



**Mary Motsenbocker**  
*President*  
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Mary Motsenbocker is the President of International Tourism Marketing, Inc. (ITM) a firm that specializes in destination marketing for the western USA, Native American and Chinese tourism. Ms. Motsenbocker works with destinations to develop marketing and promotion strategies while balancing the economic benefits of tourism with the protection of local cultural and natural resources.

ITM owns and operates Go West Summit travel trade show. In its 29<sup>th</sup> year, Go West Summit brings together international tour operators from over 30 countries around the world to meet with tourism suppliers from the 15 western US states. Go West Summit is sponsored by the 15 western states tourism offices and has become the premiere travel trade business to business forum for the western USA.

Ms. Motsenbocker is a member of the U.S. Department of Commerce Rocky Mountain District Export Council.