FY26 ANNUAL REPORT



THE GREAT AMERICAN WEST®

IDAHO · NORTH DAKOTA · SOUTH DAKOTA · WYOMING

VISIT IDAHO

Table of Contents

1. INTRODUCTION

Executive Summary 03
Program Overview 04
Return on Investment 05
Estimated Visitor Spend 05
Estimated Rooms Booked 06

2. TRADE

Tour Operators Selling Us 06
Overnights Offered 07
New Product 07
Trade Fams 08

3. MEDIA

Press Trips 08
Earned Media Coverage 09

4. MEETINGS & TRAININGS

Meetings 09
Trainings 09

5. DIGITAL

Website 10
Digital Downloads 10

6. YEAR IN REVIEW

FY26 Activities 11

Executive Summary

Dear Great American West stakeholders,

Fiscal Year 2026 demonstrated the continued strength and value of the Great American West as Idaho, North Dakota, South Dakota and Wyoming worked together to grow international awareness, expand travel trade partnerships and generate measurable economic impact for the region. Despite continued challenges in the global travel environment, the cooperative program delivered strong results, including an estimated $108.9 million in visitor spend (+8.9% YOY) and a 67:1 return on investment (+6%). The following report highlights major accomplishments and areas for continued growth.

Most notably, the region increased the number of international tour operators selling the Great American West to 545 (+2%), while overnights offered reached 24,002 (+7.9%). Product development also accelerated, with 159 new multi-state itineraries (+16%) and 1,287 new overnights (+20%) added to the international marketplace.

REGIONAL REACH & IMPACT

Collective efforts produced measurable results across priority international markets:

- $108.9 million in estimated visitor spend, generating a 67:1 return on investment
- 545 international tour operators selling the region, a 2% increase over FY25
- 24,002 overnights offered converted into 170,012 estimated rooms booked across the region
- 159 new itineraries and 1,287 new overnights added to the international marketplace
- 165 earned media articles generating an estimated $1.4 million in advertising value
- 1,223 one-on-one meetings with international trade, media, airline and other key industry contacts
- 59 international trainings reaching 1,289 industry professionals

PARTNER COLLABORATION & CO-OPS

Industry engagement continued to strengthen the Great American West's international presence:

- Over 30 cooperative marketing and partner activities expanded exposure for the four-state region and individual destinations
- The 30th annual International Roundup in Medora, North Dakota – one of the most unique IRUs ever - brought together 164 international buyers and suppliers from 12 countries, generating more than 2,900 business appointments

KEY INTERNATIONAL MARKET ACTIVITY

The Great American West continued to strengthen its in-market presence through direct engagement with travel trade, media and consumers:

- Sales missions to the Nordics and Benelux markets and industry events across all seven GAW markets generated new trade and media opportunities
- 52 international trade fam tours supported new product and itinerary development and expanded the network of qualified sellers promoting the region
- 15 international media visits generated exposure in prominent publications and media outlets
- Representation at major global trade and consumer shows – including IPW, Brand USA Travel Week, Visit USA events, and other market-specific events – helped expand the region's reach.

LOOKING AHEAD

As the Great American West looks ahead, continued collaboration among the four states, destination partners, international representation agencies and industry stakeholders will be essential to building on this momentum, expanding the region's international distribution network and converting increased awareness into visitation and economic impact.

Thank you to all our stakeholders for your trust, partnership, and investment in the Great American West. Together, we will continue to inspire overseas travelers, strengthen the region's position in key international markets, and support the tourism economies of Idaho, North Dakota, South Dakota and Wyoming.

Respectfully,



Scott Balyo,
RMI VP of Marketing

About the GAW

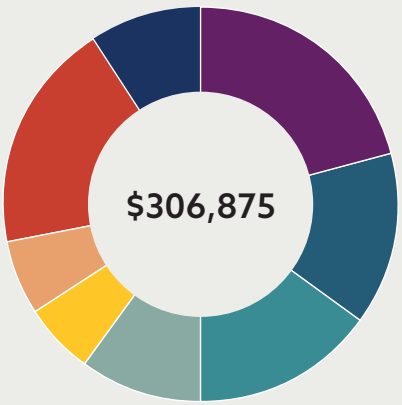
The Great American West Cooperative & Supporting Partners

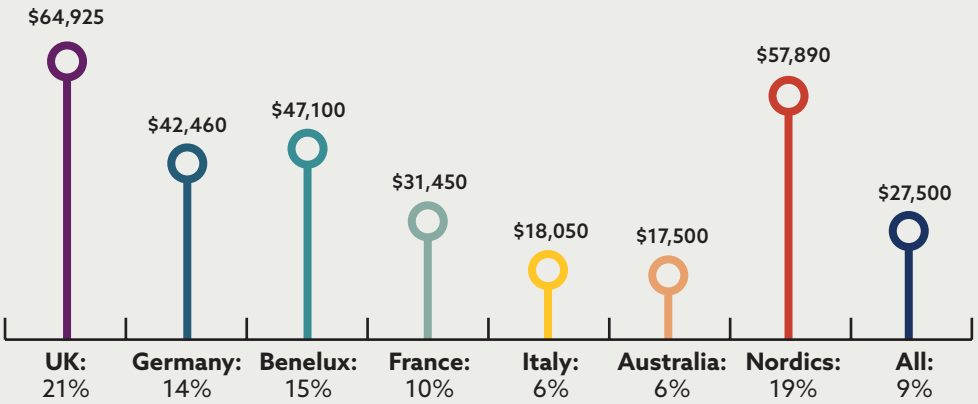
The Great American West is the brand for the international marketing efforts of the state tourism offices of Idaho, North Dakota, South Dakota and Wyoming. Collectively, the cooperative markets to both travel trade (tour operators, travel agents) and consumers through advertising and public relations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

FY26 Budget Allocations (Total Budget: $306,875*)

**Beginning GAW FY26 Budget: $303,000 | FY25 Remaining Budget (IRU Registration Fund): $3,875*



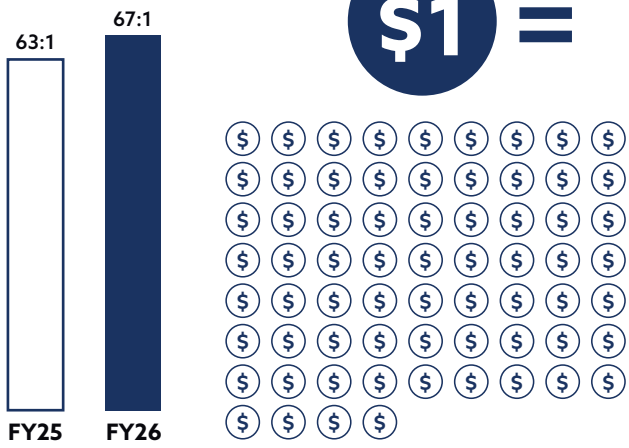


Return on Investment

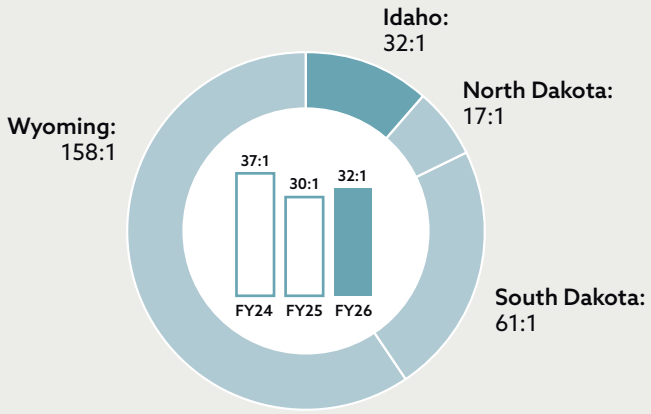
Based on a $1.6 million regional investment and $108,924,989 estimated visitor spend.

Region

67:1 106% OF FY25



Idaho



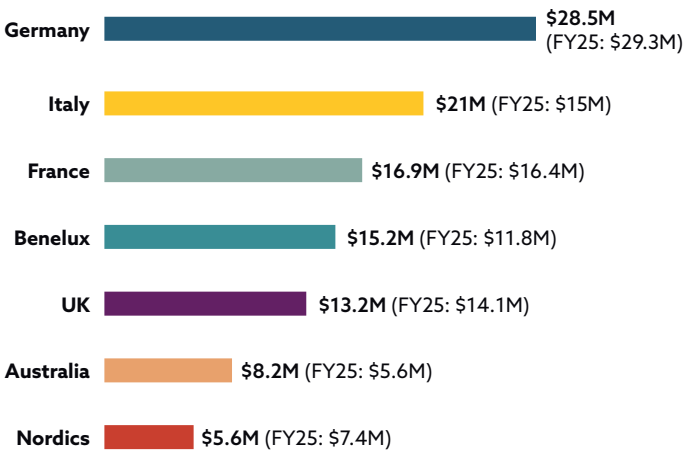
32:1 107% OF FY25

Estimated Visitor Spend

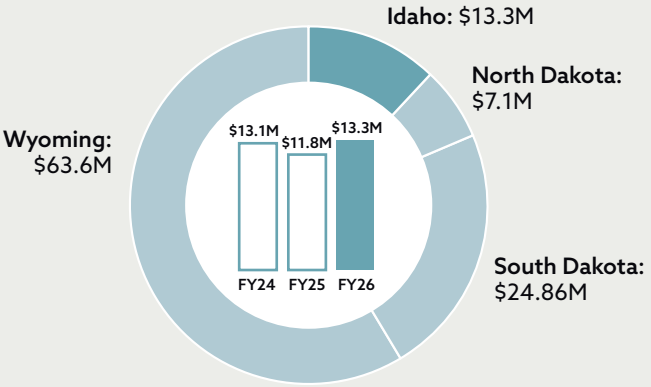
Source: 2026 RMI TRIP Report®.

Region

$108.9M 108.9% OF FY25



Idaho



$13.3M 112% OF FY25

Estimated Rooms Booked

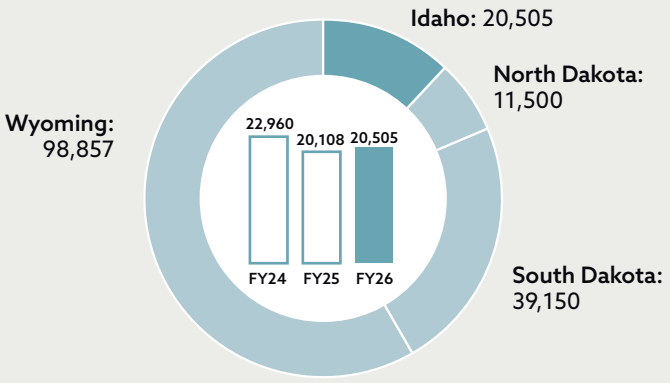
Source: 2026 RMI TRIP Report®.

Region

170,012 98% OF FY25

- **Germany** — **52,212** (FY25: 59,700)
- **France** — **26,000** (FY25: 26,875)
- **Italy** — **25,149** (FY25: 21,600)
- **Benelux** — **24,196** (FY25: 19,887)
- **UK** — **22,766** (FY25: 24,789)
- **Australia** — **10,490** (FY25: 7,560)
- **Nordics** — **9,199** (FY25: 12,947)

Idaho



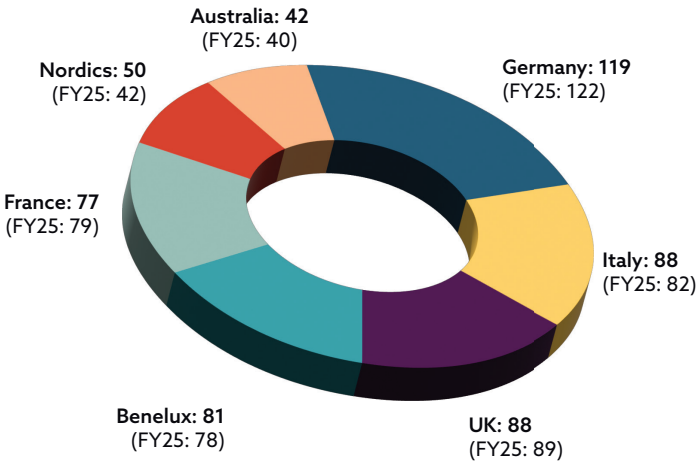
20,505 102% OF FY25

Tour Operators Selling Us

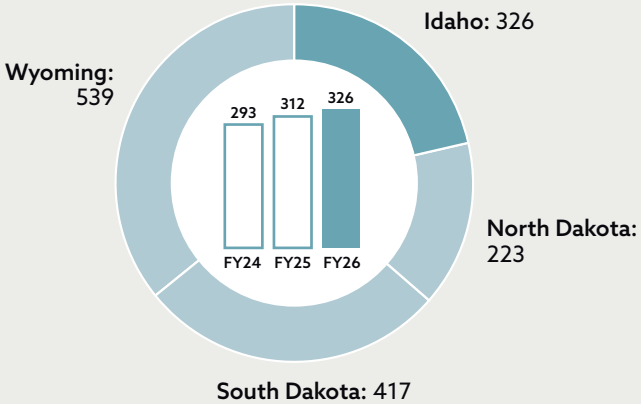
Source: 2026 RMI TRIP Report®.

Region

545 102% OF FY25



Idaho



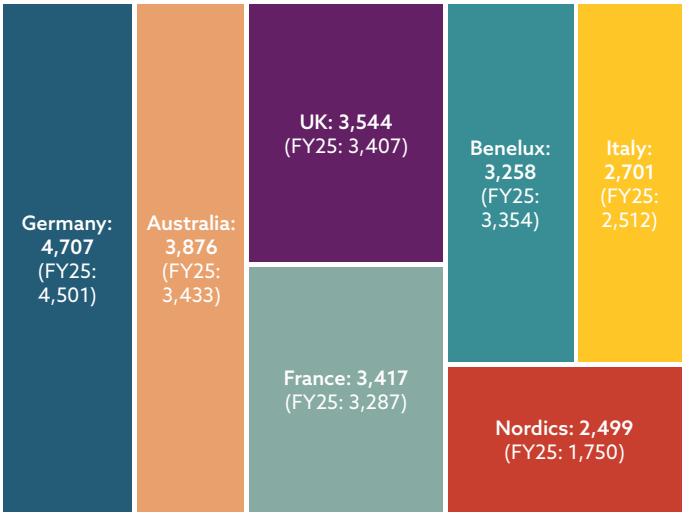
326 104% OF FY25

Overnights Offered

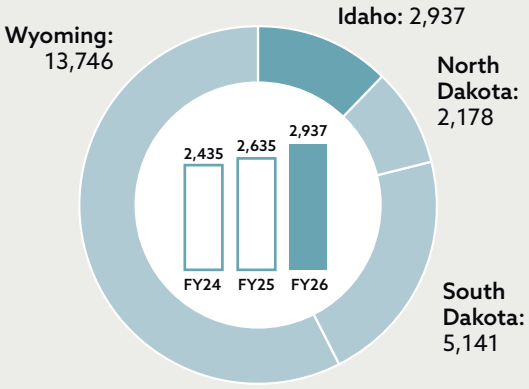
Source: 2026 RMI TRIP Report®.

Region

24,002 107.9% OF FY25



Idaho



2,937 111% OF FY25

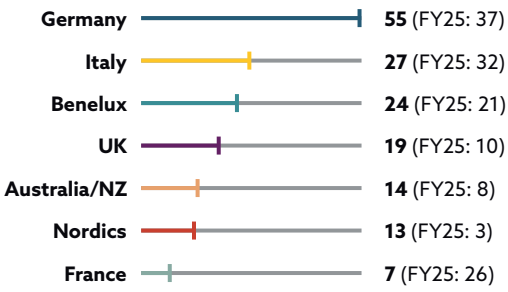
New Product

Region

ITINERARIES

159

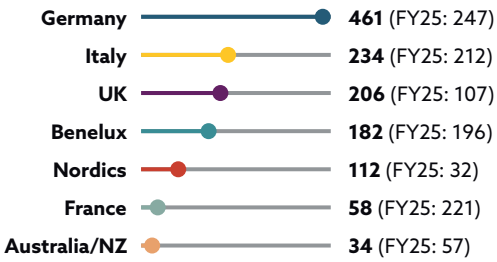
116% OF FY25



OVERNIGHTS

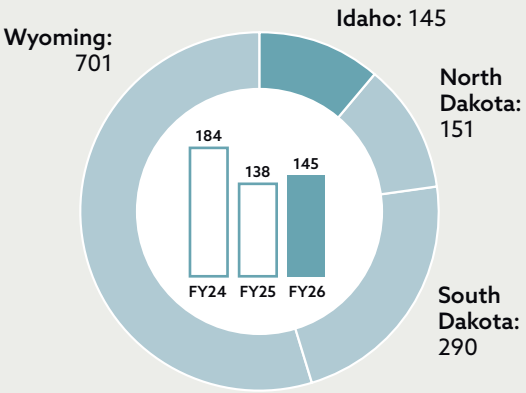
1,287

120% OF FY25



Idaho

NEW OVERNIGHTS



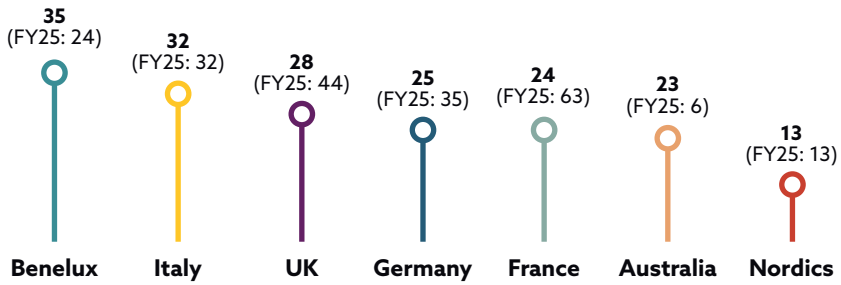
145 105% OF FY25

Trade Fams

Region

FAMS	PROS	OVERNIGHTS*
52	61	194
96% OF FY25	81% OF FY25	83% OF FY25

OVERNIGHTS



**Overnight total includes U.S.-based receptive operator hostings*

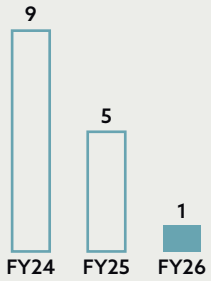
Idaho

FAMS	PROS
1	1
100% OF FY25	100% OF FY25

OVERNIGHTS

1

20% OF FY25

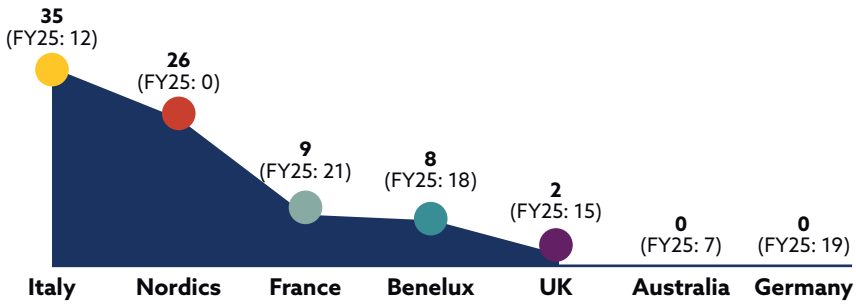


Press Trips

Region

FAMS	PROS	OVERNIGHTS
15	15	80
115% OF FY25	79% OF FY25	87% OF FY25

OVERNIGHTS



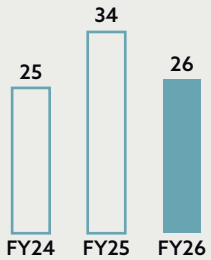
Idaho

TRIPS	PROS
3	4
60% OF FY25	57% OF FY25

OVERNIGHTS

26

76% OF FY25

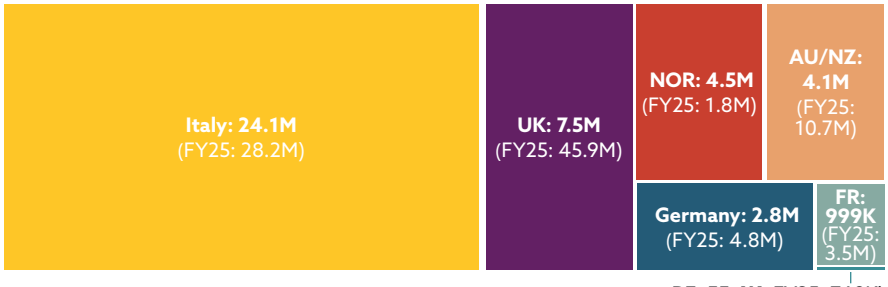


Earned Media

Region

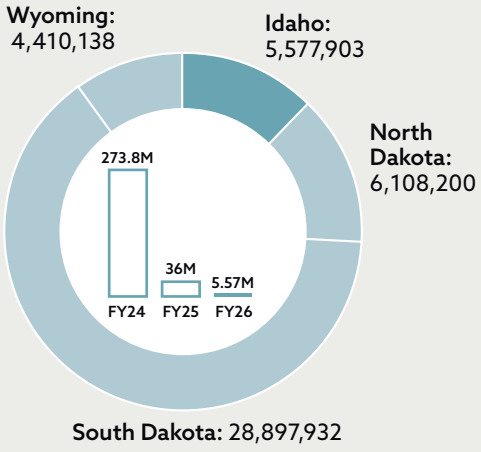
ARTICLES	AVE	REACH
165	$1.4M	44M
135% OF FY25	100.1% OF FY25	46% OF FY25

REACH



BE: 55.6K (FY25: 768K)

Idaho (Reach)



5.57M

15% OF FY25

Meetings & Trainings

MEETINGS	NUMBER OF TRAININGS	PEOPLE TRAINED
1,223	59	1,289
116% OF FY25	87% OF FY25	82% OF FY25

Germany	284	Australia/ NZ	15	Italy	610
Australia/ NZ	211	Italy	11	Australia/ NZ	254
France	200	UK	9	Germany	153
Benelux	186	Benelux	8	Benelux	112
Italy	163	France	8	UK	97
Nordics	104	Germany	6	France	57
UK	75	Nordics	2	Nordics	6

Website

Region

PAGEVIEWS

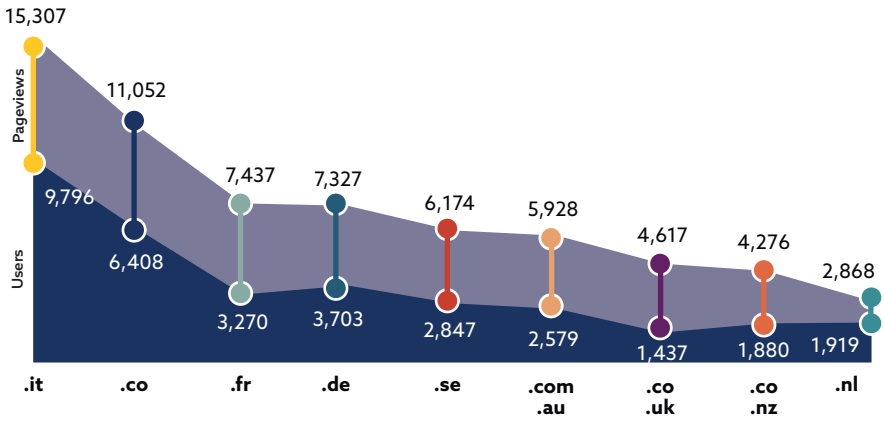
64,986

27% OF FY25

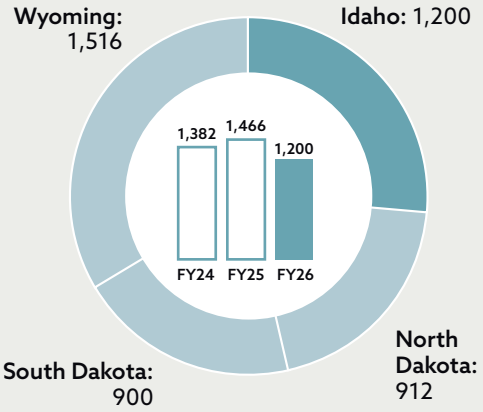
USERS

33,839

87% OF FY25



Idaho (Pageviews)



1,200

82% OF FY25

Digital Downloads

Region

GAW GUIDE & MAP

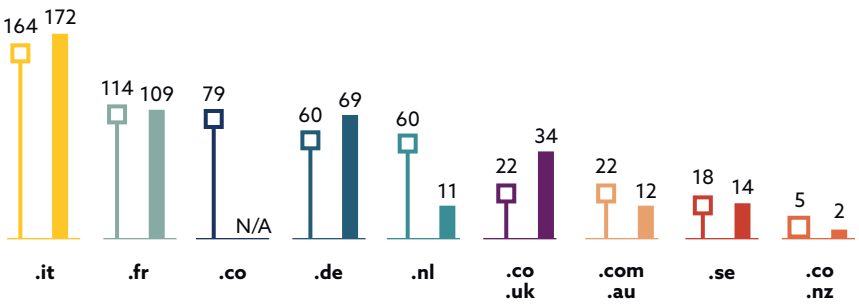
544

145% OF FY25

MULTI-STATE ITINERARIES*

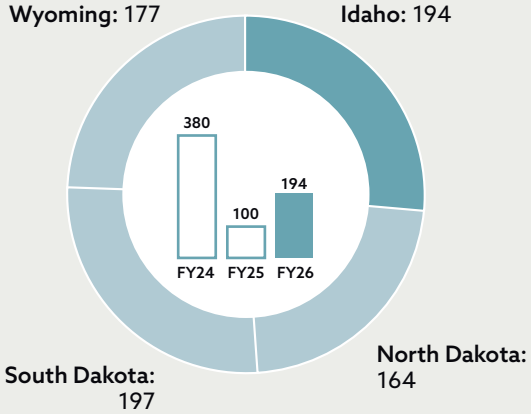
423

97% OF FY25



**Downloaded multi-state Itinerary KPI compares 2 itineraries in FY25 to 4 itineraries in FY26.*

Idaho



194

194% OF FY25

Year In Review



UK

- "Elements of the GAW" Co-op Campaign (American Affair, Freedom Destinations, Travelbag)
- Wanderlust Magazine in partnership with Journeyscape
- Destinations Consumer Show
- Visit USA Unite

GERMANY

- DERTour B2B2C Campaign and Product Development
- CANUSA B2C Online Promotion and B2B E-Newsletter
- CRD B2B2C Promotion
- America Unlimited Performance Marketing Campaign
- Consumer shows: Para Tours and Faszination Fernweh





BENELUX

- Benelux Sales Mission
- Joker Reizen Tradeshow & Co-op
- Tradeshow and TO Co-Op Style in Travel
- Media Co-op: Hey!USA
- Visit USA Belgium Workshop



FRANCE

- Co-op Marketing with VISITEURS
- Visit USA Training Days
- Visit USA Seminars
- Consumer Show with Les Ateliers du Voyage
- Co-op Marketing with Marco Vasco

ITALY

- Mini roadshow with Alidays
- Visit USA Italy Association digital activity
- NAAR Bespoke Travel B2B Promotional Event
- Emerging TOs (CREO)
- Showcase USA-Italy Visit USA Forum



AUSTRALIA & NEW ZEALAND

- New travel agent training webinars (ongoing)
- Visit USA NZ Roadshow
- Brand USA B2B Day
- Travel USA Marketing Campaign





NORDICS

- Sales Mission
- Ferie for Alle Danish Travel Show
- Swanson's Ad
- Collaboration with Brand Ambassador
- Partner activity with USA Rejser



MISC. & REGION

- Wyoming Fall Summit
- Idaho Conference
- Brand USA Travel Week UK & Europe
- GAW Mid-Year Meeting
- Nordic Sales Mission
- South Dakota Conference
- Wyoming Conference
- Benelux Sales Mission
- North Dakota Conference
- GAW Summit Meeting
- International Roundup: Medora, North Dakota
- IPW



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RMI

Let's Get There Together.