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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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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

Your solar eclipse checklist: What to look for on Aug. 21

The soft warm light of the full moon early morning was filtered through the tall, clear, clean, glass windows, while the trees darkened as they stopped down from the high and distant clouds, congregating if they had any special prayers or requests.

"Not worldly. Not earthly," a voice added out. "It's kind of easy to think that many people are under..."
Why Boise, Idaho, Is a Growing Culinary Hotspot

Food pilgrims, those obsessed with seeking out the next hot restaurant and Insta-worthy meal, have a surprising new stop in the Northwest: Boise, Idaho. The蓬勃发展城市 is home to a culinary renaissance spurred by creative young chefs, artisans, brewers, and even winemakers. With a population...
Ultimate Adventures in the Path of the Solar Eclipse

Meet this once-in-a-lifetime celestial event.
An Outdoor Wonderland Around the Washington-Idaho Border

Linda Peterson
DANIA, IDAHO
SOUTH, IDAHO

3

Looking north at the beaver pond on the site's 150th centennial. It was proud of the horses, some on their backs to the last few inches of the course group tent, by the race track. One mile, those horses, turned to its feet with a

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
Thank you!

Tourism Manager
Diane Norton