



Go West SUMMIT

March 24–27, 2020

ALASKA
ARIZONA
CALIFORNIA
COLORADO
HAWAII
IDAHO
MONTANA
NEVADA
NEW MEXICO
NORTH DAKOTA
OKLAHOMA
OREGON
SOUTH DAKOTA
TEXAS
UTAH
WASHINGTON
WYOMING



Photo courtesy of Travel Oregon—
Oregon's Southern Coast

Portland



Photo courtesy of Travel Portland—Downtown Portland Cityscape

Welcome

PORTLAND: WHERE UNFORGETTABLE ADVENTURES AWAIT YOU.

Though Oregon is a beautiful and diverse state divided by the Cascade mountains, featuring a “wet” (west) and “dry” (east) side, the citizens of Oregon are united in their appreciation of the natural beauty around all of their cities, and Portland is certainly no exception.

Life in Portland is an undoubtedly alluring blend of contrasts and plentiful adventures no matter where one’s interests fall. Portland’s tech-industry leaders, a low-key attitude, plentiful adventurous and rugged outdoor activities, urban individualism, and a beautiful setting on the Willamette River all blend together to reinforce Portland’s position as “the city of beers, bikes, and blooms”.

Downtown by the intersection of Southwest Broadway and Yamhill Street, you’ll find the city’s nucleus, Pioneer Courthouse Square, where civic events unfold on the brick-paved plaza and locals frequent the ever-popular Powell’s Bookstore. The city is sprinkled with culinary gems like plentiful food carts, diverse restaurants, and the Saturday Market. Several historic neighborhoods reside nearby to downtown Portland, including The Yamhill and Skidmore districts which border the Willamette River and offer historic 19th-century buildings. The evergreen-filled slopes of residential area West Hills rise just West of downtown, offering the expanse of garden-filled Washington Park, a children’s museum, and a zoo.

Portland’s individualism—where rugged meets urbane—truly offers something for every type of citizen and visitor who seeks diversity, adventure, and plentiful choices for things to do. Enjoy all that Portland has to offer...we know it won’t disappoint!



The Secret is Out!

WE PROVIDE A FOCUSED NETWORKING EVENT WHERE U.S. TOURISM SUPPLIERS CAN MEET INTERNATIONAL BUYERS AND JOURNALISTS

After thirty-two years of continuous production, Go West Summit maintains its promise to deliver a high quality, low cost solution to increase your sales and marketing efforts. Often imitated and continually improved, the Go West Summit formula is meticulously designed to provide you with every available opportunity to negotiate business contracts and establish relationships while gaining a better understanding about a variety of topics relevant to the tourism industry. Now in our 32nd year – we are confident that you will find great value in attending the show.

Suppliers representing destinations, properties, and attractions from the American West and international buyers and journalists from 24+ countries participate in multi-day pre-scheduled appointment sessions, familiarization trips, and Adventure Day activities while showcasing the diverse tourism product of the American West.

Our effective and easy-to-use custom-designed matching software guarantees a minimum number of pre-scheduled appointments while providing a maximum meeting experience. As companies register, they complete detailed profiles to help businesses decide whether or not to select an appointment with them. By matching buyers from around the globe with Western U.S.-based suppliers in a one-on-one, business-friendly environment, Go West Summit is an event where exciting, profitable, and lasting relationships are born.

Go West combines the conveniences of a large event with the intimacy of a smaller event, and we pride ourselves on our 2:1 supplier to tour operator ratio. We are confident that you will find great value in attending the show and we now invite you to take part in the premier tourism event of the American West—Go West Summit.



Quality Meets Quantity

SUPPLIERS WHO SUBMIT THE MINIMUM SUGGESTED REQUESTS **ARE PROVIDED WITH AT LEAST 25 PRE-SCHEDULED APPOINTMENT SESSIONS.** EVEN FIRST TIMERS!

Who Qualifies to Attend Go West Summit?

1. Buyers:

- Internationally-Based Tour Operator or Wholesaler
- Receptive Operator

All buyers must be an established international operator selling pre-packaged or customized multi-day tours to Go West Summit States and Canadian provinces, and produce a brochure and/or website promoting these tours.

2. Pre-Qualified Journalists

Results: Nearly \$4 billion in contracts generated directly because of the GWS Marketplace.

3. Tourism Suppliers:

- Suppliers from the following U.S. states, as well as Canadian suppliers:

Alaska	Idaho	Oklahoma	Washington
Arizona	Montana	Oregon	Wyoming
California	Nevada	South Dakota	
Colorado	New Mexico	Texas	
Hawaii	North Dakota	Utah	

How Buyers & Suppliers Will Benefit

Buyers > Suppliers: Buyers meet with suppliers offering unique American West tourism product for less than \$5 per meeting!

Suppliers > Buyers: We enable suppliers to increase their bottom line by creating a sales network of buyers around the globe interested in selling suppliers' destinations or properties.

ROI/Effective Sales Investment: Instead of spending many hours covering great distances, meet with suppliers and buyers representing hundreds of companies in just a few productive days.

You Can Contract On the Spot: Our marketplace format enables you to establish relationships, plan itineraries, and negotiate contracts.

Your Efforts Are Focused: Go West Summit creates "mini offices" on the Marketplace floor! Our one-on-one meeting format allows delegates to focus on the business at hand.

The Stage is Set for Networking: The intimate setting at Go West Summit provides increased opportunities for networking during all business, dining, and entertainment functions..



Photos courtesy of Travel Portland: Top: Haystack Rock, Pacific City, by Satoshi Eto
Middle: Central Coast Fatbike Roads End Van Weelden, Lincoln City
Bottom: Newport Lighthouse

State Sponsors



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The staff and overall atmosphere of Go West facilitate a successful experience. If you bring an organized and well-thought-out plan, the path to bringing business home is paved and well signed. We did!

— Dan, Go Wild: American Adventures

Photo courtesy of Travel Portland - Steel bridge over Willamette River

ARIZONA
GRAND CANYON STATE

NEVADA
A WORLD WITHIN.
A STATE APART.

MONTANA

South Dakota
GREAT FACES. GREAT PLACES.

Wyoming

TRAVEL



OREGON

LIFE
UTAH
ELEVATED

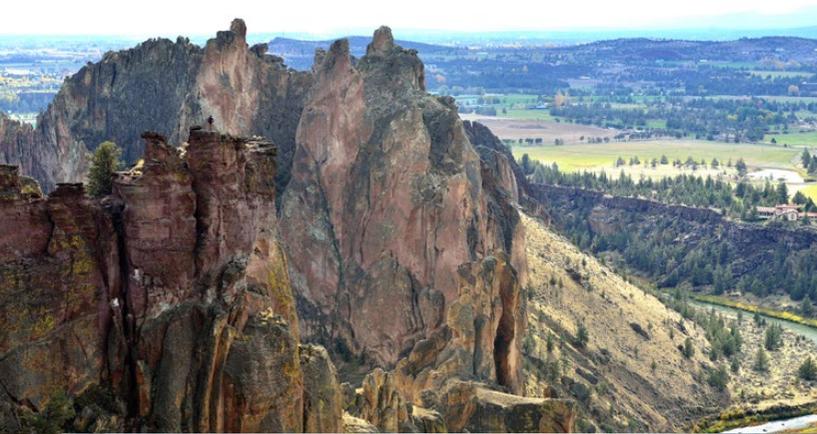
visit
California

 **COLORADO**
COME TO LIFE

VISIT 
IDAHO

NORTH
Dakota
Be Legendary.™

TRAVEL  **TEXAS**



Top: Photo courtesy of Travel Oregon, by Satoshi Eto
Middle: Photo courtesy of Travel Oregon, Central Coast Fatbike Roads End, VanWeelden
Bottom: Photo courtesy of Travel Oregon, Hood River

Registration Details

REGISTRATION OPENS MAY 1. REGISTER ONLINE AT GOWESTSUMMIT.COM TODAY.



REGISTRATION OPENS: May 1, 2019

EARLY BIRD RATE: May 1 – June 7: \$2,595

STANDARD RATE: Begins June 8: \$2,795

2020 Program Registration Rates:

Buyer

– Primary Delegate: \$195

– Secondary Delegate: \$445
(Sharing one set of appointments with the Primary Delegate)

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Supplier

– Primary Delegate:

EARLY BIRD REGISTRATION (May 1–June 7): \$2,595

STANDARD REGISTRATION (Begins June 8): \$2,795

– Second Delegate \$1,750

(Sharing one set of appointments with the Primary Delegate)

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Primary Registration Packet Includes:

- One Delegate Badge
- One Set of Pre-Scheduled Appointments
- Reduced Rates at Host Hotels
- 1 Breakfast, 3 Lunches, 2 Evening Events
- Delegate Profile Directory
- Access to Adventure Day Activities
- ALL Buyers Invited on Portland’s Day-Long Site Tour
- Buyers Invited to Submit FAM Trip Participation Requests

Important Notes

TO QUALIFY FOR THE EARLY BIRD RATE of \$2,595, supplier registration must be submitted by June 7 and payment must be received within 30 days of registering. Standard rate registration payments are also due within 30 days of registration. **REGISTRATION CANCELLATION On or before Dec. 2, 2019:** Full refund less a \$200 fee (*\$225 if paid by credit card*). **Dec. 3–Jan. 27, 2020:** 50% refund will be granted (less \$25 if paid by credit card). **No refunds after Jan. 27, 2020** for no-shows or “Acts of God.” **Cancellation requests must be sent to: info@gowestsummit.com.** **REQUIRED PRESENCE** Future attendance at Go West Summit will be reviewed for those who consistently cancel, no show, or do not honor scheduled appointments. **BADGES** Each delegate is required to wear their name badge for admittance to all Go West Summit functions. Badges may not be shared or exchanged. Lost badges will be replaced only with proper ID.



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All photos courtesy of Travel Oregon
and Travel Portland



Schedule of Events

TUESDAY, MARCH 24 – EDUCATION DAY

7:00am – 5:30pm

Go West Summit Registration (*Oregon Convention Center*)

7:45am – 2:30pm

Portland Site Tour (*Buyers Only Please*)

8:00am – 9:00am

State Caucus Sessions—Meet with suppliers from your state to discuss the latest news and programs and plan your Go West Summit strategy.

9:30am – 11:50am

General Educational Sessions

12:00pm – 1:15pm

Lunch

Afternoon Education Sessions:

- Contracting with Receptive Operators
- The Politics of Tourism
- Ask the Operator
- Experienced Supplier Panel: What Works for Us

Developing trends in technology and social media sessions to be announced.

Welcome Dinner

WEDNESDAY, MARCH 25

7:00am – 5:30pm

Go West Summit Registration

7:00am – 9:00am

Pastry and Beverage Break

8:00am – 8:55am

Speed Appointment Session—Suppliers meet with buyers during these 5-minute non-scheduled appointments. Cash giveaway raffle for participating buyers!

9:00am – 12:00pm

Marketplace I—This is the first of four Marketplace sessions featuring 12-minute, one-on-one, pre-scheduled appointments.

12:00pm – 1:00pm

Lunch

1:10pm – 5:30pm

Marketplace II

Evening On Your Own

Use this free night to establish a relationship with a potential client or customer by asking them to join you for dinner! Visit the on-site Portland information desk for ideas before exploring local cafés and restaurants.

THURSDAY, MARCH 26

7:00am – 5:30pm

Go West Summit Registration

7:45am – 8:50am

Breakfast — Presented by the 2021 Go West Summit destination host

9:00am – 12:00pm

Marketplace III

12:00pm – 1:10pm

Lunch

1:15pm – 5:30pm

Marketplace IV

Closing Dinner

FRIDAY, MARCH 27 – ADVENTURE DAY

All Attendees Welcome! Sign up for tours from your user landing page.

FAM TRIPS

Buyers are invited to explore Oregon and the surrounding area before and after Go West Summit. Several multi-day excursions will be offered to help you discover what this region of the American West has to offer.

Visit GoWestSummit.com for detailed FAM & Adventure Day info.

ROI Facts

Our Most Recent Event At-A-Glance:

- **Suppliers** representing 112 destination marketing organizations, 83 attractions, 108 lodging properties, 6 transportation companies
- **International Buyers** representing 22 countries
- **10,967** one-on-one appointments
- Results from our post-event survey indicate that over the 18 months following Go West 2019, **buyers are expected to bring 5,060,549 visitors into the U.S. directly because of the show**
- **Buyers signed contracts on the floor worth more than \$24,155,235 USD** and 33% of buyers said they were booking NEW destinations because of the show
- ROI Go West 2019 will result in a stunning **\$196,564,404 in business within the next 18 months**
- Result? Nearly **\$4 billion generated** over three decades!



Photo Courtesy of Travel Portland—Laceleaf Maple in Portland Japanese Garden



Photo Courtesy of Travel Oregon



Photo Courtesy of Travel Portland—Downtown



Go West
SUMMIT

Rave Reviews

REGISTER ONLINE AT GOWESTSUMMIT.COM TODAY.

Photo courtesy of Travel Portland—Blooming “Tattoo”

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The Go West Summit is the best of the best for the West. It’s where we, as a destination, always encourage our partners to start and to maintain relationships for group business. The staff is wonderful and they do a fantastic job of attracting top buyers for the West. — Marcus Carney, Visit Seattle

“

Go West is a great way to meet buyers from all over the world. We have gained a substantial part of our business from the event.

— Francine Hallows, Broken Spur Inn & Steakhouse

“

Go West 2019 was my first summit and I am very impressed with all the activities, organization and quality of the contacts attending the show. Also, I consider Go West very important for the Latin-American markets since there’s a lack of information about the western U.S. in those countries.

— Monica Barrera-Pansini, Mundo Ski LLC

2020 Destination Hosts

Travel Portland | Travel Oregon



& Event Partners

Best Western International | Brand USA | U.S. Department of Commerce



GO WEST SUMMIT 2020 SPONSORSHIP & MARKETING OPPORTUNITIES:

We offer a wide range of sponsorship and marketing opportunities starting at \$250. Many of our packages include a registration. **For complete sponsorship opportunities, please visit GoWestSummit.com.**