

Working Document to Track FY 2012 Accomplishments and Budget

TOURISM DEVELOPMENT, 2012 Abbreviated Work Plan

- GOAL 1:** **Grow and sustain tourism products and infrastructure.**
- Action: Budget based on projected lodging tax revenue; effectively implement and manage that budget to obtain the largest return on our investment-**Karen Ballard**
- PROJECT:** Idaho Conference on Recreation and Tourism-Diane Norton
- Action: May 8-10, 2012 in Coeur d'Alene plus conference website with content and resources
- Action: Take Pride Awards @ Idaho Conference on Recreation and Tourism
- Action: Elevate awareness of Idaho Tourism Industry by bringing attention to 25 years of educating our industry at the Conference.
- Action: Disseminate information regarding tourism trade and travel shows to grantees and tourism suppliers by networking, publicizing and sharing information monthly via website and social media platforms-**All staff, but especially the grant program team**
- Action: Each staff member attending one to two regional meetings per year
- PROJECT:** NW Chamber Leaders Conference
- Action: Encourage grantees to attend and support this professional development event
- PROJECT:** Liaise with other Organizations and Associations
1. **Idaho Tourism and Recreation Initiative, Karen Ballard**
 2. **Department of Transportation Scenic Byway Program-Diane Norton**
- Action: Award up to 20% match for the Statewide Video Project
- Action: Tool kit for scenic byways on www.tourism.idaho.gov
- Action: Implement Economic Impact Tool **Karen Ballard, Tony Tenne**
1. **Idaho Ski Areas Association License Plate Fund Mitch Knothe**
 2. **Wild Rivers License Plate Fund Mitch Knothe**
 3. **Boise RecFest Mitch Knothe**
 4. **Idaho/Oregon Snake River Water Trail Mitch Knothe**
- PROJECT:** Heritage & Cultural Tourism
- Action: Remain aware of cultural events and opportunities that promote heritage tourism
- Action: Foster relationships with arts communities. **Nancy Richardson**
- Action: Promote the uniqueness of the Native American Culture in Idaho to international travelers and journalists.
- Action: Geotourism-**Karen Ballard**
- Action: Document memorials and Veteran's locations of interest-**Cathy Bourner**
- PROJECT:** Assist hotel and resort developers in making sound decisions to invest in Idaho
- Action: Match hotel developers with cities, planned communities and landowners
- GOAL 2:** **Award Grants as dictated by statute and programmatic strategies**
- PROJECT:** Idaho Regional Travel and Convention Grant Program.
- Action: Champion the Idaho Tourism Grant Program
- Action: Attend quarterly meetings updating Idaho Travel Council on status of grants
- Action: Provide educational grant training throughout the state to new grantees.
- Action: Technical assistance/clarification of the Administrative Rules and Grant Guidelines to facilitate compliance and encouragement of successful participation.
- Action: Organize and conduct annual Grant Summit
- Action: Continually improve Web site for Grantees to apply and manage their grants
- Action: Continue support/facilitation of annual Idaho Travel Council Choice Awards, May.
- PROJECT:** Wild Rivers License Plate Grants – **Mitch Knothe**

Action: The marketing of whitewater opportunities throughout the state and Safety/rescue equipment and educational programs.

PROJECT: Film Office Grants-**Peg Owens** See details in GOAL 9

GOAL 3: Identify and successfully market Idaho to potential visitors of value.

Action: Work with Drake Cooper, Labor and Parks/Recreation to achieve useful economic impact data for the regional economists as well as the State Comprehensive Outdoor Recreation and Tourism Plan.

Action: Compile quarterly report on inquiries using inbound phone calls from All West, Travel Guide and collateral fulfillment from Fleet Street and website statics using Google Analytics from Drake Cooper. **Peg Owens/Cathy Bournier**

Action: Work with the Drake Cooper to effectively target appropriate audiences. Provide easy access of information on Idaho's tourism product via all viable marketing means. Establish a yearlong integrated media buying plan. Leverage Adventures in Living with integrated campaign featuring the Lumpkin family.

Action: Create and distribute the Official Idaho Travel Guide and other brochures.

PROJECT: Develop niche markets

Action: Brochures: Golf, Whitewater, Lewis & Clark, Kids School Report.

Winter Recreation – Mitch Knothe

Action: Target Pacific Northwest. Integrated campaign including print media, content sites, Google search and social media using Visit Idaho Twitter feed.

Action: Snowmobile: two layered marketing approach for raising awareness, targeting snowmobilers and showcasing all of Idaho's sledding. Three state marketing partnership called Sled the Rockies.

Action: In-state marketing co-op: four Chambers and/or tourism regions. Partnership with Parks & Recreation and Blue Ribbon Coalition to set-up Fam Trips.

Action: Winter Web Site \$6000

Idaho Golf Trail - Mitch Knothe

Action: Targeted emails and offers to known golfers primarily in Seattle and Spokane. Vision Marketing will coordinate with Idaho Golf Trail..

Idaho as a Motorcycle, RV and Private Pilot Friendly State - Diane Norton

Action: Sawtooth Salmon Loop via motorcycle. Motorcycle Idaho web gateway – **Cruising the Loop** that incorporates Motorcycle Safety 101, On and Off road Motorcycle Idaho Blog, itineraries (Everlater), twitter, 90210-RIDE IDAHO and maps.

Action: Promotion of RV-friendly program to eligible tourism suppliers

Action: Collaboration with Division of Aeronautics to highlight back country airstrips.

Voluntourism Initiative ReNea Nelson

Action: Cooperate with Serve Idaho, Idaho Fish and Game, Idaho Parks and Recreation, Passport in Time (U.S. Forest Service), City of Boise Parks and Recreation, and Take Pride America to advance community service programs and activities throughout the state. Collaborate with Serve Idaho, Parks/ Recreation and Labor to connect unemployed with volunteer opportunities.

Action: Partner with Serve Idaho on Service and Voluntourism Conference, March

Culinary Tourism – Diane Norton

Action: Market "Year of Idaho Food", Culinary Media Tour, and pitch to journalists who contribute to culinary publications and blogs.

Children in Nature Network – Diane Norton

Action: www.beoutsideidaho.org web gateway with educational elements and family activities.

GOAL 4: **Maintain and enhance a cutting edge, interactive website for travel consumers.**
Action: Update website with new information with emphasis on most visited sections. Enhance updateidaho.com to accommodate new initiatives. Educate and regularly solicit Idaho suppliers to avail themselves of the free tools. Employ social media channels.-all staff
Action: Trip Advisor Forum Pages—Tina Caviness

GOAL 5: **Raise awareness of Idaho’s tourism attributes globally, nationally and locally through public relations.**
Action: Media Plan with editorial calendar and story pitch idea for social & traditional media: Idaho Tourism Blog, FB and Twitter, Text Messaging Outreach, iZigg. Incorporate All-West call center as Mobile Concierges.
Action: Consumer e-Newsletter-Idaho Adventures in Living.
Action: FAM Trips (individual and group)
Action: Media Trade Shows
Action: Distribute photography and video assets via Idaho Media Room
Action: *Fire Reporting/Mitigation*
Action: Manage the Vocus System news clippings for the PR program -

GOAL 6: **Market Idaho tourism internationally.**
Action: International Trade Shows and Missions
Action: FAM Tours
Action: International Media Relations and Publications

GOAL 7: **Sell Idaho as a tourism destination. Mitch Knothe & Nancy Richardson**
Action: Attend tourism industry trade/ consumer shows to sell Idaho.
Action: Sponsor a luncheon during the 2011 Travel Alliance Partners (TAP) General Partner Meeting in Spokane in November 2011.

GOAL 8: **Solicit, attract and promote tourism events to and in Idaho not only for visitation but for more visibility nationally and internationally. Mitch Knothe**
Action: Include high-profile events in Official Idaho Travel Guide and website. Earmark promotional assistance funds for marquee events.
Action: Attend TEAMS trade show.
Action: Offer promotional assistance for qualified events.

GOAL 9: **Develop the media production industry in Idaho by marketing locations out-of-state, providing workforce training and educational opportunities as well as grant monies to support in-state development of film, video and related industries.**
Action: Education workshops for film industry. Market Idaho locations at industry trade shows.
Action: Provide continuing education workshops for Idaho film industry workers. Support and assist bringing in experienced filmmakers for workshops.
Action: Produce annual film conference for workforce development.
Action: Maintain informational web site and social media pages
Action: Advertise Idaho’s diverse locations and low cost of production in print and online.
Action: Liaise with visiting film productions, professional associations and in-state film production companies.
Action: Support in-state film festivals’ efforts to bring in filmmakers that would not otherwise visit Idaho by hosting those visiting filmmakers.
Action: Organize and implement a grant program in FY2011 for Idaho filmmakers