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

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

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?

Total Spending = $1.8 Billion

- Lodging: $502 Million (29%)
- Food & Beverage: $412 Million (23%)
- Retail: $333 Million (19%)
- Transportation: $298 Million (17%)
- Recreation: $218 Million (12%)

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
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
2012 Mercury Award for
Best Overall Program
at ESTO
Sled the Rockies Web Page

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)
My ID Create-A-Video Page

http://www.visitidaho.org/my-id/
My ID Postcard Page

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
- Scenic Byways and Idaho: The Movie

http://www.youtube.com/watch?v=SppWNiYEr-g&feature=share&list=PLsce-70q_IDY1LiHqggL4DoUFWTYH7Xy
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

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
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 styine 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
RMI Roundup in Boise
April 10-12, 2013
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

Idaho Whitewater Trail
Davis Cup April 7-9, 2013
A Little Market Intelligence
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.

Karen Ballard
Idaho Tourism
Idaho Commerce
208 334-2650, ext. 2154
karen.ballard@tourism.idaho.gov