



**IRU**  
International Roundup

# Why Attend?

International travelers spend more and stay longer than the domestic traveler: Each overseas traveler spends approximately \$4,200 and stays an average of 18 nights when they visit the U.S. ([source: U.S. Travel Association, 2019](#)). Investing a portion of your budget into capturing those visitors will produce the highest return on investment for your business. This event allows you to network with other businesses, learn about your market, develop new business relationships and gather meaningful sales leads. With over 4,000 business meetings set to take place at IRU – where negotiations contribute to the generation of more than \$229.4 million in future travel to the five-state region – why shouldn't one of those meetings be yours?



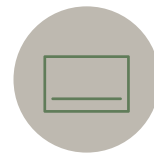
## Develop Relationships

International tour operators prefer to book with someone they know and trust. This event allows you to market your brand face-to-face, improving sales probability for your business, and share the mutually beneficial offerings your company has available.



## Learn About the Market

This event is a great opportunity to ask questions and understand the strengths of your product's offerings. As part of your registration fee, suppliers are also invited to attend a briefing to learn more about working with tour operators and the current in-market trends.



## Generate New Business

Every attendee wants to sell travel to this region. If you're new to the international marketplace, this is your best opportunity to introduce your brand. If you're already doing business overseas, you will further develop the market's understanding of your product's offerings.



## Lead Generation

It could take you years to accrue the contacts you will gain in just a matter of days at IRU. You'll walk away from this event with 50 contacts and sales leads that give you direct access to your target market.



## Reinforcement

We have on-the-ground, in-market representation that actively educates tour operators about this region and encourage them to include more product from our region in their brochures and online offerings.



## Cost- & Time-Effective

Attending this event is far less expensive than traveling overseas and is much more targeted than it would be attending an international tradeshow. Save yourself the time – we have 50 targeted tour operators lined up waiting to meet with you!

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“I attended my first International Roundup about 12 years ago, and ever since then it has been at the top of my list when budget cycles come around and we sign up for trade shows. It's the only trade show where you get to meet with every single person in attendance, so not only do you meet with all the overseas international tour operators, you also get to meet with our marketing reps that work in country to represent us as The Great American West.”

**Debbie Picard, Western Montana's Glacier Country, Montana**

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