%**
- Benelux: **5%**
- France: **14%**
- Italy: **6%**
- Australia: **4%**
- Nordics: **14%**
- All Markets: **20%**
- Surplus: **10%**

***(Surplus carried into FY23:** $31,500)*

Spending History



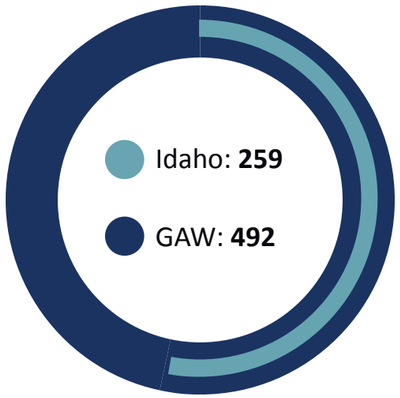
**The Great American West was not active in the Australian and Nordic markets in FY21 due to budget cuts stemming from the COVID-19 global pandemic.*

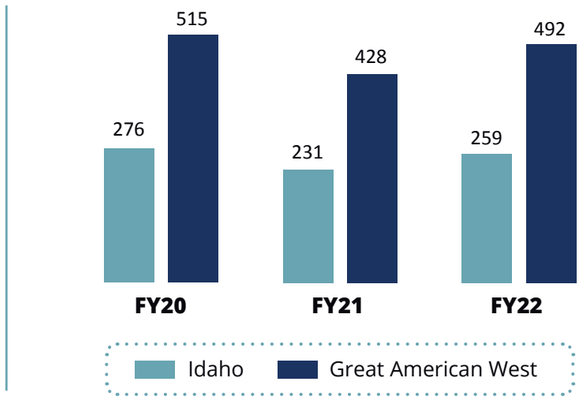
IDAHO

TO'S SELLING US

259 ▲ **+12% YOY***

In FY22, 259 tour operators offered overnights in Idaho; 492 TO's offered product in the Great American West region.





Note: All ROI calculations are proprietary models derived by RMI. International tourism trade partners provided the data included in this report exclusively to RMI on behalf of the state tourism departments of Idaho, Montana, North Dakota, South Dakota and Wyoming. Source: 2022 RMI TRIP Report.

HIGHLIGHTS

1. **Perfect post-COVID destination:** The increase in TO's offering Idaho product reinforces how the Great American West region is the ideal getaway for post-pandemic travelers. We continue to offer wide-open spaces, natural wonders, smaller crowds and a safer travel experience.

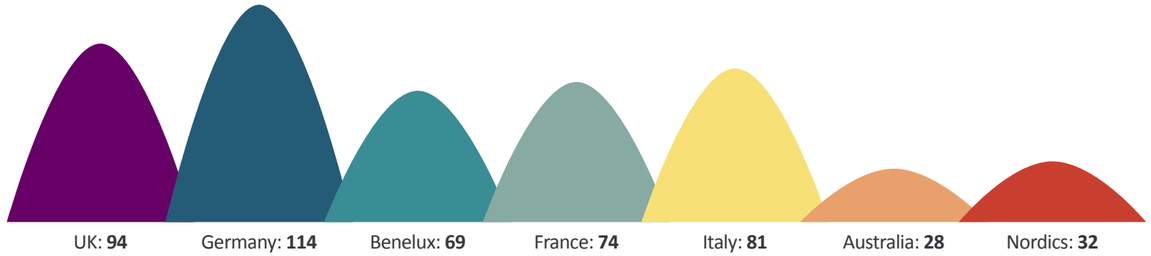
**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

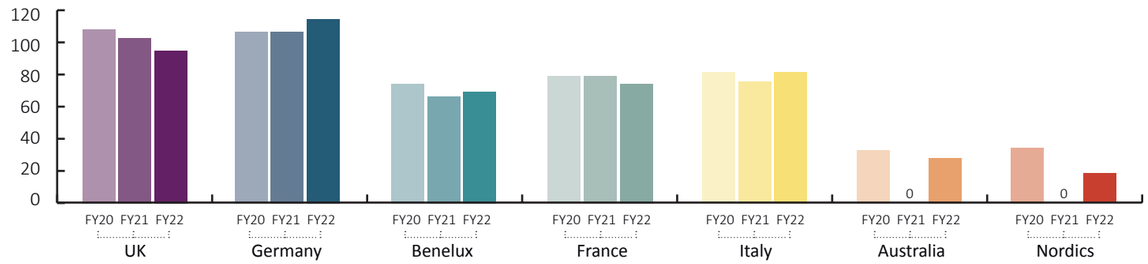
GREAT AMERICAN WEST

TO'S SELLING US

492 ▲ **+15% YOY***

In FY22, 492 tour operators in seven overseas markets offered overnights in the Great American West, up from 428 in FY21.





Note: All ROI calculations are proprietary models derived by RMI. International tourism trade partners provided the data included in this report exclusively to RMI on behalf of the state tourism departments of Idaho, Montana, North Dakota, South Dakota and Wyoming. Source: 2022 RMI TRIP Report.

HIGHLIGHTS

1. **Business is back:** The GAW program is clearly in recovery mode as offered product has increased 15% YOY. This victory is due to the re-opening of international borders and to the re-entering of the Australian and Nordic markets to the program.

2. **Lingering COVID effects:** While GAW product on the shelf is healthy, the trade landscape is still recovering and rebuilding from the pandemic. As a result, 71 operators dropped GAW product in 2022 as they restructure or redesign marketing strategies.

**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

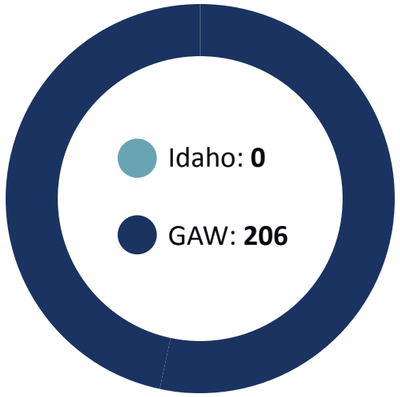
IDAHO

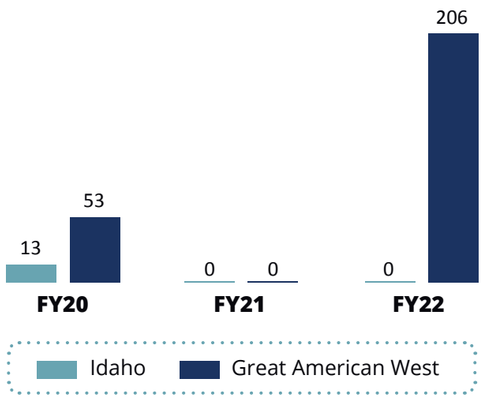
TRADE FAMS

Fams	Professionals	Overnights
0	0	0

Idaho did not host any trade fam tours during FY22.

Overnights





HIGHLIGHTS

1. **Looking Ahead:** Trade fams were minimal in FY22 due to closed borders and TO companies rebuilding their staffs. However, with Idaho hosting IRU in 2023, we anticipate a significant bump in hosted professionals to Idaho next fiscal year.

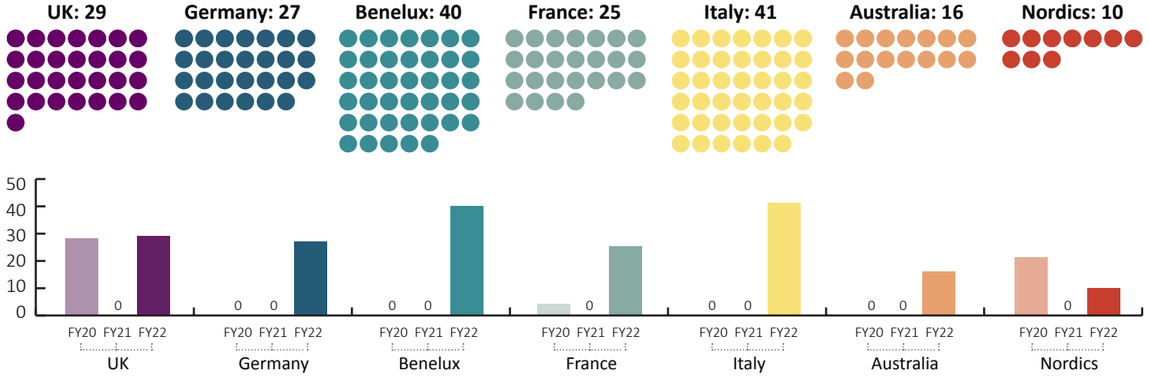
GREAT AMERICAN WEST

TRADE FAMS

Fams	Professionals	Overnights
9	54	206

U.S. borders re-opened on Nov. 8, 2021, allowing for nine trade fams, 54 professionals and 206 overnights hosted in the GAW in FY22.

Overnights



Note: 11 trade fams were cancelled in FY20 due to the COVID-19 global pandemic. No fam trips were hosted in the GAW region in FY21 due to COVID-19-related border closures.

HIGHLIGHTS

1. **Hard to host trade:** As companies battle hiring shortages and training efforts after years of layoffs and furloughs, fewer companies are putting time and money into sending employees on trade fams.

2. **IRU is key:** Hosting pre- and post-fams for IRU is increasingly important as this remains one of the few chances to get trade to our region during the post-pandemic rebound phase.

IDAHO

NEW PRODUCT

New Itineraries

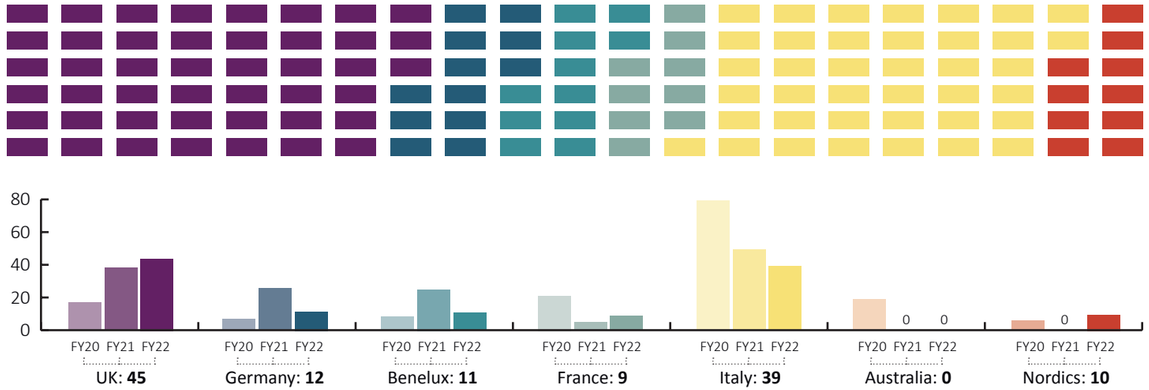
44 ▲ +14% YOY*

New Overnights

126 ▼ −13% YOY*

Seven overseas markets added 44 Idaho itineraries and 126 overnights to their product offerings in FY22, as well as 196 new regional itineraries and 1,512 regional overnights. (Overnight data is not always provided, so this metric is likely higher.)

Overnights



HIGHLIGHTS

1. **Top-producing TO's:** Idaho's top-producing TO's for new product development included the UK's Platinum Travel (5 itineraries for a total of 18 overnights), Italy's Enjoy Destinations (2/12) and UK's Discover America (2/9).

2. **Longest stay:** Enjoy Destinations in Italy produced the new "Idaho, Montana & Yellowstone self-drive tour," which featured 9 overnights in Idaho.

**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

GREAT AMERICAN WEST

NEW PRODUCT

New Itineraries

196 ▲ +24% YOY*

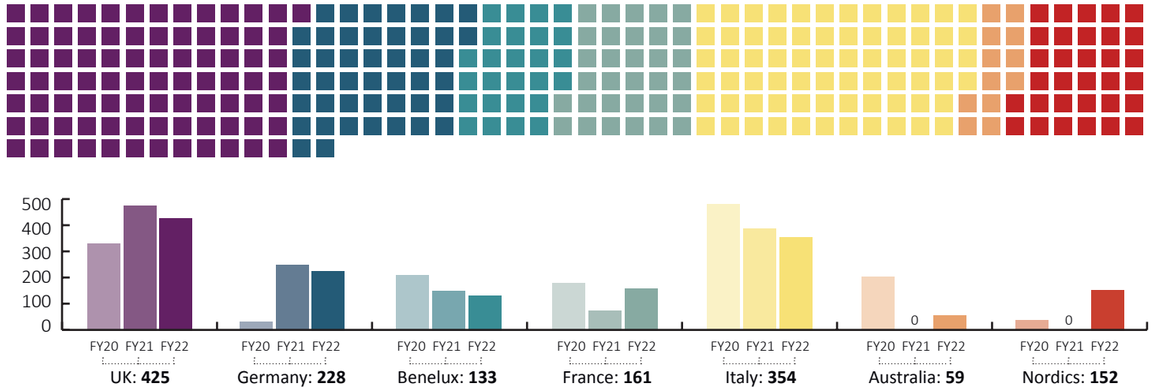
New Overnights

1,512 ▲ +13% YOY*

Seven overseas markets added 196 regional itineraries and 1,512 overnights to their product offerings in FY22.

(5 itineraries [2.5%] did not include overnight data, so this metric is higher than reported.)

Overnights *(each square represents 5 overnights)*



HIGHLIGHTS

1. **Top-producing markets:** The leader of the pack in new product development was the United Kingdom with 61 new itineraries and a total of 425 overnights, followed by Italy with 42 itineraries/354 overnights and Germany with 28 itineraries/228 overnights.

2. **Notable themes:** Yellowstone's 150th anniversary certainly sparked some itinerary inspiration, and national parks remained the top theme for new product development this year. Rocky Mountain-themed tours and motorcycle adventures were also popular topics.

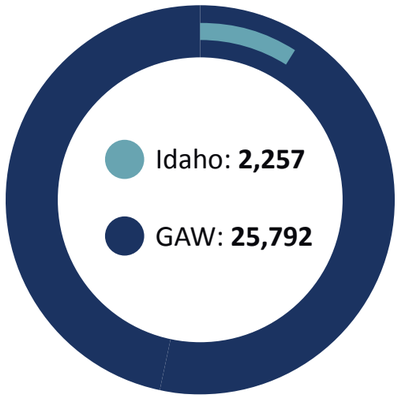
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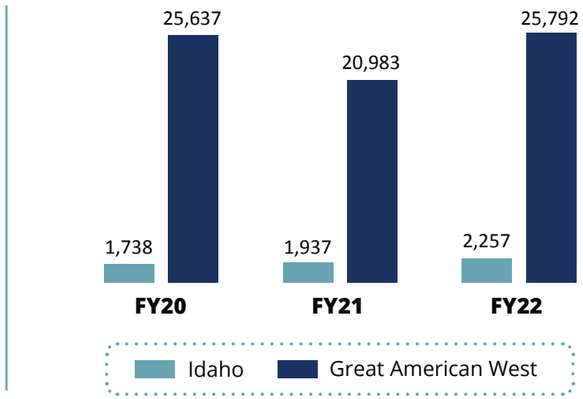
IDAHO

OVERNIGHTS OFFERED

2,257 ▲ **+16.5% YOY***

An additional 321 overnights were offered in Idaho in FY22 for a total of 2,257; 25,792 overnights were offered in the GAW region.





Note: All ROI calculations are proprietary models derived by RMI. International tourism trade partners provided the data included in this report exclusively to RMI on behalf of the state tourism departments of Idaho, Montana, North Dakota, South Dakota and Wyoming. Source: 2022 RMI TRIP Report.

HIGHLIGHTS

1. **Supplier Spotlight:** 47 Idaho communities (up from 45 YOY) are offered by international tour operators across the GAW program, with Boise (445), Idaho Falls (281) and Coeur d'Alene (225) receiving the most overnights offered.

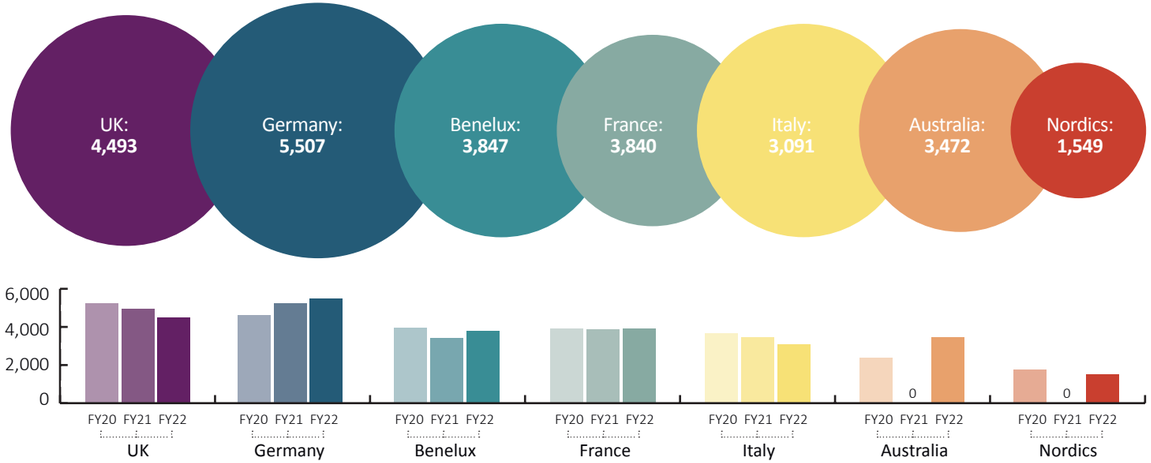
**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

GREAT AMERICAN WEST

OVERNIGHTS OFFERED

25,792 ▲ **+23% YOY***

A total of 25,792 overnights were offered in the Great American West in FY22, up from 20,938 in FY21.



HIGHLIGHTS

1. **Past the pandemic curse:** The region saw 25,637 overnights offered in 2020, and in two short years we have climbed past that benchmark.

2. **Growth varies across markets:** While some markets remained steady throughout the pandemic, others saw overnights decrease or grow, depending how local operators chose to address the pandemic slump. Some markets, like the UK, battled furloughs and downsizing that affected overnight totals, while others, like Germany, used the slow time to build up product. We anticipate a regulation of product development going forward.

**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

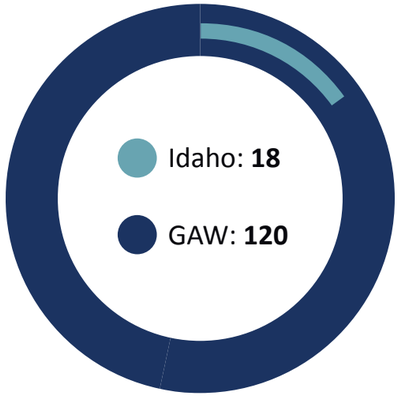
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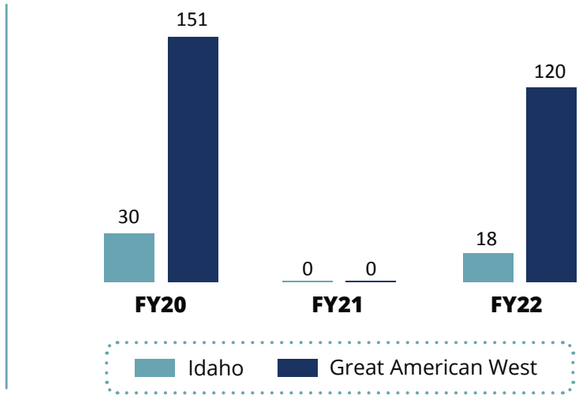
MEDIA FAMS

Fams	Professionals	Overnights
5	8	18

Five press trips resulted in 8 media professionals and 18 overnights hosted in Idaho in FY22. Italy had the most overnights with 7, followed by France (5).

Overnights





HIGHLIGHTS

1. **Top-visited months:** All press trips hosted in Idaho happened in June (5).

2. **Most overnights:** Elena Bianco & Giacomo Fè (Italy) stayed in Idaho longer than any other media visit (7 overnights), followed by Lucas Lahargoue (France, 5 overnights).

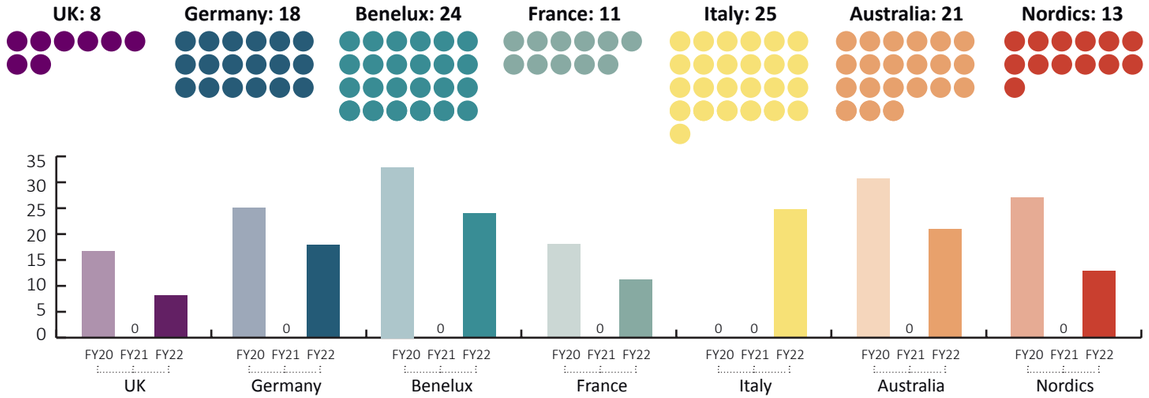
GREAT AMERICAN WEST

MEDIA FAMS

Fams	Professionals	Overnights
12	22	120

U.S. borders re-opened on Nov. 8, 2021, allowing for 12 media fams, 22 professionals and 120 overnights hosted in the GAW in FY22.

Overnights



Note: 11 trade fams were cancelled in FY20 due to the COVID-19 global pandemic. No fam trips were hosted in the GAW region in FY21 due to COVID-19-related border closures.

HIGHLIGHTS

1. **Top seasons:** Borders opened on Nov. 8, 2021, allowing media to begin planning trips. The majority took place in May (6) and June (6).

2. **Top entry airports:**
1. DIA
2. BZN
3. SLC

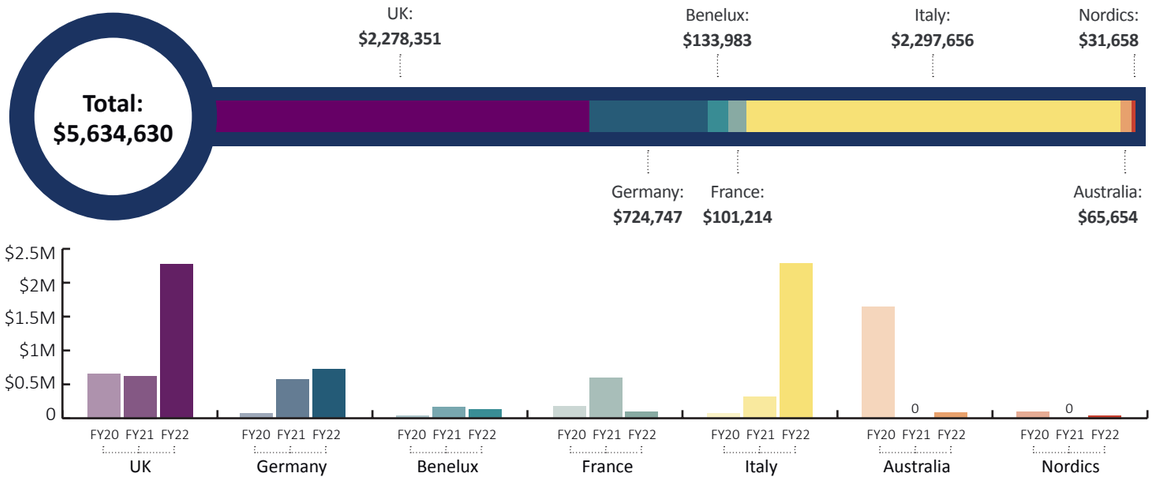
3. **Top exit airports:**
1. DIA
2. BIS
3. RAP & SLC

IDAHO

EARNED MEDIA COVERAGE

$5.6M ▲ +145% YOY*

In FY22, Idaho received $5,634,630 in earned editorial coverage, reaching over 580 million readers from 141 articles.



HIGHLIGHTS

1. **Most articles:** The Italian market generated the largest number of earned articles for Idaho (41 articles), followed by Germany (32) and Australia/New Zealand (23).

2. **Top reach:** Idaho reached the most readers (198M) with the UK's MSN online article "Yellowstone, il cuore verde degli Usa compie 150 anni."

3. **Top value:** Idaho received the largest earned advertising value ($1.8M) with the UK's MSN online article "Yellowstone, il cuore verde degli Usa compie 150 anni."

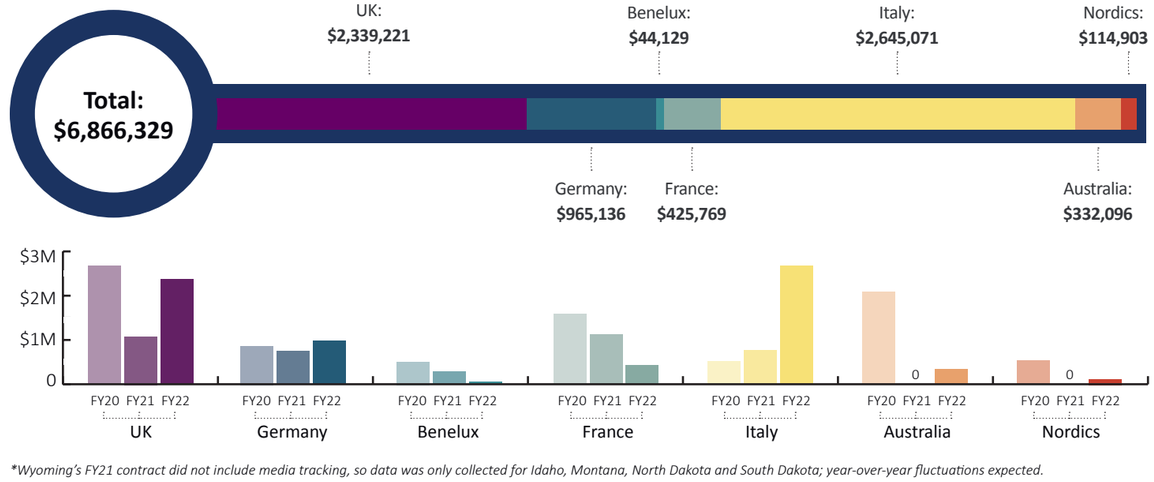
*Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected

GREAT AMERICAN WEST

EARNED MEDIA COVERAGE

$6.86M ▲ +75% YOY*

The region received $6,866,329.15, reaching over 680 million readers from 307 articles.



*Wyoming's FY21 contract did not include media tracking, so data was only collected for Idaho, Montana, North Dakota and South Dakota; year-over-year fluctuations expected.

HIGHLIGHTS

1. **Top coverage:** "Yellowstone, il cuore verde degli Usa compie 150 anni," written by Italy's in-market representative Olga Mazzoni and published on MSN (198M reach; $1.8M AVE) and La Stampa (10M reach; $93K AVE).

2. **Top coverage:** "The oldest hotel in your state," written by UK's Lottie Gross for MSN (193M reach; $1.7M AVE)

3. **Top coverage:** "Best holidays for 2022 picked by our travel team including the UK, Egypt and USA," written by UK's Nigel Thompson for Sunday Mirror (39M reach; $364K AVE)

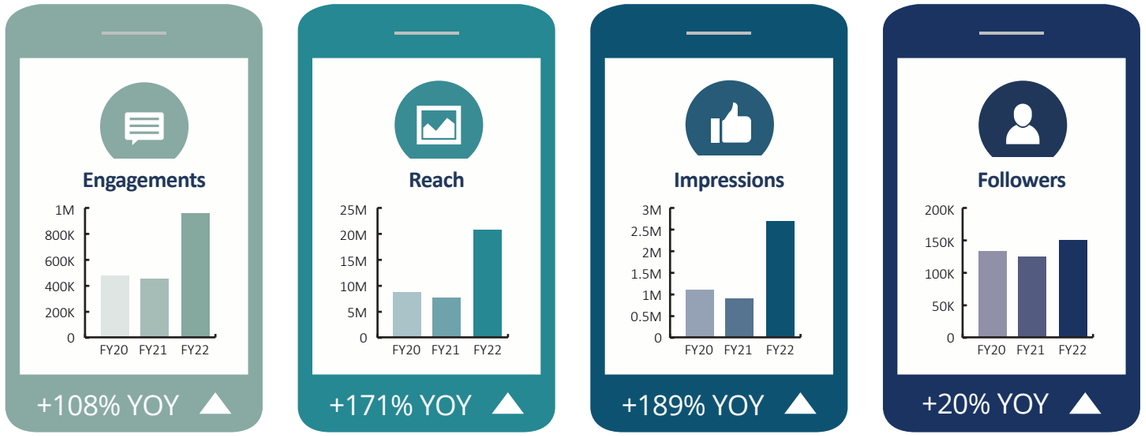
*Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected

GREAT AMERICAN WEST

SOCIAL MEDIA ENGAGEMENTS

956K ▲ +108% YOY*

In FY22, the seven GAW social media channels saw 956,440 engagements. They also reached 20,649,200 users, generated 26,751,112 impressions and accumulated 150,162 followers.



Note: Wyoming's FY21 contract did not include social media, so data was only collected for Idaho, Montana, North Dakota and South Dakota; significant year-over-year fluctuation expected.

HIGHLIGHTS

1. **Most engaged page:** The in-market Facebook page with the most engagements in FY22 was Italy (338,536 engagements), followed by Australia (164,975) and France (149,124).

2. **Most reached page:** Italy reached the largest audience (7,819,244 reach), followed by France (3,505,522) and the United Kingdom (3,323,060).

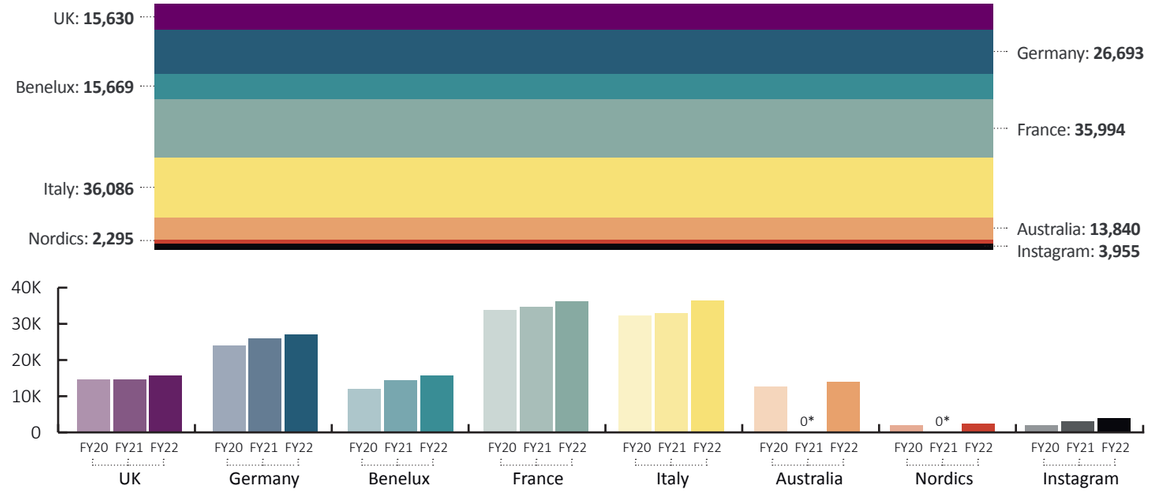
**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

GREAT AMERICAN WEST

SOCIAL MEDIA FOLLOWERS

150K ▲ +20% YOY*

Of the 150,162 Great American West social media followers at the close of FY22, Italy had the largest following with 36,086, followed by France with 35,994 and Germany with 26,693.



HIGHLIGHTS

1. **Most New Followers:** Italy grew the most in new dedicated followers in FY22 (3,332), followed by France (1,593) and Benelux (1,338).

2. **Follower Demographics:** On average, 48% of the GAW followers are women and 52% are men between the ages of 45-54, skewing younger on Instagram (25-34) and in Australia (25-34) and Italy (35-44).

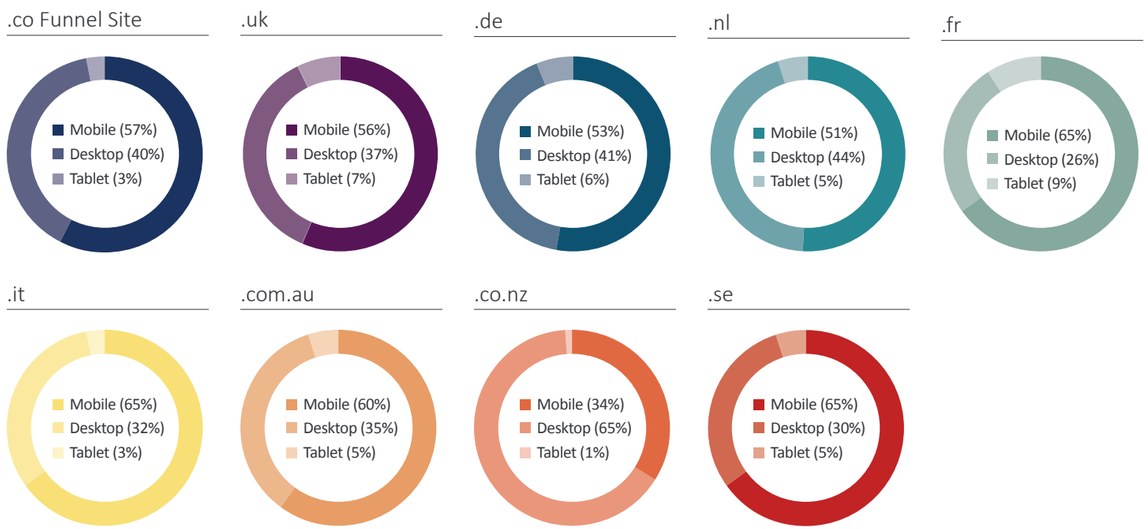
**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

GREAT AMERICAN WEST

WEB USERS

56% mobile

The majority of web users to the nine Great American West websites used a mobile device (56%), compared to a desktop (39%) or tablet (5%).



HIGHLIGHTS

1. **Top mobile users:** Users from the Nordics most preferred to access the GAW websites on a mobile device (65.4%), followed closely by Italy (64.9%) and France (64.8%).

2. **Top desktop users:** Users from New Zealand most preferred to access the GAW websites on a desktop (64.7%), followed by Benelux (44.5%) and Germany (41.1%).

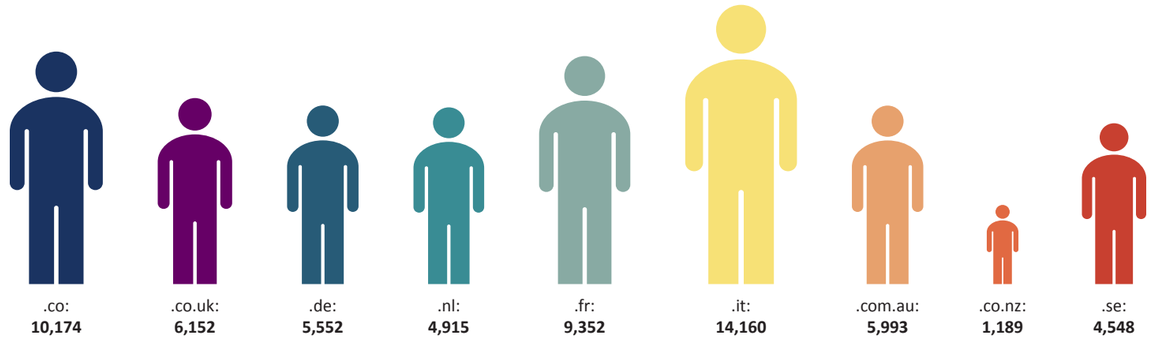
GREAT AMERICAN WEST

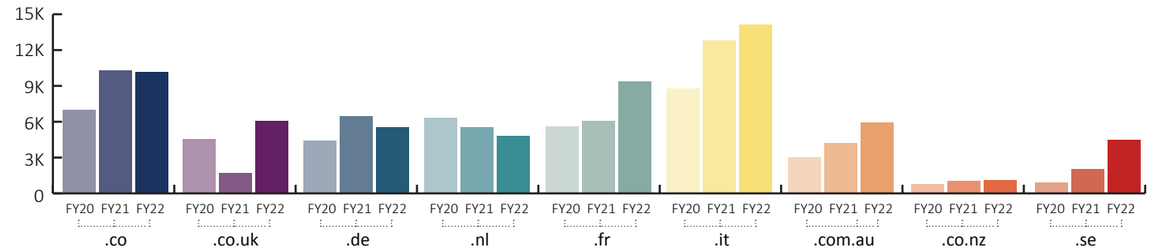
WEB USERS

62,035

▲ +23% YOY*

Nine Great American West websites saw 62,035 unique users in FY22, up from 50,481 in FY21.





HIGHLIGHTS

1. **Top acquisition channels:** The majority of users accessed the GAW websites through organic search (average 36%), meaning our SEO is in good standing, and our sites match the keywords users are looking for in their online searches.

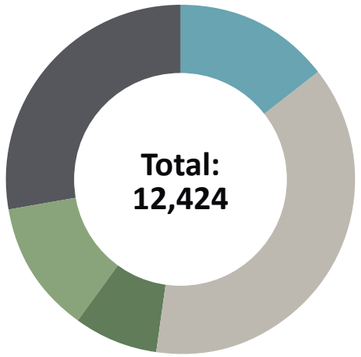
2. **User demographics:** The majority of users to the GAW websites ranged in age from 35-44 (48% female, 52% male), skewing older in the UK and Benelux (65+) and Germany and Nordic (45-54) markets.

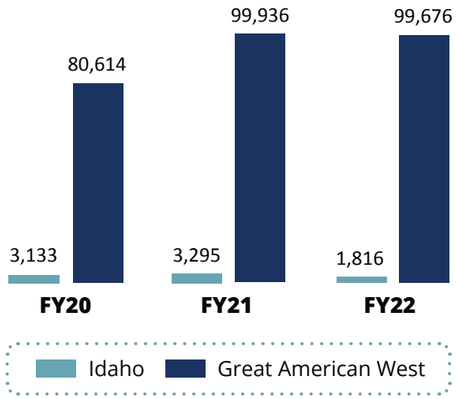
IDAHO

WEB LANDING PAGE VIEWS

1,816 **–45% YOY** ▼

Users visited Idaho's landing page 1,816 times in FY22. That's 14% of all state landing page visits and a drop from 7,295 in FY21.





HIGHLIGHTS

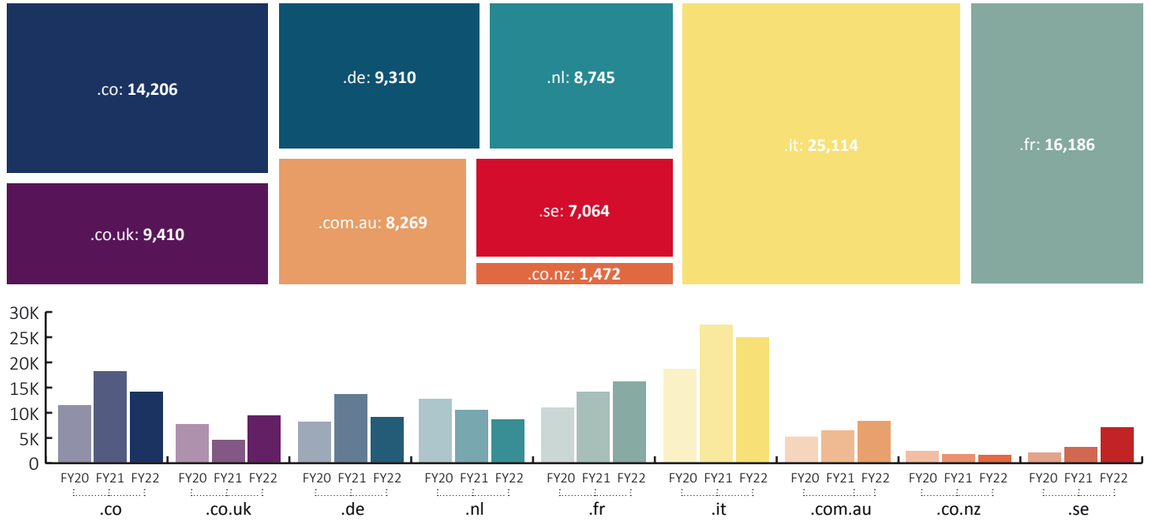
1. **Top market by pageviews:** Users from Italy viewed Idaho's page more than any other market (757), followed by France (363), then Benelux (255).

GREAT AMERICAN WEST

WEB PAGEVIEWS

99K **–0.2% YOY** ▼

Users generated 99,776 pageviews on nine Great American West websites, Italy had the most pageviews with 25,114, followed by France with 16,186.



HIGHLIGHTS

1. **Top-visited pages:** The most-visited content across the nine GAW websites was the state pages, followed by blog content, itineraries, and Media Rooms (downloadable guides and assets).

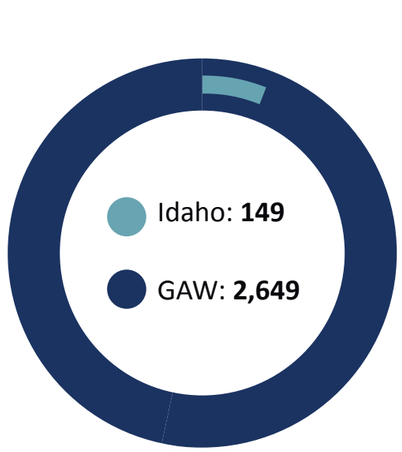
2. **Top-visited months:** Users viewed the nine GAW websites the most in February, December, April and May.

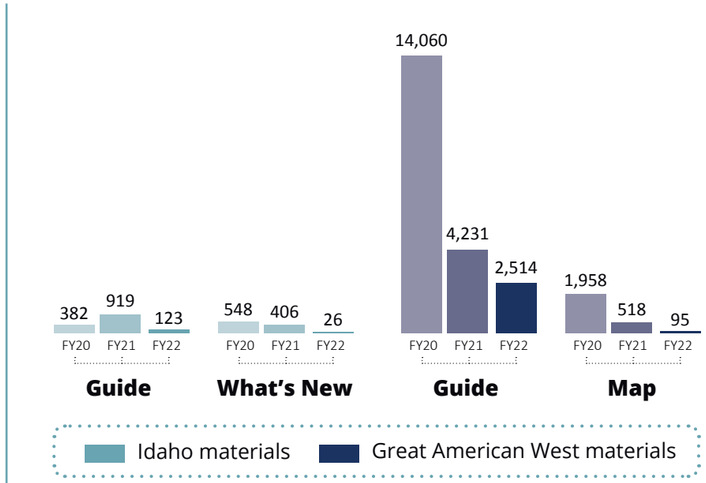
IDAHO

DIGITAL DOWNLOADS

149 **–89% YOY**

Users from nine in-market websites downloaded 26 Idaho "What's New" sheets and 123 Idaho guides for a total of 149 Idaho materials.





HIGHLIGHTS

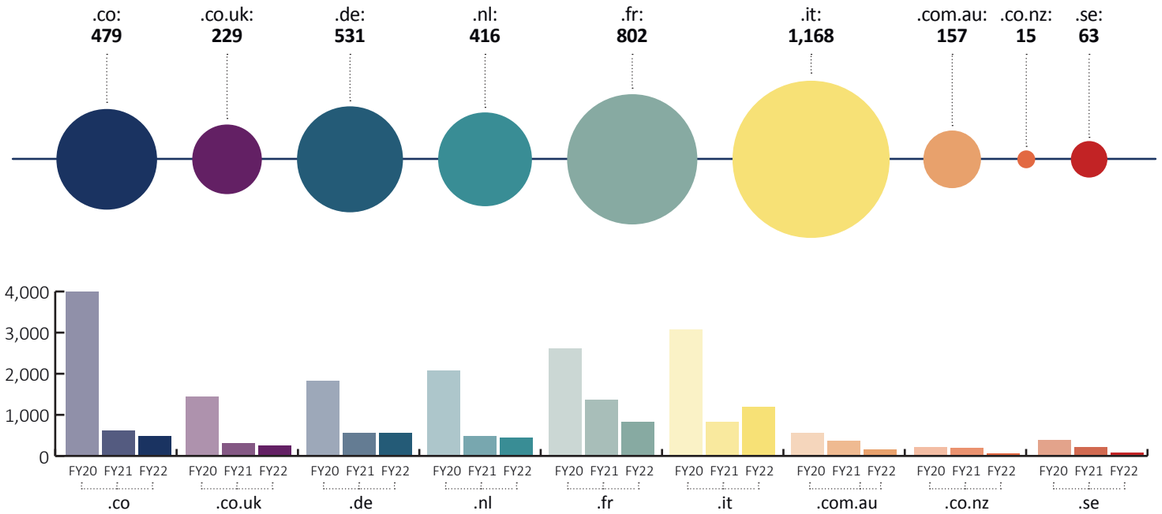
1. **Top markets:** More users downloaded Idaho materials from Italy than any other market (48), followed by France (33) and Germany (31).

GREAT AMERICAN WEST

DIGITAL DOWNLOADS

2,649 **–44% YOY**

Users from nine in-market websites downloaded 2,648 regional materials in FY22 (2,514 GAW Guides and 95 GAW maps).



HIGHLIGHTS

1. **Top months for regional downloads (GAW Guides and maps):**
1. February (624)
2. March (257)
3. January (255)

2. **Top sites:** More regional materials (GAW Guides and maps) were downloaded on the Italian website than any other in-market site (1,168), followed by France (802) and Germany (531).

GREAT AMERICAN WEST

NEWSLETTER

Clickthrough Rate

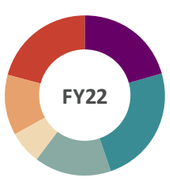
2.8% ▼ **−12.5% YOY***

Open Rate

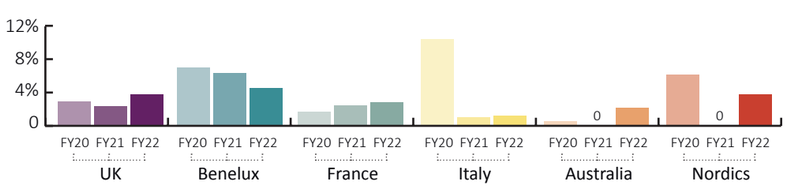
29% ▼ **−9.4% YOY***

Quarterly newsletters from six international offices averaged a 2.8% clickthrough rate and a 29% open rate in FY22. (Germany does not track this data.)

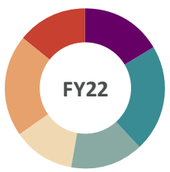
Clickthrough Rate



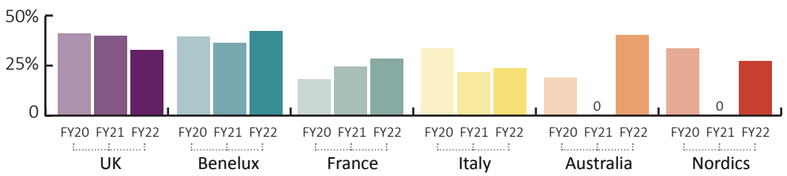
- UK: **3.9%**
- Benelux: **4.6%**
- France: **2.9%**
- Italy: **1.3%**
- Australia: **2.3%**
- Nordics: **3.9%**



Open Rate



- UK: **32.4%**
- Benelux: **41.8%**
- France: **28.6%**
- Italy: **24.4%**
- Australia: **40.3%**
- Nordics: **27.1%**



**Wyoming's FY21 contract did not include newsletters, so data was only collected for Idaho, Montana, North Dakota and South Dakota; year-over-year fluctuations expected.*

HIGHLIGHTS

1. **Top click rate:** Q3's newsletter theme, Annual Events, had the largest CTR (3.27%)

2. **Top open rate:** Q4's newsletter theme, Local Addresses, outperformed in-market vs. the other themes with the largest open rate (33.5%).

**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

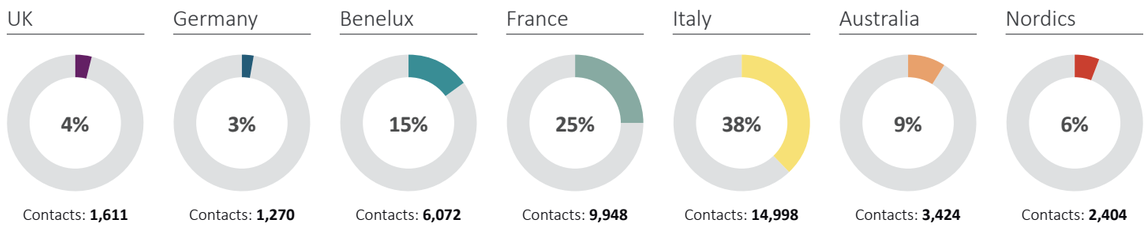
GREAT AMERICAN WEST

NEWSLETTER

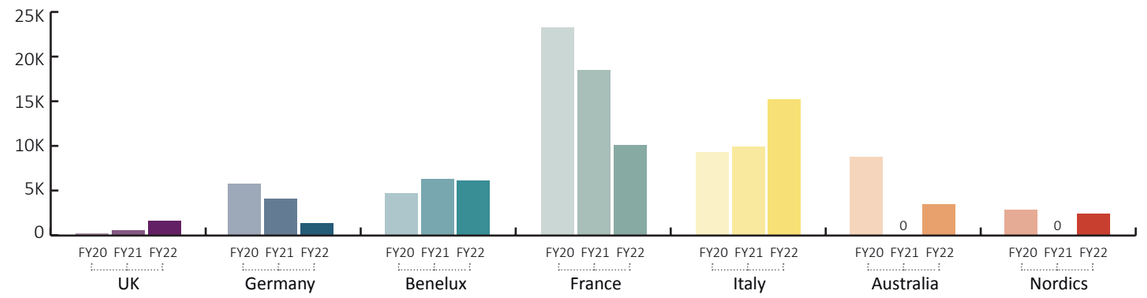
Contacts

39,727 ▲ **+2.7% YOY***

The seven overseas offices sent quarterly GAW newsletters to 39,727 contacts in FY21. (Metrics from the Italian market have been averaged for reporting purposes.)



Contacts: **1,611** | Contacts: **1,270** | Contacts: **6,072** | Contacts: **9,948** | Contacts: **14,998** | Contacts: **3,424** | Contacts: **2,404**



Note: UK, Germany and Benelux sent fewer newsletters than normal in Q3 and Q4 of FY20 due to COVID-19.)
**Wyoming's FY21 contract did not include newsletters, so data was only collected for Idaho, Montana, North Dakota and South Dakota; year-over-year fluctuations expected.*

HIGHLIGHTS

1. **Most contacts:** Italy sent Great American West newsletters to the most contacts with 14,998, followed by France with 9,948.

**Year-over-year numbers compare 7 markets in FY22 to 5 markets in FY21; fluctuations expected*

GREAT AMERICAN WEST

YEAR IN REVIEW

Start of FY22. July 1, 2021. The program is fully funded, and the Great American West is fully represented in all seven markets once again.

GAW Summit Meeting. Sept. 2, 2021. The cooperative joined for a strategic meeting in Denver and celebrated RMI's belated 30th anniversary with a Colorado Rockies baseball game.

IPW. Sept. 18-22, 2021. IPW was held in Las Vegas with a limited delegation since international borders remained closed. While the five states attended, the GAW chose not to invest in regional branding at this show.

U.S. borders re-open. Nov. 8, 2021. The U.S. lifted restrictions on travel from a long list of countries including Mexico, Canada and most of Europe for fully vaccinated travelers after more than a year and a half of COVID-19 restrictions.

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THE GREAT AMERICAN WEST

ICORT. Oct. 4-6, 2021. Idaho's tourism conference was held in Boise.

North Dakota Travel Industry Conference. Oct 25-26, 2021. North Dakota's tourism conference was held in Bismarck.

Brand USA Travel Week. Oct. 25-28, 2021. Since Europe's borders had officially opened, Brand USA Travel Week moved forward, with several of the GAW states traveling to London to participate.

South Dakota Tourism Conference. Jan. 18-20, 2022. South Dakota's tourism conference was held in Pierre.

RFP in the UK and Nordics. March 2022. The GAW delegation agreed to go to RFP in the UK and Nordic markets.

Yellowstone anniversary. March 1, 2022. The nation's first national park turned 150 years old, bringing positive product development and media attention to the entire Great American West region.

French Sales Mission. March 28-April 1, 2022. The Great American West was the first U.S. delegation to return to the French market for a sales mission since the start of the pandemic.

International Roundup. May 14-17, 2022. After being cancelled for the past two years, IRU returned to Fargo, North Dakota. Business meetings and networking events took place over the course of four days among 66 regional suppliers from the five states, 41 international tour operators from the seven markets and five U.S.-based ITOs.

RFP in UK and Nordics. May 2022. Two companies in each market submitted intents to bid and final proposals. KBC (UK) and Davidson Communications in cooperation with Linkd Tourism (AU) won the contracts.

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Wyoming Tourism Conference. Feb 17-March 1, 2022. Wyoming's tourism conference was held in Cheyenne.

Montana Tourism Conference. April 17-19, 2022. Montana's tourism conference was held in Billings.

Nordic Sales Mission. April 23-29, 2022. The Great American West was the first U.S. delegation to return to the Nordic market for a sales mission since the start of the pandemic.

IPW. June 4-8, 2022. IPW met in Orlando and once again featured Great American West regional branding and a Buckle Club event for over 200 international partners.

End of FY22. June 30, 2022.

FY22 IDAHO
ANNUAL REPORT

The Great American West is the brand for the international marketing efforts of Idaho, Montana, North Dakota, South Dakota and Wyoming. Collectively, the group markets to both travel trade (tour operators, travel agents, etc.) and consumers through advertising and public relations efforts. Individually, each state office works with their industry partners to raise awareness of their states and the region as a whole through the promotion of products and travel destinations. The Great American West contracts with RMI to help coordinate their united efforts in seven international markets, including The United Kingdom, Germany, Benelux, France, Italy, Australia and the Nordics. This report includes information from Fiscal Year 2022 (July 1, 2021, to June 30, 2022). All ROI calculations are proprietary models derived by RMI. International tourism trade partners provided the data included in this report exclusively to RMI on behalf of the state tourism departments of Idaho, Montana, North Dakota, South Dakota and Wyoming.

PRODUCED FOR:

IDAHO TOURISM

PRODUCED BY:

RMI destination marketing