

## **International Tourism Marketing Opportunity for Fremont County Lodging Properties**

**Rocky Mountain International Roundup will be held in Buffalo, WY April 29-May 1, 2012**

### **Wind River Visitors Council Scholarships Available**

The Rocky Mountain International (RMI) Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe, Scandinavia and Australia who specifically want to do business in South Dakota, Montana, Wyoming and Idaho. It is a low-cost and highly effective way for local suppliers to meet with international tour operators and a small number of US-based receptive operators who have been selected by the Wyoming Office of Tourism.

The Wind River Visitors Council, Fremont County's Lodging Tax board, is offering 6 scholarships at \$495 each to cover the cost of early registration for Fremont County lodging businesses to attend. You will be responsible for lodging, food and travel. This is an application process and the Wind River Visitors Council Board of Directors will be selecting the attendees at their January 26<sup>th</sup> Board Meeting. If you are approved, you will be responsible for registering and making the initial payment. You will be reimbursed for \$495 in registration costs after the Roundup is completed in May.

For complete information and registration view the Rocky Mountain International website at <http://www.rockymtnintl.com/TradeShows/RMIRoundup.html>

#### **Wind River Visitors Council Scholarship Requirements:**

- you must be a business that collects the lodging tax in Fremont County.
- you must be able to attend the full session for Marketplace Two, April 30-May 1.
- you must be able to attend a briefing with Paula McCormick, marketing director for the Wind River Visitors Council, to help you prepare your presentation and learn how everyone can work as a group.

#### **Who would benefit:**

The businesses that would benefit most from attending are lodging properties who want to market to the international traveler, either individual/family trips or small groups. The international traveler is interested in unique lodging with a western flavor that offers outdoor adventure or western packages. This is a great opportunity particularly for dude ranches, western lodges, and historical Bed & Breakfasts.

Paula McCormick attended the 2011 RMI Roundup and represented Fremont County in the international market, and received very positive responses from these international tour operators. At the Marketplace presentations in Buffalo, the Wind River Visitors Council would showcase Wind River Country as a destination, and then the local businesses would follow, providing detailed lodging, package and pricing presentations for the international traveler.

#### **How to Apply for the RMI Registration Scholarship:**

**Applications are due January 20, 2012.** Please send a short letter describing how this opportunity will benefit your business and what you could offer the international traveler, to the Wind River Visitors Council, P.O. Box 925, Lander, WY 82520. If you have questions, contact Paula McCormick, Marketing Director, 307-332-5546, [info@mccormickmarketing.com](mailto:info@mccormickmarketing.com)