

Welcome to Tourism Tours 2023





Agenda

9:00 am – 10:00 am

Welcome and introductions

Update on statewide & regional collections

Madden Media- Updates and COOPS

10:00 am – 11:00 am

Grant updates

11:00 am – 11:15 am

Break

11:15 am – 12:00 pm

Red Sky PR

Tourism Team Updates

12:00 pm – 1:00 pm

Your Destination, Micro-Sessions

Partner Dashboard- Madden Media

Travel with Care Toolbox – Red Sky

Accessibility Travel- Tourism

Open Forum

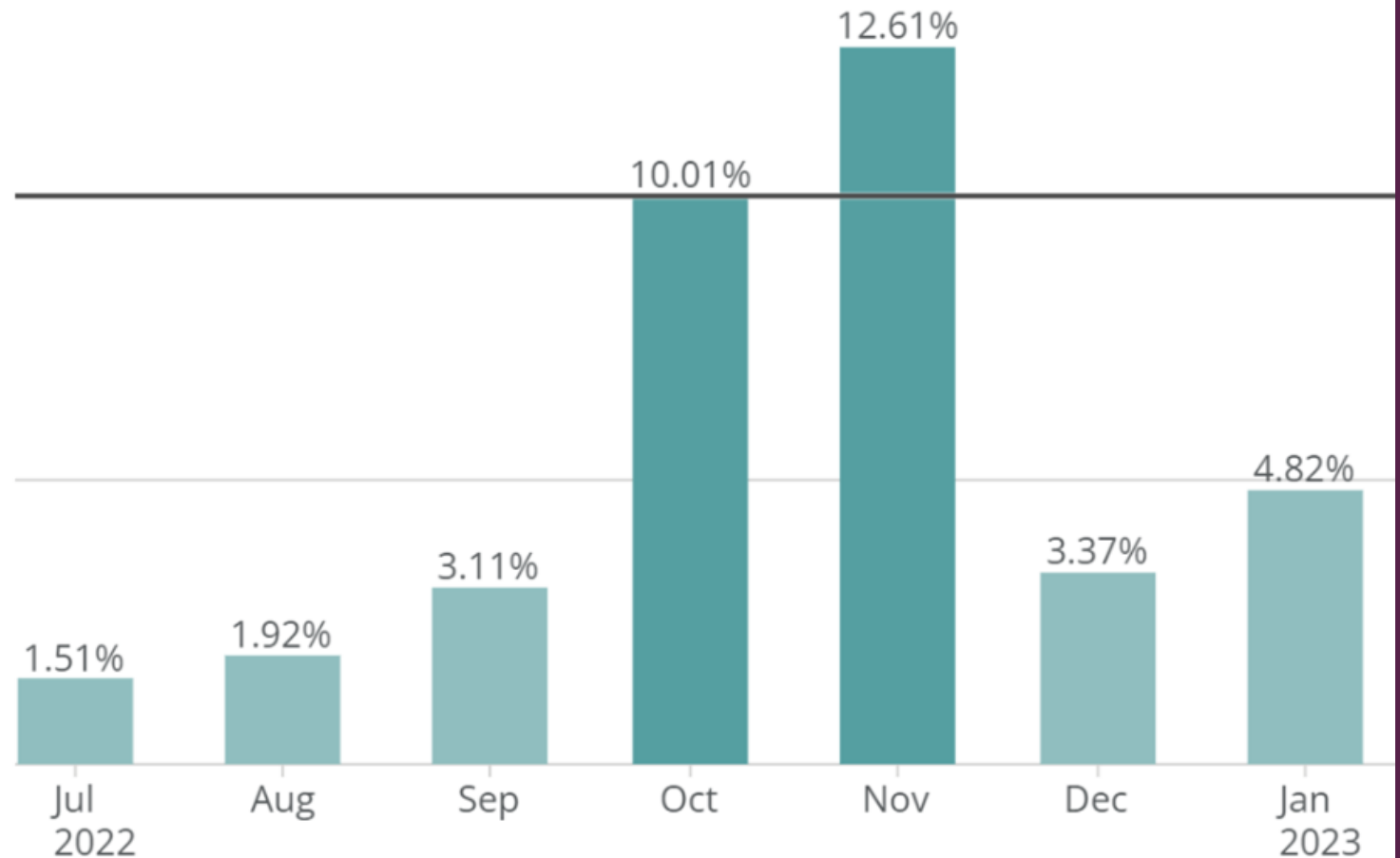
FY Changes in Bed Tax Collections

Bed Tax Revenue FY 2023

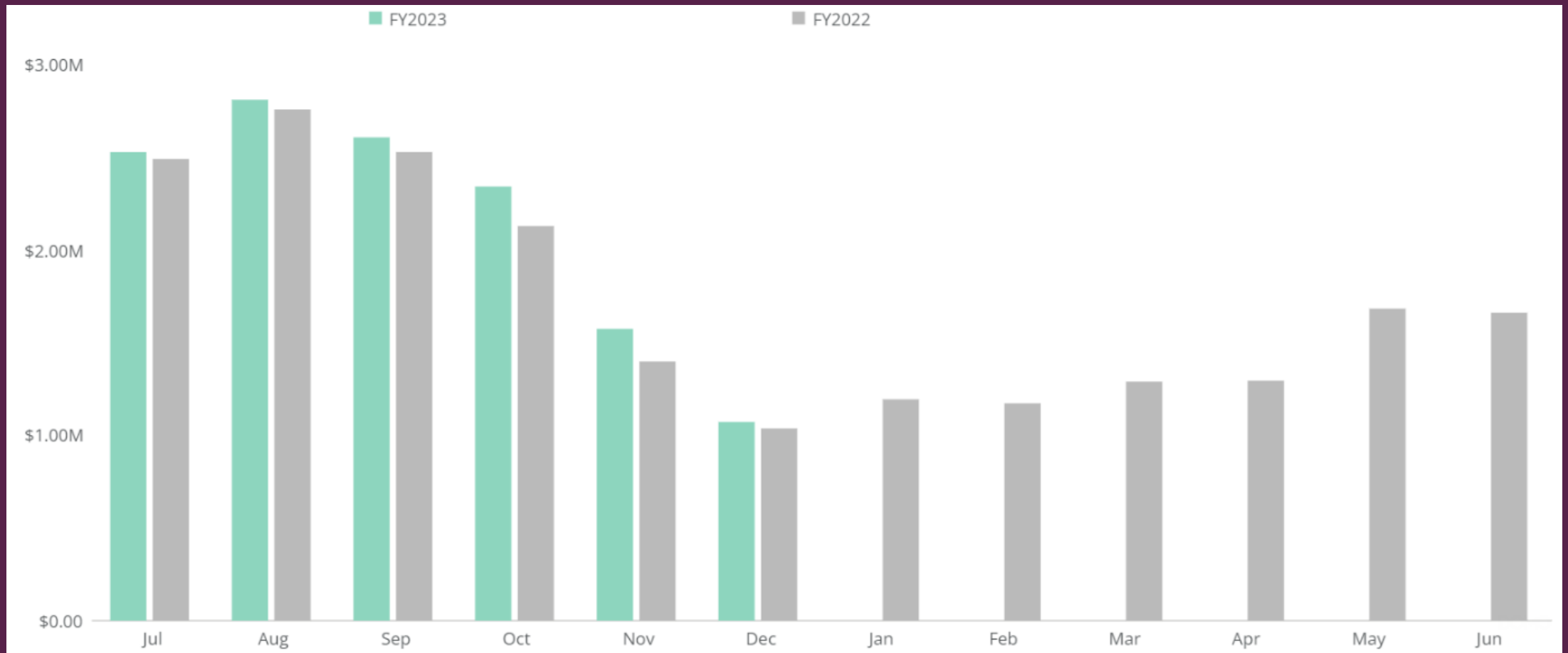
\$14,190,612.71

Versus \$13.54M in FY 2022

▲ **4.8%**

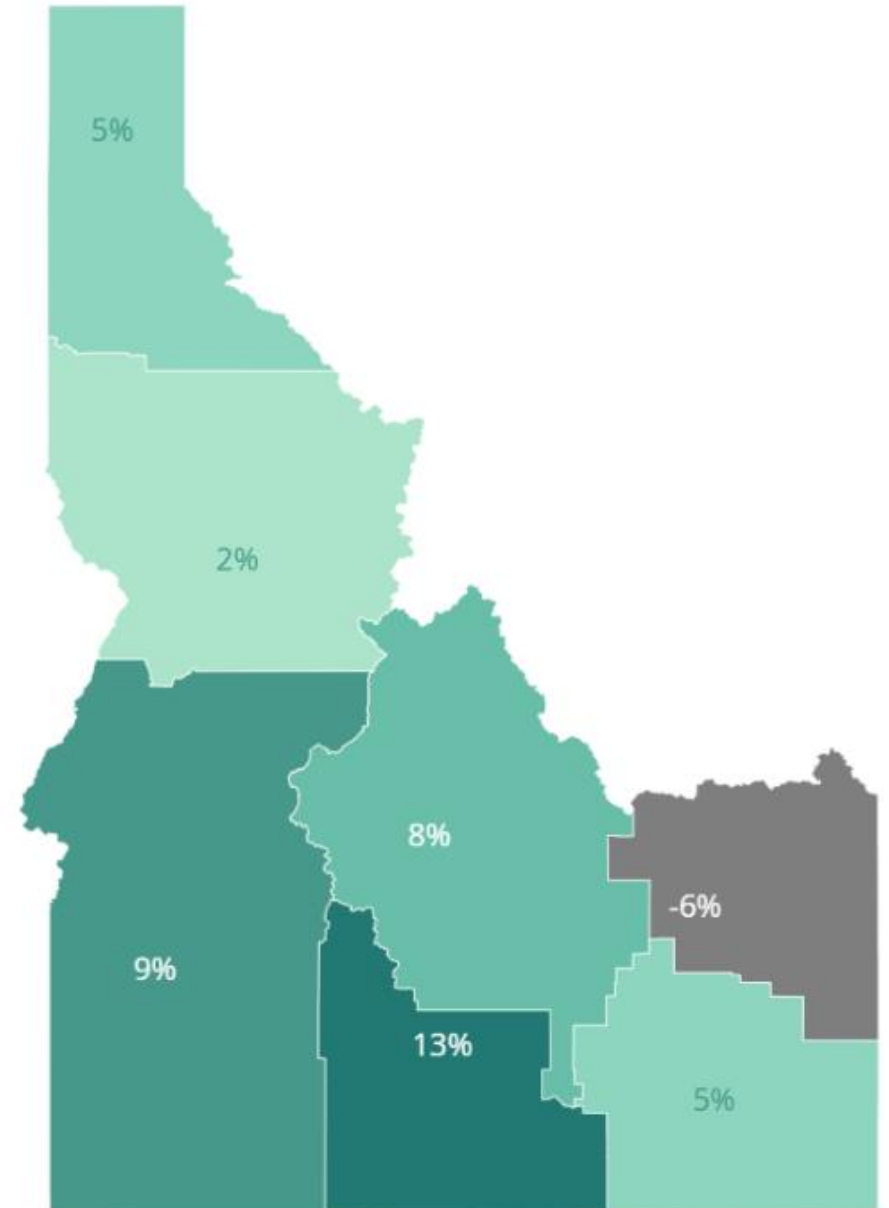


FY Changes in Bed Tax Collections



Regional Bed Tax Collections

(YOY gains in 6 of 7 Regions)





Regional Bed Tax Collections

Region	Bed Tax Collection FY '23 v FY '22	Total, FY'23
Northern	4.6%	\$3,034,634.43
North Central	2.5%	\$552,855.50
Southwest	9.0%	\$4,857,388.91
South Central	12.8%	\$994,149.56
Southeast	5.3%	\$783,327.48
Eastern	-6.4%	\$2,439,127.13
Central	8.5%	\$1,543,447.87



Hotel Lodging & Short Term Rentals: Statewide

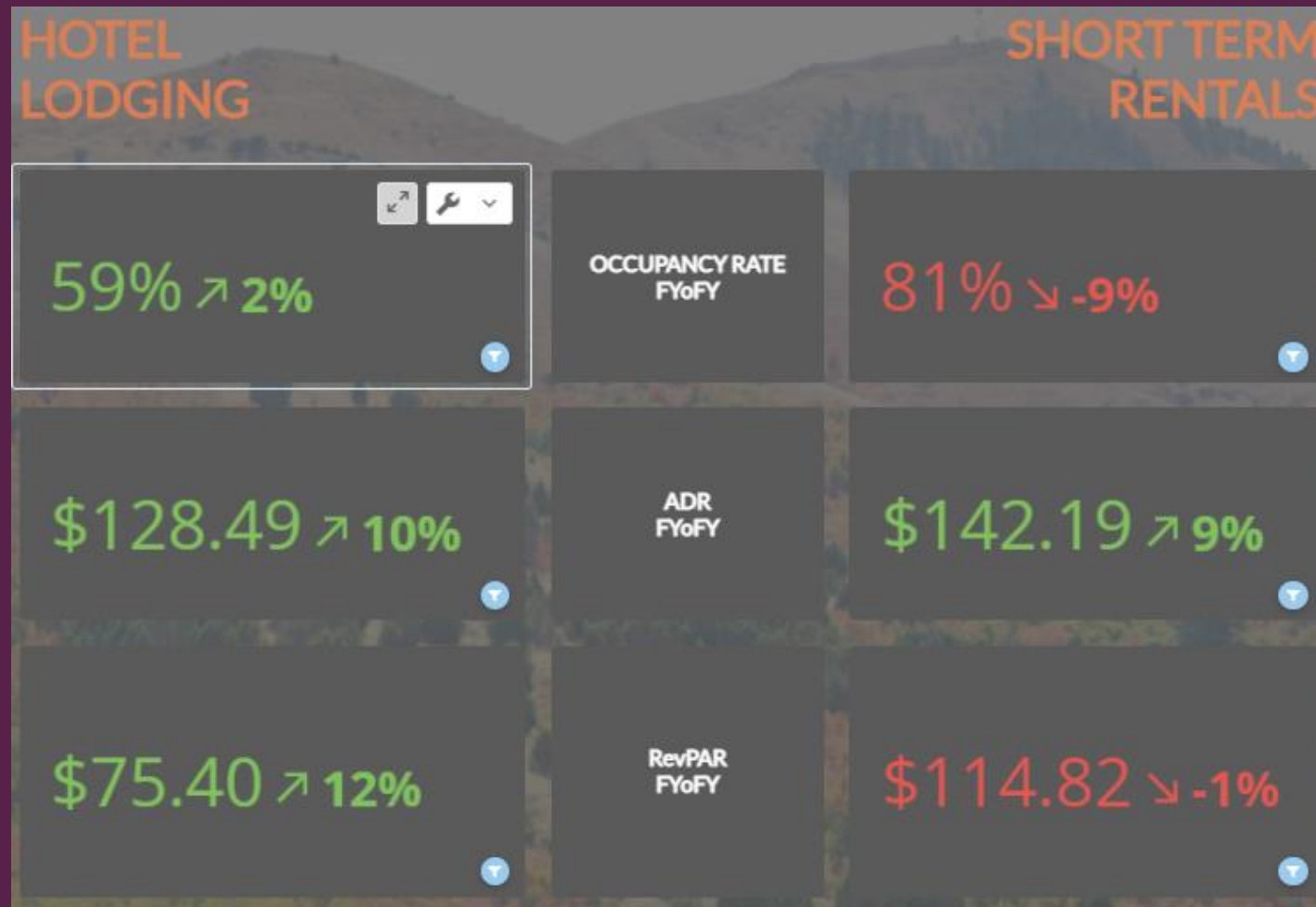
HOTEL LODGING		SHORT TERM RENTALS
66% ↘ -3%	OCCUPANCY RATE FYoFY	73% ↘ -9%
\$137.06 ↗ 7%	ADR FYoFY	\$251.23 ↗ 5%
\$90.22 ↗ 4%	RevPAR FYoFY	\$182.52 ↘ -5%



Hotel Lodging & Short Term Rentals: Northern



Hotel Lodging & Short Term Rentals: North Central





Hotel Lodging & Short Term Rentals: Southwest



Hotel Lodging & Short Term Rentals: South Central



Hotel Lodging & Short Term Rentals: Southeast



Hotel Lodging & Short Term Rentals: Eastern



Hotel Lodging & Short Term Rentals: Central



Grant Updates





Cristin
Wondergem



Andrea
Rayburn



Tina Caviness



Nancy
Richardson



Katie Pegan



Laurie
McConnell



Things To Do



Travel Tips



Eat & Drink



Plan Your Trip



Maps & Guides



Looking for something?

Follow



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



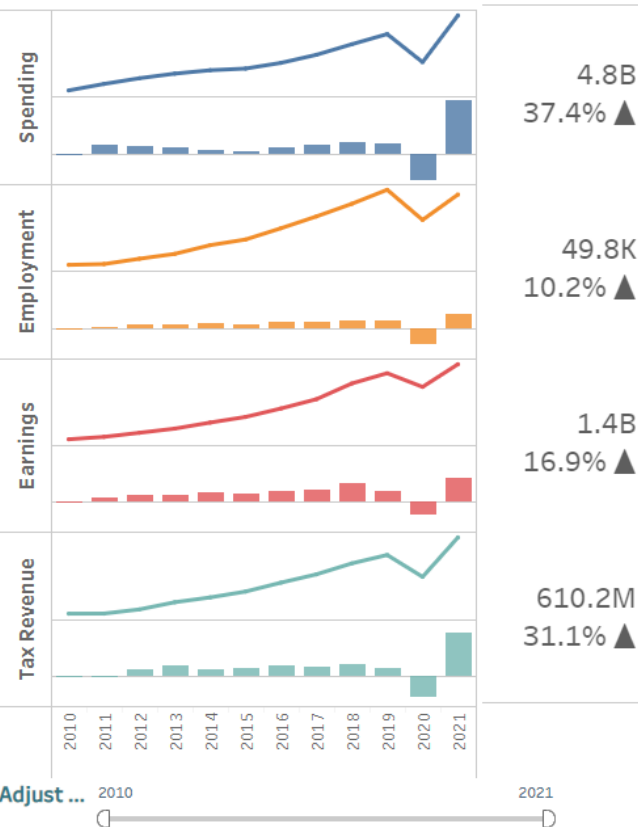
IDAHO
TOURISM

Select a Location

State: Idaho

Actual and YOY(%)

2021



You now have direct access to travel impact data, as reported in the Economic Impact reports, prepared annually by Dean Runyan Associates, Inc. for Visit Idaho. The Economic Impact Report includes direct economic impacts of travel to and through Idaho, the tourism regions, and counties in the categories listed below:

Direct Travel Spending

Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.

Direct Employment

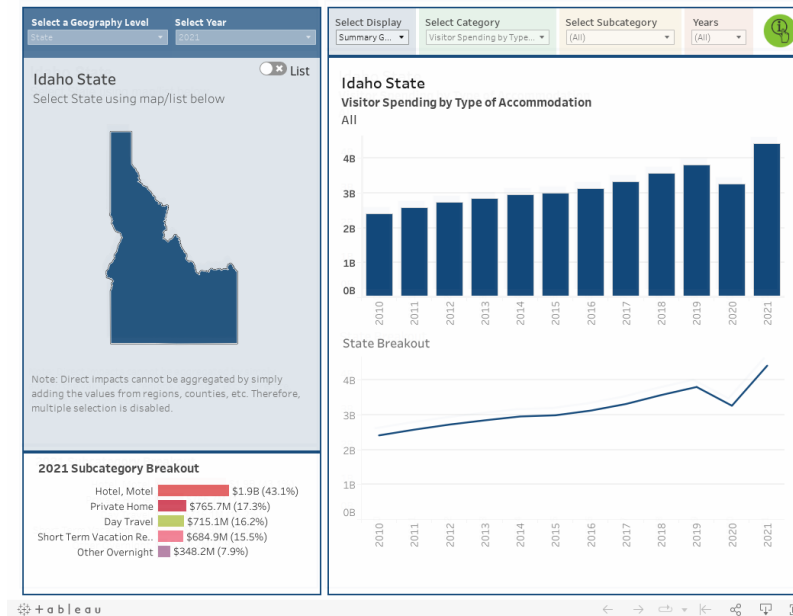
Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.

Direct Earnings

The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that are attributable to travel expenditures.

Direct Tax Receipts

Tax receipts collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods and motor fuel.



Copyright © Dean Runyan Associates [Travelstats.com](#)



Tourism Research

Events

**MAR
06**

Idaho Nonprofit Center
Regional Conferences

**MAR
07**

Tourism Tour – Region 2

We'll help paint the whole picture on Idaho Tourism.

Research conducted by the Idaho Commerce Tourism Development team or commissioned on its behalf provides an excellent snapshot of the industry and its impact.

No single statistic can give a complete picture of travel and tourism in Idaho, so we suggest that you consider all the sources of information below. Even better if you're perusing these resources while taking in one of our scenic views.



Travel Pulse

JANUARY | 2023

NEWS • WHAT'S AHEAD • THE NUMBERS

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

Travel World

12 New Year

Fodor's Travel

My Favorite

World Atlas

52 Incredible

The Mandar

15 Amazing

Erie News N



EYES ON IDAHO

Top States Requesting Idaho Travel Guides

December: Idaho, California, Texas, Washington, Florida

Top States for Visitation to Idaho

December: Washington, Utah, California, Montana, Oregon

Top Locations for Visitation

December: Post Falls, Idaho Falls, downtown Boise, Twin Falls, Garden City, Hayden/Hayden Lake, Lewiston, Sandpoint, Pocatello, Preston, Victor/Driggs

December Top Performing Travel Tips on VisitIdaho.org

7 Must Visit Idaho Hot Springs

5 Family-Friendly Snowshoe Trails Near Boise

Find Family-Friendly Winter Activities Around Idaho Falls

Top Snowmobiling Destinations in Idaho

Relax at Goldbug Hot Springs

Check out Idaho Tourism Travel Tips, posted weekly on Tuesdays at visitidaho.org/travel-tips, to find stories to help further your marketing message. Be sure to follow us on social media @VisitIdaho or click the social links below.

Idaho Travel Tips



2023 OFFICIAL IDAHO TRAVEL GUIDE SHOWCASES GEM STATE EXPERIENCES

Idaho's visitors and residents will find fresh information and inspiration for their 2023 [Official Idaho Travel Guide](#). The 2023 guide is filled with in-depth stories and scenic photos from national contributors, along with maps and resources for those seeking an Idaho adventure. The stories focus on scenic byways perfect for a motorcycle road trip, scenic wonderlands, vegetarian dining, mysterious legends, Idaho wines, non-alcoholic offerings and more.

An additional five feature stories include QR codes, taking readers to digital content and interactive experiences, including:

- "Gravel Unraveled" takes a ride with Hall of Fame cyclist Rebecca Rusch on gravel-biking trails in central Idaho and then provides readers with an online [friendly destinations](#).
- "Four Hikes to Connect with Nature" profiles four rejuvenating walks in the mountains, taking readers to the sights and sounds of Idaho through an [immersive sensor story](#).
- "A Guide to Idaho's Native Trout" illuminates the state's renowned fish that live in the mountains and offers [tips on where, when and how to find them](#) in Idaho's waterways.
- "Remembering Minidoka" tells the story of the incarceration of 13,000 Japanese-Americans during World War II. It takes readers on [a visual tour of the historic site's visitor center](#) and includes an interview with the Director of Interpretation and Education, Kurt Ikeda.
- "Following the Footsteps of the Nimiipuu" details the route of the Nez Perce and offers [helping readers plan their own road trip to these culturally significant sites](#) and a [creation story](#).

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 stunning imagery, looking for the latest news or key facts and figures or searching for the right person to contact, it's all right here.

Whatever your mission, we want to be sure you have everything you need. If for some reason, you aren't find what you're after, we're happy to provide it. Simply email us with your request (topic, timing and 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.

Be in the Know
on Idaho

YOUR ONLINE NEWSROOM: A CRUCIAL PR TOOL

Is your organization's website prepped to capture the attention of journalists hunting for background information or story inspiration? Whether you're aware or not, journalists are likely visiting your website looking for easily accessible details on your destination to help inform coverage. Having a thoughtful, organized newsroom is one of the best ways to make sure the details you want to showcase for your destination or business are front and center.

A newsroom (also known as a press site or a media room) is a page on your destination's/organization's website that serves as the definitive source of news- or media-related information for journalists, freelance writers and other content creators. A well-built newsroom informs visitors on company news, provides approved resources and includes the following elements:

About Us: A section telling visitors about your destination/organization (who you are, what you do, where you are located) and who the contact(s) is/are for media inquiries.

Press Releases/Media Releases: A listing of all your recent and past press/media releases.

Recent Stories/Coverage: An area showcasing any recent news or blog articles covering your destination.

Image Library: A link or downloadable access to high-resolution photos of your area. Be sure to include photo credit information for writers to insert when using your photos.

Storylines: Ideas and inspiration about your destination for writers to use as thought-starters for stories.

Social Media: Links/icons to your organization's social media pages.

Contact Information: Phone numbers and email addresses for anyone authorized to speak to media on a specific topic.

The [Visit Idaho Newsroom](#) is a good example to reference how these elements can be incorporated into your own website.



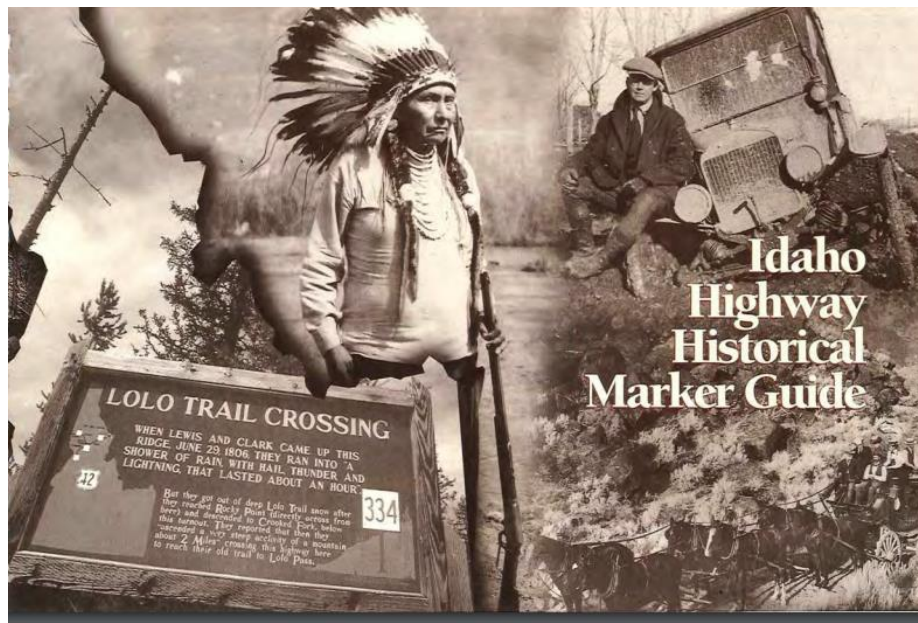


October 16-18, 2023
Lewiston



Grant Presentations May 4 – 5





...you just have to know where to look.

Become a Road Scholar

The guide fits in your glove compartment and acts as a traveling companion with a degree in history. Historical meaning will materialize from unexpected places: a point in a river where pioneers crossed, a mountain valley where a battle was fought, a rocky peak used by Native Americans to symbolically explain their world. From the caves of prehistoric man to the first town to be powered by atomic energy, the Idaho we have today is inherited from the ancestors of this great land. As you drive through the state's mountains, valleys and plains you'll relive those events, places and personalities that have led to the Idaho and Idahoans we have today.



*"History, the evidence of time,
the light of truth, the life of
memory, the directress of life,
the herald of antiquity, committed
to immortality."*

— Marcus Tullius Cicero, Roman orator, poet

Evolution of the Historical Marker Program

The Idaho Transportation Department and the Idaho Historical Society began promoting the historical heritage of Idaho through the use of highway markers in 1956. Before the organization of this program, historical markers of various shapes and sizes were installed through the efforts of private organizations or by relatives of the pioneers. In most cases, these markers were installed, properly dedicated and then left to the elements and vandals. The new program organized, standardized and maintained the state's historical markers.



The Idaho Historical Society proposes sites and prepares information for the signs. The Idaho Transportation Department directs the



preparation, location, installation and maintenance of the four-foot by eight-foot wooden signs.

The signs are located at roadside turnouts or near other available parking so that you will not have to park on the shoulder

of the highway to read them. Road signs announcing the historical markers are typically posted about 1,000 feet in advance of the site to provide an opportunity to slow down and turn out safely.

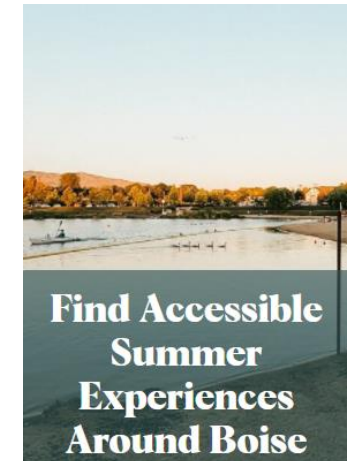
The program was revitalized in 1986 with the installation of over 100 new signs in preparation for Idaho's centennial celebration of statehood in 1990. There are now 244 historical markers along the gem state's highways.



Accessible Experiences in Idaho

How is Visit Idaho working on highlighting accessible experiences?

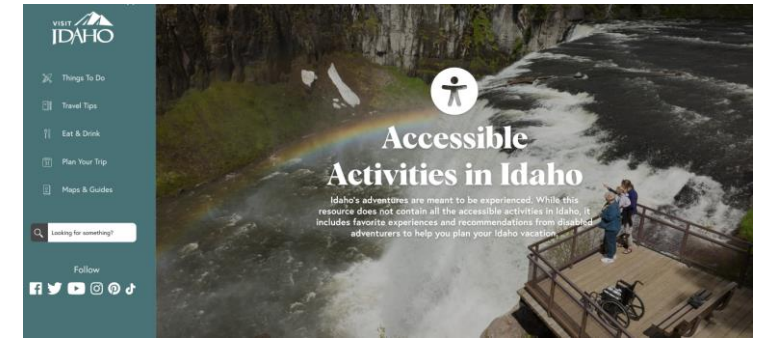
- Working with stakeholders and partners like the Idaho Access Project, LINQ, NW ADA Center-Idaho, CAF, and many more
- Working with content creators who are accessibility advocates to create truthful content and accurate resources
- Working with partners to better highlight accessible experiences
- Utilizing industry opportunities like ICORT to increase education and start new conversations
- Including adventurers of all kinds in marketing efforts
- Education



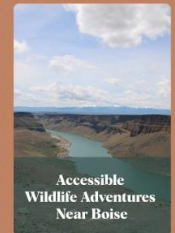
Accessible Experiences in Idaho

How is Visit Idaho looking to grow visitor resources about accessible experiences?

- Continue work with stakeholders and partners to create meaningful resources for travelers
- Continue work with content creators to generate more editorial and travel resources
- Develop a digital accessible travel guide with more curated experiences from Idahoans



What to See and Do



Accessible Experiences in Idaho

Improving the conversation around accessibility in your destination

But what does it mean?

When promoting your destination or attraction and its accessibility or ADA-friendly options, ask yourself, “but what does that mean?”

- Example: *The interpretive trail is wheelchair-friendly.*

But what does this truly mean to the potential visitor?

It doesn't tell them about the experience or allow them to assess if it might be best suited for their abilities or group.



Accessible Experiences in Idaho

Improving the
conversation around
accessibility in your
destination

But
what
does it
mean?

Let your copy improve the research process for your potential visitors.

A few extra words can make a huge difference in a travel experience and help manage expectations resulting in positive experiences.

- *Example: The 1.1-mile packed gravel interpretive trail gently gains 300 feet of elevation to reach a scenic overlook. The wooden scenic boardwalk is wheelchair-accessible and connects with the packed gravel trail to return to the trailhead.*

The accessibility advocates we're working with have shared that this is the most needed information when planning a vacation.

Other places to expand descriptions:

- Are there and/or how many ADA-restrooms, ADA-picnic tables, parking spots, etc. are available?

Accessible Experiences in Idaho

Improving the conversation around accessibility in your destination

Accessible travel is a \$60 billion-dollar industry.

To be part of the travel conversation, you can't keep your accessible experiences a secret.

This can feel overwhelming. Focus on starting small.

- Share possible locations, attractions, and experiences with the Visit Idaho team.
Andrea.Rayburn@tourism.idaho.gov
Laurie.mcconnell@tourism.idaho.gov

As Visit Idaho builds out accessible experiences and accessible travel resources this information is incredibly helpful.

- Not everyone or every attraction can be highlighted here. That is a-okay.

The accessibility stakeholders we're partnering with say any information is more beneficial than no information. They don't expect us to have answers to all the questions, and they appreciate any extra details that can be part of the planning process.

They'll make the call on whether or not it's an activity they'd like pursue. It's not up to destination marketers to decide.



 Things To Do

 Travel Tips

 Eat & Drink

 Plan Your Trip

 Maps & Guides



Looking for something?

Follow



Accessible Activities in Idaho

Idaho's adventures are meant to be experienced. While this resource does not contain all the accessible activities in Idaho, it includes favorite experiences and recommendations from disabled adventurers to help you plan your Idaho vacation.



What to See and Do

What to See and Do

Check out these stories from Idaho locals and visitors within the disabled community.



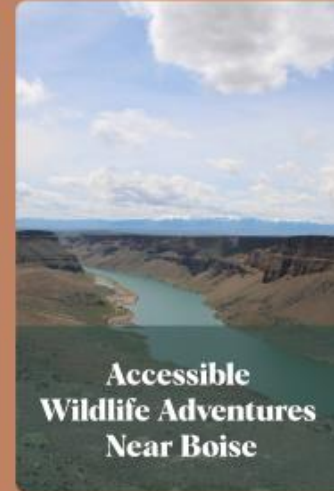
**Accepting the
Challenge**



**Find Accessible
Summer Experiences
Around Boise**

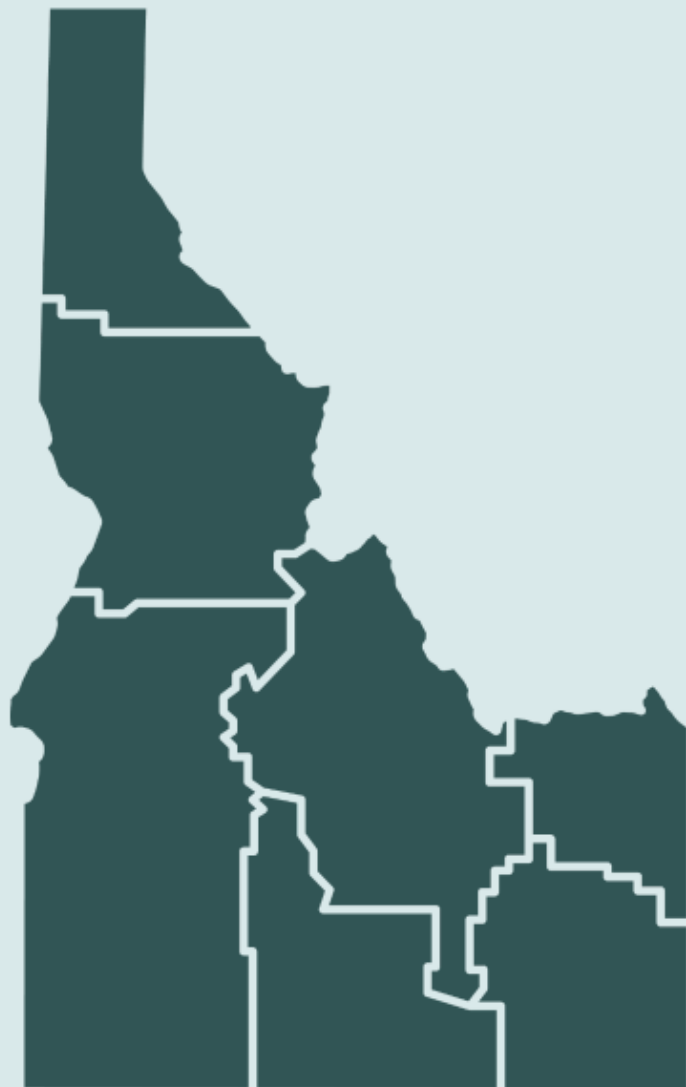


**Connect With Nature
in Boise at These
Accessible Parks**



**Accessible
Wildlife Adventures
Near Boise**





Discover Accessible Adventures by Region

Planning a trip to Idaho or exploring what the Gem State has to offer? Select a region and discover your new favorite adventure.

NORTHERN Coeur d'Alene, Sandpoint & Wallace ▼

NORTH CENTRAL Grangeville, Moscow & Lewiston ▼

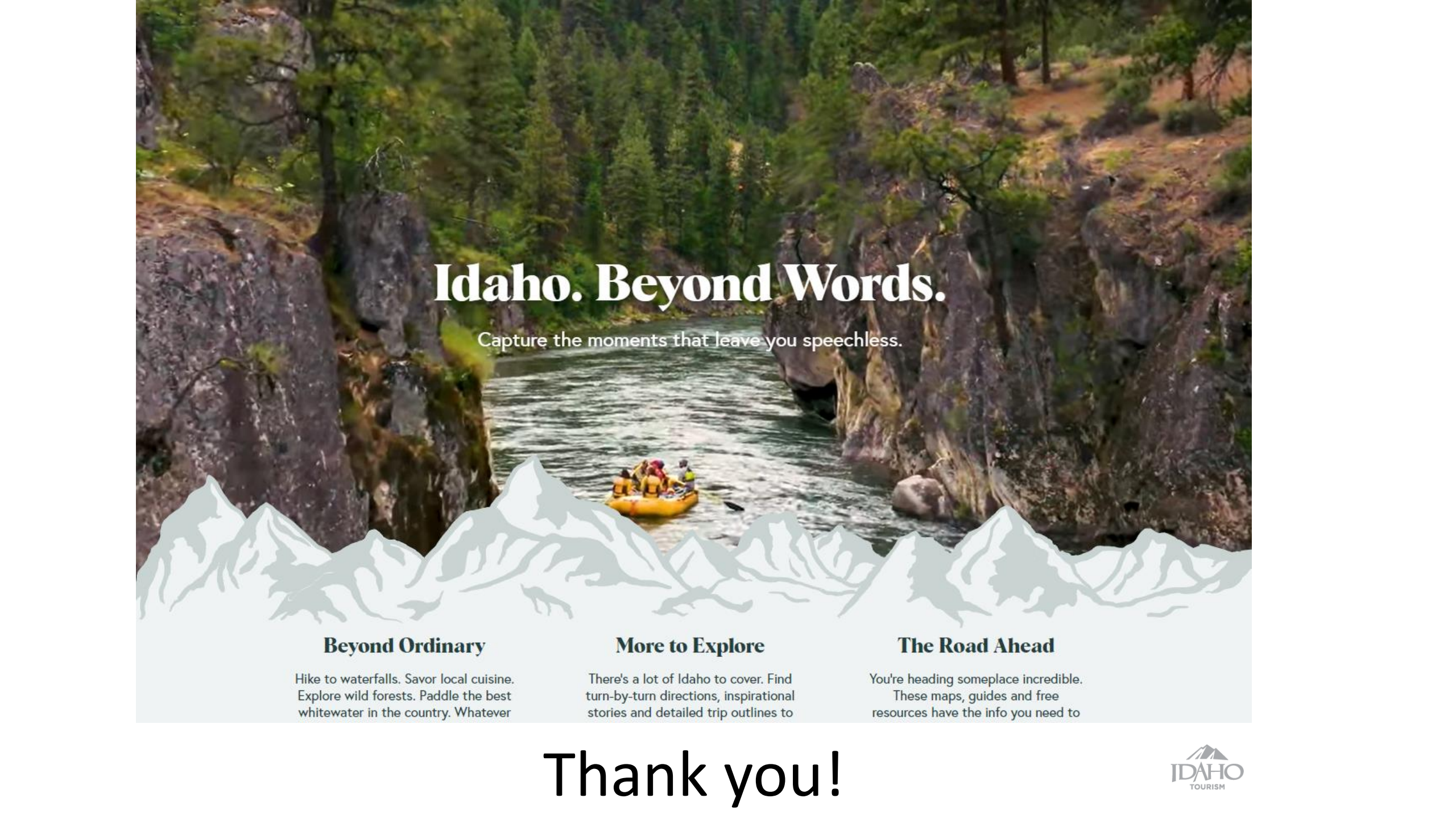
SOUTHWEST Boise, McCall & Mountain Home ▼

SOUTH CENTRAL Twin Falls, Hagerman & Burley ▼

SOUTHEAST Pocatello, Lava Hot Springs, Montpelier ▼

EASTERN Idaho Falls, Rexburg & Island Park ▼

CENTRAL Sun Valley, Stanley, Salmon ▼



Idaho. Beyond Words.

Capture the moments that leave you speechless.

Beyond Ordinary

Hike to waterfalls. Savor local cuisine. Explore wild forests. Paddle the best whitewater in the country. Whatever

More to Explore

There's a lot of Idaho to cover. Find turn-by-turn directions, inspirational stories and detailed trip outlines to

The Road Ahead

You're heading someplace incredible. These maps, guides and free resources have the info you need to

Thank you!

