



Marketing Program

Karen Ballard, Chief Tourism Officer
Idaho Department of Commerce
Division of Tourism Development

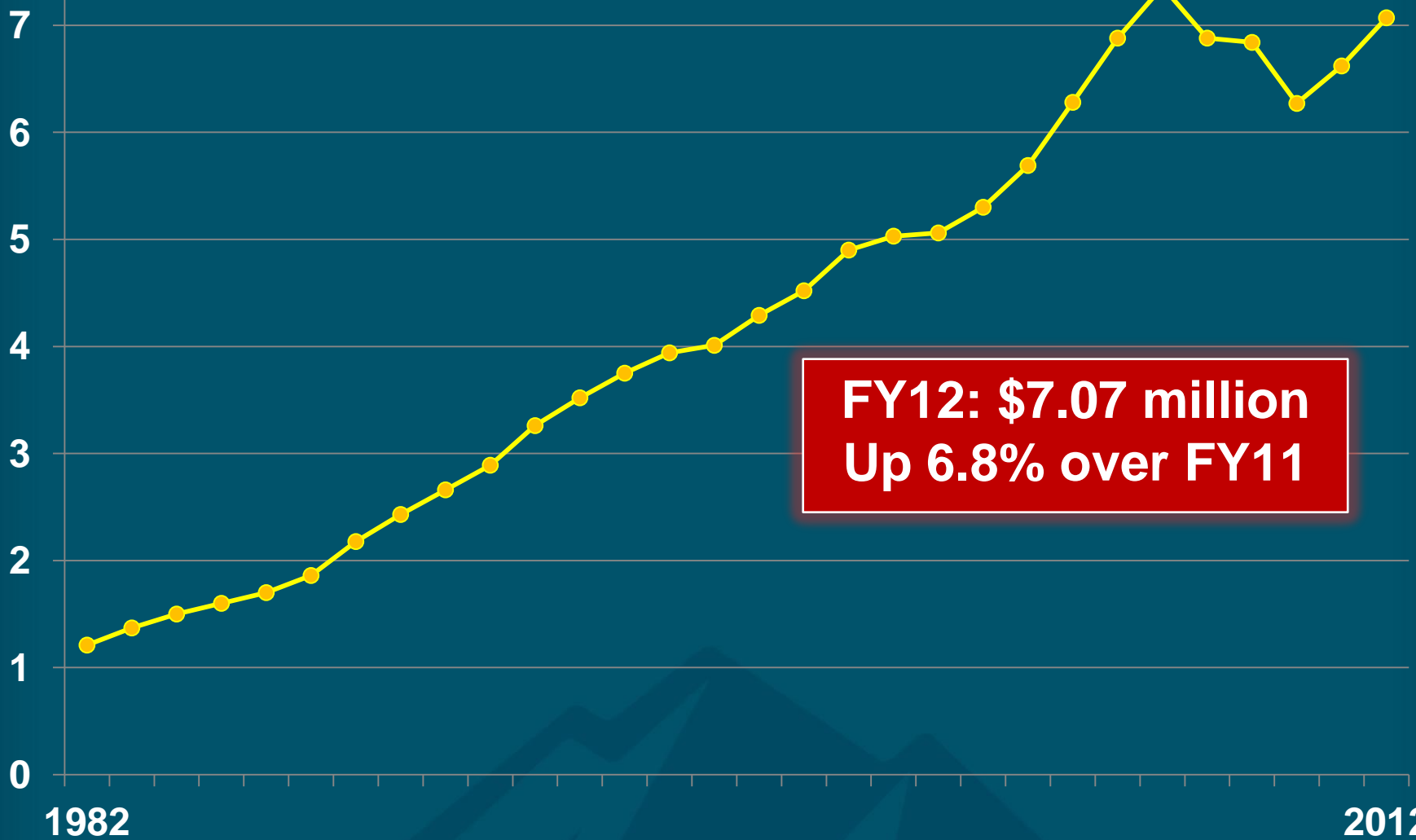
Travel and Tourism: An Economic Engine for Idaho

- \$7 million in lodging tax generated in fiscal year 2012
- \$2.9 million awarded in tourism marketing grants last August
- YTD collections are up 5.2%



Idaho Tax Commission

2% Idaho Lodging Tax Collections



**FY12: \$7.07 million
Up 6.8% over FY11**

Travel and Tourism: An Economic Engine for Idaho

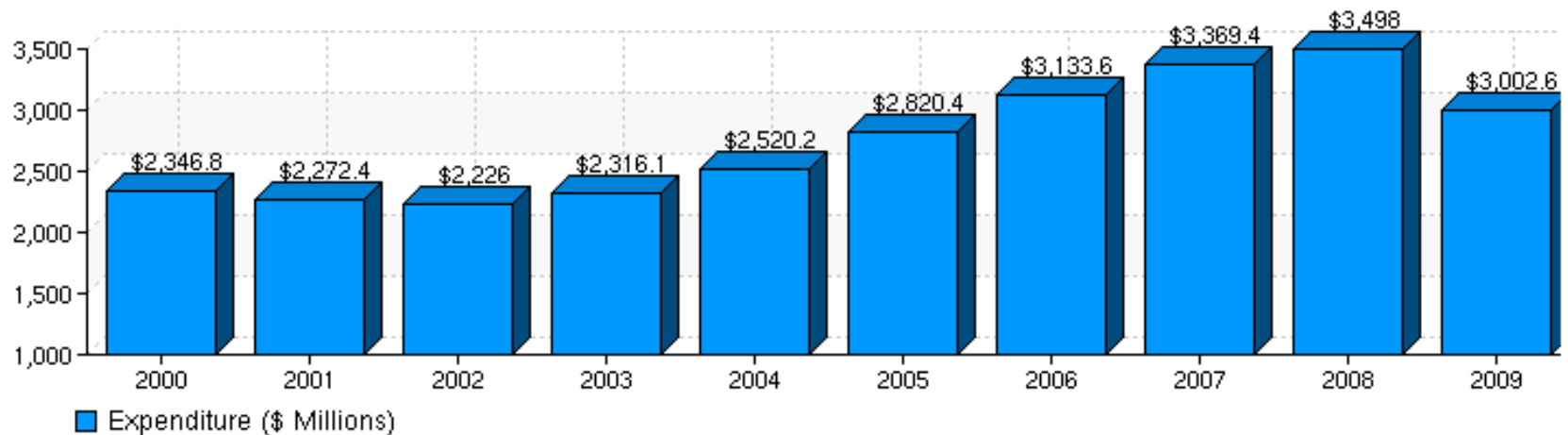
Travel Powers Idaho

View Economic Impact Summary  

Spending: \$3.5 Billion | Tax Receipts: \$499.7 Million | Employment: 26,000 Jobs | Payroll: \$495.1 Million

(Includes both domestic and international travel impact)

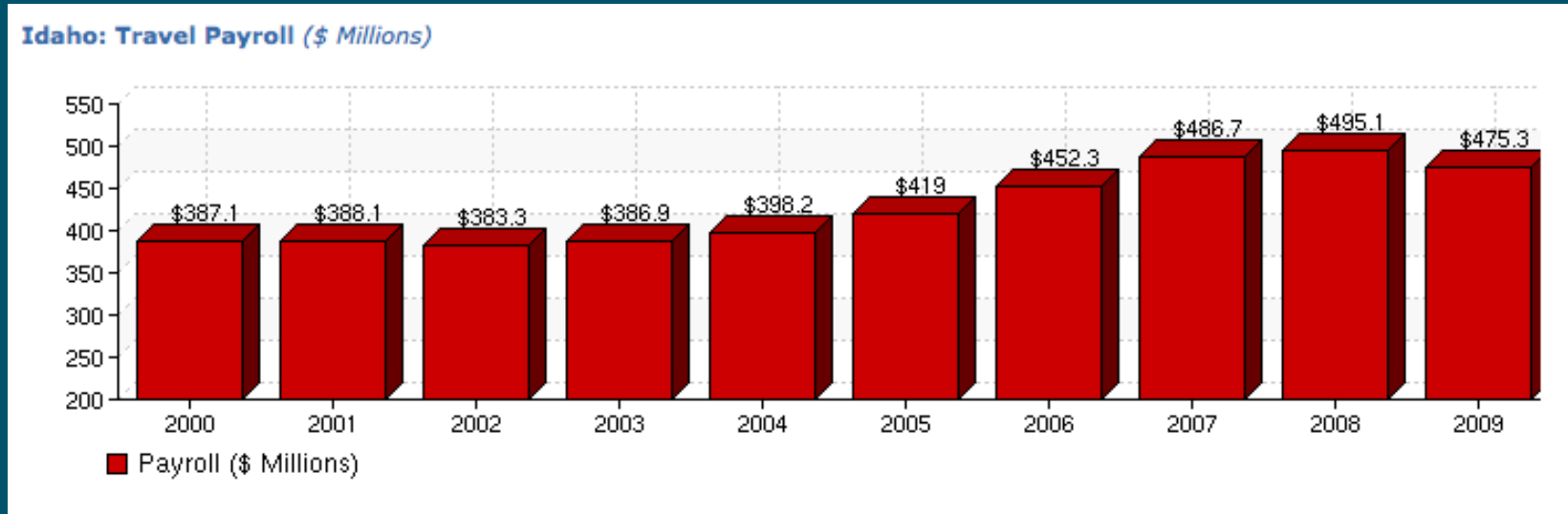
Idaho: Travel Spending (\$ Millions)



Travel Spending in Idaho, 2000-2009

Source: U.S. Travel Association - www.poweroftravel.org

Travel and Tourism: An Economic Engine for Idaho



Travel-related Payroll 2000-2009

Source: U.S. Travel Association - www.poweroftravel.org

Travel and Tourism: An Economic Engine for Idaho

Idaho



Spending

\$3.9 Billion

Tax Receipts

\$516 Million

Employment

23,900 Jobs

PDF Report

DOWNLOAD

VT

NH

MA

CT

RI

NJ

MD

DE

DC



2011 Data
Source: U.S. Travel Association

Source: U.S. Travel Association, <http://traveleffect.com/economy>

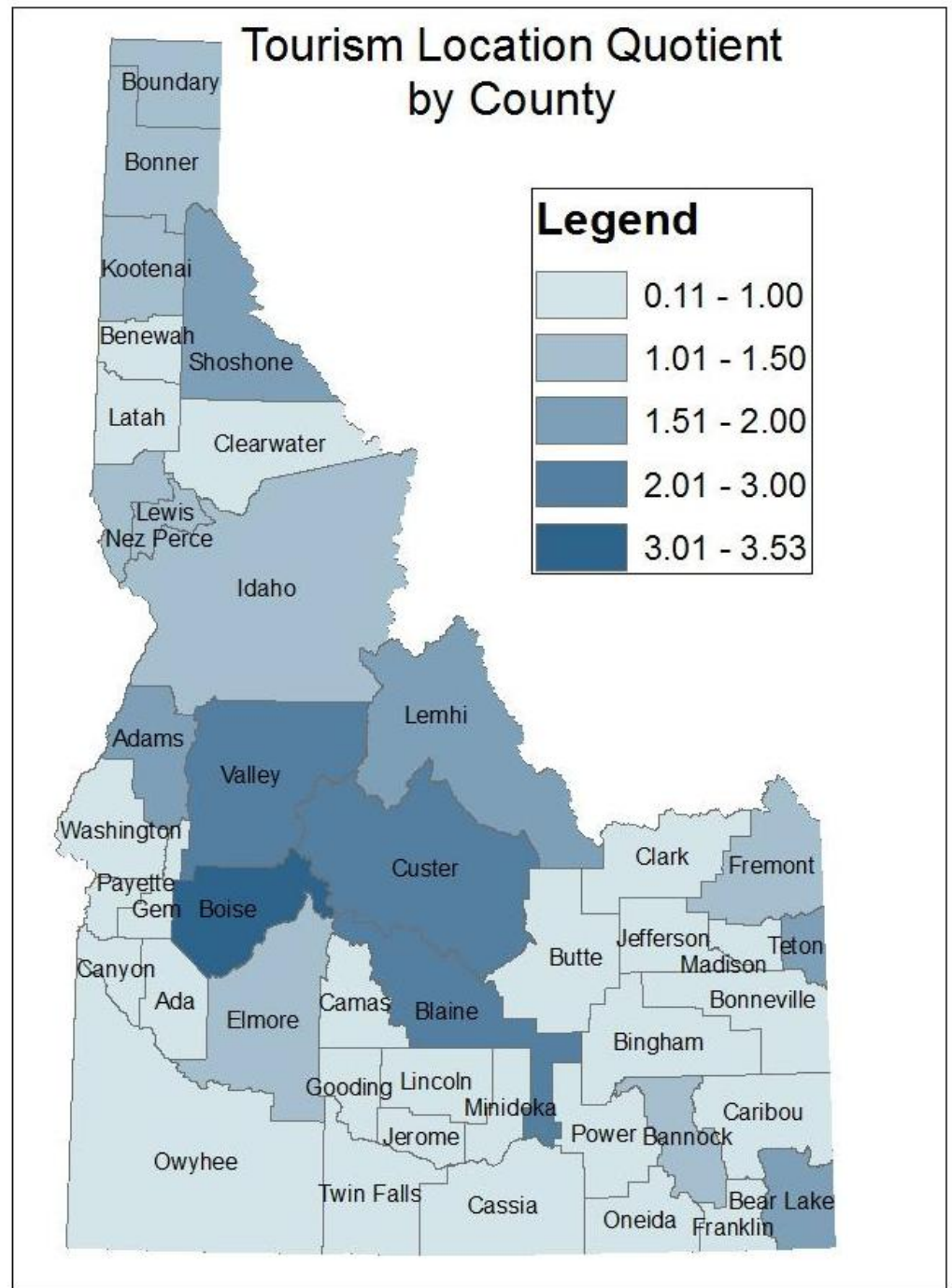


Tourism Importance by County



Idaho Department of Labor

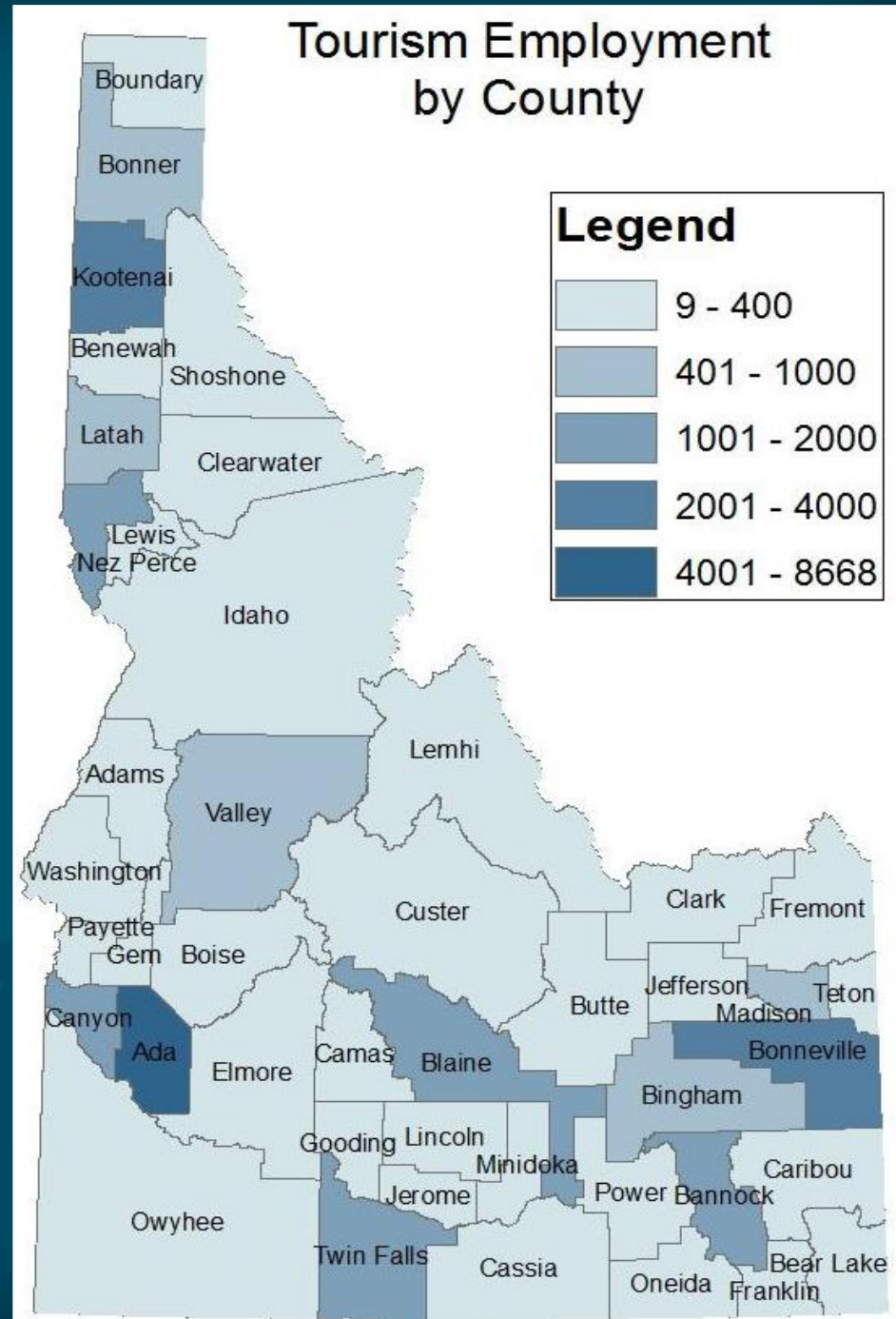
Fall 2011



Tourism Employment by Region



Idaho Department of Labor
Fall 2011



Mission

Build Idaho's economy by increasing visitor expenditures throughout the state



Idaho Tourism Marketing Goals

The primary focus is on:

- building the lodging and camping base,
- marketing Idaho as a preferred travel and convention destination and,
- promoting those events and recreation activities that result in overnight visitation.



Who is the Idaho Traveler?

- Younger and female
- 74% married
- 57% college degree
- 44% management or professional career
- \$64,500 annual HHI
- 36% have children in the home



Source: DK Shifflet , 2006

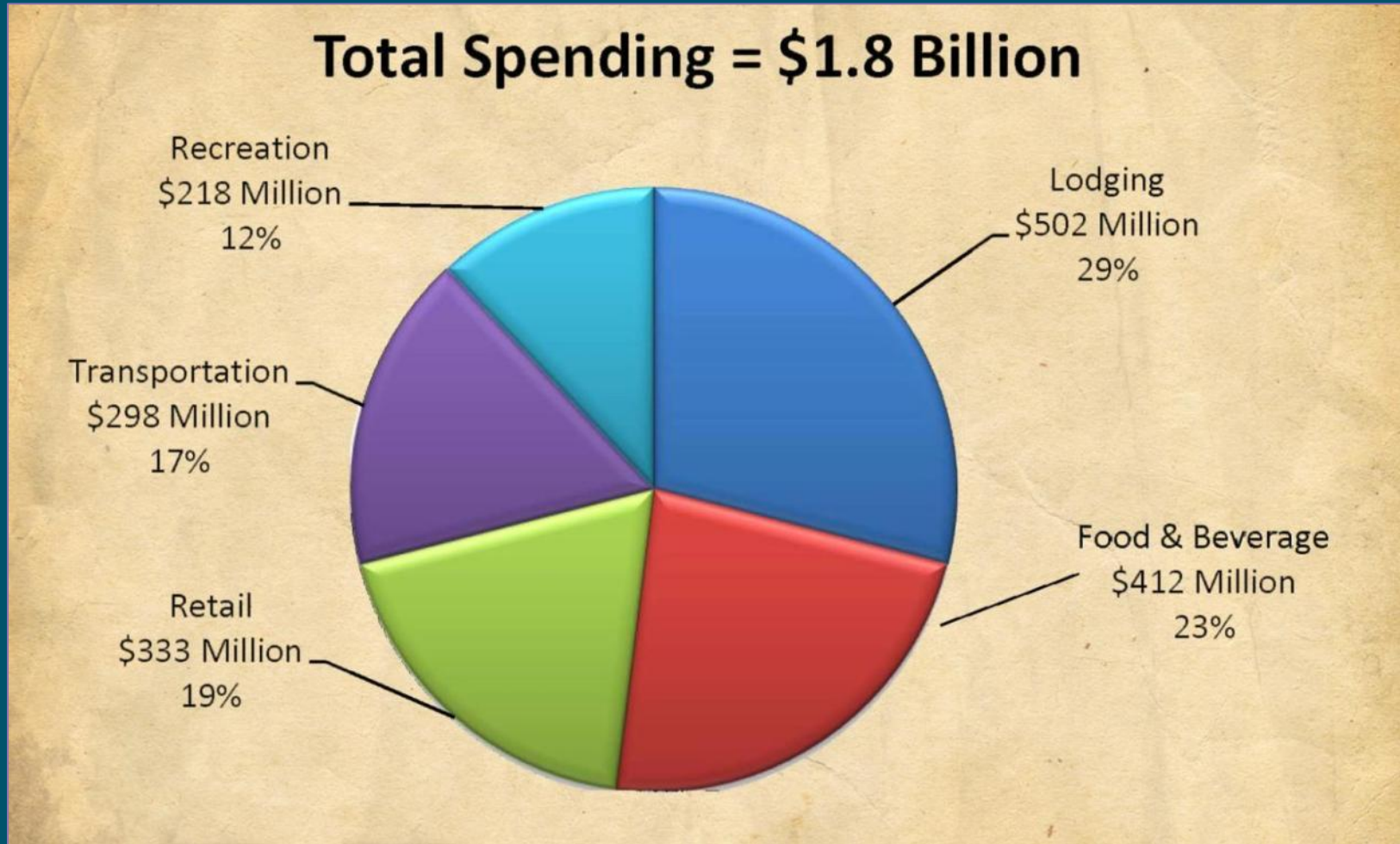
Where do Idaho's visitors live?



- Idaho: 35%
- Washington: 17%
- Utah: 11%
- California: 7%
- Montana: 9%
- Oregon: 4%
- International: 9%
- Other Western States: 6%
- Outside 11 Western: 6%

Source: Longwoods, 2008

How do they spend their money?



Source: Longwoods, 2008

Crafting the Idaho Message

- An Idaho vacation is a good value.
- It's a good destination for families with children.
- Idaho is filled with beautiful scenery: lakes, rivers, and mountains.
- Idaho's unique identity is expressed in the diversity of outdoor recreation.



Source: D.K. Shifflet, 2006

Idaho's Tourism Brand



“Rustic contemporary”

Warmth

Family adventure

The magic of people and Idaho together

Idaho Travel Council Marketing Goals

- 1) Grow and sustain tourism products and infrastructure.
- 2) Award tourism grants as dictated by statute and programmatic strategies.
- 3) Identify and successfully market Idaho to potential visitors of value.
- 4) Maintain and enhance a cutting-edge, interactive website for travel consumers.
- 5) Raise awareness of Idaho's tourism attributes globally, nationally and locally through public relations.

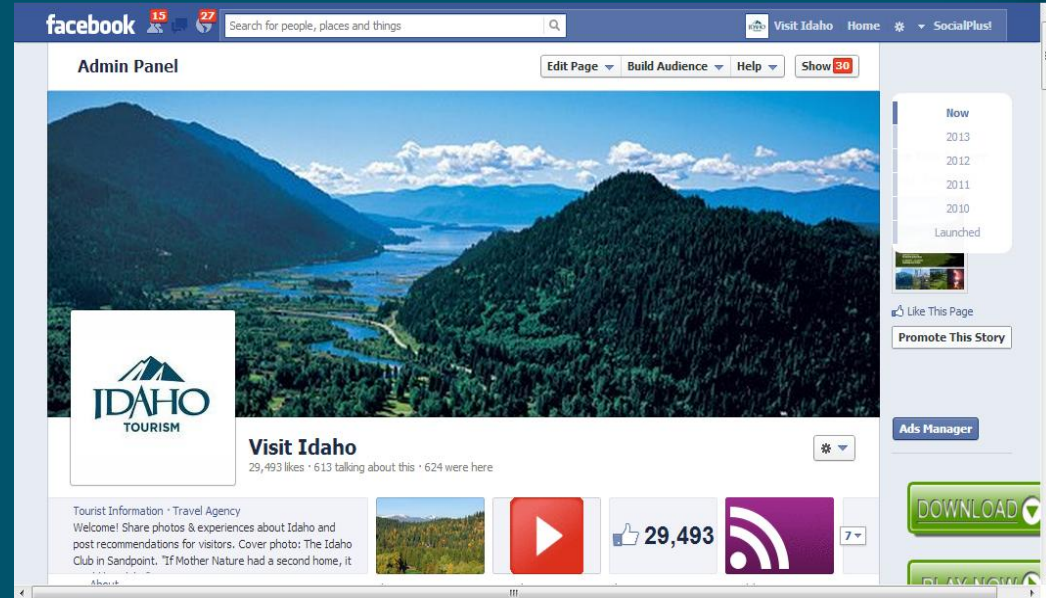
Travel Council Marketing Goals

- 6) Market Idaho tourism internationally.
- 7) Sell Idaho as a tourism destination.
- 8) Solicit, attract and promote tourism events to and in Idaho not only for visitation but for more visibility nationally and internationally.
- 9) Develop the media production industry in Idaho by marketing locations out-of-state, providing workforce training and grant monies to support in-state development of film, video and related industries.

Overall Marketing Tools for

our Campaigns

- Print Media
- Online Media
- Social Media
- Trade Shows
- Public Relations
- Consumer Information



<https://www.facebook.com/visitidahofanpage/?ref=hl>

The whole state is a *sweet spot*.

PLAY THE *Idaho* GOLF TRAIL

MAKE IDAHO your next golf destination. Choose from **4 Loops** in dramatic settings featuring several world-class, challenging courses. Soak up the good life with **premier** resort accommodations with spas, shopping, and *more*.

For stay and play packages and to join our e-newsletter, visit:
WWW.IDAHOGOLFTRAIL.COM
1.800.84.IDAHO

Follow us on Facebook and Twitter.

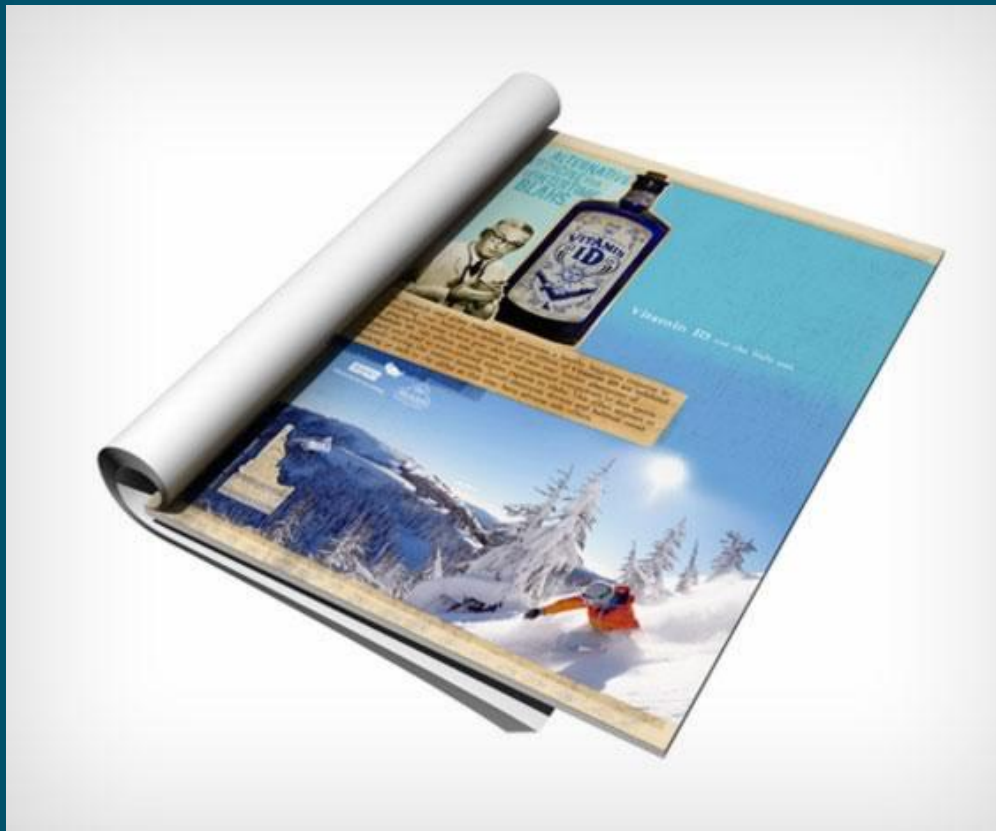
Off the beaten fairway

Winter Marketing Campaign

- Runs November - March
- Vitamin ID campaign concept
- Season-long sweepstakes
- Sled the Rockies multi-state co-op campaign for snowmobiling



Vitamin ID Campaign



Vitamin ID Campaign

GLOOM CESSATION
GETAWAY SWEEPSTAKES
ENTER TO WIN WEEKLY AT
IDAHOWINTER.ORG

Schwoitzer Mountain Resort

MAINTAIN A BALANCED DIET OF BLUE SKIES & FUN.

VITAMIN ID
DRINK IN PLENTY OF IDAHO SUNSHINE

ALTERNATIVE MEDICINE FOR WINTERTIME BLAHS
VITAMIN ID GET THE BLAHS OUT.

Use regularly and often. Vitamin ID promotes a healthy happiness response by stimulating your hum-drum defense system. Effects of Vitamin ID are inhibited in geographical areas where gray skies and rain may hinder absorption of Vitamin ID. Side effects may include an unexplained compulsion to don wintertime sports apparel and gear with southeasterly directional locomotion; specifically to snow-covered, alpine regions in Idaho. This effect appears to intensify during the winter months. Avoid electronic devices and habitual email checking or calls to the office as this may have adverse side effects.

IDAHO
Adventures In Living

Call 1-800-84-IDAHO for travel planning & free adventure guide.

(Only available in Idaho)

Winter Sweepstakes Web Page

GIVEAWAYS * VIDEOS * PRIZES

SHARE
NEWSLETTER SIGNUP

ENTER FOR A CHANCE TO WIN
IDAHO GIVEAWAYS

ALTERNATIVE MEDICINE FOR WINTERTIME BLAHS
VITAMIN ID
GET THE BLAHS OUT.

First Name Last Name
Email
retreds DRAFT
Enter the words above:
Get another CAPTCHA | Get an audio CAPTCHA | Help

Share my e-mail address with participating partners.
 I agree to the rules & regulations.

SUBMIT ENTRY

See Terms and Conditions

*** CURRENT PRIZE ***

Enjoy winter in scenic North Idaho with the Panhandle Powder Package. Offer includes a two-night stay at the Wallace Inn and a pair of lift tickets to Lookout Pass.
skilookout.com
thewallaceinn.com

SEE PRIZE TERMS VIEW ALL PRIZES

IDAHO ADVENTURES IN LIVING
IDAHO THE SOUL OF SOLID

50 YEARS
Bendigo
MCCALL IDAHO

SUN VALLEY
SEE AMERICA FIRST START WITH IDAHO

VIDEOS

2012 Mercury Award for
Best Overall Program
at ESTO



U.S. TRAVEL
ASSOCIATION

U.S. TRAVEL ASSOCIATION'S
ESTO
BOSTON

IDAHO
ADVENTURES IN LIVING

IDAHO
COMMERCE

Sled the Rockies Web Page

Webpage Screenshot

The screenshot shows the homepage of [sledtherockies.com](http://www.sledtherockies.com/). The background is a scenic view of snow-covered mountains. In the top left, there is a logo with a yellow arrow pointing to a map of the Rocky Mountain region, with the text "sled the rockies.com" below it. In the top right, a navigation bar contains the text "IDAHO / MONTANA / WYOMING" and a secondary menu with "HOME / CONTEST / BLOG / LINKS / CONTACT US". On the left side, there is a "MORE VIDEOS" section featuring a video player. The video player has a title "Snow Range in Southeast Wyoming" and a subtitle "from Sled the Rockies". The video player interface includes a play button, a progress bar showing "01:23", and the "vimeo" logo. On the right side, there is a blue banner with the text "WIN A TOTALLY SWEET SLED TRIP FOR TWO". The bottom left of the page features the word "Best" in a large, bold, black font. The overall design is clean and uses a color palette of blues, yellows, and whites.

<http://www.sledtherockies.com/>

Major Spring Campaign: My ID

- www.visitidaho.org/myid
- Started 4/1 and runs 9/5
- Season-long sweepstakes (23 weeks)

Webpage Screenshot

VIDEOS POSTCARDS ENTER TO WIN VisitIdaho.org

My ID FEATURING YOU

GET YOUR HEAD (AND THE REST OF YOU) TO IDAHO

Welcome to IDAHO

ORDER A FREE TRAVEL GUIDE

IDAHO ADVENTURES IN LIVING

IDAHO COMMERCE

<http://www.visitidaho.org/myid>

My ID Create-A-Video Page

Webpage Screenshot

VIDEOS POSTCARDS ENTER TO WIN VisitIdaho.org

SHARE NEWSLETTER SIGNUP

SELECT A MOVIE

ARE WE THERE YET? AGENT 208 ADVENTURES IN LIVING

PREVIEW CHOOSE PREVIEW CHOOSE PREVIEW CHOOSE

ORDER A FREE TRAVEL GUIDE

IDAHO ADVENTURES IN LIVING

Provided by the Idaho Division of Tourism under license from Pixifusion LLC to U.S. Patent Nos. 5,823,567, 6,351,265, and 7,839,351

<http://www.visitidaho.org/my-id/>

My ID Postcard Page

Webpage Screenshot

Navigation: **VIDEOS** | **POSTCARDS** | **ENTER TO WIN** | VisitIdaho.org | Facebook | Twitter

Left Sidebar: **SHARE** | **NEWSLETTER SIGNUP**

Central Banner: **SELECT A POSTCARD**

Postcard Grid (8 options):

- 1. Idaho Potato Family (top right)
- 2. Idaho Potato Family (bottom right)
- 3. Idaho Potato Family (middle right)
- 4. Idaho Potato Family (middle left)
- 5. Idaho Potato Family (middle center)
- 6. Idaho Potato Family (middle left)
- 7. Idaho Potato Family (bottom left)
- 8. Idaho Potato Family (top left)

Bottom Bar: **ORDER A FREE TRAVEL GUIDE** | **IDAHO ADVENTURES IN LIVING** | PixFusion logo

<http://www.visitidaho.org/my-id/>

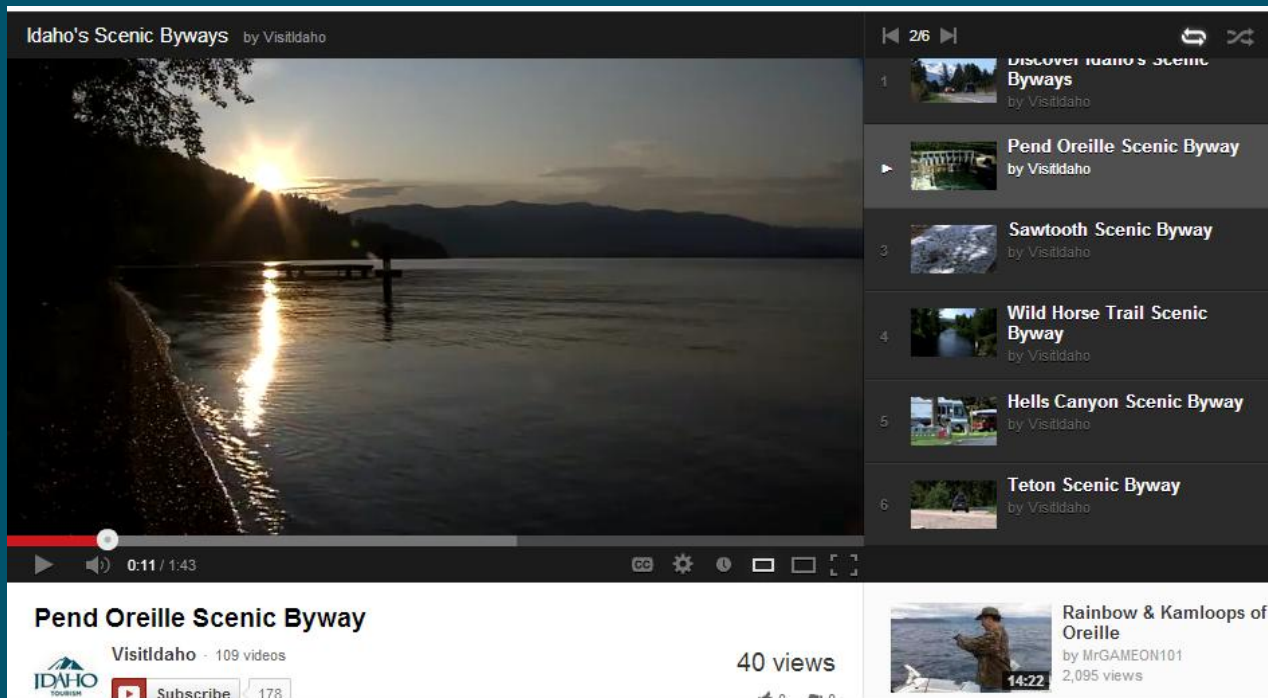
Video Assets: Great Idaho Getaway



See the video at: www.greatidahogetaway.org

Video Assets Marketing

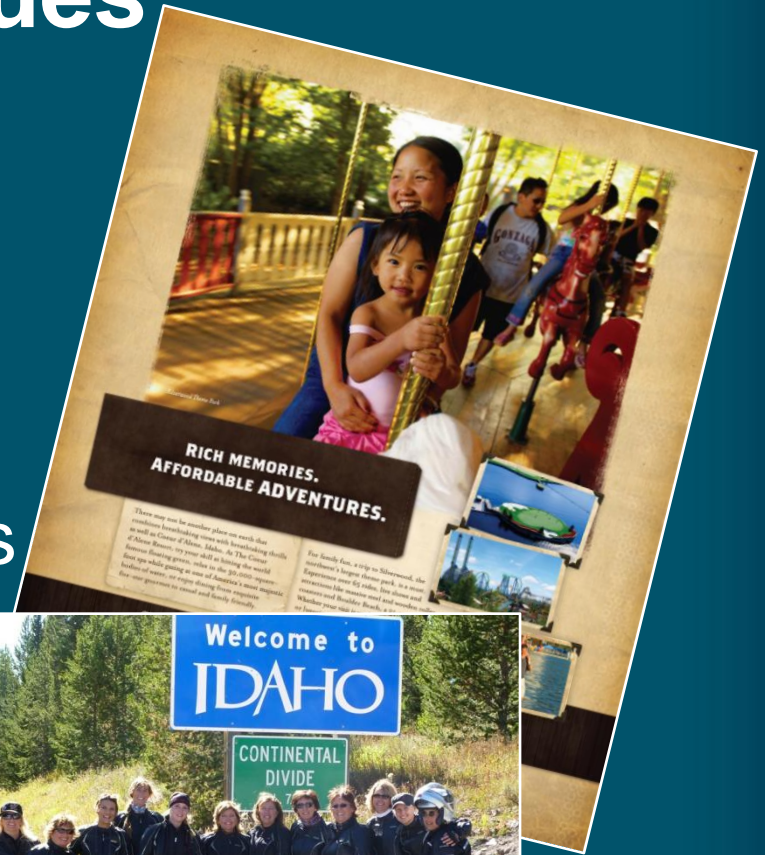
- Continuing use of GIG videos plus footage from IPTV
- YouTube Channel: [YouTube.com/visitidaho](https://www.youtube.com/visitidaho)
- Scenic Byways and Idaho: The Movie



http://www.youtube.com/watch?v=SppWNIYEg-s&feature=share&list=PLsce-70q_IDYtLrIHqggL4DoUFWTYH7Xy

Print Marketing Avenues

- Magazine Ads – Family, Boomer and Adventurer demographic groups
- Travel Guide & Brochures
- Integrated Media (FSI)
- Editorial



Women motorcycle media writers tour Idaho.

Prime Season Magazine Ads

Long before the internet, we had our own *live, streaming entertainment*.

Over 3,000 miles of whitewater for you and your family to connect.

Adventures in Living. IDAHO

ENTER TO WIN IDAHO VACATION GIVEAWAYS VISITIDAHO.ORG/MYID

CAST YOURSELF AND YOUR FAMILY IN AN IDAHO ADVENTURE VISITIDAHO.ORG/MYID

FEATURING YOU

RECEIVED BY IDAHO

www.visitidaho.org

The Family Market

Run: March-June

Typical ads: 2-page spread, full-page, and 1/6th directory ads:

Typical publications:

- Sunset
- Seattle Magazine
- Seattle Met
- Outdoors NW

Prime Season Magazine Ads:

Boomer Market

Run: March-June

Typical ads: full-page

Typical publications:

- Via ID/WA
- Swerve/Avenue (Canada)
- AAA Tourbook
- NW Cyclist
- NW Travel
- Western Journeys

IDAHO
ADVENTURES
IN LIVING

SPIN LIFE TO YOUR ADVANTAGE

Take cycling to all new heights in Idaho.

The acclaimed Trail of the Coeur d'Alenes is 22 miles of paved sierras, perfect for riders of all levels or ages. Pedal your way through the Silver Valley, along the Coeur d'Alene River and over Lake Coeur d'Alene. With a variety of trails, you can find your mind and body with down-hill fun. The historic mining town of Wallace has access to 2 world-class hiking trails with over 200 hiking miles and offers outstanding dining.

means, scenic sights, museums and delicious microbreweries. The Route of the Hiwassee offers 10 exciting routes and 7 sky-high trails to ascend. For a multi-day experience, meet for the International Fishhook Loop which starts just one hour north of Coeur d'Alene. The scenic 150-mile loop is a designated National Scenic Byway ideal for cycle touring.

idaho.org
888.882.6326

idaho.commerce.org
208.611.9169

Visit South Idaho
www.visitidaho.com

For more information on biking in southern Idaho, order a free travel guide and view package deals at visitidaho.org or call 1.800.VISIT.ID.

Spring Newspaper Insert (FSI)



Run: May 19, 2013

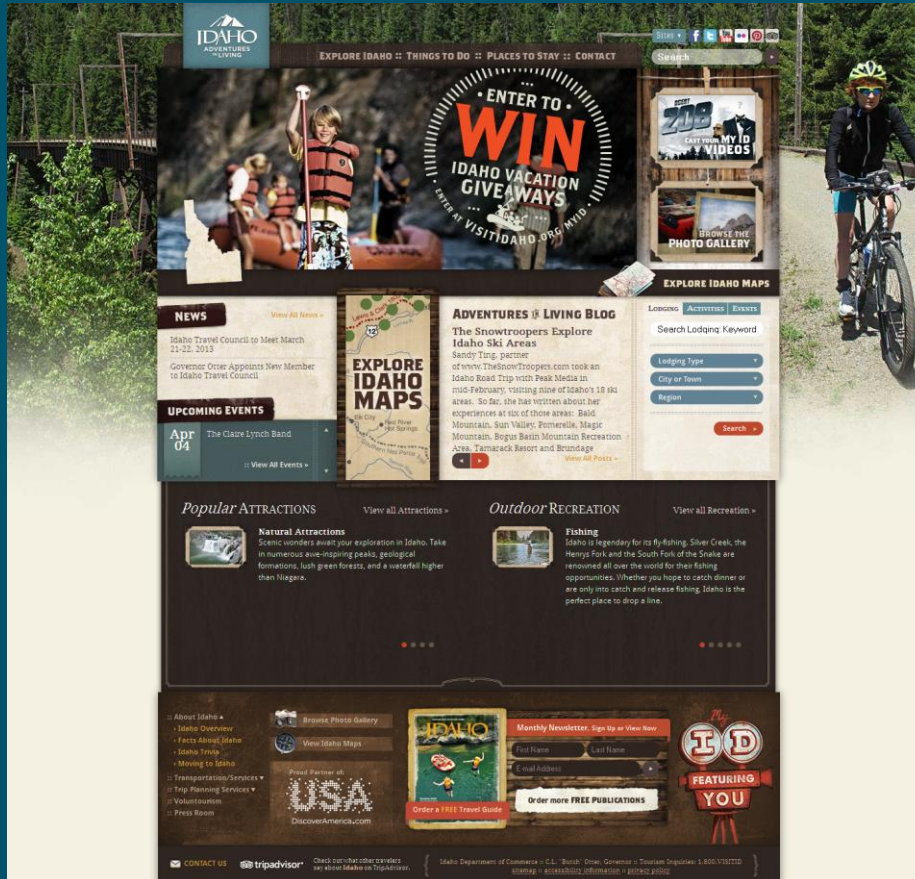
8 pages reaching

- Seattle/Tacoma
- Spokane
- Ogden, SLC
- Boise
- Portland
- Tri Cities
- Sacramento/East Bay

515,000 inserts

Online Marketing www.visitidaho.org

- Complete searchable databases of:
- Communities
 - Lodging
 - Attractions
 - Festivals & Events
 - Photos
 - Blog
 - Rotating Promos
- Coming soon:
- Hear Idaho
 - Coupon Page
 - GIS Map System



Data stored at: updateidaho.com - serving data to 12 Idaho web sites, including Idaho Parks and regional sites.



Prime Season Online Ads:

Outdoor Family Adventurer Market

Run: March-June

Typical ads:

728 x 90, 300 x 250,
300 x 600, 160 x 600

Typical sites:

- TripAdvisor
- Pandora
- AllTrails.com



Online Marketing

Search Engines:

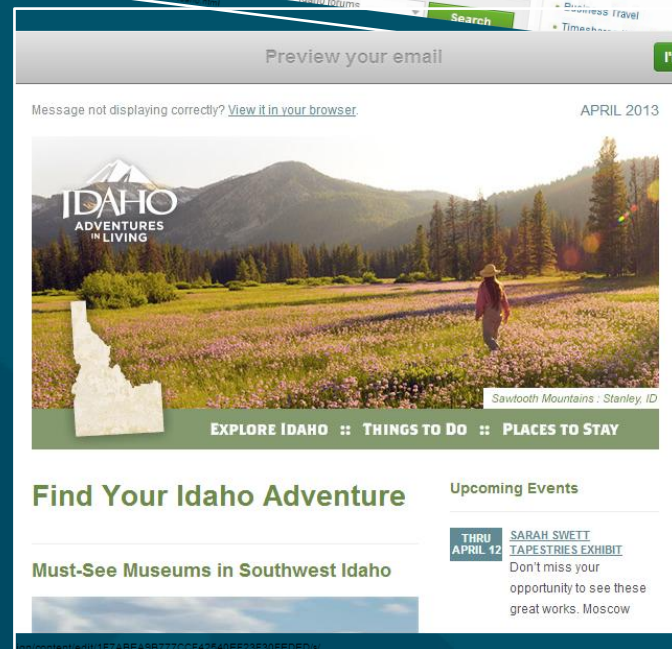
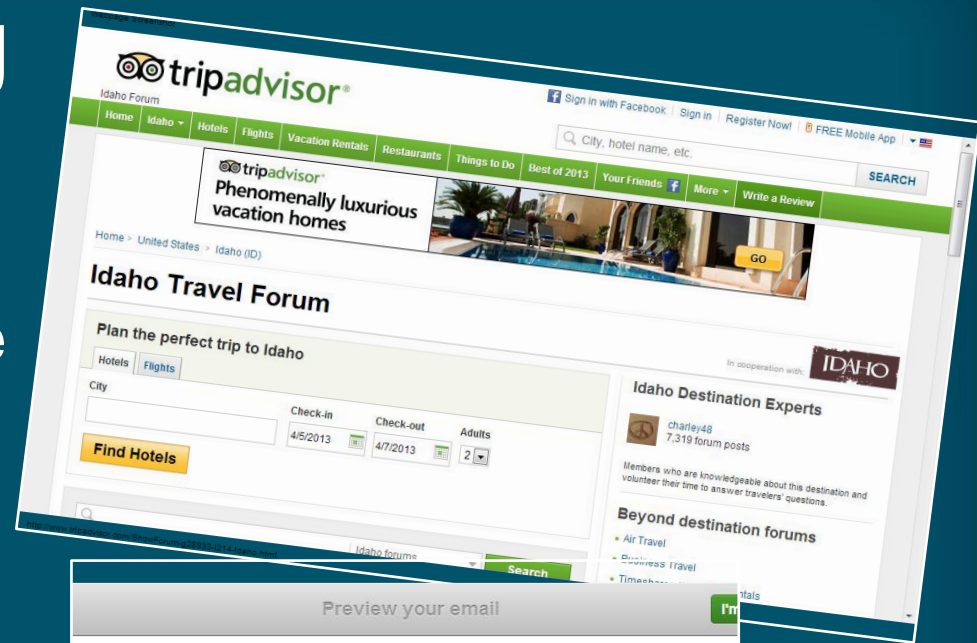
- Keyword buys on Google

Content sites:

- iExplore.com
- OnTheSnow.com
- TripAdvisor.com
- Pandora.com

Consumer Newsletter:

- Adventures in Living
- 27,000+ subscribers



Digital Travel Guide

Flip-book style of complete travel guide.



Travel Guide & Brochures



Travel Guide: each
January

Other brochures
published as needed:

- Highway Map
- Golf Trail Brochure
- Whitewater Brochure
- Children's Brochure



Social Marketing

facebook

twitter

flickr®

YouTube™

Pinterest

tripadvisor®

The screenshot shows a Pinterest profile for 'Visit Idaho'. At the top, there is a search bar, the Pinterest logo, and navigation links for 'Add', 'About', and 'Visit Idaho'. The profile header features a large image of a person snowboarding, the name 'Visit Idaho', and a welcome message: 'Welcome to year-round Adventures in Living in Idaho. For a free Official Idaho Travel Guide, call 1-800-VISITID or email info@tourism.idaho.gov.' Below this is a location tag 'Idaho, USA' and social media icons. To the right, a 'Repins from' section lists 'My World', 'Elizabeth Rodgers', and 'Idaho Volontourism'. The main content area displays a grid of boards: 'Food and Wine' (27 pins), 'Spa Resorts' (11 pins), 'Guest Ranches' (13 pins), 'Winter Resorts' (13 pins), 'Scenic Byways' (19 pins), 'Memorabilia' (14 pins), 'Lakes & Rivers' (28 pins), and 'Idaho Outdoor Recreation' (46 pins). Each board has a representative image and an 'Edit' button.



ROCKY MOUNTAIN INTERNATIONAL



RMI Roundup in Boise

April 10-12, 2013



Idaho International Success Stories



IDAHO

Idaho, the Gem State is one of America's most untouched, unspoiled and untamed. As you tour the state and see you can discover the deepest canyon in the North American continent, some of the world's wildest rivers and perhaps the most beautiful wilderness areas you will ever encounter. Outdoor recreation is all it's back to Idaho, forty percent of the land is beautiful wilderness areas you will ever encounter. Outdoor recreation is all it's back to Idaho, forty percent of the land is beautiful wilderness areas you will ever encounter. Outdoor recreation is all it's back to Idaho, forty percent of the land is beautiful wilderness areas you will ever encounter.

WILD WEST SHOWS

Idaho has the largest and oldest rodeo in the world. The Idaho State Fair Rodeo is held in Pocatello, Idaho, and is one of the largest and oldest rodeos in the world. The Idaho State Fair Rodeo is held in Pocatello, Idaho, and is one of the largest and oldest rodeos in the world.

SEVEN DIVER DIVERS

Idaho has the largest and oldest rodeo in the world. The Idaho State Fair Rodeo is held in Pocatello, Idaho, and is one of the largest and oldest rodeos in the world.

WEEKEND HOLIDAY PRICES BY MONTH	WINTER	SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL
1-2 People	\$1,200	\$1,500	\$2,000	\$1,800	\$1,200	\$1,500	\$2,000	\$1,800
3-4 People	\$1,800	\$2,200	\$2,800	\$2,500	\$1,800	\$2,200	\$2,800	\$2,500
5-6 People	\$2,400	\$2,800	\$3,500	\$3,200	\$2,400	\$2,800	\$3,500	\$3,200
7-8 People	\$3,000	\$3,500	\$4,200	\$3,800	\$3,000	\$3,500	\$4,200	\$3,800
9-10 People	\$3,600	\$4,200	\$4,800	\$4,400	\$3,600	\$4,200	\$4,800	\$4,400

Idaho Whitewater

Flowing rapids, white water, and scenic views are the main attraction for whitewater rafting and kayaking in Idaho. The state's diverse terrain offers a wide variety of whitewater experiences for all skill levels.



WHITENESS


Idaho's whitewater is world-class. From the gentle rapids of the Snake River to the turbulent white water of the Snake River, there is something for everyone. The state's diverse terrain offers a wide variety of whitewater experiences for all skill levels.

WINDY RIVER OF THE SALMON

The Salmon River is one of the most scenic and challenging whitewater rivers in the world. It offers a unique experience for rafters and kayakers alike.

SMOKE RIVER IN HELL CANYON

Hell Canyon is a spectacular natural wonder. The Smoke River offers a thrilling whitewater experience in this stunning landscape.

OREGON • SOUTH DAKOTA • TEXAS

MONTANA

WYOMING • ALBERTA • BRITISH COLUMBIA

RANCH RIDER

NORTH AMERICAN RANCH HOLIDAYS

2012 International Media Value

TOTAL – \$10,414,560 +



Sports Marketing

- Ski and Snowmobile
- Biking
- Rafting & Kayaking
- Golfing
- Sports Events



Sports Marketing

Idaho Golf Trail

- Circling Raven
- CdA Resort
- StoneRidge
- U of I

The whole state is a *sweet spot*.

PLAY THE *Idaho* GOLF TRAIL

MAKE IDAHO your next golf destination. Choose from 4 *Loops* in dramatic settings featuring several world-class, challenging courses. Soak up the good life with **premier** resort accommodations with spas, shopping, and more.

For stay and play packages and to join our e-newsletter, visit: WWW.IDAHOGOLFTRAIL.COM
1.800.84.IDAHO

Follow us on Facebook and Twitter.

IDAHO Golf TRAIL *Off the beaten path*

Idaho Whitewater Trail

Sites IDAHO ADVENTURES IN LIVING EXPLORE IDAHO :: THINGS TO DO :: PLACES TO STAY

GA Middle Fork Outfitters Idaho 511 the coast in Rocky Mtn. National Park

VIEW 360° TOURS

Idaho Whitewater Rafting and Kayaking

Whitewater Home :: Licensed Outfitters :: Whitewater Links :: Photos/Videos :: Safety :: Compare Rivers

Select a River

DESTINATION: RIVER TRIPS

More whitewater river miles than anywhere in the lower 48 states.

Idaho Rafting Season: Apr.-Nov.
Rafting Range: Class 1-5
Miles of whitewater: over 3,000
Trip Lengths: 1-8 days

Middle Fork Salmon

Map Satellite

View Details

Davis Cup April 7-9, 2013

The screenshot shows the Idaho Commerce website with a prominent Davis Cup tennis event promotion. The main banner features John Isner and Novak Djokovic, with the text "DAVIS CUP by BNP PARIBAS" and "BE HERE WHEN WORLD CLASS TENNIS COMES TO BOISE APRIL 5-7! TICKETS ON SALE NOW". The website includes a navigation bar with "EXPLORE IDAHO :: THINGS TO DO :: PLACES TO STAY", a search bar, and social media icons. On the right, there are promotional cards for "AGENT ZOB" and a "FREE IDAHO TRAVEL GUIDE". Below the main banner, there are sections for "NEWS", "ADVENTURES IN LIVING BLOG", and "EXPLORE IDAHO MAPS". The "NEWS" section includes articles about film and music festivals. The "ADVENTURES IN LIVING BLOG" section features a post about winter activities in the Tetons. The "EXPLORE IDAHO MAPS" section includes a search bar for lodging, activities, and events.

IDAHO ADVENTURES IN LIVING

EXPLORE IDAHO :: THINGS TO DO :: PLACES TO STAY

CONTACT f t YouTube

Search

JOHN ISNER

NOVAK DJOKOVIC

DAVIS CUP by BNP PARIBAS

BE HERE WHEN WORLD CLASS TENNIS COMES TO BOISE APRIL 5-7!

TICKETS ON SALE NOW

Players subject to change. Photos © Getty Images. © 2013 USA.

AGENT ZOB CAST YOUR MY ID VIDEOS

IDAHO FREE IDAHO TRAVEL GUIDE

EXPLORE IDAHO MAPS

NEWS View All News »

Film & Music Festivals Headline March Activities in Gem State - Sun Valley Film Festival and Treefort Music Fest bring creative crowds to Idaho

Sun Valley Film Festival Announces New Feature Films, including Four World

UPCOMING EVENTS

Mar 05 Essential Idaho - 150 Things That Make The Gem State Unique exhibition

View All Events »

ADVENTURES IN LIVING BLOG

What to do in the Tetons if you don't Ski? Winter Fly Fishing on the Teton River.

Spending time in nature makes one start to pay attention to the surroundings. Have you ever been on the river fishing when all of a sudden every fish in the river is up and feeding and then, an hour later the biggest hail storm comes through and shuts it down? How about bonefishing when every single [...]

View All Posts »

LODGING ACTIVITIES EVENTS

Search Lodging: Keyword

Lodging Type

City or Town

Region

Search

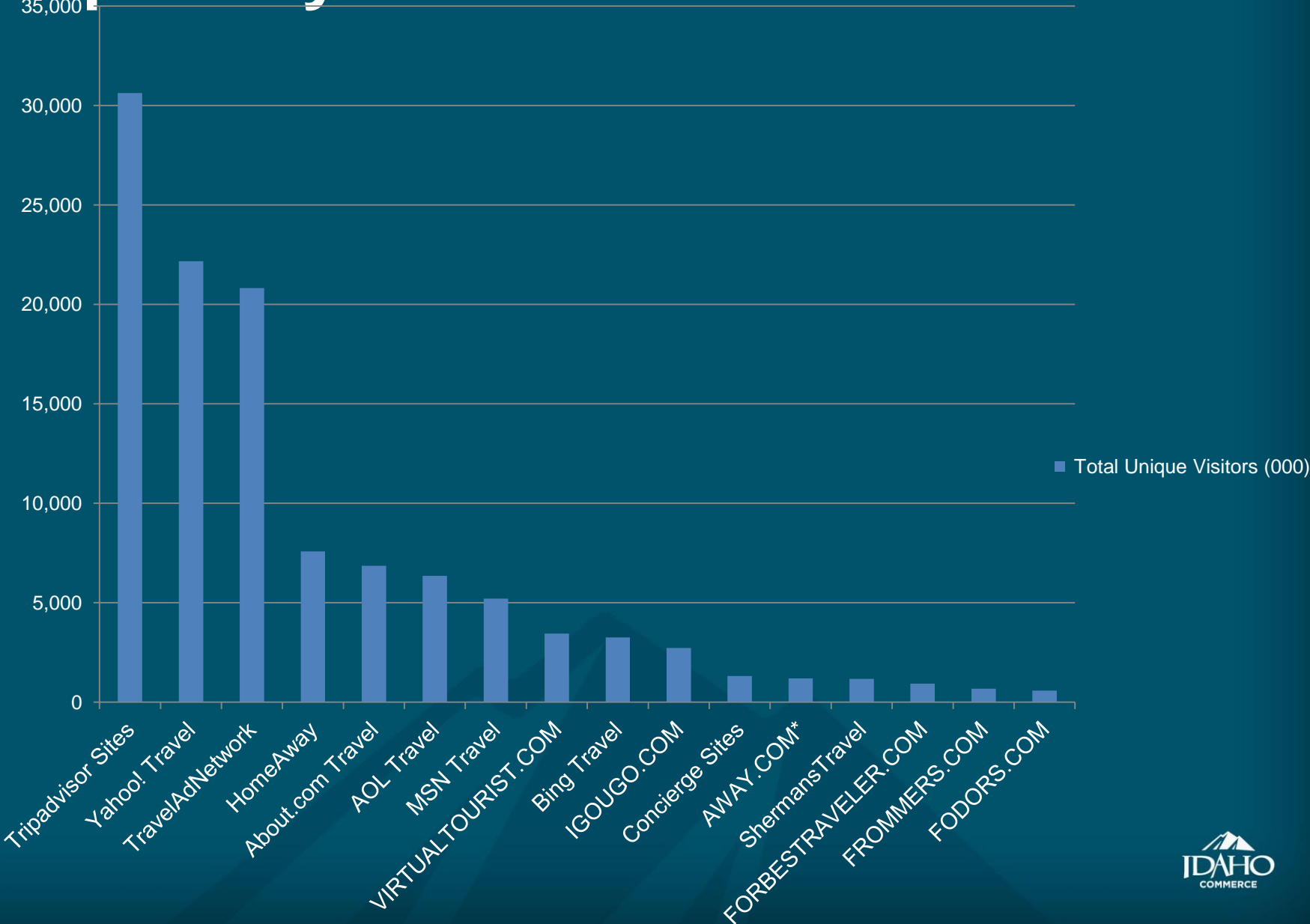
IDAHO THE SOUL OF SKIING

POWDER DAYS WITH SKI IDAHO

IDAHO COMMERCE

A Little Market Intelligence

Popularity of Travel Web Sites



Marketing Results

2012 Top 10 Publication Request Sources

- YellowstonePark.com
- All Search Engines
- visitidaho.org
- TravellInformation.com
- National Geographic Traveler
- Go-Idaho.com
- Another web site
- Good Housekeeping
- Great Getaways Guide
- Web Advertising

Marketing Results:

How do people find VisitIdaho.org?

2012 Top 10 Referral Pages

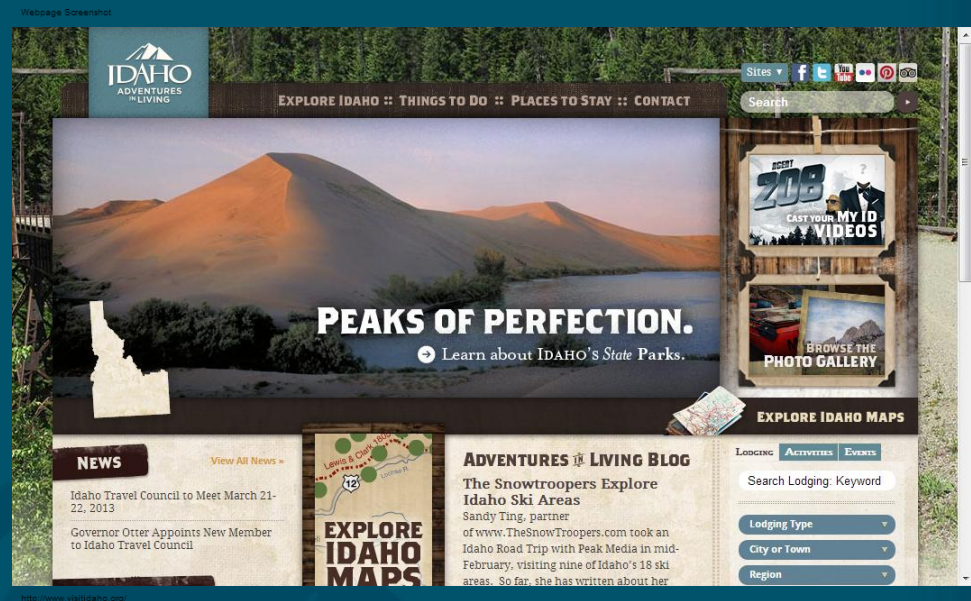
- Google search
- Direct (know url, typed it in)
- Bing
- Yahoo
- Google (Cost per Click)
- Idaho.gov
- Google.com referral
- AOL
- Facebook referral
- Ask

Marketing Results:

What information are they looking for?

2012 Top 10 visitidaho.org Pages

- Home Page
- Free Publications
- Things to Do
- My ID
- Maps
- Photos
- Natural Attractions
- Facts about Idaho
- Moving to Idaho
- Whitewater



Connect with us . . . market with us.

- Consumer web site: www.visitidaho.org
- Supplier listing updates: www.updateidaho.com
- Supplier resources: www.tourism.idaho.gov
- Twitter and Facebook @visitidaho
- Idaho Conference on Recreation and Tourism
Idaho Falls, May 7-9, 2013

Thank you for supporting Tourism in Idaho.



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Idaho Commerce
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