



RED
SKY

Visit Idaho
Public Relations

Media Outreach

FY 2023

- 280 individual pitches to date
- Storylines
 - Educational/cultural experiences
 - Non-skiing/boarding snow activities
 - Agritourism
 - Wellness



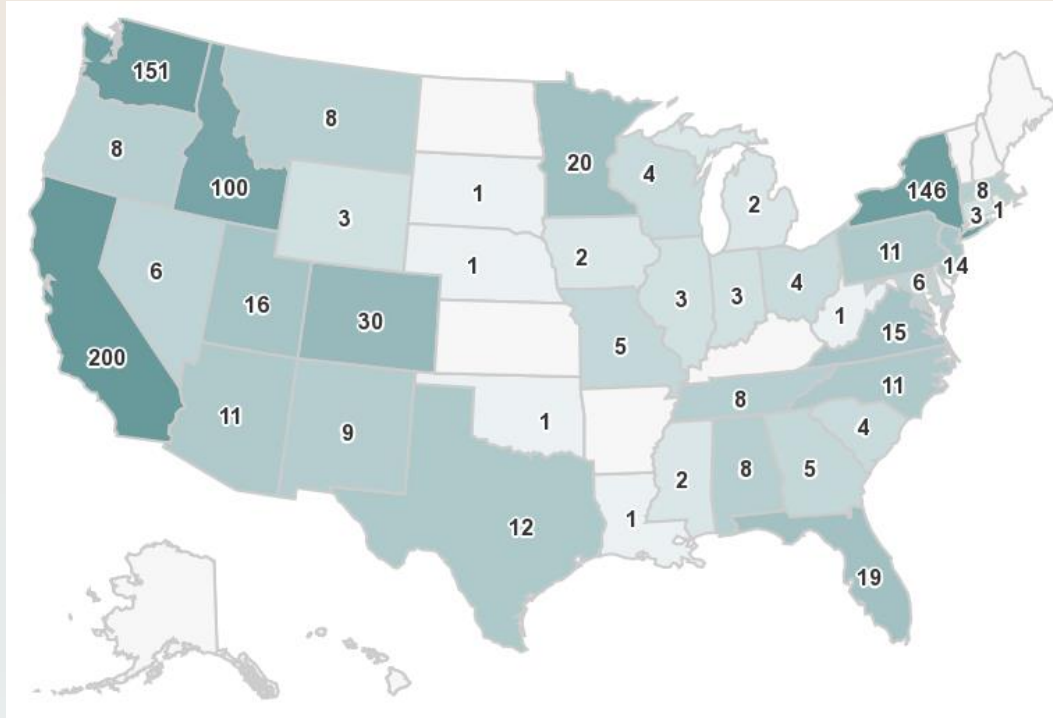
FY23 Coverage

- 1,250+ pieces of coverage
- 156,500+ engagements

Average engagement comparison

SOURCE	AVG. ENGAGEMENT
Idaho Tourism FY23: Earned Cover...	353
Idaho Tourism FY23: General Cover...	130

Coverage by State



Media Mission

- Casual yet stylized hosted event
- One-on-one desksides
- San Francisco in early summer
- Themes:
 - “Immersed in Idaho”
 - Scenic byways
 - Beyond Known Destinations



The Inside Track

- 654 subscribers
- Highlight storylines, new offerings, events & more

Results

- Open rate: 29.06%
(up from 24.27% in FY22)
- Click rate: 1.7%



Happenings

Brundage Mountain Resort's culinary signature dining experience, the 8 hours culinary adventure begins with a memorable ride to the mid-r After settling into the cozy outpost, a spectacular four-course meal features dishes accompanied by craft beer



Happenings

Spring brings some of Idaho's top events. Rock out with 500+ bands in Boise, catch the latest indie films as you rub elbows with stars in Sun Valley, or celebrate Idaho Craft Beer Month with a pint of the Gem State's finest brews.





We want to hear from you!

Idaho Travel Pulse

- 1,421 subscribers
- Media coverage, travel industry trends, state news

Results

- Open rate: 26.63%
(up from 19.06% in FY22)
- Click rate: 11.25%
(up from 8.35% in FY22)



IDAHO IN THE NEWS

Hear what people are saying about Idaho.

21 Great Mountain Hikes in the U.S.
Condé Nast Traveler | Region 1

Epic Skiing Without the Crowds in Idaho
Travel World International Magazine | Region



MAKING TRAVEL ACCESSIBLE FOR ALL

At this year's ICORT, much of the conversation revolved around accessibility and ways to make it easier for more travelers to visit destinations throughout the state. The conversation was led by Idaho Access Project, an organization that works with local businesses and organizations to ensure people with disabilities can



TRAVEL'S PURPOSEFUL EVOLUTION

The conversation of over-tourism is an old one at this point in Idaho travel. But it's not one that will be going away any time soon. As the state sees record collections and financial benefits from increased tourism, it's also grappling with trying to maintain standards and expectations for how travel in Idaho looks and feels.

per, attendees learned ways to rethink to make experiences more inclusive.

Travel With Care

- Outreach to travel and tourism partners
- “Care for Idaho” priority
- National Travel & Tourism Week 2023 event: revegetation at Lucky Peak State Park
- Partner toolkit v2.0 coming in March



FY 23 PR Co-op

- Partnering with five grantees in FY23 to develop foundational elements of PR
 - Storyline development
 - Media kit / newsroom
 - Media training
 - Media pitching



FY 24 PR Co-op

PR Infrastructure

Newsroom/Media Kit - \$9,000

- Develop 3-4 fact sheets, 3-5 storylines
- Create boilerplate and news release template
- Consult on Kit and Newsroom layout and usage

PR Best Practices Training- \$7,000

- Media Relations 101 virtual training
- Best Practices Guide
- Media relations counsel



Welcome to our Newsroom

Here you'll find everything you need to craft stories that capture the breathtaking beauty and adventurous spirit of Idaho. Whether you're seeking story inspiration or starting research, looking for the latest news or key facts and figures, or searching for the right person to contact, you'll find here.

Whatever your mission, we want to be sure you have everything you need. If, for some reason, you can't find what you're after, we're happy to provide it. Simply email us with your request. Again, bring us any other relevant details and we'll provide additional information.

Thank you for your interest in Idaho!

Storylines

Get a little taste of what Idaho has to offer by checking out our storylines.



Adrenaline Seekers

From rock climbing to backpacking to high-speed zip line tours, enjoy every heart-pounding moment that Idaho has to offer.



Beer, Wine & Spirits

So you say Idaho's distillate and winery varieties or anchors in an epic craft beer quest and discover over 100 breweries.



Culture & History

Discover everything from ghost towns to moving towns to cultural festivals.



Family-Friendly

Idaho is a perfect destination for a family adventure. Amusement parks, waterfalls, and more offer entertainment for the whole family.



Leisure & Luxury

One is a hole in the fair? Say no more. Unwind at a great resort, play around the golf or seek every your stress at relaxing hot springs.



Natural Attractions

From jaw-dropping mountains to jaw-dropping waterfalls, pack your camera and your vacation and discover Idaho's breathtaking natural attractions.

Be in the Know on Idaho



Stay up to date with leading Idaho travel news for journalists.

Sign Up

News Releases

News Idaho Travel Guide Invites Experiences and Exploration

January 24, 2022

So, Idaho is North America's Best Resort Two Years Running

October 22, 2021

FY 24 PR Co-op

Targeted Promotion

Content Counsel & Creation - \$7,000

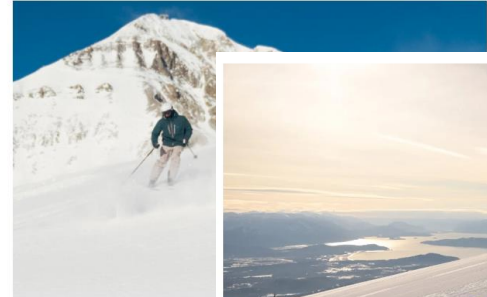
- Establish event or theme differentiators
- Create news release and pitch
- Create promotional web and event copy

Media Pitching - \$8,000 (*add-on)

- Custom vetted media target list
- Media outreach & pitching
- Interview counsel and story coordination
- Coverage reporting

MEN'S JOURNAL

Best Mountains and Resorts for Beginner Skiers and Snowboarders



Max Lowe @max.lowe for Big Sky Resort

by Perri O. Blumberg



7 | 10
Courtesy of Schweitzer Mountain

8. Schweitzer Mountain in Sandpoint, ID

Just because **Schweitzer Mountain** is the biggest ski resort in the Gem State, doesn't mean it's off-limits for snowsports newcomers. Expect fast-moving lift lines and competitively priced packages, such as \$80 **adult group lessons** for beginners or a \$125 offering that includes a group lesson, lower mountain lift ticket, and rentals. Schweitzer's beginner lift, Musical Chairs, has **discounted lift tickets**, clocking in at a modest \$30 for the first visit. You'll likely be a little sore reactivating those long-dormant glutes and calves or getting on the hill for the first time, so book yourself a treatment at **Cambium Spa**, which offers **therapeutic massage**, reflexology, foot soaks, and Normatec leg and calf compression

FY 24 PR Co-op

For questions and to express interest:

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Questions

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