



Marketing Idaho is the responsibility of the Division of Tourism Development of the Department of Commerce with its advisory board, the Idaho Travel Council. By law visitors pay a 2% lodging tax on hotels, motels, VRBO's and private campgrounds, generating the funds used to market Idaho.

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.

Keeping what makes Idaho unique is compatible with a strong and vibrant tourism economy. The tourism industry continues its focus on enhancing the visitor experience in Idaho by educating and training employees. Improving transportation and paying attention to basic community infrastructure needs will be critical to keeping the travel industry healthy.

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



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MARKETING & TOURISM CONFERENCE

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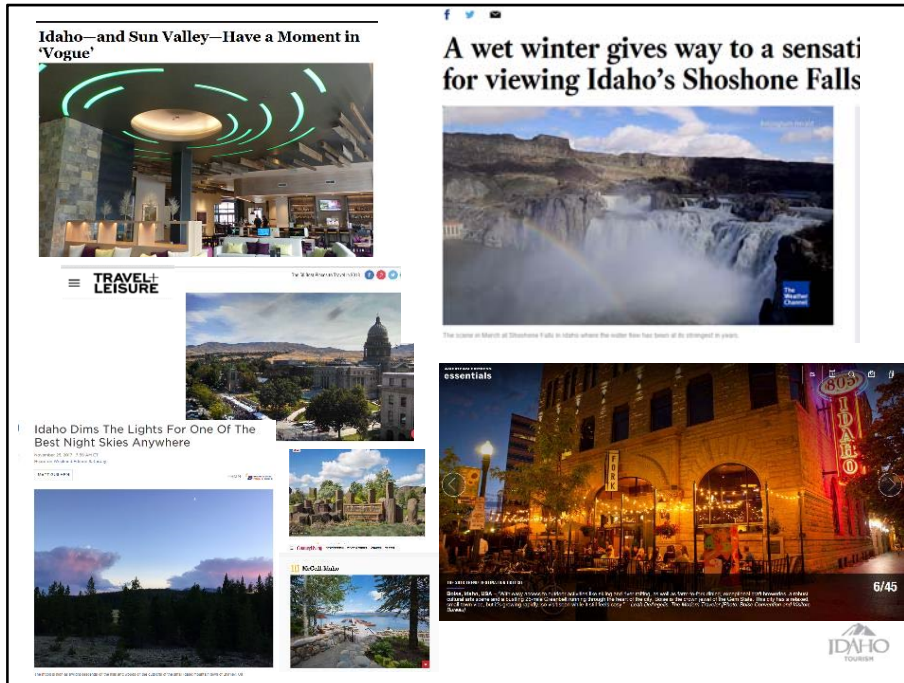
Beer Marketing & Tourism Education, Expo, and Networking

The craft beer revolution is booming. Yet, with increasing numbers of breweries throughout the United States and the wor slowing craft beer market, competition for tap room visitors and retail shelf space is becoming competitive.

It is because of this that beer tourism and beer marketing are now of strategic importance.

The Beer Marketing & Tourism Conference (BMT) provides hard information about the important and growing functions

March 2019 – Beer Marketing and tourism conference will be in Boise !!



Idaho continues to have media moments...

Vogue, Travel and Leisure, American Express Essentials,  
 Weather Channel, National Geographic Travel, Fromers,  
 NY Times, USA Today

# Idaho Falls braces for the world as eclipse mania sweeps the small town



Eclipse chasers will tell you that seeing a total eclipse will change your life. Not true in most, a total eclipse is a fleeting phenomenon. (Aug. 15, 2017) (Sign up for our free video newsletter here <http://bit.ly/2d8f9DS>)


By **David Montero**

AUGUST 18, 2017, 7:48 PM | REPORTING FROM IDAHO FALLS, IDAHO

**T**he soft orange light of the Sunday early morning sun filtered through the old church's stained glass windows while the Rev. Ruth Marsh stepped down from the altar and asked her congregants if they had any special prayer requests.

"For sanity. For safety," a voice called out. "It's kind of scary to think that many people are coming."

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LIVING > TRAVEL

## Why Boise, Idaho, Is a Growing Culinary Hotspot

MAY 24, 2017 4:59 PM  
By JEN MURPHY



Photo: Alamy



Food pilgrims, those obsessively nerdy eaters who travel for star-chef meals and Instagram-sensation dishes, have a surprising new stop in the Northwest: Boise, Idaho. The burgeoning capital city is having a culinary renaissance spurred by creative young chefs, artisans, brewers, and even winemakers. With a population



Vogue



# Ultimate Adventures in the Path of the Solar Eclipse

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- What to See and Do in Spain
- Tech's Next Big Thing: How the Edge Complements the Cloud

## An Outdoor Wonderland Around the Washington-Idaho Border

**Lucas Peterson**  
FRUGAL TRAVELER | SEPT. 13, 2017



City Park and its accompanying beach in downtown Coeur d'Alene, Idaho. Leah Nash for The New York Times

**3** fishing rod on the starboard aft side (or back corner – I was proud of it for learning some navigation terms) of our little vessel sprang taut, like a bowstring. Our guide, Shane Moon, jumped to his feet with a

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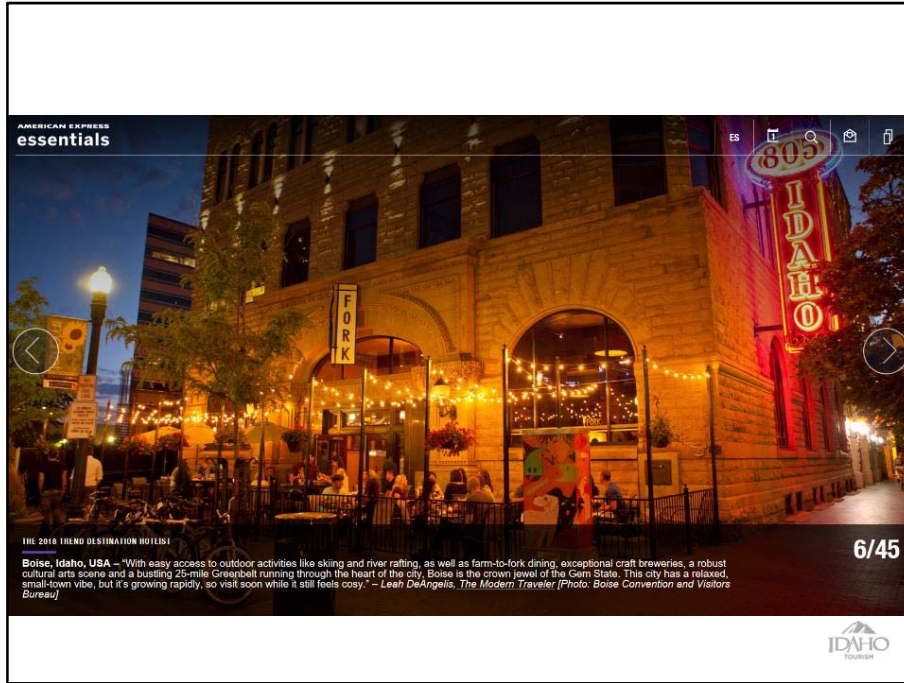
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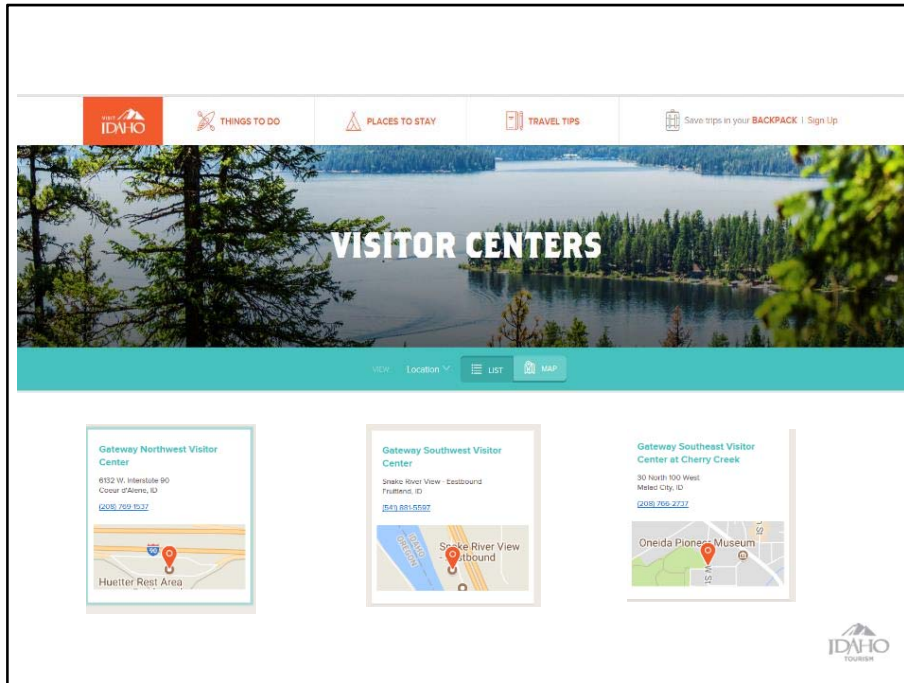


CDA NY Times





American Express Essentials



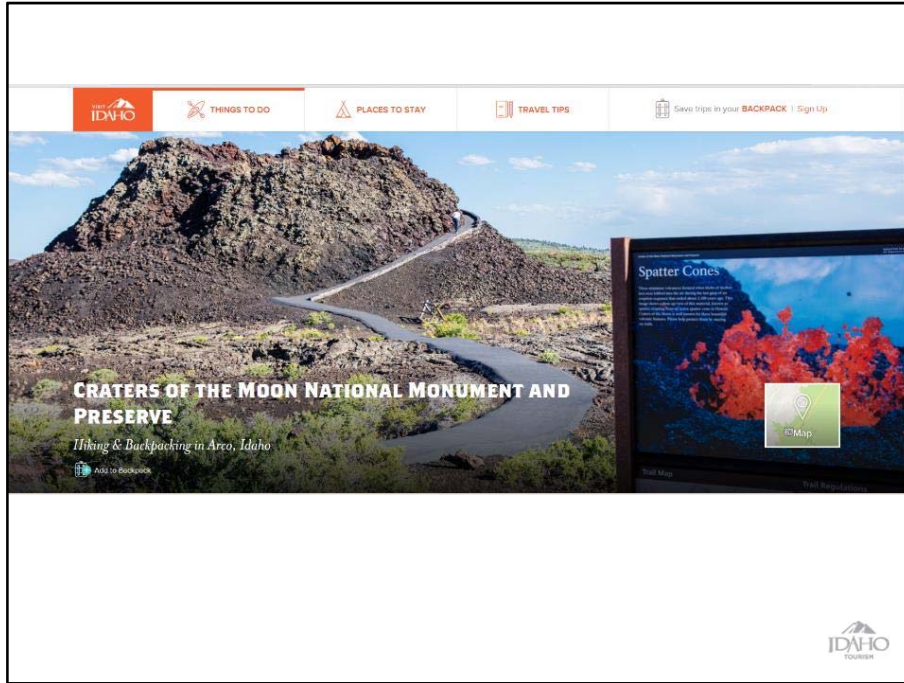
More visitor services at Gateway VC's.

Intercept Study

– Is Idaho your final destination on this trip?

How many days total will you be spending on your entire vacation?

How many days of your vacation will you be spending in Idaho?



Craters of the Moon to become a National Park  
Region 7 regional organization  
Continue to expand air service  
Air service to Lewiston



## DOMESTIC CO-OP

- > \$150,000 statewide program
  - + Launched at 2015 Grant Summit
  - + Fully funded
- > Renewed and presented later today

## CANADA CO-OP

- > Brand USA program
  - + Edmonton, Calgary, Vancouver
  - + \$75K – Inspiration guide and Western Canada newspaper insert

