



IRU
International Roundup

Why Host?

About International Roundup

International Roundup (IRU) is an opportunity for international tour operators to develop and maintain Great American West tourism product. Profitable, long-lasting relationships are made at this event.

We offer a complete program intended to provide domestic suppliers from the region and international tour operators the opportunity to take part in one-on-one meetings and networking opportunities, all while showcasing the Great American West region as a premier destination.

IRU is not your typical tradeshow. In just two days of intensive pre-scheduled business appointments, over 80 organizations from around the region and nearly 50 international and domestic buyers from more than 10 countries conduct business negotiations that contribute to an estimated \$259 million in visitor spend in the five-state region. At IRU, buyers and sellers can conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. IRU is the only international tourism-based show that provides the unique opportunity for all international suppliers to meet with every domestic supplier attending.

Benefits of Hosting

Communities and properties selected to host IRU have the unique opportunity to showcase their facilities and attractions to as many as 50 targeted international tour operators and U.S.-based receptive operators as well as upwards of 100 regional, state and local tourism professionals who will be in their communities to do business. Unlike most conventions or conferences, hosting IRU may result in substantial follow-up business opportunities for the property and community.

About the Great American West

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



THE GREAT
AMERICAN WEST

IDAHO · MONTANA · WYOMING
NORTH DAKOTA · SOUTH DAKOTA

Wyoming. Collectively, the cooperative markets to travel trade 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 through the promotion of products and travel destinations.

The GAQ 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, visit GreatAmericanWest.co.

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“IRU is a great event for anyone from the GAW, no matter where it's held – we get to spend several days mingling and establishing friendships with the overseas tour operators, and pre- and post-fam trips are a wonderful way to show them our communities. Hosting the event, however, takes that to an entirely different space. First of all, you get to socialize with them in your own community for multiple days, and give them your best ‘visit like a local’ experience. Second, you get all of them, not just a select few, to go on an immersive fam tour of the things you want them to see. I don't know of any better program for enticing overseas tour operators to establish itineraries to the places we call home, and there's no substitute for the friendships that develop in a setting like IRU.

If you get a chance to host, grab it!”

Charley Johnson, Fargo, North Dakota

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