



Brad Little, Governor  
Tom Kealey, Director

### Statewide Virtual Tourism Tour Agenda

Wednesday, March 6, 2024

Thursday, March 14, 2024

9:00 a.m. - 12:00 pm (Mountain Time)

8:00 a.m.-11:00 a.m. (Pacific Time)

Join Zoom Meeting

<https://us06web.zoom.us/j/89046726478?pwd=PFP4BwsrPjQxwIAKMdYZMdG4TyxvbP.1>

Meeting ID: 890 4672 6478

Passcode: 827422

| Time       | Topic   | Lead                     |
|------------|---|--------------------------|
| 9:00 a.m.  | Introductions   |                          |
| 9:20 a.m.  | Tourism Industry  | Jeremy Chase             |
| 9:45 a.m.  | Grant Updates   | Ewa Szewczyk             |
| 10:15 a.m. | Visit Idaho Recap<br>2025 Travel Guide<br>Visit Idaho Prime Campaign<br>Co-op Opportunities | Madden Media             |
| 10:45 a.m. | Visit Idaho PR recap<br>Co-op Opportunities   | Red Sky                  |
| 11:15 a.m. | Idaho Tourism Sentiment Study   | Anna Blount<br>Longwoods |
| 11:45 a.m. | Q & A   |                          |
| 12:00 p.m. | Adjourn   |                          |

### Idaho Travel Council Meeting | Tuesday, March 26 | 1:00 p.m. – 3:00 p.m.

Join Zoom Meeting:

<https://us06web.zoom.us/j/83141452072?pwd=be8oKqsz27Rq79jzqL146NvbGieaCe.1>

Meeting ID: 831 4145 2072

Passcode: 383672