THE GREAT
AMERICAN WEST
IDAHO · NORTH DAKOTA
SOUTH DAKOTA · WYOMING

FY25 Great American West

ANNUAL REPORT

VISIT IDAHO

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Executive Summary

Dear Great American West stakeholders,

Fiscal Year 2025 highlighted the resiliency of the Great American West as Idaho, North Dakota, South Dakota and Wyoming stepped up with increased individual investments to sustain momentum and strengthen the regional brand. Their commitment offset a modest overall funding decrease (-1.5%) and positioned the region to successfully transition from a five-state to a four-state destination. The following report highlights major accomplishments and outlines areas for continued growth.

Most notably, the four-state region secured growth in the number of travel trade selling the region (+1.7%), generating an estimated $99.99 million in visitor spend (+2.2%) – a 63:1 return on investment for the cooperative program.

REGIONAL REACH & IMPACT

Our collective efforts delivered measurable results in priority international markets:

- 95M+ total international reach across paid, earned and owned media channels
- 59% increase in pageviews across GAW's regionally branded websites – the third consecutive year of growth
- 137 new tour products with 1,000+ overnights across multi-state itineraries
- 120+ earned media articles generating an estimated $1.4M+ in ad value
- 164 International Roundup attendees at the GAW's 30th annual tradeshow, resulting in 2,900+ business appointments among 100 suppliers and 50 buyers from 12 countries
- 220+ attendees at the IPW Buckle Club, including qualified operators, agents, media, airlines and national partners

KEY INTERNATIONAL MARKET ACTIVITY

We strengthened in-market presence with international travel trade, media and consumers:

- 1,048 one-on-one meetings with key trade, media, airline and rental car contacts
- 68 dedicated trainings for 1,500+ industry professionals overseas
- Two sales missions (France, UK and Australia, the first visit to Australia in seven years) generating 120+ trade leads and 40 media leads
- Representation at 6 global trade shows and 8 consumer shows including Visit USA events in London, Paris, Strasbourg, Toulouse and the Netherlands; Amerigo Roadshow Paris; IPW; Destinations Consumer Shows in Manchester and London; IBO Fair; CMT; Ferien-Messe Wien; Vakantiebeurs and Connections AmeriCan Day
- 54 international trade fam tours, resulting in new product and itinerary development and qualified sellers on the region
- 13 international media visits, with placements in Wanderlust, National Geographic, JRNY, Vacations & Travel, Escape and La Stampa
- Relaunched our online Media Room, a trade resource hub, improving access to regional itineraries, images, video and sales tools

PARTNER COLLABORATION & CO-OPS

Industry engagement provided lift to regional GAW efforts:

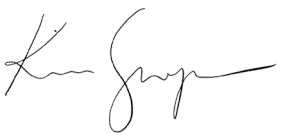
- 17 in-state DMOs and 3 gateway cities participated in the Great American West Partner Program (+11%)
- 5 DMO partners invested in select cooperative marketing, producing 8 custom content pieces for local destinations and attractions

LOOKING AHEAD

Despite ongoing global travel challenges, the unified brand positioning and strategic alignment of the Great American West continue to build momentum, elevate visibility and strengthen competitiveness in target markets.

We thank our stakeholders for your continued trust and investment in this cooperative program. Together, we will inspire overseas travelers, drive visitation and support the tourism economies of Idaho, North Dakota, South Dakota and Wyoming for years to come.

Respectfully,



Kim Snape,
RMI Director of Global Programs

About the GAW

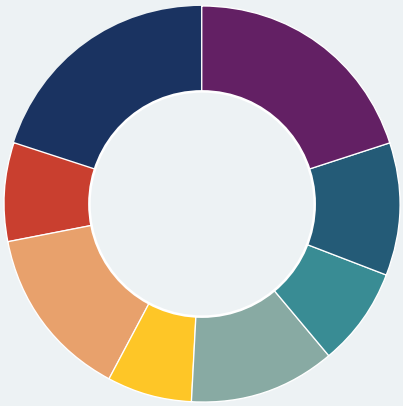
The Great American West Cooperative & Supporting Partners

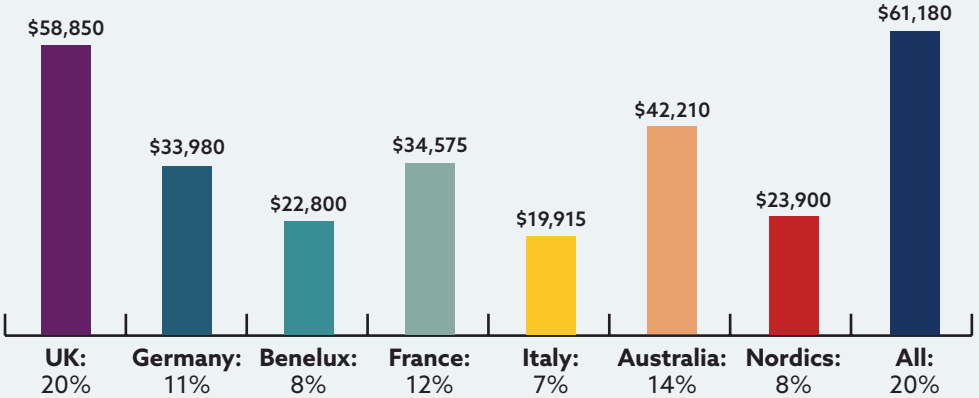
The Great American West is the brand for the international marketing efforts of the state tourism offices of Idaho, North Dakota, South Dakota and Wyoming. Collectively, the cooperative markets to both travel trade (tour operators, travel agents) and consumers through advertising and public relations 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 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/New Zealand and the Nordics. For more information about the Great American West, visit GreatAmericanWest.co.

FY25 Budget Allocations (Total Budget: $297,410*)

**Beginning GAW FY25 Budget: $287,000 | FY24 Remaining Budget: $10,410*





Return on Investment

Based on a $1.6 million regional investment and $99,997,404 estimated visitor spend. Compares to 4-state 2024 TRIP Report data.

Region

63:1

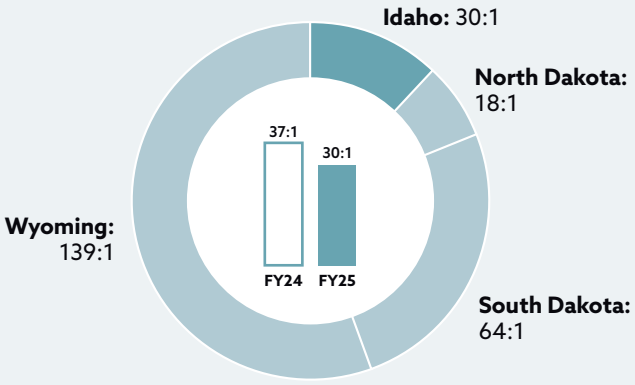
90% OF FY24



$1 =

$$$$$$$$$$$$
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Idaho



30:1

81% OF FY24

Estimated Visitor Spend

Source: 2025 RMI TRIP Report™. Compares to 4-state 2024 TRIP Report data.

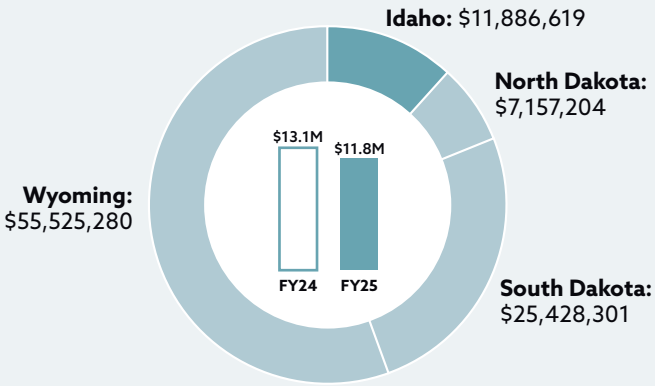
Region

$99.99M

102% OF FY24

- **Germany** — **$29.37M** (FY24: $21.52M)
- **UK** — **$14.17M** (FY24: $11.57M)
- **France** — **$16.44M** (FY24: $9.74M)
- **Italy** — **$15.07M** (FY24: $17.73M)
- **Benelux** — **$11.83M** (FY24: $14.87M)
- **Nordics** — **$7.41M** (FY24: $14.46M)
- **Australia** — **$5.67M** (FY24: $7.9M)

Idaho



$11.8M

81% OF FY24

Estimated Rooms Booked

Source: 2025 RMI TRIP Report™. Compares to 4-state 2024 TRIP Report data.

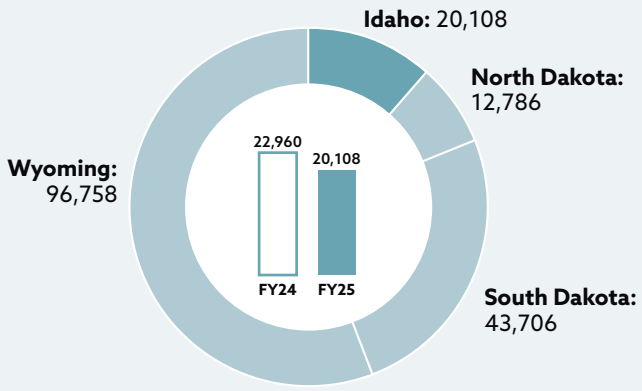
Region

173,358

98% OF FY24

- **Germany** — **FY25: 59,700** (FY24: 46,992)
- **France** — **FY25: 26,875** (FY24: 16,823)
- **UK** — **FY25: 24,789** (FY24: 20,595)
- **Italy** — **FY25: 21,600** (FY24: 25,820)
- **Benelux** — **FY25: 19,887** (FY24: 28,554)
- **Nordics** — **FY25: 12,947** (FY24: 26,392)
- **Australia** — **FY25: 7,560** (FY24: 10,780)

Idaho



20,108

88% OF FY24

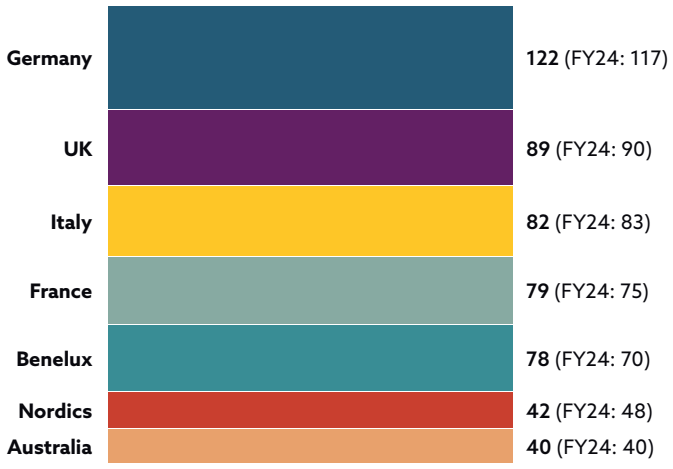
Tour Operators Selling Us

Source: 2025 RMI TRIP Report™. Compares to 4-state 2024 TRIP Report data.

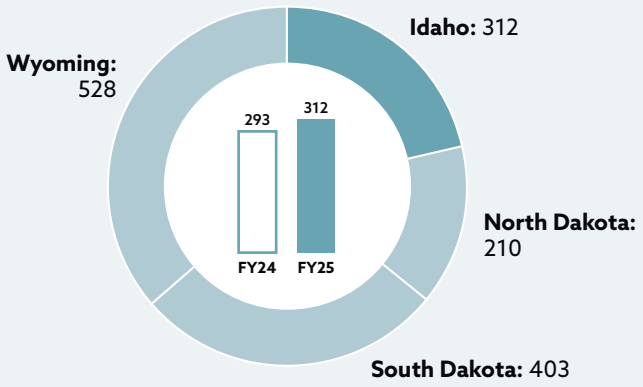
Region

532

102% OF FY24



Idaho



312

106% OF FY24

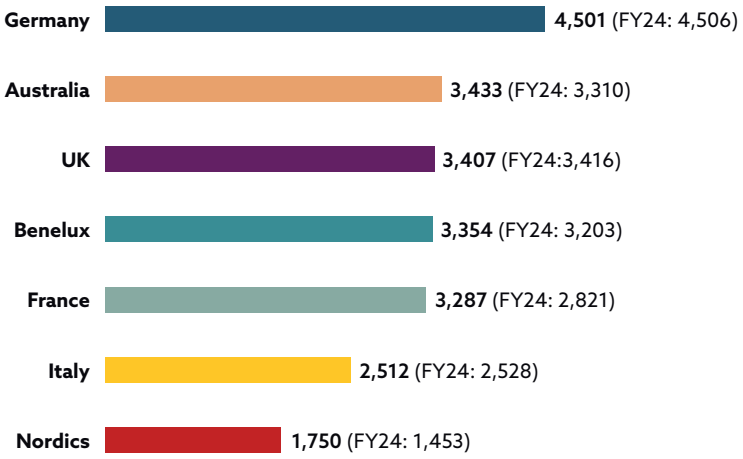
Overnights Offered

Source: 2025 RMI TRIP Report™. Compares to 4-state 2024 TRIP Report data.

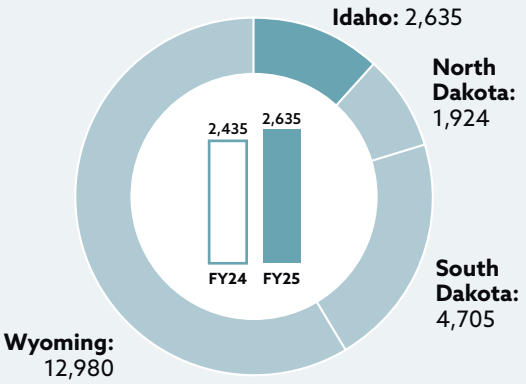
Region

22,244

105% OF FY24



Idaho



2,635

108% OF FY24

New Product

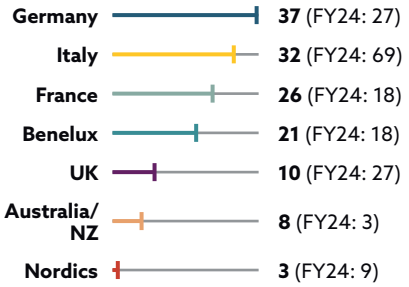
Data compares 5-state program in FY24 to 4-state program in FY25.

Region

ITINERARIES

137

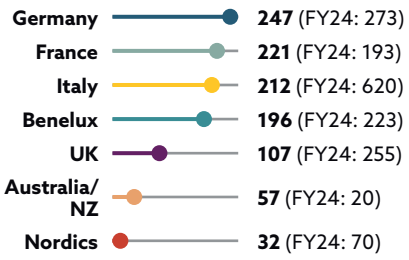
80% OF FY24



OVERNIGHTS

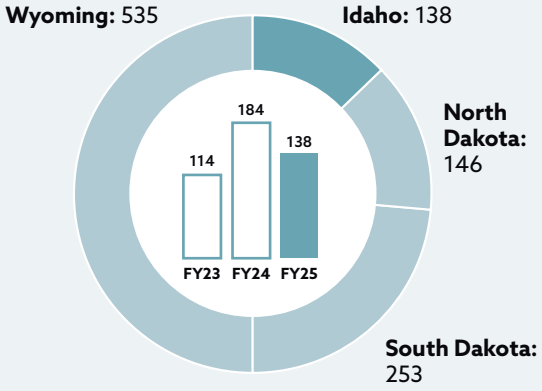
1,072

65% OF FY24



Idaho

OVERNIGHTS



138

75% OF FY24

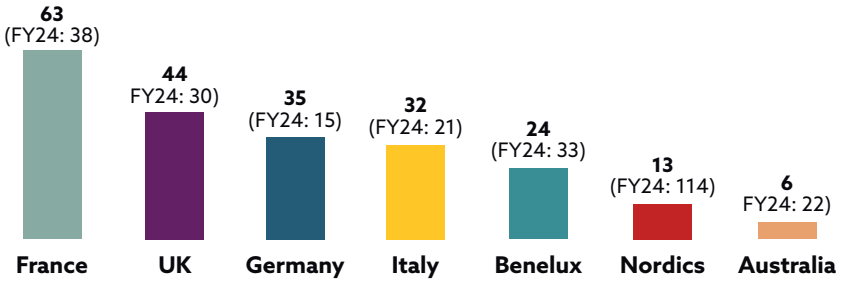
Trade Fams

Data compares 5-state program in FY24 to 4-state program in FY25.

Region

FAMS	PROS	OVERNIGHTS
54	75	233
91% OF FY24	114% OF FY24	83% OF FY24

OVERNIGHTS



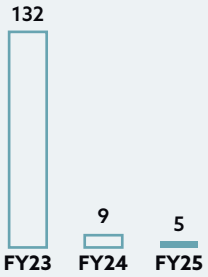
Idaho

FAMS	PROS
1	1
33% OF FY24	33% OF FY24

OVERNIGHTS

5

56% OF FY24



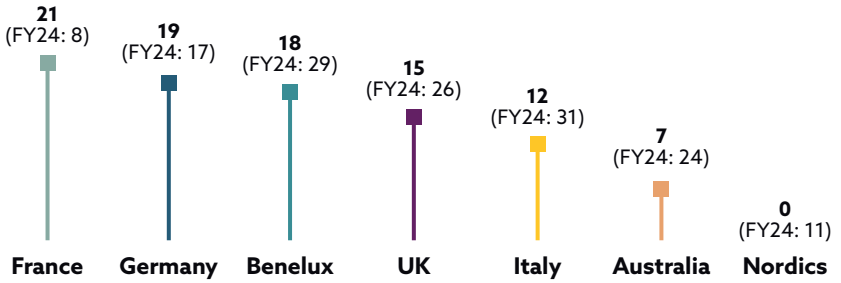
Press Trips

Data compares 5-state program in FY24 to 4-state program in FY25.

Region

FAMS	PROS	OVERNIGHTS
13	19	92
65% OF FY24	76% OF FY24	63% OF FY24

OVERNIGHTS



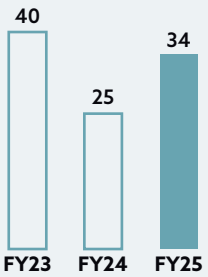
Idaho

FAMS	PROS
5	7
83% OF FY24	87% OF FY24

OVERNIGHTS

34

136% OF FY24



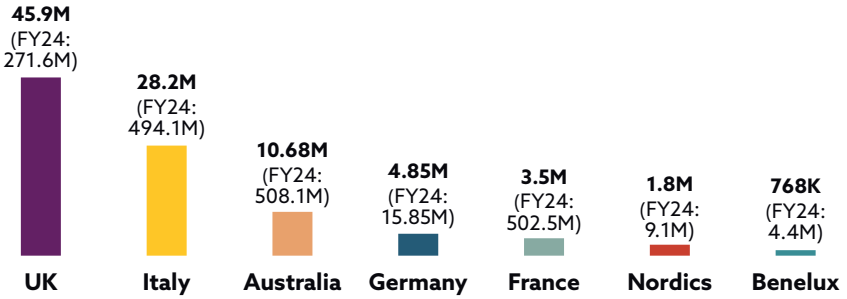
Earned Media

**Considerations: Switch to vendor-supplied reporting. Capped press trip program limited the number of hosted press trips. Delayed program start due to contract negotiations impacted recruitment for peak fall travel. FY24 included 12 articles with over $500K in AVE each, skewing last year's earned media total. Data compares 5-state program in FY24 to 4-state program in FY25.*

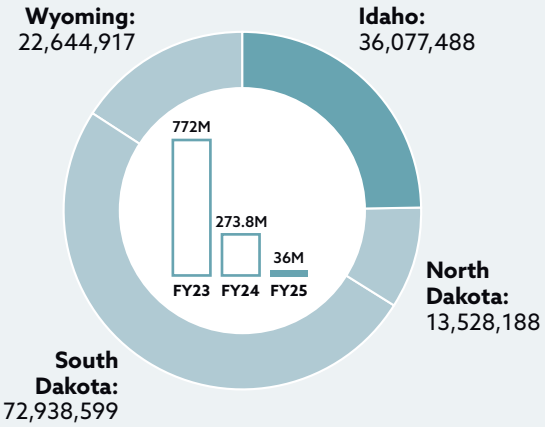
Region

ARTICLES	AVE	REACH
122	$1.4M	95M
31% OF FY24	10% OF FY24	5% OF FY24

REACH



Idaho (Reach)



36M

13% OF FY24

Social Media

**Considerations: FY25 contracts changed from FY24; no social media promotional budget was used, and all GAW social media activity was from an organic presence only. Data compares 5-state program in FY24 to 4-state program in FY25.*

ENGAGEMENTS	FOLLOWERS	REACH
15,574	176,719	772,747
4% OF FY24	98% OF FY24	7% OF FY24

	ENGAGEMENTS	FOLLOWERS	REACH
UK	9,714	16,086	450,358
France	1,052	37,109	178,816
Italy	618	51,204	21,615
Benelux	486	18,012	19,729
Germany	484	27,566	11,645
Nordics	340	2,967	6,728
Australia/ NZ	147	16,509	6,097
Instagram	2,733	7,266	77,759

Website

Data compares 5-state program in FY24 to 4-state program in FY25.

Region

USERS

38,894

73% OF FY24

.it	10,095
.co	7,725
.de	6,151
.nl	3,673
.fr	2,939
.com.au	2,552
.co.uk	2,522
.se	1,716
.co.nz	1,521

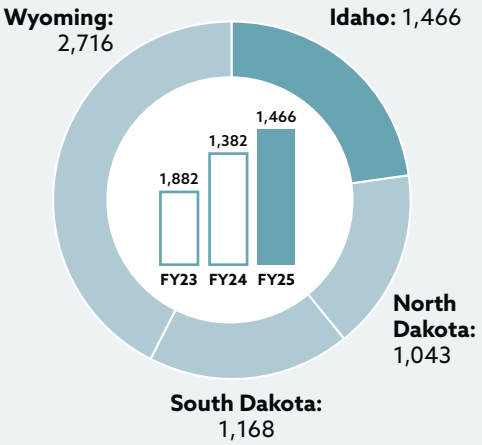
PAGEVIEWS

238,996

160% OF FY24

.de	54,710
.it	43,808
.co.uk	30,737
.co.nz	25,278
.co	24,906
.com.au	22,255
.se	18,000
.fr	14,614
.nl	4,688

Idaho (pageviews)



1,466

106% OF FY24

Digital Downloads

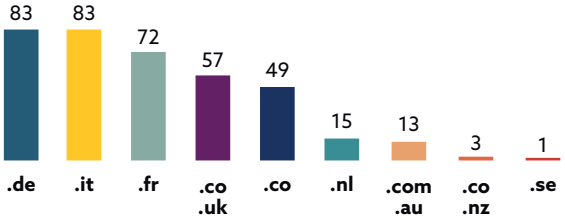
Data compares 5-state program in FY24 to 4-state program in FY25.

Region

GAW GUIDE & MAP

376

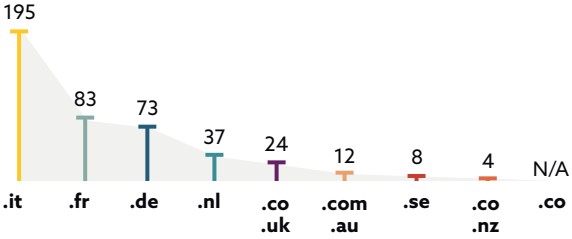
23% OF FY24



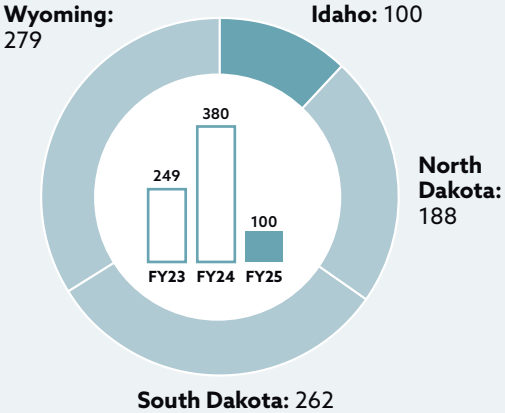
4-STATE ITINERARIES

436

NEW METRIC; NO YOY DATA



Idaho



100

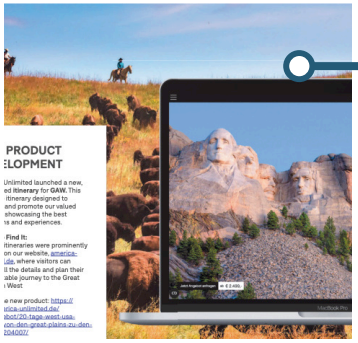
26% OF FY24

FY25 In Review

UK

- Destinations Shows
- Visit USA Unite
- Sales Mission (UK-FR)
- Co-Op with America As You Like It
- Co-Op with North American Travel Service
- GAW Webinar Promotion with Visit USA UK





Germany

- CANUSA Social Week
- usa-reisen.de Promotion
- America Unlimited Marketing Co-Op
- T.r.u.e. America Digital & Consumer Show
- Ruck Zuck Consumer Show Package – Brochures
- PARA Tours Shows & B2C Presentations



Benelux

- Vakantiebeurs
- Co-Op Little America
- Co-Op The Travel Club
- Visit USA NL/BE Activities
- Connections AmeriCan Day





France

- Sales Mission (UK-FR)
- Visit USA Seminars in Two Cities
- Co-Op Marketing with Amerigo
- Evasions





Italy

- New Unhurried and Unspoiled Great American West Journeys!
- B2B Digital Networking Events
- Rome Flight Co-Op
- Visit USA Italy Association Digital Activity (no cost)

Australia

- FY24 Rollover Activity: Adventure World Co-Op
- AU/NZ Sales Mission
- Infinity Holidays Co-Op Campaign – Option 2: Campaign only
- Destinations Webinars – Mini-Series Training Events



Nordics

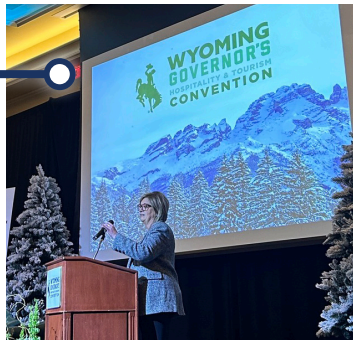
- Inclusion in Nyhavn Rejser's Client Magazine
- Marketing Co-Op with KILROY International
- Partner activity with USA Rejser (rollover activity to Fall 2025)
- Backman & Berg





Misc.

- ESTO
- North Dakota Fall Summit
- Wyoming Office of Tourism Fall Summit
- Idaho Tourism Conference
- Brand USA Travel Week
- GAW Mid-Year Meeting
- Go West Summit
- South Dakota Tourism Conference
- Wyoming Tourism Conference
- North Dakota Tourism Conference
- GAW Summit Meetings
- International Roundup
- IPW



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