



ADVENTURES IN LIVING

IDAHO DEPARTMENT OF COMMERCE
DIVISION OF TOURISM DEVELOPMENT
MARKETING PLAN
2011-2012

www.visitidaho.org



MISSION

The mission of the Idaho Travel Council and the Division of Tourism Development is to increase travel and visitor expenditures throughout all of Idaho in order to increase tax revenues and employment. The Council and Division will achieve this goal by increasing awareness and generating inquiries about Idaho's destination travel opportunities and encouraging the expansion of Idaho's travel service capability.

Idaho's marketing program focuses on the travel to and within Idaho that requires one or more overnight stays. Growth in the program will be a result of expanding the awareness of Idaho as a destination, thereby increasing the demand for accommodations within the state. The enhanced awareness of and demand for rooms in Idaho can be measured by:

1. HIGHER OCCUPANCY RATES
2. HIGHER HOTEL ROOM REVENUES
3. STIMULATING ADDITIONAL CAPITAL INVESTMENTS IN HOTEL & HOSPITALITY FACILITIES

Growth in state tax revenues paid by all travelers, including in-state residents, is a significant benefit to the state's economy.

2011-2012 MARKETING PLAN

With over \$3 billion* in domestic and international traveler spending, travel and tourism is Idaho's third largest industry and continues to grow at over 6% of the state GDP. The State must be marketed effectively to maintain a healthy industry and to compete for today's tourism dollar. This responsibility is managed by the Idaho Department of Commerce, Division of Tourism Development, with the advice of the Idaho Travel Council. By law, all travelers, including in-state residents, pay a 2% room tax on hotels, motels and private campgrounds, thus generating the funds used to market Idaho.

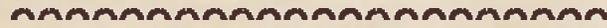
This plan details the State's overall tourism program and identifies the main marketing components that support the industry on a year-round basis. It also addresses programs identified in the Strategic Work Plan for Tourism Development, including the Governor's Project 60, which sets forth a larger, more comprehensive plan to grow Idaho's Gross Domestic Product to \$60 billion. Project 60 focuses on systemic growth, domestic and international recruitment, commercialization of technology and growth in investment capital. Find out more at www.commerce.idaho.gov and www.project60.idaho.gov.



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IDAHO'S TRAVEL INDUSTRY: AN ECONOMIC ENGINE FOR IDAHO



Based on Longwoods International Travel USA 2008 Visitor report, there were nearly 32 million domestic person-trips made to Idaho in 2008, with 57% being day trips and 43% being overnight. Of the overnight trips, 84% were leisure.

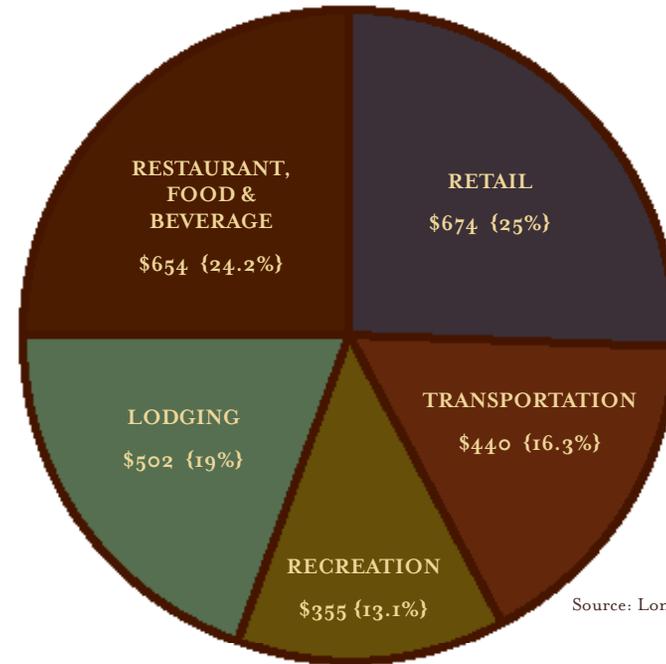
DOMESTIC VISITOR SPENDING IN IDAHO GREW TO \$2.7 BILLION FOR 2008. WHEN ADDED WITH TOTAL INTERNATIONAL VISITOR SPENDING, THE INDUSTRY REMAINED OVER \$3 BILLION IN 2009.

Expenditures by travelers staying overnight averaged \$407 per travel party if they were traveling for leisure purposes and \$288 per travel party if they were traveling for business purposes.

For FY12, the Division of Tourism Development will continue to use the Longwoods Travel USA research study from FY09. In addition, the Division now has results from the Idaho Department of Labor and EMSI's new economic impact study, which will provide an analysis of the economic impact of tourism to the state on a county by county basis.



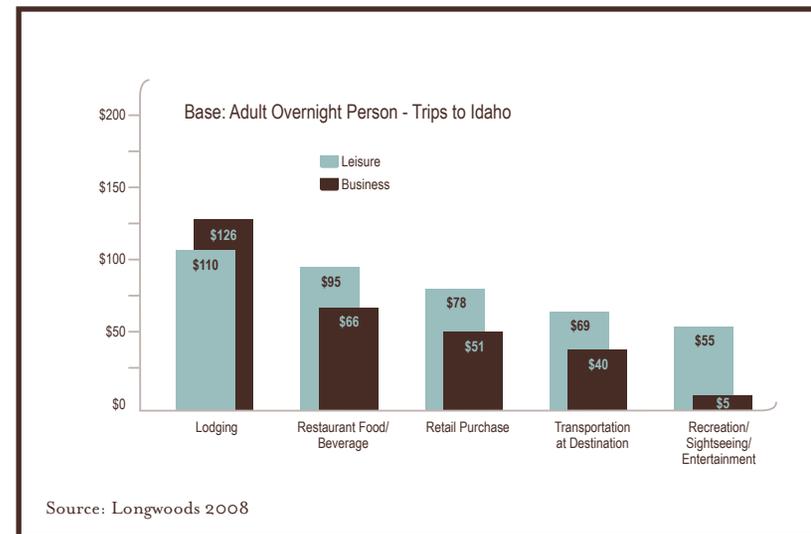
TOTAL DOMESTIC VISITOR SPENDING IN IDAHO – BY SECTOR
{IN MILLIONS} Total Domestic Visitor spending = \$2.7 Billion



Source: Longwoods 2008



More economic impact travel information on Idaho located at www.commerce.idaho.gov/travel and www.poweroftravel.org.



Source: Longwoods 2008

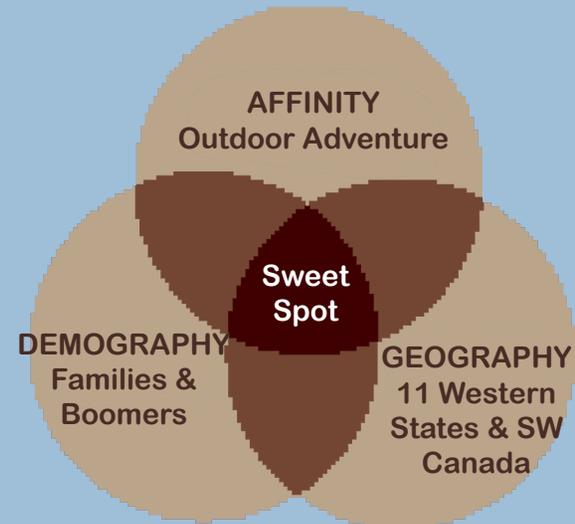
PROFILE OF A TYPICAL IDAHO TRAVELER

Idaho visitors are different from the typical United States resident. Understanding who these people are is key to finding others with similar traits. We know that Idaho visitors are more likely to:

1. BE MARRIED WITH FAMILIES
2. HAVE SOME COLLEGE EDUCATION
3. HAVE LOWER TO MIDDLE INCOMES
4. BE BETWEEN 25-64 IN AGE
5. LIVE IN NEARBY AREAS (11 WESTERN STATES & SW CANADA)
6. ENJOY OUTDOOR AND ADVENTURE ACTIVITIES
7. VISIT FRIENDS AND RELATIVES

Source: Longwoods 2008

Finding travelers who are most likely to visit Idaho involves finding the intersection of demography, affinity and geography.



IDAHO'S TARGET GEOGRAPHIES

The average state tourism budget of over \$12 million presents a competitive challenge to Idaho. With a limited budget for tourism marketing, success will come through market focus, leveraged dollars and proper channeling. Addressing the right demographic market within the right geographic area will pay better dividends than a shotgun approach to all persons in all places. To this end, geographic attention is placed on the 11 Western states.

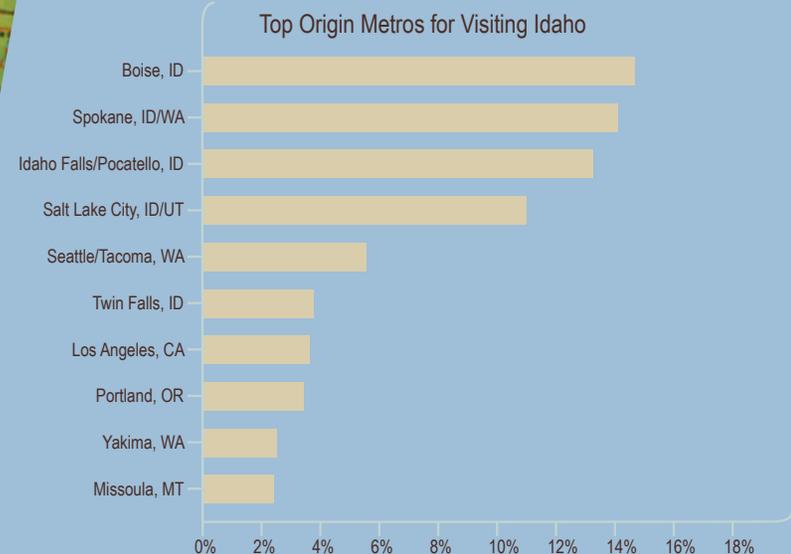
Three key variables work to benefit Idaho:

- ACCESS
- DIFFERENTIAL ADVANTAGE
- URBAN RESPITE

Time and distance are important to the visitor when deciding on a trip. Consequently, markets that have easy access to Idaho are more productive than those farther away. Visitors enjoy seeing new scenery and experiencing new activities, attractions and events. Markets that are located in climates or topographies that are different from those found in Idaho provide a “differential advantage” for Idaho. Finally, Idaho’s unhurried way of life is a draw to those who live and work in busy, crowded urban areas.



TOP ORIGIN STATES FOR VISITING IDAHO



Source: Longwoods 2008

IDAHO'S TARGET AFFINITIES

Idaho's travel and recreation attractions provide the opportunity to concentrate on specialized markets that have a natural interest in the state. These niche audiences are made up of all ages: boomers, family travelers, Gen X and Gen Y age groups and they are seeking adventure and new experiential travel.

Marketing and advertising efforts should focus primarily on affinities or activities in which the target audience participates, that naturally align with what Idaho offers, and that has potential for significant financial impact.

Secondary activities will be supported using lower cost options, such as:

- Blog stories
- Presence on visitidaho.org
- Public relations, when appropriate
- Search engine optimization & paid search
- Social media, when appropriate



HIGHLIGHTED NICHE MARKETS:

Ski/Snowboard: In conjunction with Idaho Ski Area Association, we collaborate on promotion of all 18 ski resorts as well as other winter recreational opportunities through print, online and sweepstake incentives. www.idahowinter.org

Snowmobile/sled: Our two-layered marketing approach for raising awareness is directed at markets in the upper Midwest and Pacific Northwest and includes a cooperative effort with Montana and Wyoming. www.sledtherockies.org

Idaho Golf Trail: Promotion of the 15 courses and lodging opportunities of the Idaho Golf Trail as well as other golfing opportunities in the state occurs from spring through fall. www.idahogolftrail.com

Motorcycle, RV and Private Pilots: Utilizing partnerships such as the Idaho RV Campground Association and the Idaho Airstrip Network, we market Idaho as a motorcycle, RV and private pilot friendly state, particularly as it relates to scenic byways and backcountry airstrips.

Voluntourism Initiative: Travelers can make their leisure time more meaningful by volunteering during travel. Idaho's tourism database is designed to identify and provide information on organizations, attractions and events that need volunteers.

Culinary: By establishing a thriving niche market, in collaboration with Idaho Preferred and Idaho Wine Commission, we increase lodging revenue and educate travelers about the unique culinary products in Idaho.

Children in Nature: The partnership of agencies encourages children and parents to experience the outdoors. www.beoutsideidaho.org

White Water Trail: With the guidance of the Wild Rivers License Plate Advisory Panel, we evaluate projects and distribute Wild Rivers License Plate Funds to worthwhile organizations for marketing and safety education. www.visitidaho.org/whitewater

THE IDAHO MESSAGE: AN OPPORTUNITY TO DEFINE OUR STATE



Launched in 2007, the state's Adventures in Living brand campaign seeks to promote Idaho's unique identity by creating greater national awareness for stimulating travel to and throughout the state. These messages are used throughout the state's marketing campaigns in a consistent, unified manner across all media formats. The program uses vivid scenery, inspirational copy, and real-life adventures to engage audiences in a unique and personal way.

For FY12, the marketing plan will continue to promote and position Idaho as an authentic destination to experience "Adventures in Living." The new campaign will use "Starring You" technologies to create customizable digital experiences that feature the guest and Idaho in a highly interactive way. Coupled with an integrated media plan, the campaign will continue to showcase the state in new and unique ways, with video content and rich media digital assets.



ADVENTURES IN LIVING CAMPAIGN

- RUSTIC-CONTEMPORARY
- CONNECTION TO THE EXPERIENCE AND LOCATION
- A SENSE OF FAMILIARITY WITH IDAHO
- INHERENT SPIRIT OF ADVENTURE
- AUTHENTIC QUALITY OF LIFE
- PROVIDE DEEPER, MORE MEANINGFUL PERSONAL EXPERIENCE

In the 1990s, Wirthlin Research identified other positive attributes that are ascribed to Idaho which were confirmed in the 2006 DK Shifflet study.

- AN IDAHO VACATION IS A GOOD VALUE
- IT'S A GOOD PLACE FOR FAMILIES WITH CHILDREN
- VISITORS TRAVEL A LONGER DISTANCE TO VACATION IN IDAHO
- IDAHO IS FILLED WITH BEAUTIFUL SCENERY, LAKES, RIVERS AND MOUNTAINS
- IDAHO'S UNIQUE IDENTITY IS EXPRESSED THROUGH THE DIVERSITY OF OUTDOOR RECREATION

The program uses spectacular scenery that is viewed as accessible and approachable to boomers and families and combined with copy that engages its audience in a very real way. The challenge in crafting messages about Idaho will be to get beyond the obvious.



MARKETING OBJECTIVES

GIVING FOCUS AND ACCOUNTABILITY

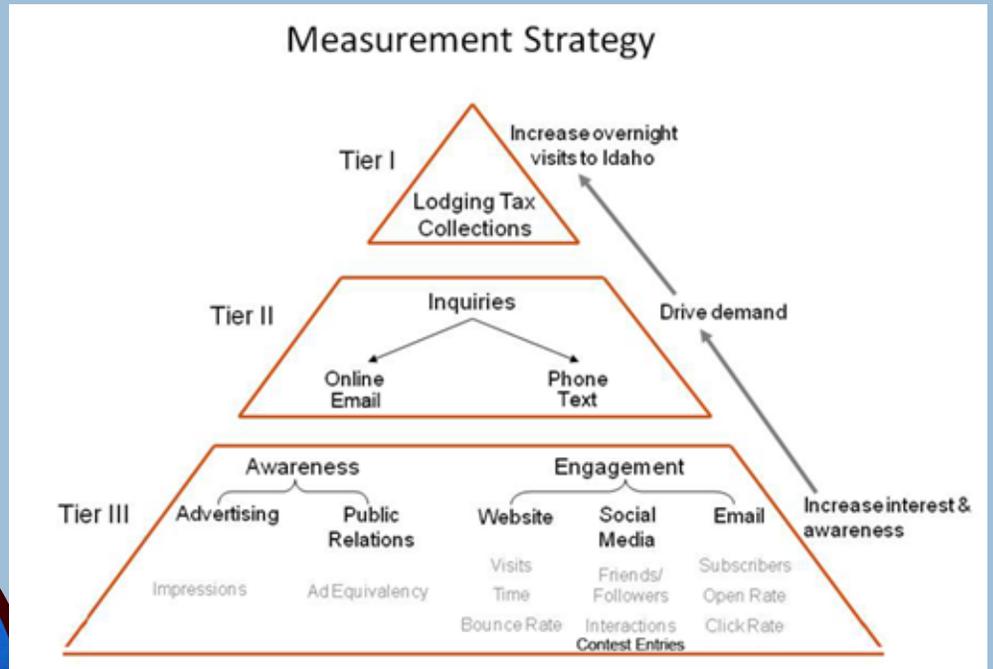
Idaho's marketing objectives are:

- Increase lodging tax collections by generating overnight visits to Idaho
- Drive demand by creating inquiries
- Increase awareness and interest among target audiences about traveling to Idaho



MEASUREMENT & ACCOUNTABILITY

Defining clear metrics, tied to marketing objectives, allows us to monitor and improve marketing efforts over time, while increasing accountability.



MARKETING PROGRAM ELEMENTS

For a state of our size, Idaho's marketing program is one of the most efficient in the country, and it is regularly acknowledged for its high level of creativity.*

Idaho's tourism marketing is a multi-faceted, comprehensive, year-round program with two main components: State Program and Grants Program.

While executed separately, these components are focused on two primary goals: inform and inspire.

Both programs inform potential visitors through a number of channels including web sites, brochures and travel publications.

But simply informing visitors is not enough to stimulate travel. Visitors must be inspired to seek our information about traveling to our beautiful state. This inspiration role falls to domestic and international efforts in advertising and marketing. These programs will be executed using multiple branded social media platforms, developing enhanced digital assets on VisitIdaho.org and creating new partnerships with innovative Idaho companies.

* 2011 Mercury Award winner for print campaign and niche market campaign.

INFORMATION & INSPIRATION

Information Programs

Idaho Regional Travel Grant Program

Statewide Marketing

- Websites & Interactive
- Travel Publications & Information Centers
- Public Relations & Social Media

Idaho Film Office

Travel Partners

Market Research

Inspiration Programs

Prime & Shoulder Season

- Magazine Advertising
- Online Advertising

Winter

- Ski/Snowboard
- Snowmobile

In-State Marketing

Special Events & Sports Marketing

Niche Marketing (Culinary, Motorcycle, etc.)

RV & Scenic Byways

International Marketing

Co-Op Marketing



INFORMATION PROGRAMS

IDAHO REGIONAL

TRAVEL GRANT PROGRAM

Created in 1981, the Idaho Regional Travel and Convention Grant Program is funded through a two percent lodging tax and collected by Idaho hotels, motels, and private campgrounds on the sale of rooms and camping sites.

Total lodging tax receipts are dispersed as follows:

- 45% TO FUND TRAVEL PROMOTION STATEWIDE
- 45% TO THE REGION FROM WHICH IT CAME AS TRAVEL & CONVENTION PROMOTION GRANTS
- 10% TO ADMINISTRATION OF THE PROGRAMS

The grant funds are used to stimulate and expand the state's travel and convention industry through local efforts and matching funds. The Division of Tourism Development processes travel and convention promotion grants awarded by the Idaho Travel Council (ITC). Grants are awarded to non-profit organizations that have an established travel and convention promotion program in place. Twenty-four regional and four multi-regional organizations were awarded over \$2.977 million dollars in grants in August, 2011.

Award recipients include non-profit local and regional tourism development organizations such as chambers of commerce and convention and visitors' bureaus. These organizations use their awarded grant dollars to promote cities, towns and regions of the state as tourist destinations. Program elements include print and electronic advertising, brochures, travel shows, direct mail, industry research and the creation of interactive websites. For more information on ITC Grant programs, including the ITC Grant Application, Handbook and Logo Guidelines, visit www.tourism.idaho.gov.

FY12 GRANT AWARDS

- | | |
|--|--|
| Post Falls Chamber | Bear Lake Valley CVB |
| Greater Sandpoint Chamber | Snake River Territory CVB |
| North Idaho Tourism Alliance (NITA) | Teton Valley Chamber |
| Coeur d'Alene Chamber | Yellowstone-Teton Territory |
| Moscow Chamber | Sun Valley Ketchum CVB |
| Grangeville Chamber | Stanley-Sawtooth Chamber |
| North Central Idaho Travel Association (NCITA) | Salmon Valley Chamber |
| Salmon River Chamber | Hailey Chamber |
| Hells Canyon Visitor's Bureau | Idaho RV Campgrounds Association (IRVCA) |
| Orofino Chamber | Idaho Outfitters & Guides Association (IOGA) |
| Kamiah Chamber | Idaho Ski Area Association (ISAA) |
| McCall Chamber | Idaho Bed & Breakfast Association (IBBA) |
| Boise CVB | |
| Southwest Idaho Tourism Association (SWITA) | |
| Southern Idaho Tourism | |
| Pioneer Country Travel Council | |



INFORMATION PROGRAMS

IDAHO REGIONAL

TRAVEL GRANT PROGRAM

A Message from the Idaho Travel Council:

The Idaho Travel Council (ITC) oversees the Idaho Regional Travel & Convention Grant Program which distributes grant funds to non-profit, incorporated organizations which have in place a viable travel or convention promotion program in their area of operation. Preference is given to programs of destination marketing organizations (DMO's) with a primary focus of promoting overnight visitation in their area. Consistent with its goals to promote the state of Idaho & the designated travel regions within the state, the following summarizes the grant program marketing priorities endorsed by the current Council:

- Meaningful program enhancements to develop and promote scenic attractions and tourist assets of the state. A constant process of review and re-evaluation is very much encouraged. Innovation is refreshing and appreciated. Stagnant programs that have become dated and cannot prove results will not receive high priority by the ITC.
- Timely & thorough grant reporting with measurable results included (Return on Investment) that validate best use of the grant marketing dollars to achieve overnight stays are of high interest to the Council.
- Use of cooperative marketing opportunities (either with state offerings or ones created within a region or community w/other tourism associations/private tourism businesses) is highly encouraged! Such partnerships are encouraged and supported to leverage budget and market penetration.

- Collaboration and consolidation of marketing projects to avoid unnecessary duplication and better serve the tourism customer is a primary focus. Use of the current State Tourism Marketing Plan as a strategy for developing marketing projects is strongly encouraged. The Division of Tourism offers grantees and other businesses the opportunity to partner and align with them to leverage dollars and messaging.
- Engage in electronic and social media opportunities, as appropriate, to provide effective marketing programs that have the ability to target broader or more specific niche audiences.
- Consolidation of smaller DMO's into regional associations for efficiency of grant administration for the state office & grantee organization. This should also build efficiency in programs through cooperation, collaboration & consolidation of programs.
- A seamless grant administration track record does factor into consideration for future grant funding.
- Match – The council is looking for evidence of more than the required 12.5% cash match to show community/partner buy-in. Please indicate all anticipated partner match in grant application cash match section – don't limit the application amount to just 12.5% if more cash match is anticipated.
- Capital Outlay –When considering capital outlay items, remember this is a marketing/promotional program - not bricks and mortar [structural] or signage program.

INFORMATION PROGRAMS WEB SITES & INTERACTIVE

Developing and maintaining travel-focused online resources is of critical importance in this 24/7 age. A total of ten different tourism sites are currently online and marketed using industry best practices including search engine and keyword optimization and social marketing. These include mass-marketed consumer sites and a variety of “mini-sites” to specialty markets and activities.

All ten sites are served by information from three key databases of Idaho lodging, events, and attractions. This helps provide consistency across all sites when consumers search any of them. The databases themselves are continually updated via updateidaho.com, a database management tool. All sites are hosted in secure web environments and sites are tracked and monitored on demand via Google Analytics.

E-mail promotions and e-newsletters have become effective tools to communicate with consumers and the industry. *Adventures in Living*, the Division’s consumer e-newsletter, is distributed monthly. The tourism industry also receives the TourNews e-newsletter, which includes critical updates and new marketing tools. The Idaho Film Office distributes an e-newsletter catering to Idaho film industry professionals.

www.visitidaho.org

Flagship web site for consumers seeking more about visiting Idaho, with the most current information available about Idaho attractions, lodging, events, niche markets and more.

www.sledtherockies.com

Tri-state snowmobiling site, shared with Montana and Wyoming.

www.lewisandclarkidaho.org

Official Lewis & Clark site for Idaho.

www.filmidaho.com

Crew, equipment and support service listings, plus many contact and permit information sources from the Idaho Film Office.

www.greatidahogetaway.org

Campaign micro site for Adventures in Living, which includes our 32 min. video featuring the Lumpkin family.

www.idahogolftrail.com

Landing page for the Idaho Golf Trail.

www.beoutsideidaho.org

Encourages young people and their parents to explore the great outdoors.

www.rvidaho.org

Online version of the Idaho RV Campgrounds Directory developed with the cooperation of the Idaho RV Campgrounds Association.

www.idahobyways.gov

Official site for Idaho Scenic Byways, developed and maintained in conjunction with the Idaho Transportation Department.

www.tourism.idaho.gov

The Division’s industry web site, with information about ITC and its members, grant program updates, staff contact information, industry research, sales leads, event listings news releases and marketing tool kits.

Branded Social Media Platforms

YouTube, Vimeo, Facebook, LinkedIn, Flickr and Twitter.

Other Marketing Tools:

www.updateidaho.com

Portal for information updates for Idaho lodging, attractions and events.

www.visitidaho.org/mediaroom

Register to gain access to our media room online image management system for videos and photos.

<http://www.updateidaho.com/index.aspx>



INFORMATION PROGRAMS TRAVEL PUBLICATIONS & INFORMATION CENTERS

Other than word-of-mouth, printed travel guides, maps, and brochures continue to serve as valuable off-line tools for travel planning. Compared to online resources, the value in travel collateral is the ability to show high resolution photography of Idaho destinations, provide strong narrative and cater to specific audiences or activities.

The Idaho Travel Guide is the primary printed response piece for travelers and is the definitive source for information, events, and lodging in Idaho. It is divided into seven regional sections with city lodging and attraction information, an outdoor adventure section and a winter section. As demand for travel information from the state's web site has ballooned in recent years, demand for the printed Travel Guide has been holding steady. Requests for the Travel Guide also come through All West Call Centers who collect valuable lead information and distribute the Guide to consumers responding to advertising. 140,000 units will be printed in 2012. In addition, the printed guide is now available as a complete digital guide for online viewing and sharing with friends at www.visitidaho.org/publications.

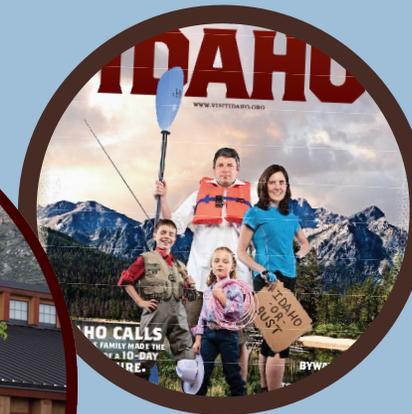


Idaho has three Visitor Information Centers at its borders. Each center is located on the Interstate Highway system, thereby providing maximum exposure to travelers entering the state by automobile or RV.

- **Huetter Visitor Center**
(Interstate 90, North Idaho)
- **Snake River Visitor Center**
(Interstate 84, Southwest Idaho)
- **Cherry Creek Visitor Center**
(Interstate 15, Southeast Idaho)

The centers are volunteer-operated, and offer a wide mix of travel collateral, kiosks, wayfinding signage, and phone service.

For a complete list of local visitor centers and chamber/visitor bureau locations, please visit www.visitidaho.org



Beyond the Travel Guide, these collateral items are available:

- RV Directory
(Idaho RV Campgrounds Association)
- Official Highway Map
(with Idaho Transportation Department)
- Idaho Scenic Byways brochure
(with Idaho Transportation Department)
- Idaho Golf Trail brochure
- Idaho Whitewater Trail brochure
- Foreign language brochures
(German, French, Italian, Spanish)
- Children's brochure:
"Hello from Idaho, the 43rd State"
- Museums of Idaho
- Lewis & Clark Trail in Idaho
- Oregon Trail
- Idaho Film Office publications
- Ski Idaho
(Idaho Ski Areas Association)

INFORMATION PROGRAMS PUBLIC RELATIONS & SOCIAL MEDIA

Public relations is a valuable component of the overall 2011-2012 Marketing Plan. Articles and stories about traveling in Idaho strengthen and complement advertising programs by giving valuable third party credibility/validity to the messages being communicated through advertising. The benefit of successful public relations can result in high profile editorial in key consumer travel publications and web sites, as well as raising the profile of Idaho tourism across the industry.

The FY12 public relations strategic plan has been developed with a “meet in the middle” methodology, whereby customized information pieces are adapted to fit a variety of audiences. Unlike a “one size fits all” approach, this plan provides information about specific activities and interest and directs it to appropriate audiences (local, regional, national, international).

- Outdoor Adventures (fishing, hunting, boating, hiking, etc.)
- Skiing and Winter Sports
- River Trips and Guest Ranches (including Idaho Whitewater Trail)
- Camping and RVing (including State Parks)
- Golf and Resort Activities (including Idaho Golf Trail)
- City Life
- Historical and Cultural Highlights
- Wine Tours and Culinary Tourism
- Sightseeing (geology, wildlife, Ag tours, etc)
- Scenic Byways and Top 10 Scenic Drives
- Regional media focused on 11 western states (including print & social media)
- Demographic “bull’s eye” of baby boomers
- Focus on core Idaho content (seasonal & individual activities, niche markets)
- Seek editorial opportunities via industry-leading tools including HARO, VOCUS, Pitch Engine, Twitter and Facebook

These areas of focus cover content pertinent to all seven travel regions of Idaho, and allow editors and publishers to easily obtain the information about Idaho that fits their journalistic interest.

Tactical elements of the FY12 plan:

- Development of social media programming/planning online content creation
- Pro-active story pitching, editorial calendar building & tracking
- FAM & media tours
- Media relations & press release distribution
- Distribute video content via YouTube & Vimeo
- Sharing photos on Flickr and Media Room

The Division of Tourism Development also has a strong industry outreach program. Such outreach allows a forum for industry members to share ideas, create partnerships and generally keep abreast of the ITC marketing program.

- Idaho Travel Council meetings held throughout the state
- Idaho Conference on Recreation and Tourism (ICORT)
- Idaho Recreation and Tourism Initiative (IRTI)
- Grant Summit
- Regional visitations and local workshops
- International media relations
- Tourism.idaho.gov web site
- E-Newsletters; TourNews (Industry) & Adventures In Living (Consumer)
- Marketing tool kits
- Blog.visitidaho.org
- Industrynews.visitidaho.org
- www.visitidaho.org/mediaroom
- www.updateidaho.com
- Facebook: visitidaho
- Twitter: @IDTravelCouncil
- Twitter.com/visitidaho
- YouTube.com/visitidaho
- Active participation in the Trip Advisor Idaho Forum

The Division also utilizes programs to track the effectiveness of campaigns and press trips, such as VOCUS, for ad value tracking.






INFORMATION PROGRAMS IDAHO FILM OFFICE

The Idaho Film Office, as part of the Division of Tourism Development, works to develop the media production industry in Idaho by marketing locations to out-of-state producers, providing workforce training and education opportunities as well as grant monies to support in-state development of film, video and related industries.

GENERAL STRATEGIES:

1. Build awareness of Idaho as a progressive site location for any film production.
2. Market Idaho locations.
 - Advertising in industry publications and web sites
 - Attend annual trade show: Produced By conference
 - Comprehensive film office web site at filmidaho.com
 - Social media channels
3. Work with in-state film industry and allied industry suppliers to continue to provide infrastructure support & production facilities for the film industry.
 - Educational workshops & screening events
 - Annual conference
 - Workforce development grant program
4. Cooperate and partner with other organizations involved with economic development in Idaho so such groups see the film industry as an appropriate sector to solicit for business expansion.
5. Build awareness and support of the Film Office among key in-state constituent groups. Educate these groups to the economic and social benefits of the film industry to the state and local communities.
 - Idaho legislature and other public officials
 - Local chambers of commerce
 - Film industry suppliers in Idaho
 - Ancillary industries which may benefit from film activity
 - Governor's Project 60

TARGET MARKET SEGMENTS

TARGET AUDIENCES



1. Independent or small features: Independent filmmakers across the U.S. find Idaho's diverse scenery as a primary benefit, but can also be attracted more by the ease of permitting and overall lower cost of doing business in the state.

2. Commercial film production: The same benefits that make Idaho attractive to major studios and independent filmmakers also work for commercial production.

3. New media: Beyond features and commercials produced in Idaho, the state can benefit from attracting the industry to relocate to the state. Examples of companies are video game software companies, special effects companies, post-production houses and studio production facilities (soundstages).

Media Production Workforce Development Grants

Beginning in FY11, the Idaho Film Office offered a new competitive grant program for Idaho filmmakers to provide hands-on experience. Idaho residents may apply for up to \$5,000 for both narrative and documentary genres of any length or new media productions. Total investment was \$20,000 for FY

11 and \$30,000 for FY 12. Grantees must provide video footage to the Department of Commerce and include the Idaho Film Office in the credits.

www.filmidaho.com



INSPIRATION PROGRAMS PRIME & SHOULDER SEASON

The warm weather months from May through October provide an excellent opportunity to develop Idaho's tourism business and expand its image as a sought-after travel destination. This is defined as the Prime and Shoulder seasons, and it's when most people travel and the industry is at its busiest. It's the prime season to gain market share, increase margins and introduce more visitors to the beauty and fun of an Idaho vacation.

People traveling in Idaho during these months also provide a fertile market for winter destinations since the likelihood of winter travel increases among crossover travelers who have experienced Idaho first hand. Further, the entire state and all seven travel regions benefit from travelers visiting our rural towns, back roads and urban areas during these prime season months; accordingly, the marketing program focuses much of its resources to maximizing travel to Idaho during this time.

The strategy rests on two marketing premises:

1. Build and sustain an Idaho Image: Develop a strong and impactful image of value, scenery and water amenities in all media.
2. "Ask for the order." Build messages in all media that demand attention and solicit an inquiry or trip. Use website address, contests and 800# in a prominent manner to encourage easy response.

The focus for Idaho's prime and shoulder season campaign is based upon targeting audiences with integrated media solutions that are of interest to them. The campaign is run at a time when potential visitors are actively planning their leisure travel trips for this time.





AWARD-WINNING MAGAZINE PROGRAM CONSUMER PUBLICATIONS TACTICS

The Adventures in Living prime season plan, which started in 2007, was awarded Mercury Awards for the best print campaign in the 2008 and 2011. For FY12, the Adventures in Living campaign will continue to build Idaho's brand and showcase its image.

Additionally, magazines vertically segment audiences in the 11 western states to effectively target boomers, families and specific target affinities. With hundreds of options of magazines in which to advertise, a number of criteria are used to narrow the list of publications. Critical factors of a magazine's audience are analyzed against one another to achieve the most efficient buying plan. All magazines are screened using filters that reflect the marketing strategy in order to narrow the choices and choose the most appropriate and effective magazines. Additionally a mix of display ads and travel directory placements are used to reach consumers at varying stages in the travel planning process.

Critical mass of target audience: Looking at both reach and composition of the target audience (demography, geography, affinity) ensures that we reach as many qualified people as possible with minimal waste.

Contextual relevancy: Choosing publications that have content relevant to traveling in the western states and the target affinities provides an audience who is in the right state of mind to receive the message and is an indicator of the publication's audience.

Visible/engaging placement: Choosing placements and ad units, both in the magazine and through related media vehicles, that stand out further enhances the message.

Cost efficient: Evaluating publications based on cost-per-million provides apples-to-apple comparison regardless of circulation. Additionally, any added value provided, increases the value of the placement.

Historical performance: Looking at historical inquiries generated provides insight into how a publication may perform in the future.

ONLINE MEDIA TACTICS

The Prime Season Online Plan rests on two major pieces: the combination of search engines and content sites. This combo is similar to using display and directory ads in the Magazine Program, and each has their own strengths.

Like a travel directory ad, search engines are effective because they reach consumers who are actively in the travel planning process. By purchasing keywords related to Idaho travel or popular Idaho recreation activities, relevant and specific messages are presented to consumers.

Content sites are similar to large, display magazine ads. As content sites provide huge reach, it is important to use a variety of sites, technologies and sizes to capture user interest. This allows the chance to reach consumers in a variety of different ways, be it through a custom micro site, banner or button units, advertorial, lead generation, or a sweepstakes opportunity. The Division of Tourism undertakes reputation management programs with industry leaders like TripAdvisor and National Geographic to create additional awareness and exposure.

INSPIRATION PROGRAMS

WINTER

Idaho is a haven for winter activities, including skiing, snowmobiling, snowshoeing, sledding, ice skating, and more. The purpose of the Winter program is to promote Idaho's winter activities in order to increase winter visits. Because winter travel is more difficult, the target geography is more focused. The winter marketing program includes two campaigns; General Winter and Snowmobiling.

Skiing/Snowboarding – The objective of the general winter marketing program is to promote Idaho as a premier destination for winter travel and to showcase the State as a great ski value. To accomplish this, the program will stimulate action by generating visits from non-residents in markets where travelers are concentrated and have the transportation access to Idaho, specifically the Pacific Northwest.



TACTICAL ELEMENTS INCLUDE:

- VisitIdaho.org/winter that markets Idaho's winter activities and travel deals.
- Online Advertising: The online campaign includes a mix of content sites and search engines.
- Print Advertising: A print campaign targeting western Washington and SW Canada will promote the winter sweepstakes.
- Micro site: Most of the winter ads will drive traffic to the micro site where users can enter the sweepstakes and view video content of "Vitamin ID."
- "Vitamin ID" Campaign: In addition to the print ad campaign, Vitamin ID will be deployed at the Seattle Ski Fever Show, October 28-30, 2011.

Snowmobiling – The snowmobile marketing program leverages dollars from in-state co-op partners and neighboring partner states to create a more robust campaign than any partner could execute alone. The program is designed to raise awareness of Idaho and the Intermountain West as a premier snowmobiling destination. The effort is directed to markets in the upper Midwest and Pacific Northwest.

- Tri-State "Sled the Rockies" Co-op: Idaho's \$36,000 investment in this program gets a value of three times as much when matched with Wyoming and Montana's \$36,000 contributions. The co-op consists of an integrated campaign including online marketing, web site development, and contest/incentive fulfillment.
- In-State Co-op: Comprised of co-op dollars from ITC grantees, this online lead generation program is designed to promote specific Idaho snowmobiling destinations. Those destinations receive qualified consumer leads for their own marketing/fulfillment.

idahowinter.org
sledtherockies.com
skiidaho.us



INSPIRATION PROGRAMS SPECIAL EVENTS & SPORTS MARKETING



Hosting or sponsoring large-scale events can generate nationwide exposure for Idaho and help lure future events that will also have an economic impact on the state. The Division provides assistance to key events that have a high probability of exposure for Idaho. Staff attends conferences and trade shows with a sporting event focus, disseminates event leads to local organizations, and works with communities to attract and host economically beneficial events.

The Idaho Golf Trail

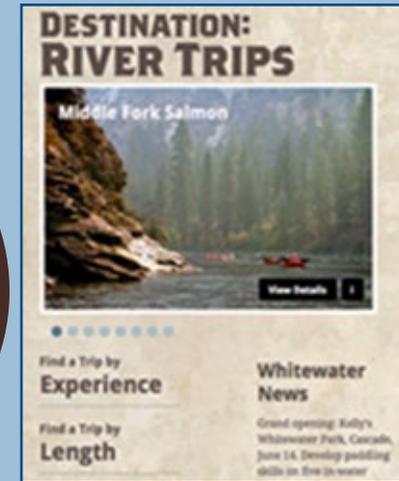
This collection of 15 unique and challenging golf courses located in 4 “loops” throughout the state are marketed as destination golf resorts. All feature resort settings and have been nationally recognized as being the best in Idaho. The Division promotes the Trail with print, online and email ads through Golf Digest and Pacific Northwest Golfer, a brochure and maintenance of the Idaho Golf Trail site. These efforts push booking inquiries to a central reservation system that handles both accommodations and tee times for the convenience of the potential customer.

The Idaho Whitewater Trail

The Division recognizes and promotes the many outfitting businesses who run Idaho rivers in a variety of ways. These tactics include editorial, consumer advertising, and distribution of the award-winning Idaho Rivers brochure. A future strategy includes working with Idaho River Outfitters and the IOGA to brand Idaho as the “Whitewater State”. The Division also provides oversight of the Idaho Wild Rivers License Plate Fund which distributes grant funding each year to non-profit groups and government agencies looking to market, educate or improve safety conditions in whitewater communities throughout the state.



www.idahogolftrail.com



www.visitidaho.org/whitewater



INSPIRATION PROGRAMS RV & SCENIC BYWAYS



Idaho is known for its scenic beauty and its outdoor recreation opportunities, so it's natural to promote these attributes to users of RV's and campers. Several audience segments are heavy users of the state's public and private campgrounds and come to our state throughout the prime season.

Unlike families, many boomers travel during the spring and fall shoulder seasons providing the states' travel industry with needed revenues. As more and more boomers move into their retirement years, the growth in the use of RV's and campers is projected to be steady.

Tactics include:

- Promote the RV Idaho Guide as hard-copy brochure and PDF download
- Market the Adventures in Living Campaign to national RV organizations, including the GoRVing Coalition
- Advertise in Western and National RV magazines
- Include Idaho RV content in social media campaigns, including posting photos and videos
- Partner with the Idaho RV Campgrounds Association on other marketing and editorial opportunities
- Host content on www.rvidaho.org and create RV and camping content on blog.visitidaho.org
- Continue to support Idaho RV and Public Lands Campgrounds content on www.updateidaho.com and www.visitidaho.org



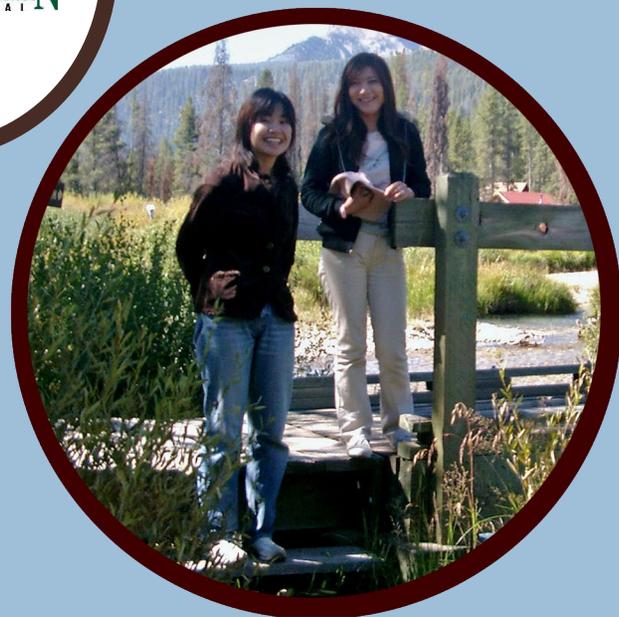
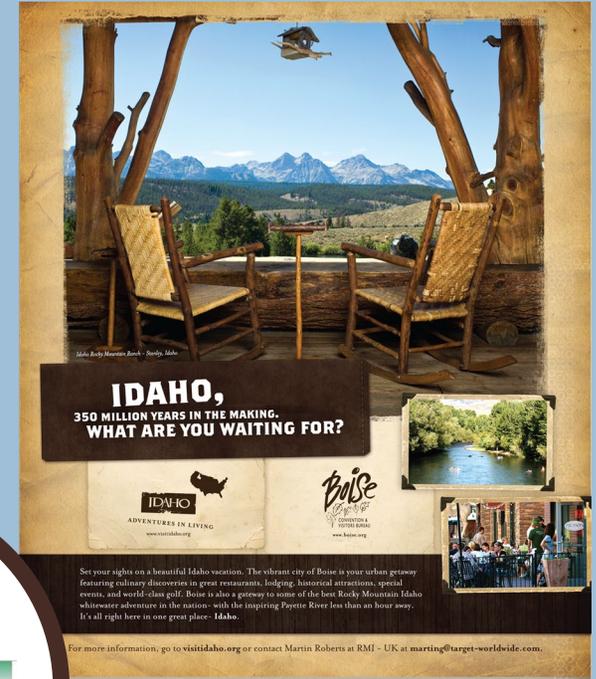
INSPIRATION PROGRAMS INTERNATIONAL MARKETING

The state's International Marketing program seeks to expand the number and duration of international visitors to the state. The program works by cooperating and leveraging dollars with surrounding states in selling Idaho as part of the lure of the American West's culture and physical environment.

Tactical Elements:

- Participation with Montana, Wyoming and South Dakota in Rocky Mountain International (RMI) to promote Idaho to Europe (UK, Germany, Italy, France, Netherlands), and with North Dakota added in, Australia and Scandinavia. Participation also includes the gateway cities of Denver, Salt Lake City and Minneapolis.
- Work with existing Idaho trade offices, VisitUSA Commit tees, US Travel Association and US Commercial Service offices to increase the number of international visitors to Idaho.
- Attend missions, trade shows and tours that focus on international travelers, disseminating leads to Idaho suppliers.
- Host familiarization trips and marketplaces to promote Idaho firsthand to tour operators, travel writers/bloggers and media.
- Provide leadership and education to the travel industry in Idaho about the value of developing international business.
- Maintain content on appropriate web sites as needed.
- Host Mega-Fam, Sept, 2011, Statewide

www.rmi-realamerica.com



INSPIRATION PROGRAMS Co-op Marketing PROGRAMS



The task of building awareness of travel to Idaho is a formidable one and the resources available are limited. Therefore, an integral component of the overall marketing strategy is to partner with entities that have similar need and market objectives. Partnering provides significant advantages beyond the obvious of budget efficiency.

- It gives the State's message exposure in venues that would have otherwise been missed.
- It enhances the state's overall brand by providing a more holistic view of Idaho's travel product.
- It provides a forum for other travel service providers in the state to build upon the state's campaign at a low cost.
- It provides a higher level of media impressions for the state's identity.
- It allows the state message to be blended with others for a more comprehensive view of this region of the country.

Co-op Program Partners \$ (Idaho) \$ Co-



Co-op Program	Partners	\$(Idaho)	\$(Partners)	\$Total	Components
Tri-State Snowmobile	ID, MT, WY	36,000	72,000	108,000	Internet & online advertisement campaign, sweepstakes contest
In-State Snowmobile	Various chambers & travel organizations	-	18,540	18,540	Online lead generation program
Idaho Travel Guide	Various advertisers	158,000	100,000	280,000	4-color printed & online guides
Prime Season Mag. Co-op	Various public & private destinations in Idaho	40,000	40,000	80,000	Magazine advertising
Rocky Mountain Intl.	ID, MT, WY, SD	271,596	1,200,134	1,333,850	Foreign offices, trade show participation, Film Tours
			Total: \$505,596 \$1,430,674 \$1,568,390		



TRAVEL PARTNERS

The travel intermediary market is a valuable segment for the continued growth of Idaho tourism and is served through the Division by providing information to third parties who give recommendations, provide assistance, and book trips for consumers. These conduits include:

- Travel Writers
- Group Tour Operators
- Meeting and Convention Planners
- Travel Agents

Tactical Elements:

- Gives high priority to the regional grant program that addresses the travel intermediary market in an efficient manner.
- Provides leadership in organizing and managing state-wide or regional efforts to stimulate awareness of Idaho directly to intermediaries.
 - Familiarization Trips
 - Media Tours
 - Media Blitz
 - Trade Shows
- Develops information about Idaho that will assist intermediaries in their recommendations.
 - www.visitidaho.org/tour
 - www.visitidaho.org/mediaroom
- Maintains an events database to assist Idaho's travel industry to reach travel intermediaries.
 - www.updateidaho.com



MARKET RESEARCH

Primary and secondary research is invaluable to the travel industry because market dynamics continue to change and consumer behavior can quickly shift. For tourism, market research can be used in a variety of ways, including:

- Economic Impact Studies
- Traveler Profiles / Motor Vehicle Surveys
- Traveler Attitudes and Awareness
- Segmentation Studies
- Message Testing
- Travel Impact International
- Customer Analysis & Identification
- On-demand online Survey Monkey tactics (Travel Guide, Customer Service)

For FY12, the Division of Tourism Development will continue to use the Longwoods Travel USA research study from FY09. In addition, the Division now has results from the Idaho Department of Labor and EMSI's new economic impact study, which will provide an analysis of the economic impact of tourism to the state on a county by county basis.

IDAHO
DEPARTMENT OF LABOR



FY12

BUDGET SUMMARY



I Year-Round Program

Public/Industry Relations:	\$81,848
Education/Research:	\$17,500
Year-round Promotions/Partnerships:	\$149,800

Total, Year-round: \$249,148

II Information Delivery

Fulfillment:	\$210,000
Web sites and Subscriptions:	\$262,530

Total, Program Operations: \$472,530

III Advertising & Promotion

Advertising:	\$1,240,000
Travel Guide:	\$180,000
Winter Program:	\$250,000
E-mail Marketing:	\$28,000
Sled the Rockies	\$36,000
International:	\$503,446
Other Promotions:	\$46,000
Other Publications:	\$27,300

Total, Advertising and Promotion: \$2,310,746



TOTAL FY12

Statewide Marketing Budget: \$3,032,424

Idaho Travel Council Grants Awarded: \$2,977,778
