



# VISIT IDAHO TOURISM TOURS

MARCH 2023



# THE STUFF YOU'RE GOING TO HEAR ABOUT

- **2022 Marketing** Highlights
- **Scenic Byways** Launch
- **2024 Idaho** Travel Guide
- **Prime 2023** Campaigns
- **Beyond Known** Destinations
- **2023 Research** Studies
- **2023 Co-op Program** Updates



VISIT IDAHO



# ANNUAL RECAP

# BEYOND WORDS

THIS CAMPAIGN  
OFFICIALLY LAUNCHED!





# SEASONAL LANDING PAGES

152M IMPRESSIONS

1.1M CLICKS



# HTML5 BANNER ADS



## Beyond Known Experiences

Idaho has the winter activities you want and a few winter surprises you probably didn't know you needed. Start planning your winter getaway with these lists of unique activities across Idaho and see where the wonder of winter takes you.

Ready for a New Adventure?



Jingle All the Day



Bring on the Snow



Let's Shred

VISIT IDAHO



# TRAVEL WITH CARE



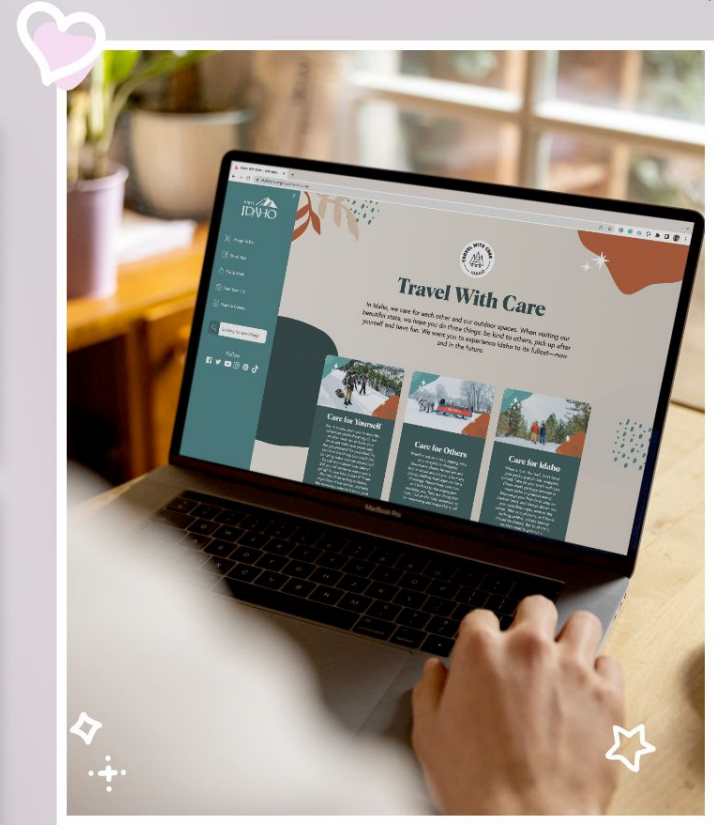
Care for Yourself



Care for Others



Care for Idaho



21M+ IMPRESSIONS

109K+ CLICKS

3:24 MIN AVERAGE TIME ON PAGE (THE HIGHEST FOR OUR ENTIRE PRIME CAMPAIGN!)



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# CAMPAIGN SHOOTS

WE NOW HAVE BEYOND WORDS ASSETS  
FILMED FOR ALL SEASONS IN IDAHO!





VISIT IDAHO

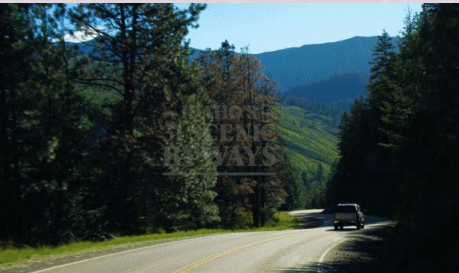


# SCENIC BYWAYS



+ | WEIRD ONE

# THIRTY ONE SCENIC BYWAYS



32\*5

\*50 FAR

- 31 Video shoots
- 32 Long-form videos (2:00+)
- 32 Short-form videos (:30)
- 32 Short-form videos (:15)
- 160 Social reels
- 32 B-roll partner stringouts
- 32 Landing pages
- 1 Brochure
- 13 Sticker Designs
- ?? Ad sets
- ?? Images

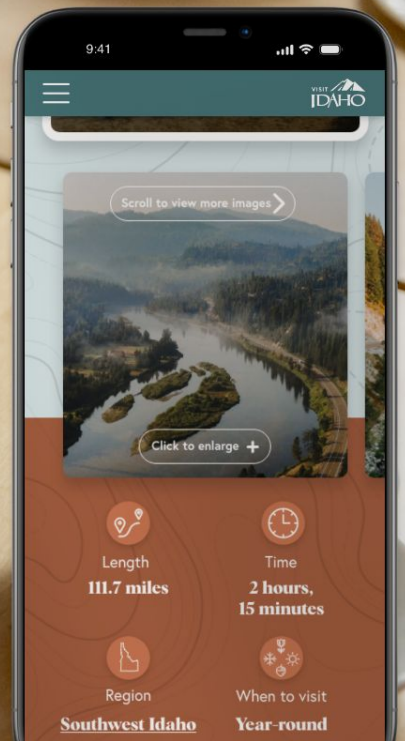
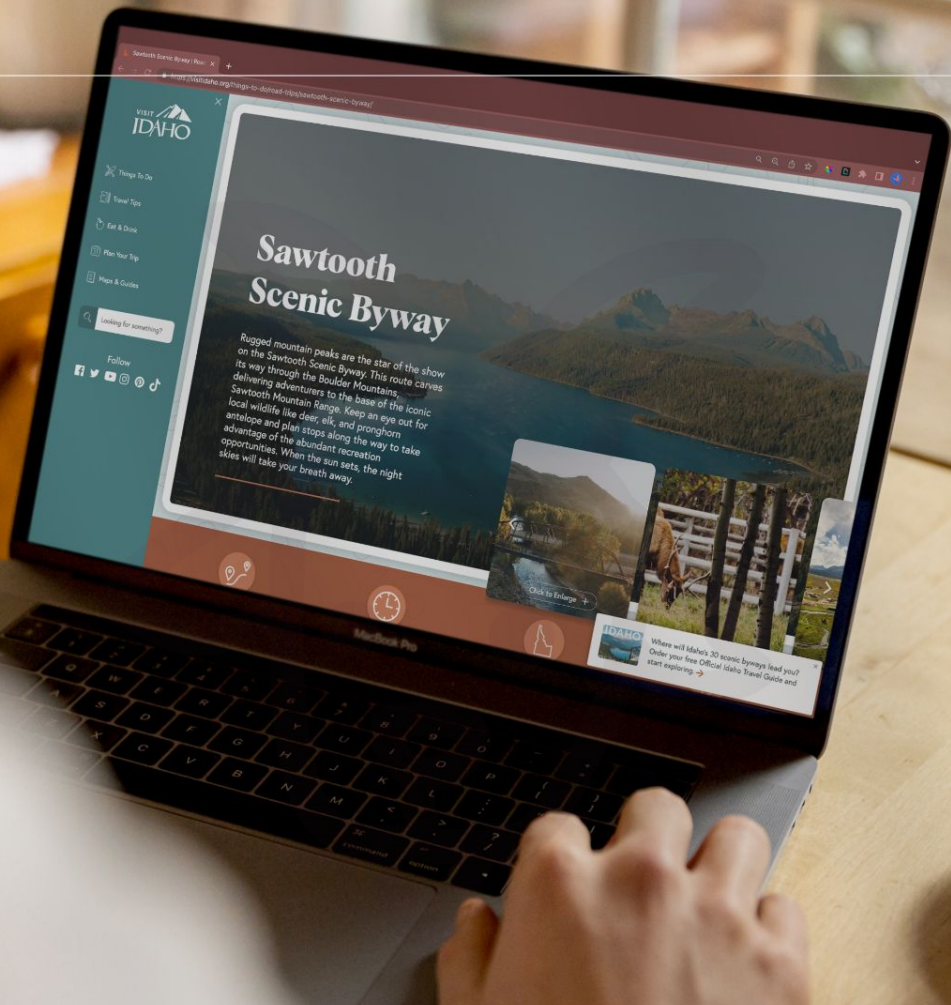
+

A BOAT LOAD OF STUFF









38M+ IMPRESSIONS

13M+ COMPLETED VIDEO VIEWS

144K+ CLICKS

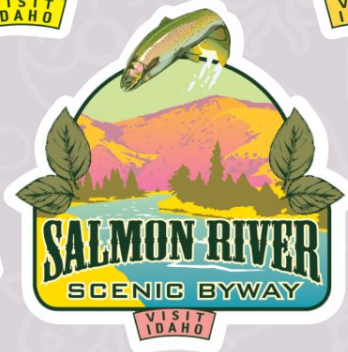
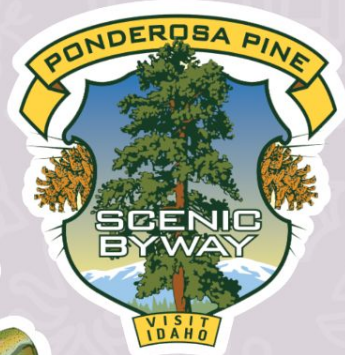
2:42 AVERAGE TIME ON PAGE



# LEAD GENERATION

 Sold out!

TOTAL LEADS - 12,853  
COST PER LEAD - \$261



## FIRST EMAIL SENT

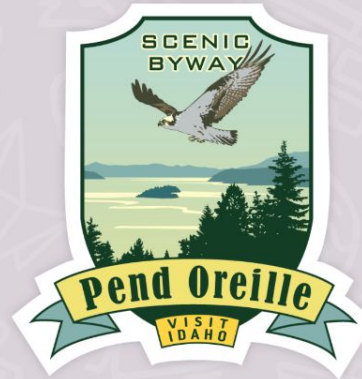
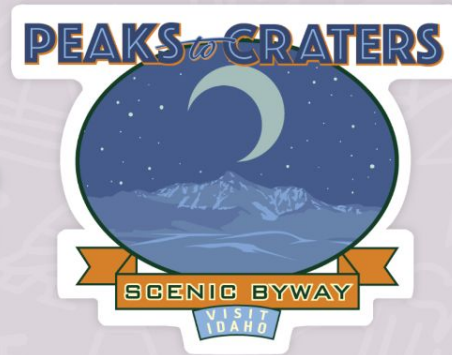
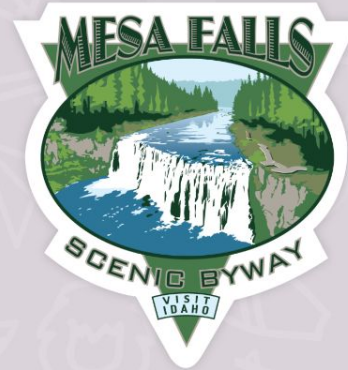
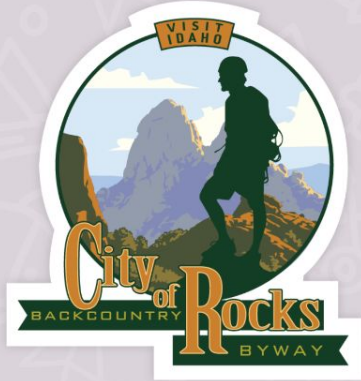
31.2% OPEN RATE

26% CLICK RATE

The open rate for this email was more than Idaho's average at 24.7% and higher than the industry benchmark (20.2%). Click rate is above industry average (1.4% ctr) too!

For all Scenic Byways leads only 6% have unsubscribed.

NEW STICKERS FOR 2013





VISIT IDAHO

*OFFICIAL IDAHO*

# TRAVEL GUIDE



# LET'S BRAG ABOUT THE 2022 TRAVEL GUIDE

115,000 PRINTED

104,000 (ISH) DISTRIBUTED



## Digital Guide:

27,582 Reads

8:36 Avg Read Time

## Digital Exclusives

Cool Places to Stay in Idaho

Tribal Artists in Idaho

Idaho Mountain Biker April Zastrow

Idaho Rock Climbing Spots

Summer at Idaho Ski Resorts

## Page views

45,538

6,570

3,470

2,983

1,868

## Avg. Time on Page

3:25

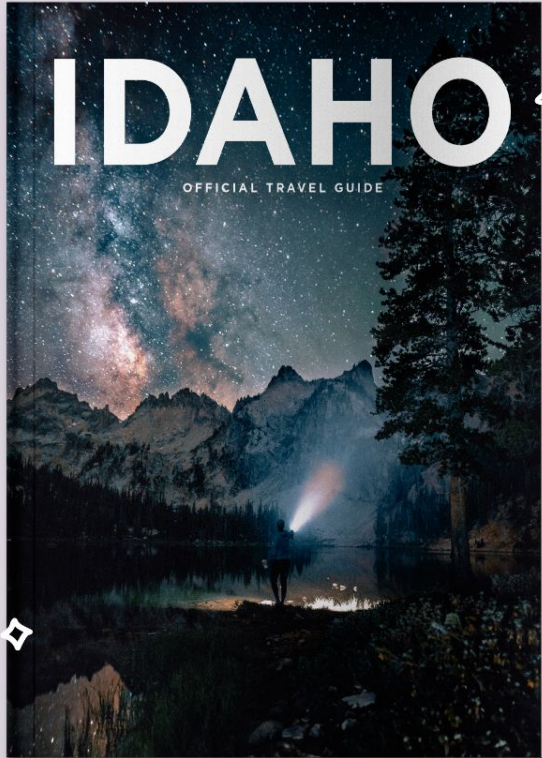
2:30

2:13

2:57

2:52





clever use of type as expression



Mixed illustration & photography



15 unique features



LET'S BRAG ABOUT THE GREAT FEEDBACK WE ARE ALREADY RECEIVING!



"The magazine looks terrific! Happy to collaborate again on future projects."



"It's a beauty."

"The finished product looks amazing...nice job! And great to see Craters, Minidoka, and Hagerman all made the guide, including our new partnership at IDPR at 1000 Springs."

"Beautiful guide! Kudos to the team!"


"This is by far the best one you guys have ever done."

"Excited to dive in!!"



"These are always sooooo magnificent. I sent the link to friends all over the US, and they are always thrilled to see what Idaho has to offer! Kudos to DOC and your marketing team!!"

"Wow. Stunning. Idaho."



"Love this! How awesome."

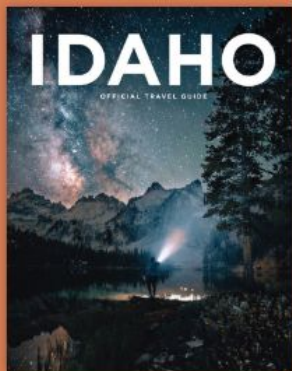
"Love it!"





# 2024 Official Idaho Travel Guide

## Advertising Rates & Information



FOR ADVERTISING INFORMATION,  
PLEASE CONTACT:



Dan Carter  
602-432-7119  
dcarter@maddenmedia.com

FOR BILLING AND MATERIALS  
SPECIFICATIONS, PLEASE  
CONTACT:

Tori Arriazola  
520-232-2655  
tarriazola@maddenmedia.com



Inspire Travelers to Visit

# IDAHO

The *Official Idaho Travel Guide* is the definitive vacation planning resource for travelers to and throughout the state, and is supported by a multimillion dollar advertising campaign by Idaho Tourism. It provides travelers with inspiration in addition to statewide and regional information, full-color photography, detailed maps and other trip planning resources.

As an advertiser in the 2024 Travel Guide, you'll have the opportunity to engage with travelers in the following ways:

- 1 110,000 Printed Copies
- 2 Unlimited online presence through the Digital Edition

## Important Dates



SPACE RESERVATION  
**August 11, 2023**



MATERIALS DUE  
**August 18, 2023**



PUBLICATION DATE  
**January 2024**

## Ad Rates\*

Standard Position	Display	Formatted Ads
FULL PAGE	\$ 5,400	\$ 5,400
1/2 PAGE	\$ 3,150	\$ 3,150

## Premium Positions

Premium Positions	Display
UP-FRONT LEFT ** / UP FRONT RIGHT**	\$ 7,400
MAP COVER	\$ 7,400
BACK COVER	\$ 7,400

\*All rates are net

\*\*Six premium up-front pages available as part of spreads.

## Let Us Create Your Ads So You Don't Have To!

Available in full- and half-page sizes, at no additional cost, formatted ads combine your imagery with inspirational copy about your destination, attraction or lodgings. Formatted ads differ from the traditional ad layout and are more likely to catch a reader's eye.

How does it work?

- 1) Send us your images and copy.
- 2) Using your materials, our team will edit and create an ad that shares your destination's story and captivates travelers.



## Size Availability

Both display and formatted ads are available in full and half sizes only.

Please note that if your materials do not meet the required specifications outlined in the specs sheet, we have the right of refusal. All materials are due **August 18, 2023**. **No late materials will be accepted.**

VISIT IDAHO



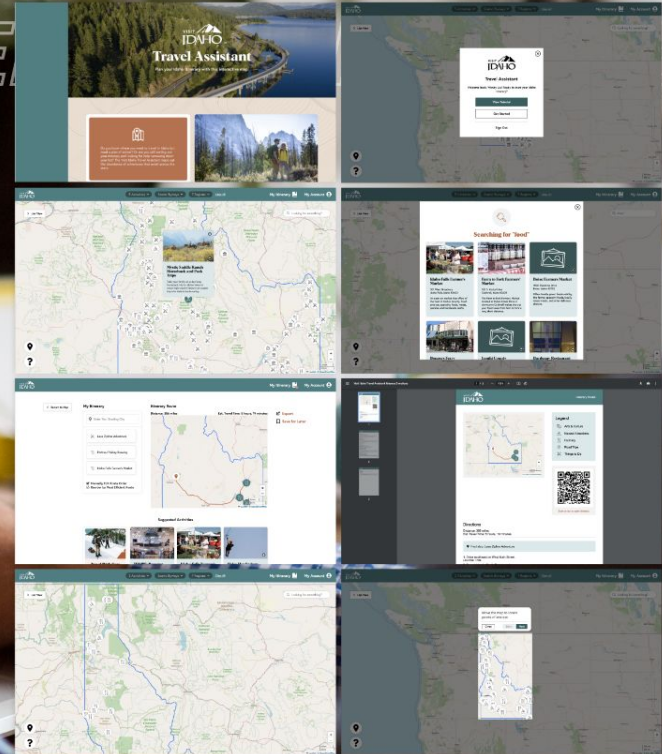
**WEBSITE**



SNEAK PEEK

SNEAK PEEK

PEEK



# VISIT IDAHO TRAVEL ASSISTANT

# Annual Metrics Overview

**\$89.39**  
Hotel RevPAR

**\$136.79**  
Hotel ADR

**65%**  
Occupancy Rate

**1:36**  
Average Time on  
Page Sitewide

**1.1M+**  
Clicks

**152M+**  
Impressions

**12.3 : 1**  
Total  
Measured ROI

**\$53M+**  
OTA Economic  
Impact

**942,406**  
Time on Page Goal  
Completions





AWARDS

AWARDS

AWARDS

**ADRIAN AWARD**

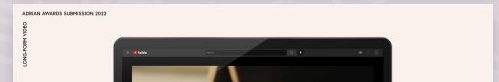
AWARDS

AWARDS

AWARDS

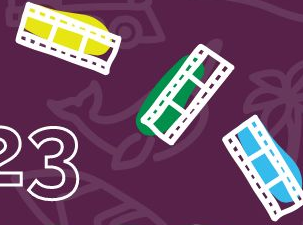
**ADRIAN AWARD**

AWARDS



VISIT IDAHO

# PRIME 2023 CAMPAIGNS





**Beyond Words**

**Beyond Known Destinations**

**Scenic Byways**

**Travel With Care**

**Bandwango Bottles and Barrels Byway Passport**

BEYOND KNOWN ✓

THE PATRIZNETS ARE LOVING IT!

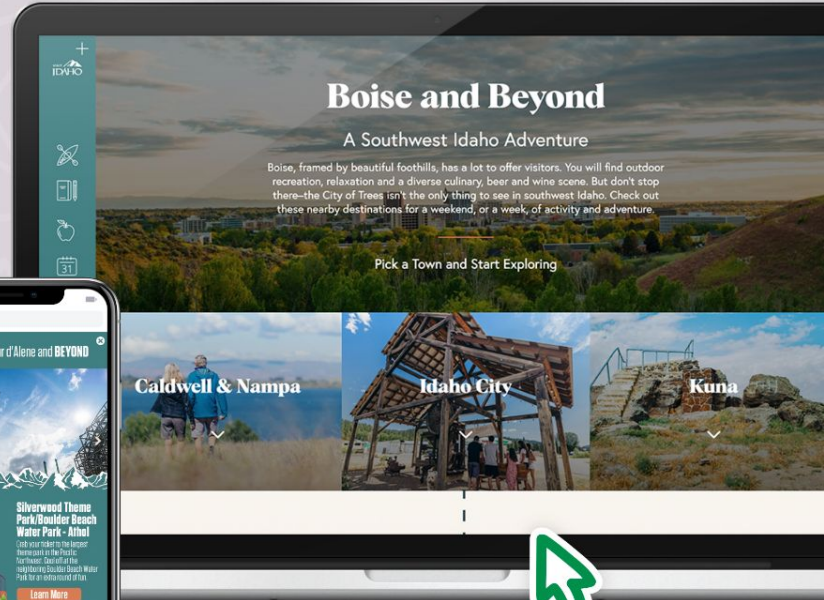
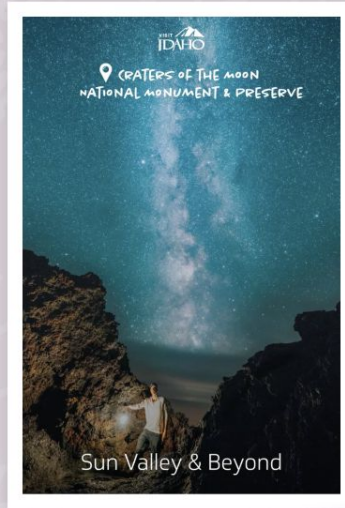


# DESTINATIONS

40M+ IMPRESSIONS

154K+ CLICKS

2:50 MIN AVERAGE TIME ON PAGE (MARCH - JUNE 2022)







# Pocatello and Beyond

## A Southeast Idaho Adventure

Pocatello is a city rich with history, culture and outdoor recreation. But this is only the beginning of your journey. Set your sights on these exciting adventures near Pocatello and soak up all that southeast Idaho has to offer.



Pick a Town, and Start Exploring.



Montpelier



Lava Hot Springs



Blackfoot



Preston & Franklin





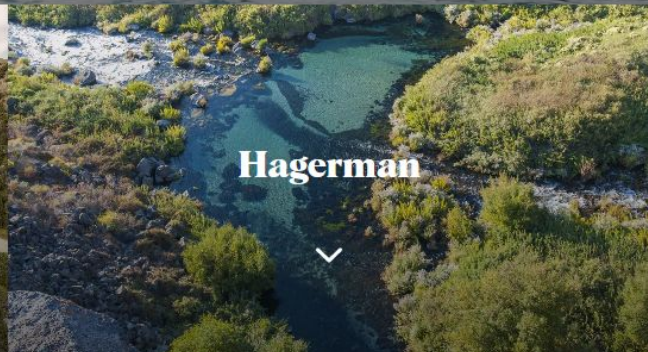
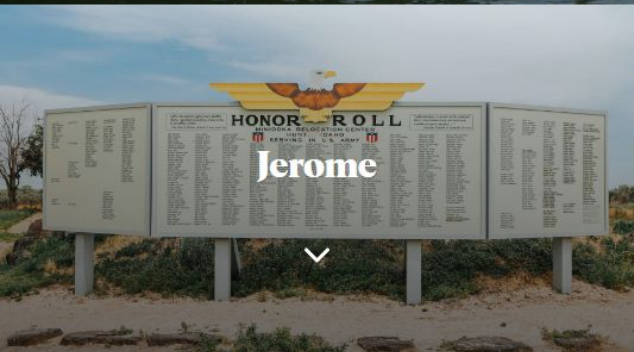


# Twin Falls and Beyond

## A South Central Idaho Adventure

Twin Falls may be home to the awe-inspiring Snake River Canyon and Shoshone Falls, the "Niagara of the West," but it's only the tip of the iceberg when it comes to exploring south central Idaho. Check out these adventures beyond Twin Falls and turn your weekend getaway into a weeklong stay.

Pick a Town, and Start Exploring.





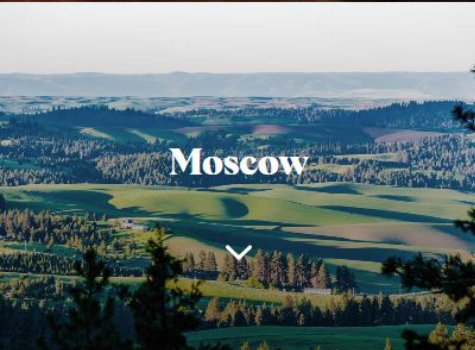


# Lewiston and Beyond

## A North Central Idaho Adventure

Lewiston, known as the gateway to Hells Canyon, is celebrated for its wonderful wine-growing terrain, rich cultural scene and incredible recreation opportunities. From Lewiston, drive along the **Northwest Passage Scenic Byway**—Idaho's longest byway—and follow the path of Lewis and Clark through this region and learn more about the culture of the Nez Perce.

Pick a Town, and Start Exploring.







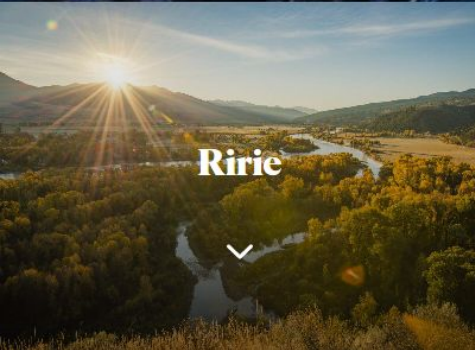
# Idaho Falls and Beyond

## An Eastern Idaho Adventure

Idaho Falls, located in eastern Idaho along the beautiful Snake River, is known for its year-round outdoor recreation, an upbeat arts and culture scene and family-friendly attractions. But, when you venture outside the city limits, there are more attractions near Idaho Falls to discover.

*Feature image credited to Peter Ramirez.*

**Pick a Town, and Start Exploring.**



**Ririe**



**Victor & Driggs**



**Ashton**



**Island Park**





# Bottles and Barrels Byway Passport

Raise a Glass or Fork. Check In. Get Rewards.

Celebrate Craft Beer, Restaurant and Wine Months from April 1 through June 30 across Idaho this year! Sign up for the free Idaho Bottles and Barrels Byway Passport, a mobile passport that will take you on a journey throughout the Gem State showcasing craft-made brews, tasty restaurants and local wine.

## Your Chance to Win

Download now and starting April 1 check in at participating locations with your free passport. You can redeem your points to enter a three-day getaway at the Limelight Hotel in Ketchum/Sun Valley, Idaho.



## Idaho Bottles and Barrels Byway Passport

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Sign up now and start collecting points starting April 1!

FREE

Sign Up Now!

Learn More

Things To Do

Travel Tips

Eat & Drink

Plan Your Trip

Maps & Guides

Looking for something?

Follow



bandwango  
The Destination Experience Engine

VISIT IDAHO



# RESEARCH



# 2023 Research Initiatives

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## Brand Perception:

- Measure the awareness of advertising across all channels in Idaho's key markets.
- Discover the key emotional drivers motivating travelers to Idaho.
- Evaluate the success of Idaho's marketing promotion
- Define Idaho's strengths and weaknesses compared to competitive destinations.

## Image Research:

- The key travel motivators for Idaho's advertised markets and digital marketing target traveler segments.
- The image of Idaho in the areas that are important to travelers.
- The reputational lift of Visit Idaho's campaign.
- Idaho's image versus its product delivery, as inferred from the image ratings of respondents who have visited Idaho.
- Interest in visiting Idaho vs. competitors.

## Resident Sentiment:

- Perceptions of personal well-being, government performance, importance of tourism at state/local level, benefits/disadvantages of tourism (economic impacts, quality of life), tourism employment, and job performance of DMO at promotion of tourism/marketing.
- Attitudes on sustainability of tourism/ecological impacts, towards hosting events, towards DMO funding of tourism development/marketing, and proximity of tourism assets.



**Let's chat about co-ops updates.**

*(CHEERS TO 2023!)*



# 2023 Visit Idaho-Endorsed Co-op Offerings

- OTA & SEM Media Management
- Search Engine Optimization
  - Content Development
- B-Roll & Video Editing Packages
- GA4 Consultation and Setup



# OTA & SEM Media Management

Online Travel Agencies (OTA) continue to deliver one of the strongest returns on ad spend of any digital marketing platform in existence. For this reason, we encourage destinations to deliver promotional ads to their most desired customers while they are actively engaged in the travel research and planning process. We also know the power of engaging customers with Google search ads at the exact moment they are searching keywords relevant to your offerings. Getting them to your website where they can find the information they need to continue their journey is of great importance.

- **OTA platforms:**

- Tripadvisor
- Sojern
- Expedia

- **SEM platform:**

- Google Ads

- Madden's team of experts manage each campaign
- Partners only pay for direct cost of media
- Visit Idaho pays all agency fees for media management and account service as an in-kind contribution
- Partner supplies media creative when applicable
- No state matching funds on media spend

**Action item:** include desired budget amounts and platforms in your upcoming grant application.



# Intro to Search Engine Optimization (SEO):

Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is often undervalued and misinterpreted simply as a suggestions tool to move pages slightly higher in search results. In reality, it is a treasure trove of data and information that can help website owners both keep track of their own site, as well as provide key insights into the performance of competitors. Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts - good news - we're here to help!

## Initial Site Audit

An initial site audit is conducted to identify keyword and content gaps, duplicate content, organization and categorization strategy, and backend performance analysis.

### Keywords:

We use third-party SEO analytics tools, such as Moz and SEMrush, to audit keywords. These audits can pull information such as:

- Top-level keywords driving organic search to your site
- Keywords ranking well in paid search efforts
- Question keywords for voice search

We integrate these keywords into any custom content we may produce on your behalf, as well as working them into existing site page content.

## Backend Optimization

Even more important than keywords are the backend SEO elements of a website. We pull a list of these issues with a website audit, which can include:

- Critical crawler issues
- Landing page speed, including mobile speed
- Missing or invalid H1
- Pages with duplicate content
- Title tag issues
- Content issues
- Missing or short meta descriptions
- Broken links or missing pages
- Keyword position changes

# Search Engine Optimization

**SEO Strategy:** Utilizing sophisticated analytics tools, Madden's SEO and content experts will conduct an initial site audit to identify keyword and content gaps, duplicate content, organization and categorization strategy, backend performance analysis, and competitive intelligence. Armed with that information, you'll have a strategic roadmap for how to tackle content on your site going forward.

SEO	Bronze Package	Silver Package	Gold Package
Campaign Length	3 months	3 months	3 months
Monitoring	10 meta tags and descriptions per month, 50 keywords	10 meta tags and descriptions per month, 75 keywords	10 meta tags and descriptions per month, 75 keywords
Insights	Initial site audit; Monthly reports on redirects, broken links, and crawl errors	Initial site audit; Monthly reports on redirects, broken links, and crawl errors	Initial site audit; Monthly reports on redirects, broken links, and crawl errors. Content insights and opportunities.
<b>Total Package Cost</b>	<b>\$3,025</b>	<b>\$3,850</b>	<b>\$5,500</b>
Partner Investment	\$2,200	\$2,800	\$4,000
Visit Idaho Subsidy	\$825	\$1,050	\$1,500



# Content Development (SEO Add-on)

**Need additional content support?** We're here to help. Once attention to the technical side of SEO is in place, we're here to help make those content tasks come to life through dedicated and expert support of our content team. All content is strategically curated to meet the SEO needs and goals of your website - providing the utmost value and lift to your content efforts.

Content Development	Bronze Content Package (Short Form Content)	Silver Content Package (Long Form Content)	Gold Content Package (Micro-Influencer Content + Photo Assets)
<b>Deliverable</b>	<p>600-800 words produced by Madden. Three total pieces which may include:</p> <ul style="list-style-type: none"><li>• Short form article</li><li>• Email copy</li><li>• Campaign landing page article</li><li>• Custom social post</li></ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>	<p>1,000-1,500 words produced by Madden. Three total pieces which may include:</p> <ul style="list-style-type: none"><li>• Three total pieces</li><li>• Evergreen/Primary landing page/article</li><li>• Detailed blog post</li><li>• Long form articles</li></ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>	<p>1,000-1,500 words produced by Madden and/or freelancer writers or a regional micro-influencer. Three total pieces which may include:</p> <ul style="list-style-type: none"><li>• Evergreen/Primary landing page/article</li><li>• Detailed blog post</li><li>• Long form articles (with no more than 1 coming from micro-influencer)</li><li>• Up to 5 supporting photography assets for web usage from influencer</li></ul> <p><i>All content pieces are researched and produced with SEO best practices and strategy in mind.</i></p>
<b>Total Net Cost</b>	<b>\$2,550</b>	<b>\$6,000</b>	<b>\$10,000</b>

Pricing does not include landing page design or development. Madden can work with partners on an as-needed basis to provide these services for an additional fee.

# B-Roll & Video Editing Packages

As a destination, it's important to be able to showcase the visitor experience through video on your website and digital marketing platforms. Use this video editing opportunity as a way to get additional support for your video needs with in-kind professional footage already captured by Visit Idaho and edited custom for you by the team at Madden.

Video Editing	Bronze Package	Silver Package	Gold Package
Production Hours/Video	8 hrs to include client communications, video selections, and reel creation	18 hrs to include client communications, video selections, reel creation, 30s video production, color and audio correction, and up to 2 rounds of revisions	24 hrs to include client communications, video selections, reel creation, 30s video production, 15s cutdown of 30s video, color and audio correction, and up to 2 rounds of revisions
Deliverables	(up-to) 5-minute b-roll reel	(up-to) 5-minute b-roll reel; One 30-second video	(up-to) 5-minute b-roll reel; One 15-second video and one 30-second video
<b>Total Net Cost</b>	<b>\$1,200</b>	<b>\$2,500</b>	<b>\$3,250</b>

*B-roll reels will not contain audio or color correction. No revisions will be offered, and footage length will be dependent on availability of clips.*

*Pricing for 30-second and 15-second cuts assumes a maximum of 2 rounds of review and revisions. Additional revisions can be carried out for an additional fee.*

*Pricing does not include landing page design or development. Madden can work with partners on an as-needed basis to provide these services for an additional fee.*

*Participating partners will be required to sign an in-kind agreement with Visit Idaho and specify how the video(s) will be used. Visit Idaho is not obligated to provide video that has been captured for upcoming campaigns still in production.*



# Big Changes Coming Soon to Google Analytics!

WHAT



Google's  
Universal  
Analytics is going  
away!

WHY



Google has  
created a new  
version of  
analytics called  
Google Analytics 4

WHEN



Universal  
Analytics stops  
collecting data  
June 30, 2023.

WHO



You need to be  
getting GA4 set  
up NOW!

# GA4: Actions We'll Take:

- ❑ Set up a GA4 instance.
- ❑ Set up Enhanced Events and Custom Events.
- ❑ Set up your dashboard in GA4.
- ❑ Archive your Universal Analytics data.
- ❑ Provide a training session to your team on the new interface and its features.

The switchover is scheduled for July 1, 2023, so the time to act is now!



**Project Cost: \$5,000**

*\*Requires Admin Access to Google Analytics Account & Google Tag Manager*





**THANKS!**

*WE'RE ALL DONE FOR NOW.*



# Partner Visitation

# DASHBOARD



This dashboard is an easy view of data for partners wanting greater insight on visitation for their area. From this dashboard, you will be able to see the total **Measured Arrivals**, **Avg # of Trips**, **Avg LOS**, and **% of Overnight Trips** by POIs within your geographic coverage.



If filtering down to Partner CVBs, please make sure to also select a Regional Association or Destination County.

### Regional Association Filter

Southwest Idaho Travel As... ▼

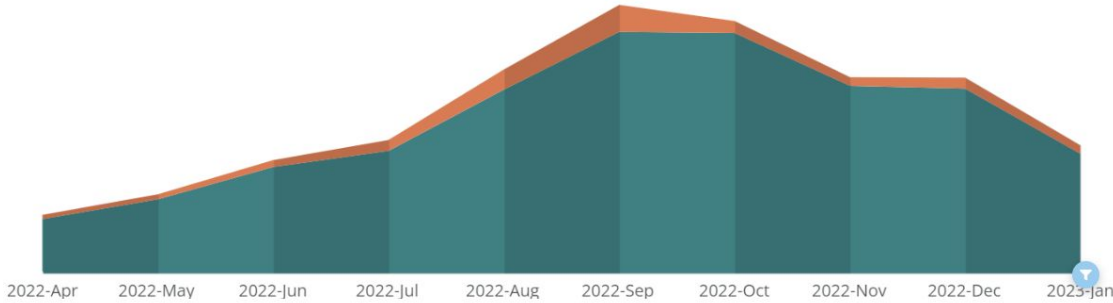
### Partner CVB Filter

McCall Area Chamber of C... ▼

### Destination County Filter

Select ▼

■ Out of State ■ In State



Avg LOS (days)

**2.4** ▲ 27%

Avg # of Trips

**2.7** ▲ 6%

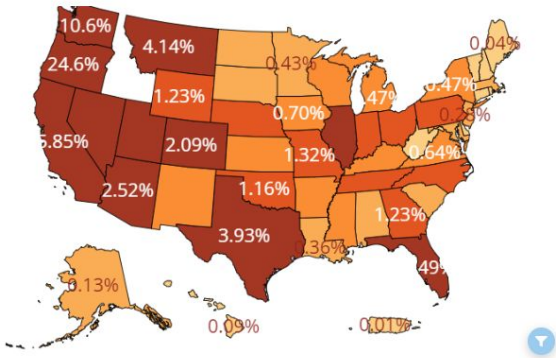
Measured Arrivals

▼ **-8%**

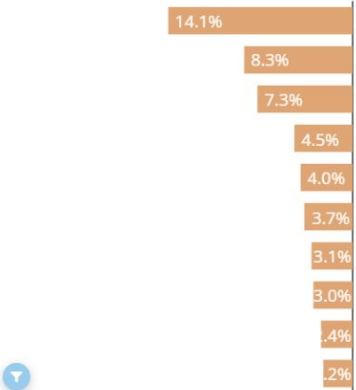
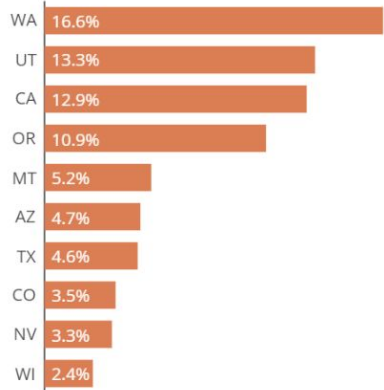
Overnight Trips

**89.4%** ▼ -4%

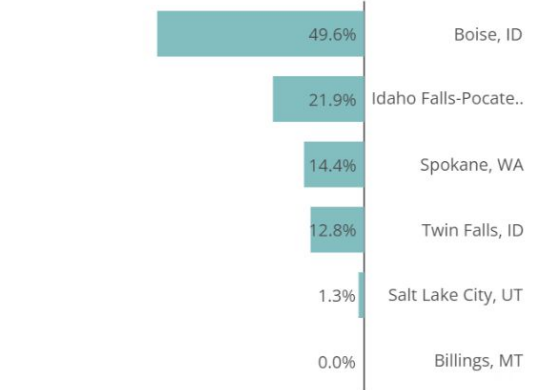
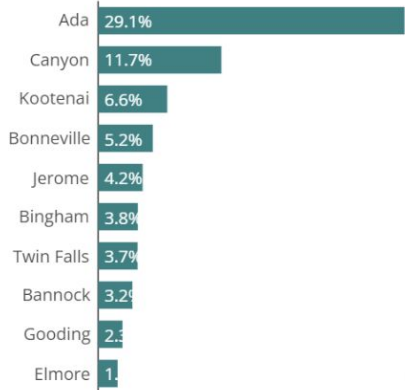
# Out-of-State Visitors



# In-State Visitors

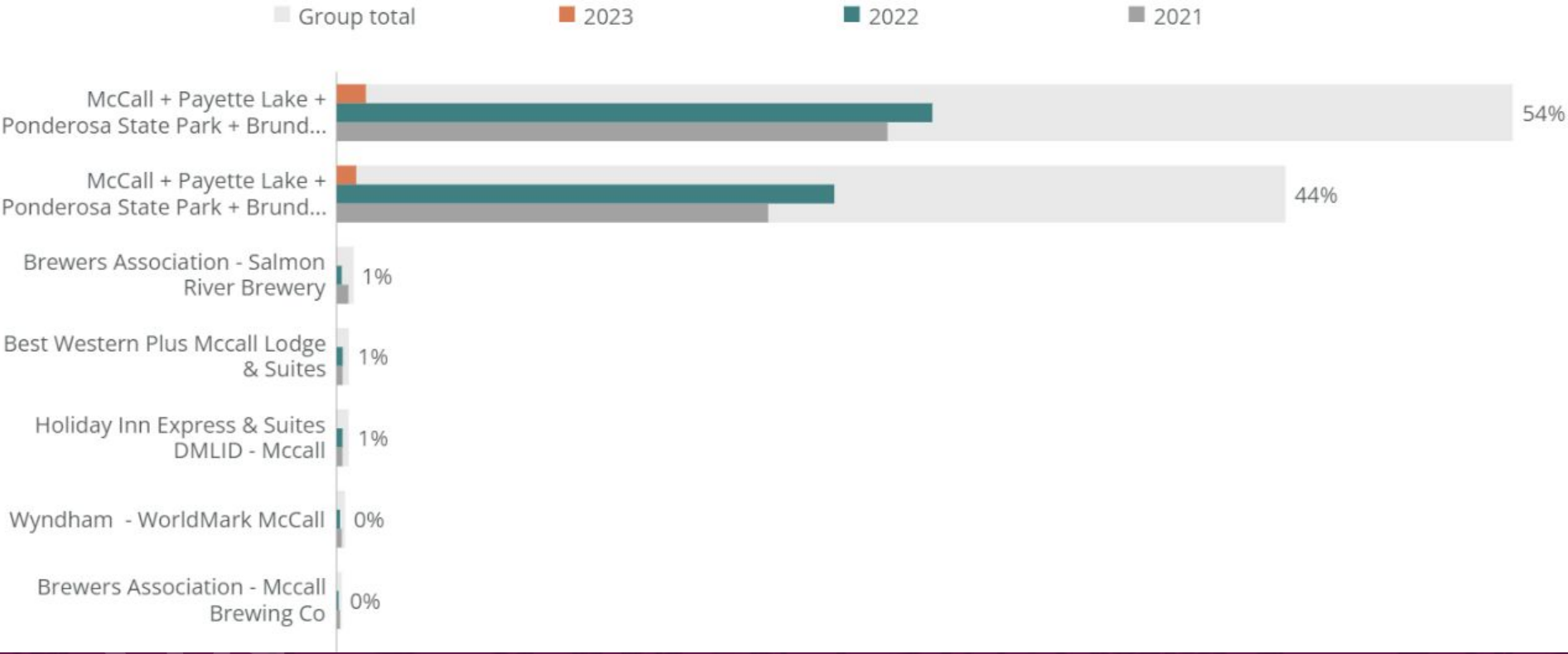


- Salt Lake City, UT
- Seattle-Tacoma, WA
- Portland, OR
- Spokane, WA
- Phoenix, AZ
- Los Angeles, CA
- Yakima-Pasco-Richl., WA
- Denver, CO
- Sacramento-Stockto., CA
- Missouri, MO





# Top POIs, YoY





**THANKS!**

*NOW WE'RE REALLY DONE.*

