



MEDIA ADVISORY  
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## **International Travel Conference Lands in Boise**

*500 Go West Attendees Fill the City and Feature Boise as Desirable Destination*

**WHAT:** [Go West Summit](#) is an annual international travel convention that introduces more than 500 tourism industry experts to the best U.S. travel destinations of the year. Boise is hosting the 2019 convention, which will allow international buyers and planners to experience Boise's hotel and hospitality industries first-hand.

Specialized experiential opportunities will allow attendees to learn about Boise's Basque and Native American cultural influences, sample the food, wine, and beer scenes, and explore Boise's rich outdoors.

**WHO:** Go West Summit attendees include CEOs, contract managers, and travel trade media from Asia, Europe, Latin America, and Australia. The two-day conference will feature more than 12,000 appointments with local vendors and opportunities for more than \$9 million in signed contracts.

**WHY:** "Hosting Go West Summit for the second time is a huge opportunity for Boise to increase its status as a major destination for meetings, conventions, and visitors," said Carrie Westergard, executive director of the Boise Convention and Visitors Bureau. "This summit brings tourism experts from more than 30 countries to explore and promote our city to the rest of the world."

**WHERE:** **Boise Centre**  
850 W. Front Street  
Boise, Idaho 83702

**WHEN:** **February 24 - February 28, 2019**

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### **About the Boise CVB:**

The mission of the Boise Convention and Visitors Bureau is to enhance the Boise area's economy through the marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, cultural, sports and special events. Find out more at [www.boise.org](http://www.boise.org)