This year several national and international conventions, as well as sporting and cultural events came to Boise, the result of years of work by our team and local partners. Larger events included the Basque Friendly Soccer tournament, featuring La Liga’s Athletic Club de Bilbao and Liga MX’s Club Tijuana Xolotlzcuintles de Caliente; the Far West Soccer tournament, Jaialdi 2015, Amateur Softball Association, IHV Workshop and the Commercial Vehicle Safety Alliance.

Finally, the BCVB in November completed its transition into a fully merged part of the Boise Metro Chamber of Commerce. This will allow all of us to strategically align our missions more going forward. We are excited about the possibilities and added exposure for the BCVB, especially given the Boise Metro Chamber of Commerce’s strong presence as Idaho’s leading business advocate.

As we look ahead to 2016, we are confident that we will continue to take bold steps while continuing to build on our successes. I am grateful to all of our partners and stakeholders for your support for tourism as a growth and economic development opportunity for our great community.

Carrie Westergard,
Executive Director
A LETTER FROM THE BOARD CHAIR

What a year 2015 was for great changes for the Boise Convention and Visitors Bureau! Doubling its staff size, it kicked off the New Year with the hiring of Carrie Westergard as the new executive. Carrie has done a phenomenal job in her first year at the post by increasing grant funding by 10%, traveling across the country to NYC and Chicago to promote Boise, and speaking throughout the Treasure Valley to share the CVB story. Alena Sheire also joined the team in August as the Sports Marketing Manager.

Boise has been on more top ten lists than I have ever seen this past year and it has to do with the hard work and commitment of the CVB staff. I have been lucky enough to be a small part of this group and have enjoyed my time as Chair. I look forward to seeing what 2016 has in store for the CVB, as well as, watching it grow for many years to come under Carrie’s leadership.

Moya Shatz Dolsby,
Boise CVB Board Chair

Mission:
To enhance the City of Boise’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.

Staff:
Carrie Westergard, Executive Director
Terry Kopp, Director of Sales
Lisa Edens, Senior Sales Manager
Alena Sheire, Sports Sales Manager
Roseanna Margosian, Sales Assistant

2015 Board of Directors:
Moya Shatz Dolsby, Idaho Wine Commission, Chair
Mike McKnight, Rocky Mountain Management & Development, Chair-elect
John Beacham, Red Lion Hotels, Past-chair
Bill Connors, Boise Metro Chamber of Commerce
Cece Gassner, Boise State University
Rebecca Hupp, Boise Airport
Steve Schmader, International Festivals & Events Association
Erik Hansen, Hampton Inn & Suites
Cliff Clinger, Boise Centre
Scott Ableman, AmeriTel
Results: 1.577 million overnight stays with an increase of 6.3% from 2014 and 1,349,388 deplanements/passengers into Boise Airport up 8% (data from 12/14 - 11/15 source: STR Report).

Tourism Funding

Revenue: $1,112,494  Budget: $1,058,000  5% Increase

- 63% – Idaho Travel Council Grant (Lodging Tax) $704,457
- 2% – City of Boise Grant $30,000
- 2% – Other $15,620
- 2% – In-kind $24,750
- 31% – Boise Centre (Lodging Tax) $337,667
  - 94% Lodging Tax/Grant
  - 4% Other Grants
  - 2% In-kind

Tourism Investment

Expenses: $1,023,912  Budget: $1,058,000-3% Decrease

- 67% – Sales/Marketing/PR $686,203
- 0.05% – Local/Advocacy $5,000
- 2.5% – In-kind $24,750
- 30% – Admin (salaries, non-grant, operations) $307,959

Idaho Facts & Figures*:

- Direct travel spending in Idaho in 2014 was $3.3 billion.
- Direct travel generated employment was 40,600. Employment has increased by 2.3 percent per year since 2010.

* Source: Dean Runyan & Associates, December 2015
NEW IN 2015

Expanded Team:

† Carrie Westergard,
  New Executive Director

† Alena Sheire,
  New Sports Sales Manager

Merger:  Merger with the Boise Metro Chamber of Commerce as of 11/30/15.

New Advocacy Video:  Liz & Barbara Adventure showcasing the economic impact of the meeting and convention business.

www.youtube.com/watch?v=H2o-2NFlhYQ
10 Regional Presentations to:

- Boise Metro Chamber of Commerce Advisory Board
- City of Boise (Council/Mayor/staff)
- Destination Boise
- Downtown Boise Association
- Greater Boise Auditorium District
- Idaho Conference on Recreation and Tourism
- Idaho Society of Association Executives – 2 presentations
- ITC Travel Council
- Treasure Valley Lodging Association

NEW Air Service in 2015:

- To Los Angeles (Allegiant) started in June
- To Spokane (Alaska) started in August
- To Reno (Alaska) started in November

* Southwest continued seasonal summer service to Chicago Midway adding a 19th non-stop flight.
MARKETING

• Maximized the budget by focusing marketing activities to the proper geographic and audience segments. Targeted the “lowest hanging fruit” by geography; drive or non-stop airline markets in the surrounding western states. In addition, focus marketing, media and messages to our target audiences.

• Timed media placements when target audiences were actively planning. For the majority of Boise’s visitors, the spring and early summer were when they were planning visits. Delivered the right message during the time when they’re most likely to be receptive and act upon it.

• Inspired and engaged prospective visitors with impactful and unique messages. Brought Boise to life with creative that is on-brand, with photography that shows off, copy that is thought-provoking and initiates action.

• Worked with our strategic partners to further our mutual objectives for Boise. Partnerships came in the form of advertising, editorial content, social media sharing, promotions, research and more.

• All marketing communications were clear, concise with a persuasive call to action, driving target audiences to the newly designed website which effectively demonstrates the “BOISE IS” brand identity.

• Messaging and all marketing efforts strived to achieve an emotional response to the brand. Utilized imagery that people relate to, envisioning themselves experiencing all Boise has to offer, and communicating a message that strikes a chord. All combined, stimulated the target audience to share content.
MARKETING

New Boise.org Optimized Website

New Booking Engine Feature
Collateral

Visitor Guide (30,000 copies)

New - Meeting Planner Guide (1,000 copies)

101 Most Asked Questions (30,000 copies)

Partnered with Museum Association, Downtown Boise Association, Greenbelt Map and WalkAbout Boise Tour

Tear Off Maps (75,000 copies)
The BCVB also has longstanding partnerships with CVENT and Helms Briscoe, both meeting industry resources that generate leads.
Print Advertising:

6 Full Page Ads
Publications: Collaborate, Connect And Rejuvenate

Total circulation reach 450,000

4 Half Page Ads
Publications: Meetings Focus and NW Meetings & Events

Total circulation reach 129,000
Co-op with Boise Centre: Wonderful, Walkable, Boise campaign sent to 500 meeting planners. Included a drawing for a FitBit.

Wonderful, Walkable, Boise.
There’s a lot to see and do just a few steps away.

Thanks for taking time to learn more about Wonderful, Walkable, Boise.
Visit Boise.org to request a copy of the CVB’s new Meeting Planner Guide and we’ll enter you into a contest to win a CHARGE FIT BIT.

CHARGE FIT BIT is an activity and sleep wristband that tracks steps, distance, calories burned, floors climbed and sleep. (Valued at $129.95)

Drawing to take place January 15, 2016
Print Advertising:
5 full page ads:
Alaska Air/ Horizon edition - 640,000 passengers
United Hemispheres - 11 million passengers
Northwest Travel - total circulation reach 300,000
Idaho Travel Guide - 152,000 distributed

1 half-page ad (Madden media spring insert, included 10 regional newspapers)
Total circulation reach 515,000
Digital Advertising:

- Google AdWords
- Trip Advisor - 37,794 annual sponsorship page views
- OutdoorsNW.com - 300,000 annual site visits
Print:
3 half page ads in Sports Events
Total circulation reach 48,000

Television — ESPN:
Famous Idaho Potato Bowl
2-30 second spots
— 1.5 million reach
Albertsons Pro Am Classic
2-30 second spots
— 3.2 million reach
January – December 2015:

**Tradeshows/Marketplaces:**
Attended 14 Marketplaces / trade shows – 372 contacts — IPW, Sunset Celebration Weekend, Plan Your Meetings, Springtime in the Park (DMAI), Conference Direct, Society of Government Meeting Professionals (SGMP), National Association of Sports Commissions (NASC), Helms Briscoe, Collaborate, American Society of Association Executives (ASAE), Connect, IMEX, Rejuvenate, TEAMS.

**Familiarization Trips:**
Hosted 1 meeting planner fam trip – 12 attendees from all over the country representing a variety of meetings/events.

**Site Visits:**
Hosted 25 site visits.

**Promotions:**
· Promo support for SKAL International and National Fire Protection Association.
· 1 Sales Mission to Chicago in conjunction with the Boise Centre staff – met with over 20 meeting planners, journalists and airline executives.
· 110 Groups were serviced in 2015.
· 132 Hotel Lead RFP’s were sent.
· 166 new contacts created.

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13 sporting events held = 23,248 room nights
(Includes 12,000 room nights from Far West Soccer). The BCVB sponsored and offered special event support for each of these events.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DATE</th>
<th>ROOM NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bam Jam</td>
<td>3/2015</td>
<td>200</td>
</tr>
<tr>
<td>Treefort/Hackfort</td>
<td>3/2015</td>
<td>Attendance: 14,000</td>
</tr>
<tr>
<td>US Youth Soccer-Far West Tournament</td>
<td>6/2015</td>
<td>12,000</td>
</tr>
<tr>
<td>Ironman</td>
<td>6/2015</td>
<td>900</td>
</tr>
<tr>
<td>Orienteering</td>
<td>6/2015</td>
<td>270</td>
</tr>
<tr>
<td>Basque Friendly Soccer</td>
<td>7/2015</td>
<td>Room Nights: 620 Attendance: 22,000</td>
</tr>
<tr>
<td>Jaialdi</td>
<td>7/2015</td>
<td>Room Nights: 2,543 Attendance: Expo Idaho: 20,000 Sports: 5,000 Morrison Center: 4,000</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td>7/2015</td>
<td>400</td>
</tr>
<tr>
<td>Albertsons Pro Am Golf</td>
<td>7/2015</td>
<td>2,200</td>
</tr>
<tr>
<td>ASA Softball</td>
<td>7/2015</td>
<td>2,310</td>
</tr>
<tr>
<td>Bam Jam</td>
<td>8/2015</td>
<td>300</td>
</tr>
<tr>
<td>Bob Firman Cross Country</td>
<td>9/2015</td>
<td>200</td>
</tr>
<tr>
<td>FitOne</td>
<td>9/2015</td>
<td>405</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>12/2015</td>
<td>900</td>
</tr>
<tr>
<td>Conventions</td>
<td>Date</td>
<td>Room Nights</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>Rocky Mountain Psychological Association</td>
<td>4/2015</td>
<td>410</td>
</tr>
<tr>
<td>Gold Prospectors Association of America</td>
<td>4/2015</td>
<td>1,000</td>
</tr>
<tr>
<td>International Association of Wildland Fire</td>
<td>4/2015</td>
<td>1,250</td>
</tr>
<tr>
<td>Idaho Conference on Recreation &amp; Tourism</td>
<td>5/2015</td>
<td>215</td>
</tr>
<tr>
<td>Voluntary Protection Program Participants Association</td>
<td>5/2015</td>
<td>700</td>
</tr>
<tr>
<td>NIlets - The Int’l Justice &amp; Public Safety Network</td>
<td>6/2015</td>
<td>580</td>
</tr>
<tr>
<td>National Cooperative Grocers Association (NCGA)</td>
<td>7/2015</td>
<td>270</td>
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<tr>
<td>National Onion Association</td>
<td>7/2015</td>
<td>221</td>
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<tr>
<td>International Herpesvirus Workshop IHW 2015</td>
<td>7/2015</td>
<td>2,000</td>
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<tr>
<td>Amateur Softball Association (ASA)</td>
<td>7/2015</td>
<td>2,310</td>
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<tr>
<td>Commercial Vehicle Safety Alliance Conference &amp; Exhibition</td>
<td>9/2015</td>
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<tr>
<td>National Association of State Aviation Officials</td>
<td>9/2015</td>
<td>411</td>
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<tr>
<td>American Dairy Goat Association</td>
<td>10/2015</td>
<td>550</td>
</tr>
<tr>
<td>GEAR UP</td>
<td>10/2015</td>
<td>650</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Future Conventions*</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt. Plains Adult Ed. Assn.</td>
<td>4/2016</td>
<td>620</td>
</tr>
<tr>
<td>River Management Society</td>
<td>5/2016</td>
<td>451</td>
</tr>
<tr>
<td>Adjutants General Assn.</td>
<td>6/2016</td>
<td>1,000</td>
</tr>
<tr>
<td>Assn. of ID Cities</td>
<td>6/2016</td>
<td>550</td>
</tr>
<tr>
<td>Silverback Learning Solutions</td>
<td>6/2016</td>
<td>455</td>
</tr>
<tr>
<td>ID Assn. Pupil Transportation</td>
<td>6/2016</td>
<td>409</td>
</tr>
<tr>
<td>INL Amer. Nuclear Society</td>
<td>9/2016</td>
<td>1,090</td>
</tr>
<tr>
<td>Amer. Soc. Of Legislative Clerks &amp; Sec’s</td>
<td>9/2016</td>
<td>675</td>
</tr>
<tr>
<td>FBI Natl. Academy MT/ID Chapter</td>
<td>9/2016</td>
<td>230</td>
</tr>
<tr>
<td>IRIS-Inc. Research Institute for Seismology</td>
<td>9/2016</td>
<td>450</td>
</tr>
<tr>
<td>ID Immunization Coalition</td>
<td>11/2016</td>
<td>450</td>
</tr>
<tr>
<td>ID Speech Language Hearing Assn.</td>
<td>10/2017</td>
<td>260</td>
</tr>
<tr>
<td>NCAA – Basketball</td>
<td>3/2018</td>
<td>2,500</td>
</tr>
<tr>
<td>Natl. Football Bowl Assn.</td>
<td>4/2018</td>
<td>1,071</td>
</tr>
<tr>
<td>Western Gas Measurement</td>
<td>5/2019</td>
<td>1,075</td>
</tr>
</tbody>
</table>

Groups in bold: Meetings at Boise Centre. *Partial List

60 confirmed future conventions/meetings, equalling 18,296 room nights (as of 12/15), 45 pending future convention/meetings.
Hosted 43 media or freelance writers from the following media outlets:

Parade
USA Today
Men's Fitness
The Washington Times
Outside
Esquire
Men's Journal
Forbes Travel
Chicago Tribune
Dallas Morning News
Honest Cooking
Snowshoe Magazine
The Washington Post
Horizon Air Magazine
Peter Greenberg Radio
Lost Girls World blog
Family Travel blog
Southwest Magazine
EveryDay with Rachael Ray
Las Vegas Sun
Las Vegas Weekly
Sonntag Aktuell / Stuttgarter Nachrichten
die welt / welt am Sonntag
westdeutsche allgemeine zeitung
Volkstkrant
Roots
Mashable
Meridian Travel
Travel Weekly
The Independent
Daily Star Newspaper
Asian Avenue Magazine
Appetite for Idaho/Idaho Magazine
The Bend Bulletin
(writer and photographer)
Chocolate + Marrow blog
Climbing Grier Mountain blog
Country Living
Epicurean Travel
Flavor & the Menu blog
Kale & Caramel blog
Luxe Beat Magazine
Noble Pig blog
Wanna Be a Country Cleaver blog
Offyonder.com
Zester Daily blog
bearfoottheory.com
Flanboyant Eats blog
Parade
USA Today
Men's Fitness
The Washington Times
Outside
Esquire
Men's Journal
Forbes Travel
Chicago Tribune
Dallas Morning News
Honest Cooking
Snowshoe Magazine
The Washington Post
Horizon Air Magazine
Peter Greenberg Radio
Lost Girls World blog
Family Travel blog
Southwest Magazine
EveryDay with Rachael Ray
Las Vegas Sun
Las Vegas Weekly
Sonntag Aktuell / Stuttgarter Nachrichten
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Volkstkrant
Roots
Mashable
Meridian Travel
Travel Weekly
The Independent
Daily Star Newspaper
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Epicurean Travel
Flavor & the Menu blog
Kale & Caramel blog
Luxe Beat Magazine
Noble Pig blog
Wanna Be a Country Cleaver blog
Offyonder.com
Zester Daily blog
bearfoottheory.com
Flanboyant Eats blog

Media Exposure: 40 stories published equaling a reach of 227.5 million.

2 Media Missions:


Visitor Information: 3,066 packets sent
The following restaurants supported the Boise CVB’s overall sales and marketing efforts by providing special rates or complimentary meals this year.

- The Basque Market
- Chandlers Steakhouse
- The Dish
- Emilio’s
- Fork
- Juniper
- Red Feather
- State & Lemp

Thank you to all of our partners in 2015!