

Go West Summit
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Go West Summit Completes a Successful Digital Event

7,208 hours of appointments completed during the 2021 marketplace.

Colorado, USA: Go West Summit is proud to announce the successful conclusion of the 2021 digital event March 1-5. Due to the covid-19 pandemic, mass gathering recommendations and mandates made it clear that a traditional meeting format was not feasible and with companies restricting travel due to safety and budgetary concerns, Go West Summit produced virtual events for both 2020 and 2021. While a digital event can never fully replace the value and networking opportunities of a traditional face-to-face event, the impressive metrics reveal a second successful digital summit.

Accomplishments from the 2021 digital Go West Summit event include:

- 7,208 total hours of digital appointments completed in 5 days
- 3,604 total digital meetings completed in 5 days
- 30 countries represented
- 9 education sessions
- 100% of respondents saw value in attending the digital event according to preliminary results from the post-event survey.

Mary Motsenbocker, President of Go West Summit says, “we are pleased to have provided the opportunity to expand domestic and international tourism in the American West by creating a digital platform where suppliers and buyers could safely meet and create business relationships. Looking ahead, we are dedicated to reuniting the global travel industry by producing a valuable, successful, and safe event next year.” Go West Summit looks forward to hosting the next in-person event February 14-17, 2022 in Reno, Nevada, USA. For more details and registration information please visit GoWestSummit.com and find Go West Summit on Twitter, Facebook, Instagram, and LinkedIn.

About Go West Summit: Operating for over 30 years, Go West Summit is the single source for U.S. based domestic and international tour operators to design, develop, and maintain an American West tourism product. Bringing together international tour operators from over 30 countries to meet with tourism suppliers from the 17 western US states of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming, Go West Summit is an event where strong, profitable, and lasting relationships are born.

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