

Produced on Behalf of Wyoming Office of Tourism

Produced by RMI on August 25, 2026

2026 RMI TRIP Report®



International Travel Data
2026 Product Audit & 2025 Booking Report

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Table of Contents

Introduction

Executive Summary04

By the Numbers05

Region Reports

Region Totals08

State Totals09

Market By State10

Market Totals.....14

Product Audit15

Gateway Cities16

State Reports

Tour Operators22

City Totals59

Property Totals.....63

Conclusion

Index.....90

Introduction



Executive Summary

Dear Great American West Stakeholders,

Welcome to the 2026 RMI TRIP Report™. The following document is produced exclusively for the Great American West Cooperative Program by RMI. This report offers proprietary insight into key international tourism markets for the states of Idaho, North Dakota, South Dakota and Wyoming.

The report includes a current 2026 product audit and 2025 booking report:

- Markets surveyed include Australia/New Zealand, Benelux (Belgium, Netherlands, Luxembourg), France, German-speaking (Germany, Austria, Switzerland), Italy, Nordics (Sweden, Finland, Denmark, Norway) and UK & Ireland.
- 2026 state-, city- and property-specific product inventory audit.
- 2025 estimated room nights booked and estimated visitor spend.

GREAT AMERICAN WEST

The Great American West enters FY27 with a broader and more resilient international footprint, supported by continued growth in tour operators offering regional overnights and a steadily expanding product base across all four states. This expansion reflects sustained confidence from global trade partners who continue to view the region as a dependable, high-value destination. Even with the geopolitical disruptions that affected global travel in 2025, the region's product availability and trade engagement remain strong, positioning the GAW for renewed momentum as conditions stabilize. This is apparent with 13 more operators offering the region and 1,758 more overnights being offered.

Across international markets, we see a landscape where traveler interest remains solid, but booking patterns show variation tied largely to external factors rather than changes in traveler preferences. Several long-haul markets, particularly AU/NZ, Italy and Benelux, demonstrated notable strength, with rising visitor spend and steady booking growth. These gains are driven both by increased travel costs and by travelers continuing to invest in meaningful, immersive and authentic experiences that align naturally with the GAW's appeal.

Meanwhile, some historically strong European markets such as Germany and the UK experienced softer booking performance. These declines appear more connected to broader global conditions than to any shift in demand for the region. Importantly, visitor spend in these markets remained relatively stable, indicating that travelers who do visit continue to engage deeply and spend more per day. This underscores the value of maintaining strong trade relationships, reinforcing core messaging, and ensuring that operators have refreshed, compelling itineraries to promote as global travel confidence rebounds.

WYOMING

Wyoming remains the economic leader of the region with 52.27% market share, consistently generating the highest visitor spend and maintaining strong appeal across long-haul international markets. Its iconic landscapes and established reputation as a premium Western destination continue to resonate with travelers seeking immersive, nature-driven experiences. While bookings saw modest shifts, overall spend increased (+14.61%), underscoring Wyoming's ability to attract visitors who engage deeply and spend more during their stay. The state's performance highlights a destination with enduring global appeal, strong alignment with long-haul traveler expectations, and a product base that reliably converts interest into high-value visitation. Wyoming's stability and economic strength remain foundational to the region's overall performance.

With this data, we can easily identify travel trade selling GAW state itineraries; compare markets by travel category; conduct advanced reporting for each state, city and property; pinpoint opportunities for itinerary improvement, add-ons and upgrades; increase productivity of meetings with international trade; determine B2B ROI; improve marketing success; engage region stakeholders on the importance of international visitation to their destination; and continue to welcome international visitors to the Great American West.



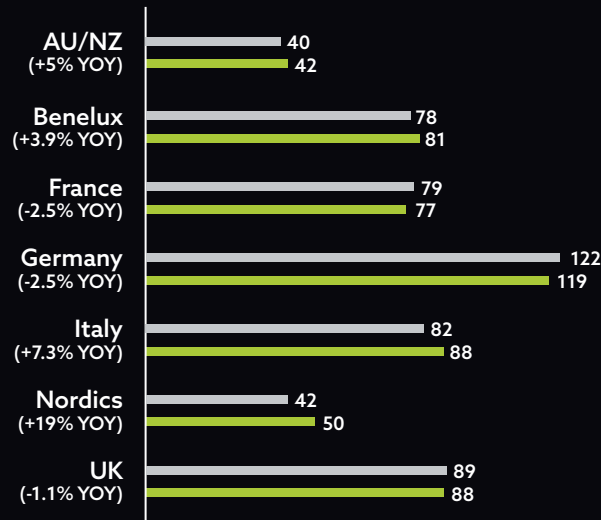
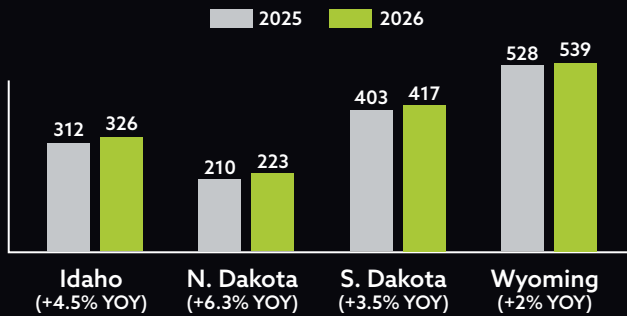
Mathias Jung,
RMI Owner & CEO



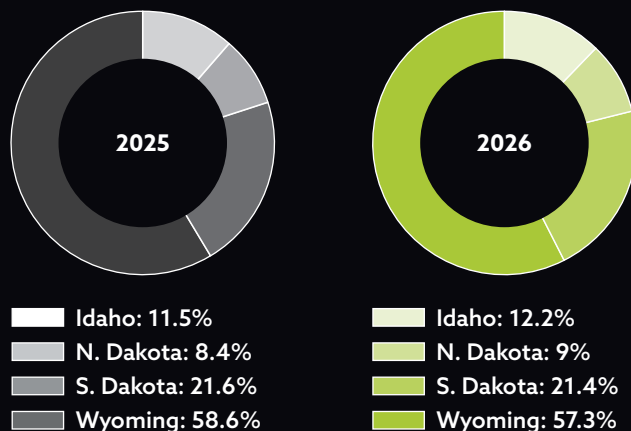
Evan Thompson,
RMI Data Manager

By The Numbers: Product

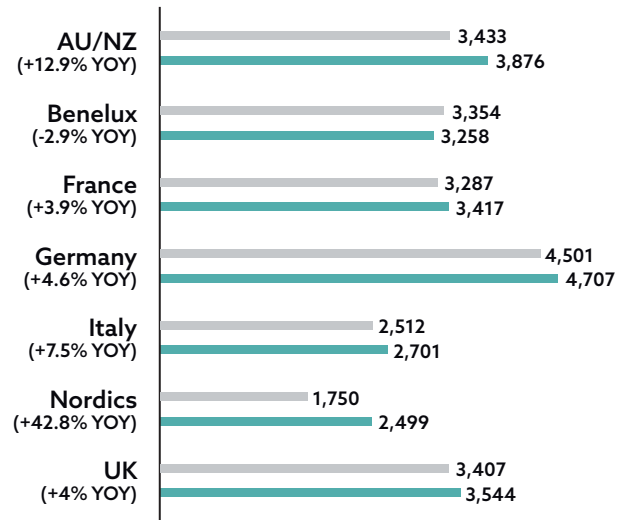
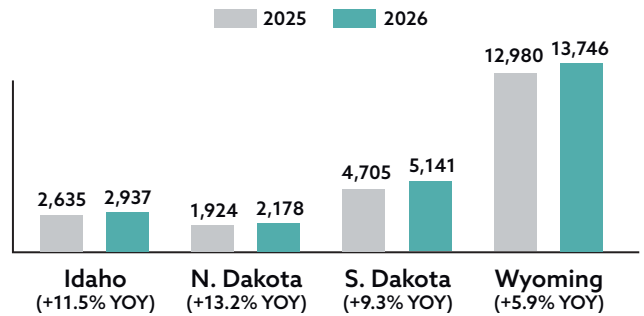
2026 TOs Offering Overnights: 545 (+2.4% YOY)



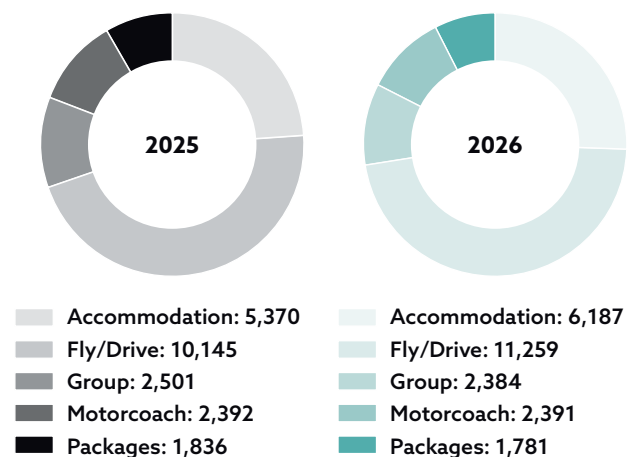
2026 State Market Share



2026 Overnights Offered: 24,002 (+7.9% YOY)

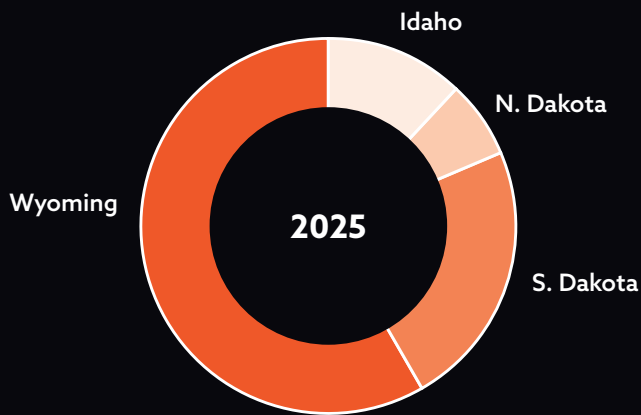
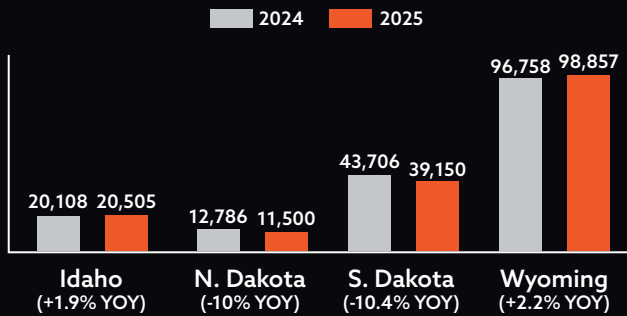


By Product Category

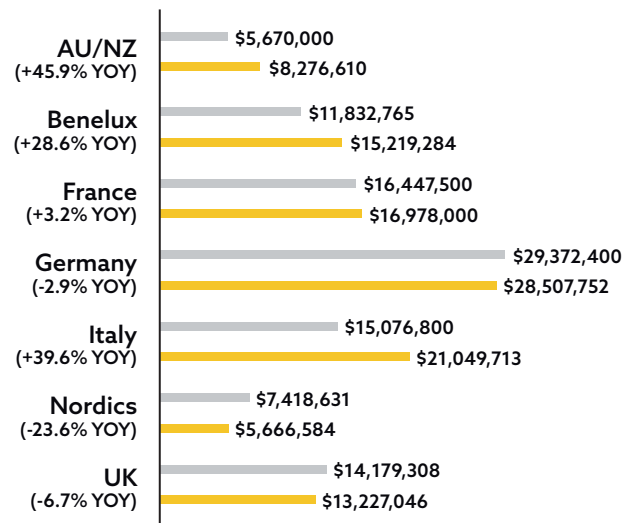
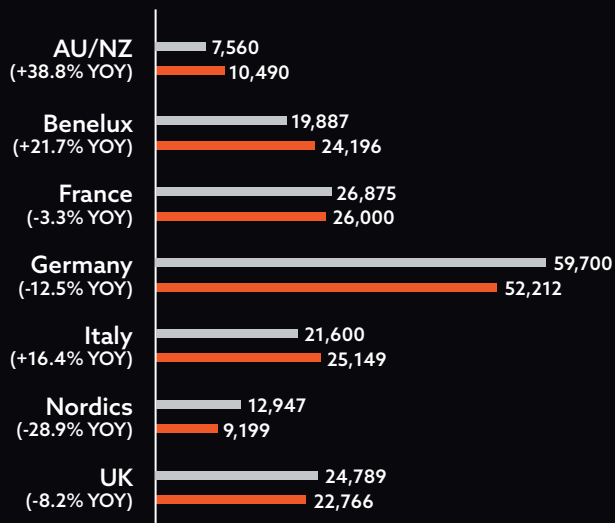
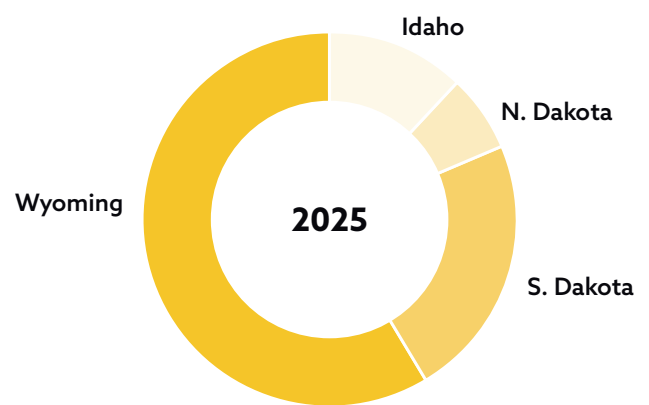
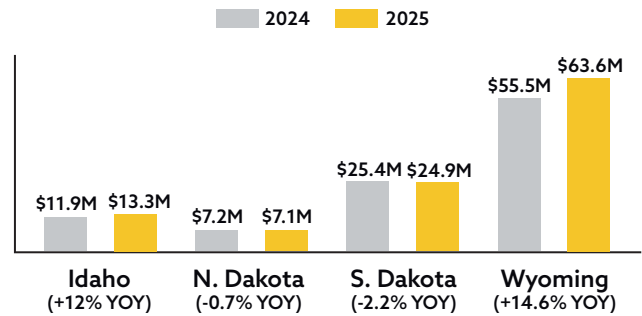


By The Numbers: Bookings

2025 Est. Rooms Booked: 170,012 (-1.9% YOY)



2025 Est. Visitor Spend: \$108,924,989 (+8.9% YOY)



Region Reports



Region Totals

REPORT DESCRIPTION

The **Region Totals** report gives a status update of your destination in select overseas markets, including the following metrics:

- **Tour Operators Offering Overnights:** The number of tour operators offering itinerary overnight product.
- **Total Overnights:** The number of itinerary overnight product available for sale.
- **Tour Operators Reporting Room Nights Booked:** The number of tour operators supplying room nights booked data.
- **Market Percentage Providing Booking Data:** The percentage of tour operators offering overnights that supplied room nights booked data.
- **Total Estimated Room Nights Booked:** The extrapolated total estimated room nights booked.
- **Total Estimated Visitor Spending:** The extrapolated total estimated visitor spending.



RMI TRIP Report® Region Totals

Region Totals

Tour Operators Offering Overnights	545
Total Overnights	24,002
Tour Operators Reporting Room Nights Booked	163
Market Percentage Providing Booking Data	29%
Total Estimated Room Nights Booked	170,012
Total Estimated Visitor Spending	\$108,924,989

State Totals



RMI TRIP Report® State Totals

State	TOs	ON	ON %	Reported	Reported %	Est RN	EstRN %	Spending
Idaho	326	2,937	12%	131	23%	20,505	12%	\$13,318,171
North Dakota	219	2,178	9%	111	20%	11,500	7%	\$7,105,181
South Dakota	417	5,141	21%	145	26%	39,150	23%	\$24,864,834
Wyoming	539	13,746	57%	162	29%	98,857	58%	\$63,636,803

REPORT DESCRIPTION

The **State Totals** report breaks down information by state, showing the number of tour operators selling product, the number of overnights offered and state overnight market share. This includes the following metrics:

- **State:** The state reported.
- **TOs:** The number of tour operators selling product by state.
- **ON:** The number of itinerary overnight product available for sale.
- **Reported:** The number of tour operators supplying room nights booked data.
- **Reported %:** The percentage of tour operators offering overnights who supplied room nights booked data.
- **Est RN:** The extrapolated total estimated room nights booked.
- **Est RN %:** Market share of room nights booked.
- **Spending:** The extrapolated total estimated visitor spending.

**Estimated room nights and all visitor spend calculations are proprietary models derived by RMI. [Data collected and reported by the National Travel & Tourism Office](#) provides data for total arrivals, total travel receipts excluding airfare, median length of stay in the U.S. and mean travel party size, which is used in these calculations. See [Index](#) for further information.*