

**ITC GRANT NARRATIVE PROGRESS REPORT**

Grantee: North Idaho Tourism Alliance	Grant Number: 14-I-01
Date Submitted: July 14, 2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 84,000.00	Cash Match Requirement: \$10,500.00	Total Cash Match Committed:
Amount Expended YTD: \$ 53,747.50 (through RFF #4)	Cash Match Documented YTD: \$ 44,501.99 (through RFF #4)	

Element 1: Audit

Amount Awarded: \$ 0.00	Amount Expended YTD: \$0.00	Cash Match Documented YTD: 0.00	Total Cash Match Committed: \$
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Progress of Element: Not applicable due to amount of grant.  
N/A

Anticipated completion date(s): N/A

Actions needed to complete this element: N/A

Measurements(s) of Results: N/A

No activity during this report period due to seasonal nature of marketing activity.

Element 2: Admin/Fulfillment

Amount Awarded: \$ 8,400.00	Amount Expended YTD: \$6,300.00	Cash Match Documented YTD: N/A	Total Cash Match Committed: \$
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Progress of Element:

Anticipated completion date(s): Sept. 30, 2015

Actions needed to complete this element: Completed

Measurements(s) of Results:

No activity during this report period due to seasonal nature of marketing activity.

Element 3: Tourism Promotion/ Advertising

Amount Awarded:	Amount Expended	Cash Match Documented	Total Cash Match Committed: \$
\$ 75,600.00	YTD:\$ 3703.11	YTD: \$ 2205.97	

Progress of Element :

Advertising- NITA partnered with members on the following winter/spring/summer co-op ads:

- St. Maries Chamber – Placed ads in Epic Motorsports, the CDA Press, CDA Living, and Top Tours Magazine promoting the World Jet Boat Races
- Priest Lake Chamber –Placed an ad in Out There Monthly promoting the area’s snowmobile trails.
- Priest Lake Chamber – Developed and aired TV ads in the Spokane market promoting the area’s winter activities/snowmobiling
- Priest River Chamber – Placed an ad in the International Selkirk Loop Guide
- International Selkirk Loop – Placed monthly ads in Adventure Cycling Magazine highlighting the loops’ many attributes for avid bikers
- International Selkirk Loop – Ran print and web ads in the Road Runner Magazine and American Road Magazine and website promoting the loop to the drive and motorcycle markets
- International Selkirk Loop – Ran ads in RV Life and Travel 50 promoting the loop to the senior market
- International Selkirk Loop – Ran print ads in American Birding magazine, as well as in the Washington State Scenic Byways Map & Guide
- Silver Valley Chamber – Conducted a programmatic digital campaign in Feb, March and April to test digital advertising effectiveness in promoting their area
- Silver Valley Chamber – Ran an ad in the Idaho Senior Independent Times showcasing various upcoming events in the Silver Valley geared towards the senior traveler
- Wallace Chamber– Placed an ad in the new Trail of the CDA Guide, as well as in Out There Monthly and Outdoors Northwest Magazine promoting the area’s seasonal activities and events
- Wallace Chamber – Placed an ad in the Pacific Northwest Inlander and the Montana Senior News promoting the area’s upcoming summer events
- Harrison Chamber – Developed and placed an ad in the Trail of the CDA guide
- Spirit Lake Chamber – Ran ads in the summer editions of Out There Monthly promoting the area’s bike trails throughout the Spirit Lake area
- NITA – Placed a full page ad in Majestic North Idaho magazine to drive traffic to our new website
- NITA – Partnered with Lookout Pass Ski Area on TV ads in the Spokane market promoting their ski area and surrounding lodging options

Collateral Material-NITA members developed and utilized the following collateral material:

- Priest Lake Chamber – Designed and printed a poster for use with the Washington State Snowmobile Association in promoting the area’s snowmobile trails.
- Priest Lake Chamber and Selkirk Loop – Distributed their visitor guides/maps throughout the Northwest as well as at the Spokane International Airport
- Selkirk Loop – Racking fees for the City of Cranbrook
- Harrison Chamber – Designed a printed a rack card for both racking and tradeshow use

Website/Social Media- NITA members continue to improve and enhance their sites:

- Wallace Chamber – Website updates
- Trail of the CDA – Website updates
- St. Maries Chamber – Website updates/maintenance & domain registration
- Priest Lake Chamber – Developed an online version of their visitor guide/website updates
- Spirit Lake Chamber – Developed a map/guide highlighting their area’s bike trails
- NITA – Website updates/hosting
- NITA – Media relations and event marketing through social media promotions

**Tradeshows-** Tradeshows are a very important niche marketing strategy for many of our members. Since the last report, ITC funds have been used for the following NITA activities:

- Trail of the CDA's and the Wallace Chamber–Sea Otter Classic Bike Show registration.
- Priest Lake Chamber – Spokane Boat Show registration & WSSA Expo registration
- Selkirk Loop– Seattle Bike Show and Calgary Tradeshow registration and expenses
- Wallace Chamber – Registration fees & expenses for the Seattle Bike Show, ABA Marketplace, and the Outdoor Adventure Show in Calgary
- Utilized grant funds to send the NITA Board Chairperson to ICORT

Anticipated completion date(s): Sept. 30, 2015

Actions needed to complete this element: NITA members still have some summer advertising to wrap up and many have additional documentation to submit.

Measurements(s) of Results:

**Advertising** – NITA members analyze visitor center data, lodging collection data, web site traffic patterns, etc. to determine the effectiveness of their advertising. Often, an important indicator of an ad's effectiveness is the number of travel guides ordered or downloaded online following the ads appearance.

We are looking forward to working with Drake Cooper on the implementation of some programmatic advertising so that we can more effectively track and manage our digital advertising campaigns.

In addition, prior to placing ads, members look at the market coverage, readership, and demographic data such as:

**Selkirk Loop Guide:** The Selkirk Loop Travel Guides and Maps are in high demand, and are 100% supported by private advertising dollars. The Selkirk Loop Travel Guide is a 64-page guide to the attractions, activities and visitor services around the Loop. 30,000 copies are printed annually in January, and distributed at regional visitor centers and hundreds of locations around the Loop. The digital edition gets thousands more views on the Selkirk Loop website.

The Selkirk Loop Travel Map -80,000 copies printed annually in February for distribution around the Loop.

The SelkirkLoop.org website, one of the most heavily trafficked tourism sites in the region, with 190,000+ page views annually.

**Out There Monthly** – In addition to the monthly print magazine, with a circulation of over 25,000, *Out There Monthly* online offers exclusive web only stories, regular columns on a wide range of outdoor sports and outdoor lifestyle topics, a huge and totally comprehensive outdoor events and race calendar, and the latest outdoor recreation news and views.

*Out There Monthly* is available at nearly 300 of your favorite gear shops, grocery stores, breweries, coffee shops, restaurants, and other local businesses in Spokane and throughout the Inland Northwest

**Adventure Cycling** –

- Member Subscriptions: 46,423
- Bike Shop Subscriptions: 235
- Bike Club Subscriptions: 124 (51,500 individual members represented through subscribing clubs)
- Pass Along Rate: 0.95 (42,750 additional views) Total Readership: 86,445 Per Issue (Medium income: \$80,000)

Spokane's KREM, KXLY & KHQ TV stations have an extensive market coverage, including viewers in the northern half of Idaho, Eastern Washington, southeastern British Columbia, and Western Montana.

**Outdoors Northwest Magazine** –

- 82% use *OutdoorsNW* as their source for outdoor information
- 72% of readers have a 4-year college degree or more
- 92% will increase their participation in Outdoors Sports in the coming year
- \$75,000 average household income
- Participate in more than 5 or more NW sports every year
- 40,000 copies distributed monthly in the Northwest (Seattle and Portland)
- 125,000 copies distributed annually to NW competitors at partnered events
- 2.34 people read each copy of *OutdoorsNW*

**Website/Social Media:**

NITA's upgraded website went live in October/November – our last month's traffic as compared to December 2014 (our first month of analytics with our new site) showed the following increased activity:

- 637% increase in sessions, 665% increase in users, and a 589% increase in page views
- Over the last month, our geographic data shows that 32% of our visitors are from Washington State (40% of those from the Seattle area and 27% from the Spokane area); 8% of visitors are from California with 39% coming from the San Francisco area; also, 5% of our visitors are from Canada over ½ of which are from the Alberta area.

We will continue to watch Google Analytics closely to see how our visitor/page view numbers are affected by various advertising/online campaigns, and analyze the geographical profile of our visitors. Our main priority for 2015 is to continue to develop this site into a dynamic, content rich resource for visitors looking for information on North Idaho – and to increase our visits and page views from our 2014 average dramatically.

We also receive detailed social media reports (see attached) summarizing our activities on Facebook, Twitter and Google+ and are working on a new strategy for the overall management of our social media integration activities.

NITA will continue to educate members about the value of using such tools as Google Analytics to measure web site traffic, identify where hits are coming from, etc. and identifying what improvements can be made to address any issues. We have made significant progress in our efforts to make sure that our members link their web sites to the NITA site to improve the ranking status on search engines. We continue to work with members on social media integration and measurements as well.

**Tradeshows:** Members evaluate tradeshow effectiveness by a number of parameters including attendance, booth activity, amount of materials distributed, increased website activity following the shows, source of referrals, etc. In addition, during NITA board meetings, we share what tradeshows have been attended, the number of attendees, and the perception of effectiveness of each.



No activity during this report period due to seasonal nature of marketing activity.

# NITA

*Social Media Update*  
*Q1 2015*



# Social Media Update

## Q1: Activity and Objectives

- continue to update website events and respond to questions from website and other social sites
- update social media platforms
- focus on building website audience
- promote NITA events
- review analytics in each platform to determine most effective messaging

# Social Media Update

## Q1: Challenges and Observations

- Bulk of time on this project is spent on updating website and improving SEO keywords
- The webform is currently being used primarily by people requesting offline brochures and information on festivals in the summer
- Traffic to the site continues to be very low. Using various keyword searches VisitNorthIdaho.com has excellent search engine placement - the challenge is finding new ways to promote the site and drive traffic / interest to it even without an ongoing blog or other regular updates.
- With the time required to update events leveling out Q2 will focus more on ways to drive traffic to the beautifully redesigned website

# Social Media Sites



## Facebook

<https://www.facebook.com/NorthIdahoTourism>

- Growth: 237 new fans
- challenged NITA members to build fan numbers
- **#BearForEVIELYNNE** campaign started based on a request from a fan in Spirit Lake to put a picture of a bear on the header. The Challenge is to reach 1000\* fans and then we will change the header. This hashtag challenge has created a great deal of fun buzz and engagement.
- 769 total fans    Milestone Target: 1000\*

# Facebook

## Top Posts

Reach: Organic / Paid  Post Clicks Likes, Comments & Shares

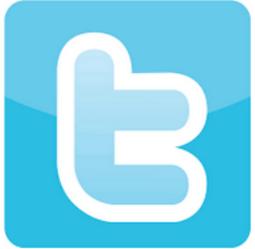
Published	Post	Type	Targeting	Reach	Engagement	Promote
01/27/2015 8:35 am	 Up for some fun? Evielynnne has initiated a #BearForEVIELYNNE challenge. She really loves			511 	0 38 	<input type="button" value="Boost Post"/>
02/24/2015 5:23 pm	 Afternoon on the lake. No better way to relax. Can you name that lake?			390 	40 62 	<input type="button" value="Boost Post"/>
01/03/2015 5:20 pm	 Priest Lake Sled Dog Races			349 	0 24 	<input type="button" value="Boost Post"/>
01/18/2015 2:06 pm	 Did you love the fireworks up at Schweitzer this weekend? There will be more at next months			321 	14 9 	<input type="button" value="Boost Post"/>
03/04/2015 11:16 am	 Today we must March 4th! So here is a little preview of things to come when we hit 1000 fans			288 	16 22 	<input type="button" value="Boost Post"/>
01/21/2015 8:18 am	 Big Thanks go out to Shelley Tschida for introducing us to a couple of north Idaho's newest			273 	7 15 	<input type="button" value="Boost Post"/>
02/27/2015 8:58 am	 Find It Friday! Can you identify this beautiful North Idaho location?			273 	12 20 	<input type="button" value="Boost Post"/>

# Facebook

## 2015 Q2 goals

- promote page
- build audience to 2500
- increase engagement / reach
- encourage more engagement by NITA members

# Twitter



## Twitter

<https://twitter.com/visitnorthid>

- total fans 820
- profile visits up 10%
- Best tweets continue to be the ones with pictures and associated with general travel hashtags (#traveltuesdays etc)

# Twitter

## Interests

Most unique interests [?](#)

15% Luxury travel

10% Fishing

8% Camping

8% National parks

6% Traveling with kids

Top interests [?](#)

38% Business and news

31% Politics and current events

26% Travel news and general info

25% Comedy (Movies and television)

24% Business news and general info

22% Music

19% Technology

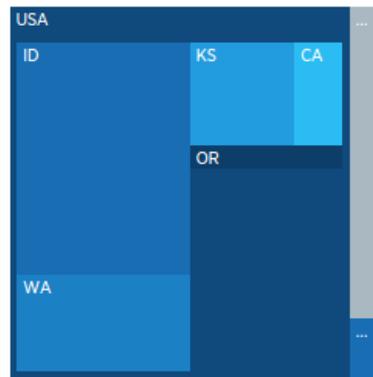
18% Tech news

17% Movie news and general info

16% Business and finance

## Location

Top countries and states



Top cities

33% Spokane, US

11% Boise, US

5% Seattle, US

3% Los Angeles, US

2% Portland, US

## Gender

61% M

39% F

## Your followers also follow

28%  IDAHOgov · [Profile](#)

28%  kxly4news · [Profile](#)

28% **SR** SpokesmanReview · [Profile](#)

28%  KREM2 · [Profile](#)

28%  KHQLocalNews · [Profile](#)

22% **SR** Spokesman\_Idaho · [Profile](#)

22%  NorthIdaho · [Profile](#)

21%  CDAResort · [Profile](#)

19%  CdADowntown · [Profile](#)

# Twitter

## 2015 Q1 goals

- promote account
- build audience to 5000
- increase engagement / reach
- engage with leading #hashtags luxurytravel travelnews events festivals
- participate in travel chats

# Pinterest



## Pinterest

<https://www.pinterest.com/yournorthidaho/>

- 31 Boards / 400 pins / 137 followers
- average daily impressions up 44% up slightly from previous quarter
- Top Pin Impressions

**Fort Sherman Coeur D'Alene Idaho**  
**Wallace Idaho**  
**Priest River**  
**Bonnors Ferry**

# Pinterest

## Your Pinterest profile

More >

Avg. daily impressions

44

↑ 41.67%

Avg. daily viewers

25

↑ 4.55%



## Your audience

More >

Avg. monthly viewers

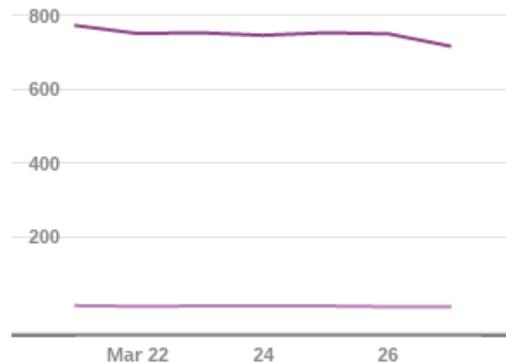
748

↓ 7.37%

Avg. monthly engaged

11

↓ 23.08%



## Activity from visitnorthid...

More >

Avg. daily impressions

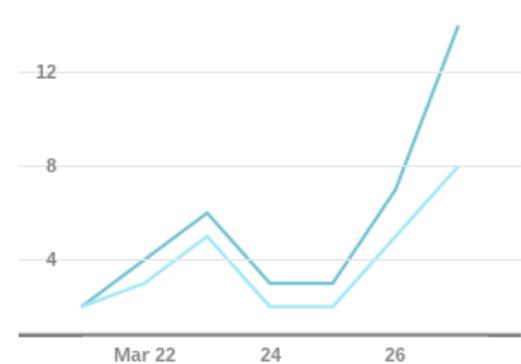
5

↑ 600.00%

Avg. daily viewers

3

↑ 300.00%



# Pinterest

## 2015 Q2 goals

- promote account
- build audience to 500
- ensure all pins link back to website for increased traffic
- follow leading trends Camping / travel / clothing / food

# Google+



Google+

<https://plus.google.com/u/1/b/106928642835936681730/+Visitnorthidaho>

- 101 followers
- 38,932 views
- Google plus has been a low priority in Q1
- This platform has been a low priority in the previous quarter and with the time constraints of website / facebook / twitter / pinterest this will continue to stay in a holding pattern.
- A target of updating G+ more regularly is a goal for 2015

# Instagram



## Instagram

<http://www.instagram.com/visitnorthID>

- Platform directs fans to the website
- 41 followers
- Since we are not actively instagramming NITA events the goals for Q2 include regramming pictures from other NITA members and posting a picture from each NITA member from Pinterest.

# Klout

Klout Score 42

Klout score has been steady in the range of 41 - 44



	Facebook	34%
	Twitter	54%
	Connect LinkedIn	
	Instagram	11%

# Website

<http://www.visitnorthidaho.com>

- The focus continues to be adding the events for each community that are annual events.
- Respond to messages sent directly via the website.
- The number of requests for printed brochure has increased
- Search engine placement continues to be excellent
- Traffic is below desired levels

# Website

## 2015 Q1 goals

- promote page via social sites
- build audience to 2500 to 5000 unique monthly visits
- use analytics to drive social links back to website
- coordinate promotions/efforts with the campaigns that Idaho Tourism Council is focusing on for 2015 including food / adventure travels

# Social Media at a glance

social media sites at a glance:

Facebook: <http://www.facebook.com/NorthIdahoTourism>

Twitter: <http://www.twitter.com/visitnorthID>

Pinterst: <http://www.pinterest.com/yournorthidaho>

Instagram: <http://www.instagram.com/visitnorthID>

Youtube: <https://www.youtube.com/user/visitnorthidaho>

Also state tourism sites often do not feature north Idaho as much as they could.

# Thank You

Thank you for including me in our North Idaho team.  
Looking forward to a fantastic and busy 2015 tourism  
season!

@maryheston