



Brand your destination on TripAdvisor, targeting our users while they are actively exploring and researching a trip to your region, state and competitive markets.

TripAdvisor content:

- Over 50 million unbiased reviews and opinions
- Over 25 new reviews are created every minute
- 20 million+ registered members
- 31 international websites with 20 languages

By destination, we provide user reviews of:

- 89,000 Cities
- 495,000 Hotels
- 145,000 Attractions
- 699,000 Restaurants
- 7,000,000 Travelers Photos

The screenshot shows the TripAdvisor website for Idaho. The main navigation bar includes Home, Idaho, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do, Best of 2011, and more. The page is titled "Visiting Idaho" and features a large scenic image of a lake at sunset. Below the image are sections for "Top-rated hotels" (listing Teton Springs Lodge and Spa, La Quinta Inn & Suites Twin Falls, Oxford Suites Boise, and Creststone Manor), "Top-rated B&Bs" (listing Blue Heron Inn, Talus Rock Retreat, and American Country Bed and Breakfast), and "Trusted vacation rentals". There are also sections for "Top-rated things to do" (listing Salmon River Canyons, McCall Pottery Center, and Hells Canyon National Recreation Area), "Top-rated restaurants" (listing Le Cig Rouge, Olympia Restaurant, and Back Country Bistro), and "Visit Idaho events" (listing Festival of Sandpoint, Sun Valley Harvest Festival, and Sun Valley Idaho). The right sidebar contains "Visit Idaho" information, "Friend activity in Idaho" (listing users like Josh Mercado), "Friends who have been to Idaho", "Top Deals for July 19" (listing deals on hotels and flights), and "Idaho Deals" (listing deals on hotels and flights). The bottom of the page features "Recent forum posts" and "BEST DESTINATIONS OF 2011".



TripAdvisor Advertising Programs

- Targeting Media Package 1 - \$2,500
 - 147,060 Targeted impressions to run in Idaho Content on TripAdvisor.com
 - Run dates TBD by advertiser
- Targeting Media Package 2 - \$5,000
 - 294,118 Targeted impressions to run in Idaho Content on TripAdvisor.com
 - Run dates TBD by advertiser
- Targeted Media Package 3 - \$7,500
 - 441,176 Targeted impressions to run in Idaho Content on TripAdvisor
 - Run dates TBD by advertiser

Boise Convention & Visitors Bureau deals

STAY & PLAY IN BOISE, IDAHO

Top-rated hotels

- Oxford Suites Boise 4.5 (139 reviews)
- Homewood Suites Boise 4.5 (51 reviews)
- Hampton Inn & Suites Boise Downtown... 4.5 (121 reviews)
- Residence Inn Boise West 4.5 (73 reviews)
- SpringHill Suites by Marriott-Boi... 4.5 (112 reviews)

Top-rated B&Bs

- Boise Guest House 4.5 (34 reviews)
- Idaho Heritage Inn 4.5 (68 reviews)
- Anniversary Inn 4.5 (31 reviews)

Top-rated vacation rentals

Top-rated things to do

- Boise River Greenbelt 4.5 (19 reviews)
- Bronco Stadium 4.5 (5 reviews)
- Morrison-Knudsen Nature Center 4.5 (5 reviews)

Top-rated restaurants

- Le Coq Rouge 4.5 (75 reviews)
- Bombay Grill 4.5 (46 reviews)
- Gully's Breakfast Bistro 4.5 (111 reviews)

RETAWAY SWEEPSTAKES

Visiting Idaho

Top-rated hotels

- Grystone Manor 4.5 (76 reviews)
- Teton Springs Lodge and Spa 4.5 (156 reviews)
- Hampton Inn & Suites Coeur d'Alene 4.5 (120 reviews)
- Oxford Suites Boise 4.5 (139 reviews)
- Sleep Inn Suites 4.5 (119 reviews)

Top-rated B&Bs

- American Country Bed and Breakfast 4.5 (72 reviews)
- Blue Heron Inn 4.5 (66 reviews)
- Talut Rock Retreat 4.5 (115 reviews)

Top-rated vacation rentals

Top-rated things to do

- Boise River Greenbelt 4.5 (19 reviews)
- Salmon River Canyons 4.5 (16 reviews)
- Middle Fork of the Salmon River 4.5 (16 reviews)

Top-rated restaurants

- Best Sandwich Shack 4.5 (17 reviews)
- Back Country Bistro 4.5 (24 reviews)
- Le Coq Rouge 4.5 (75 reviews)

Idaho Events

November 2, 2011 - December 31, 2012