

**Rocky Mountain International (RMI)** was formed in 1990 and coordinates international tourism activities for the state tourism departments of Wyoming, North Dakota, South Dakota, and Montana. RMI is the longest standing and most successful marketing consortium in the nation.

Montana, North Dakota, South Dakota and Wyoming are partnered in a regional cooperative effort, focusing primarily on the markets of Australia, New Zealand, UK, Benelux (Belgium, Netherlands, Luxemburg) France, Italy and Germany (Austria), but also working in the Nordic Region (Norway, Sweden, Denmark, Finland). The region, dubbed The Real America, has made long-term commitments to the regional tourism concept and the four states have been marketing together for nearly 25 years.

Strategic marketing partnerships and regional cooperation are two main keys to effectively reaching the common goal of promoting the Real America region as an outstanding travel destination. In addition to the four states, RMI is also partnered with the specifically targeted international cities of Denver, CO and Minneapolis/St. Paul/Bloomington, MN that serve as entry points to the region making it easily accessible for international visitors.

Moreover, RMI's marketing partnerships extend to various attractions and destinations within the region who want maximum exposure in the international travel community. Included in this group are Yellowstone National Park Lodges, Rapid City CVB, Buffalo Bill's Cody/Yellowstone Country, Western Montana's Glacier Country Tourism, Visit Cheyenne, Sioux Fall CVB, Fargo-Moorhead CVB, Bismarck-Mandan CVB and the Mall of America.

Also very important, the inbound Receptive Tour Operators Rocky Mountain Holiday Tours and America 4 You are official RMI International Inbound Operators. As the official international inbound operators, both companies are experts in the region and work tirelessly to facilitate international sales.

RMI is headquartered in Cheyenne, Wyoming with overseas offices located in London, Munich, Amsterdam, Paris, Milan and Sydney.

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Consumer websites have also been produced through RMI in Sweden, Finland, Norway, and Denmark.

Sweden

[realamerica.se](http://realamerica.se)

Finland

[realamerica.fi](http://realamerica.fi)

Norway

[realamerica.no](http://realamerica.no)

Denmark

[realamerica.dk](http://realamerica.dk)

For more information, please visit: [www.rmi-realamerica.com](http://www.rmi-realamerica.com)