

# 2021 International Roundup

March 21-24, 2021 | Casper, WY (CANCELLED)



## 2021 IRU Cancelled

Dear International Roundup Suppliers,

It is with a heavy heart that we announce the cancellation of [IRU 2021](#) in Casper, Wyoming, due to continued complications created by the COVID-19 global pandemic.

We want to thank the [Visit Casper CVB](#), Wyoming Office of Tourism and Ramkota Hotel for their patience and coordination as we strived to host IRU in Wyoming in both 2020 and 2021. These groups, in coordination with the Great American West cooperative and Rocky Mountain International, remained committed and eager to hosting a spectacular event throughout the hardships of the past several months, and we are very grateful for their partnership. IRU is planned to return to Wyoming in 2024, and we know it will be an event worth waiting for.

**Refunds & Credits:** RMI will be contacting all registered suppliers in the coming weeks to offer the option of a full registration refund or a credit of your 2021 registration to be used for the 2022 event. If you have any questions or concerns, please contact us at [info@rmimarketing.com](mailto:info@rmimarketing.com) or 307-637-4977.

Although saddened we won't get to see you all in person next year, we didn't want to let two whole years go by without seeing your faces: We are currently in the process of working alongside your international state representatives to develop a separate virtual opportunity for you in 2021. Stay tuned for details!

## Positive Market Outlook

Daily headlines may portray never-ending doom and gloom, but there's one thing we know for sure - COVID has paused a lot of things, but not the desire to travel. [The Great American West](#) region is well-positioned against its competitors as an ideal travel destination for overseas visitors with our wide-open spaces, pioneer spirit and stunning natural beauty.

International travelers are eager to get back out there, and our boots-on-the-ground representation confirms their continued loyalty remains strong with the GAW. As soon as people can travel to us, they will!

*“After months of not being able to leave their house, we expect people to want to travel, especially to the wide-open spaces of GAW. They will choose nature, wildlife and road tripping over busy cities and crowded, less hygienic countries. The strengths of the GAW – national parks, wildlife, hiking and biking trails, scenic byways, ranches and the panoramic views of pristine nature – are now more than ever what Benelux travelers are looking for.”*

– Benelux representative

*“At the end of the containment, Europeans will want to travel even more than before because they will have been locked up for many weeks. They will be ready to book their vacation. Our main goal will be to send a STRONG positive message that **in the Great American West, they will find exactly what they are looking for: no overcrowded cities, fresh air, pristine wilderness, serenity, wide-open spaces ... the GAW will be THE PLACE to go!**”*

– France representative

*“People who have to stay at home now **will want to go outdoors and experience nature; they will not visit larger cities but rather the outdoors of pristine regions such as the GAW.** It is important to keep supporting the European market, as Europe will recover sooner than other markets. People will be ready as soon as this crisis is over. The rebound will happen quickly, and we have to be ready for that.”*

– Germany representative

Our stellar team of overseas reps have regularly been compiling market updates, which can be found [here](#). And if you have any questions about the international travel trade program as a whole, please reach out to your state representative with the contact details below.

### International State Representative Contacts

**Idaho Tourism:** Nancy Richardson | nancy.richardson@tourism.idaho.gov | 208-780-5141

**Montana Office of Tourism & Business Development:** Kim Birrell | kbirrell@mt.gov | 406-841-2898

**North Dakota Tourism:** Fred Walker | fwalker@nd.gov | 701-328-3502

**South Dakota Tourism:** Cole Irwin | cole.irwin@travelsouthdakota.com | 605-773-5043

**Wyoming Tourism:** James Scoon | james.scoon@wyo.gov | 307-777-2852

## **ANNOUNCEMENT: Fargo, ND, to Host IRU May 14-17, 2022**

We are very excited to announce that the next IRU event will be held May 14-17, 2022, in [Fargo, North Dakota](#)! You might recognize their name from the 1996 film “Fargo” or hit FX series featuring thick Midwestern accents, white barren landscape and the infamous woodchipper scene (they have the original on display!). While the accents are mildly accurate and it is pretty flat, everything else is completely unexpected - or, as they like to call it, North of Normal. Believe it or not, 2022 will mark the first time Fargo will host IRU. We hope you’ll come to see for yourself!



We're confident that the endless perseverance and grit found within us all will get us through these times - continue to see the light at the end of the tunnel!

Sincerely,

*-The Great American West cooperative (Nancy Richardson, Idaho; Kim Birrell, Montana; Fred Walker, North Dakota; Cole Irwin, South Dakota; and James Scoon, Wyoming) and the Rocky Mountain International team*

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**About International Roundup**

International Roundup (IRU) is an exclusive annual tourism tradeshow event designed for suppliers and buyers focused on tourism in the The Great American West region. The event is made possible by the region's united efforts in seven international markets, including the United Kingdom, Germany, Benelux, France, Italy, Australia and Nordics. For more information about IRU, visit

[InternationalRoundup.com](http://InternationalRoundup.com).