

Visit Idaho's FY25 media campaigns are structured around the "Beyond Words" brand platform and follow a consistent seasonal approach divided into four key efforts: Summer, Fall, Winter, and Prime. Each campaign is strategically timed and budgeted to support the state's year-round tourism goals. The fiscal year begins with the summer campaign, which serves as a continuation of the prior year's Prime effort, maintaining momentum as the seasons shift. This lighter campaign relies on efficient, always-on channels like search engine marketing, digital display, social media, and connected TV. Due to Idaho's historically strong travel demand organically, the summer season receives under 10% of the annual media spend.

The fall campaign ramps up investment and typically runs from just before Labor Day through the end of October. It builds on the foundation of summer media channels but adds greater emphasis on seasonally relevant storytelling and travel planning resources, such as long-form "Travel Tips" content on the Visit Idaho website. Additionally, fall incorporates travel-endemic media partnerships with platforms like Expedia, TripAdvisor, and Priceline to reach audiences actively considering trips. This season represents roughly 25% of the total yearly media spend.

Winter represents a significant opportunity for Visit Idaho to promote the state's cold-weather offerings. Running from November through February, the winter campaign accounts for around 30% of the annual media budget. In addition to digital display, search, social, and connected TV, winter media efforts include specialized placements with niche partners like SKI and OnTheSnow. These platforms help Idaho target snow sports enthusiasts and position the state as a premier winter recreation destination.

The Prime campaign, which typically runs from March through June, is the centerpiece of Visit Idaho's annual marketing strategy. It is the largest seasonal push, representing more than 35% of the yearly media budget. Prime reactivates and scales nearly all media channels used throughout the year, with the exception of winter-specific placements. It also expands investment with endemic travel partners and incorporates more robust storytelling, brand engagement, and conversion-focused tactics to align with peak travel planning season.

Altogether, the FY25 campaign strategy leverages a smart, seasonal cadence that aligns with traveler behavior while reinforcing the Beyond Words brand across all touchpoints. Each quarter plays a distinct role, with summer maintaining presence, fall and winter building momentum, and Prime maximizing reach and impact. This structured approach allows Visit Idaho to remain top-of-mind with audiences year-round while aligning investment with tourism demand.

## Spend by Season and Media Type

