The Idaho tourism economy continued to shine across the state in 2016, especially in the Boise area. In this first full year operating as the tourism division of the Boise Metro Chamber of Commerce, the Boise Convention and Visitors Bureau drove significant growth in the vital travel economy. This was especially the case in Boise, where hotel occupancies and room rates continued to show positive growth. The merger’s success has already reinforced the value of numerous strategic collaborations.

The Boise CVB worked with the Boise Valley Economic Partnership to secure a strategic win for the valley in 2020. The Industrial Asset Management Council is an organization of top real estate directors for Fortune 500 corporations from across the country, including 3M, PepsiCo, General Mills and Honda of America, along with other economic development organizations and large industrial firms. This is exactly the sort of group a growing community wants to host.

Timing was also on our side in 2016. In June, over 200 Air National Guard Generals and affiliates from across the country joined us as Boise hosted the Adjutants General Association. With the potential F35 mission still a distinct possibility, it was a great time to have high-ranking officers from across the country visiting our community.

The Boise Centre convention center opened its expansion in September, nearly doubling its capacity. This essential asset added 36,000 square feet to its existing 50,000 square feet across the plaza. The added capacity, along with the new hotel infrastructure opening in 2017 throughout the area, has allowed the Boise CVB to partner and seek future business that wouldn’t have fit into Boise in the past. We successfully bid on and won the Council of State and Territorial Epidemiologists that will be a huge city-wide effort.

Boise is also finding newfound success in the arena of sports events. For the second year in a row, the Far West Regional Soccer Championships accounted for more than 15,000 room nights in June. In July, the USA Waterski Championships splashed into the area for the first time. In October, the new Onward Shay Marathon was a hit with runners despite rough weather. The year also yielded Boise some late-inning wins: We worked with the City of Boise to successfully land the ESPN X-games BMX and Skate pre-qualifier event at the beautifully remodeled Rhodes Skate Park, for June of 2017. Finally, we helped Boise State secure the first and second round of the NCAA division 1 championships at Taco Bell Arena in 2018.

Looking ahead to 2017, the addition of over 500 new hotel rooms in Boise by the summer of 2017 and the completion of the 2nd and 3rd phases of the Boise Centre Convention Center, we will continue to build on our successes. We know now that strategic partnerships and bold steps can further build our strong and vibrant economy.

Thank you for your continued partnership and trust in our organization.

Carrie Westergard, Executive Director
The Boise Convention and Visitors Bureau had another terrific year in 2016. Carrie Westergard, Executive Director and staff continue to be extremely efficient in marketing Boise and all of the various hotel properties and venues that are available in the community. Our relationship with the Boise Centre continues to be robust as we partner on joint marketing and sales efforts. Carrie has once again expanded the availability of grant funds with an increase of 12% over the prior year. Additionally, the CVB Staff continue to meet their sales goals and targets as they generate bookings and interest in Boise through their FAM Trips, Site Visits, Trade Shows and Media Visits.

Boise also continues to make national headlines with the recent US News & World Report’s list of 2017 Best Places to Live in America, #12 Boise, Idaho. The refresh of the CVB site, boise.org is modern and engaging and the CVB’s new Tradeshow Booth displaying memorable portions of the Boise Skyline has created plenty of attention. The excellent staff and the progress that they continue to make are a few of the many reasons why it was a pleasure to serve as the Board Chair in 2016.

Michael F. McKnight, 
Boise CVB Board Chair

Mission
To enhance 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.

2016 Staff
Carrie Westergard, Executive Director
Terry Kopp, Director of Sales
Lisa Edens, Senior Sales Manager
Alena Sheire, Sports/Convention Sales Manager
Roseanna Margosian, Sales Assistant

2016 Board of Directors
Mike McKnight, Rocky Mountain Management & Development, Chair
Rebecca Hupp, Boise Airport, Chair-elect
Moya Shatz Dolsby, Idaho Wine Commission, Past-chair
Bill Connors, Boise Metro Chamber of Commerce
Cece Gassner, Boise State University
Cliff Clinger, Boise Centre
Dave Terrell, Washington Trust Bank
Erik Hansen, Hampton Inn & Suites
John Cunningham, Block 22
Scott Ableman, AmeriTel
Steve Schmader, International Festivals & Events Association
**Results**

1.68 million overnight stays with an increase of 6% from 2015 and 1,616,787 deplanements/passengers into Boise Airport up 8%. (data from 1/16–12/16 – source: STR report and Boise Airport)

### Tourism Funding

**Revenue:** $1,291,308  
**Budget:** $1,287,770  
**.003% Increase**

- **61%** – Idaho Travel Council Grant (94% Lodging Tax)  
  - $790,399
- **33%** – Boise Centre (Lodging Tax)  
  - $427,500
- **3%** – City of Boise Grant  
  - $35,000
- **1.5%** – Other  
  - $18,409
- **1.5%** – In-kind  
  - $20,000

### Tourism Investment

**Expenses:** $1,275,628  
**Budget:** $1,287,770  
**-1% Decrease**

- **2%** – In-kind  
  - $21,250
- **0%** – Local/Advocacy  
  - $0
- **29%** – Admin (salaries, non-grant, operations)  
  - $371,956
- **69%** – Sales/Marketing/PR  
  - $882,422

### Allocations

- **65%** – Spent on Convention Marketing
- **35%** – Spent on Tourism Marketing

### Idaho Facts & Figures*

- Total direct travel spending in Southwest Idaho was $1.4 billion in 2015.
- Direct travel generated employment was 14,000.
- Tourism ranks third in the gross domestic product of Idaho behind agriculture and computer/electronics.

*Source: Dean Runyan & Associates, February 2016
New Trade Show Booth

Booth includes custom back drop with three dimensional cutouts, table wraps and custom turf carpet.

New Hop Up Booth

This 10x10 Hop Up was designed to represent Boise and utilized for trade shows with shorter durations.

New Visitor Guide

A new, easy to carry size with the intent for Visitors to use as a reference guide as they explore our great city.

New Hotel Intercept Survey

This survey was designed to collect several measures covering a variety of topics from sampled overnight guests. A few key data points gathered include travel origin, purpose of visit and length of stay.
10 Regional Presentations to

- Boise Metro Rotary
- CREW (Commercial Real Estate Women)
- Small Business Advisory
- IBR Travel Industry Panel
- Idaho Restaurant & Lodging Association
- Boise Metro Chamber of Commerce Economic Outlook Panel
- Boise Metro Chamber of Commerce board of director meetings (updates)
- Boise Metro Chamber of Commerce Travel Advisory Board (updates)
- Treasure Valley Lodging Association
- Idaho Travel Council

NEW Air Service in 2016

- Southwest began service to Sacramento*
- American began service to Dallas

* Southwest continued seasonal summer service to Chicago Midway adding a 20th nonstop flight to/from Boise, Idaho
MARKETING STRATEGIES

- 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.

- 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 future 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.

- Focused effort on new nonstop air service markets with a dedicated strategy.
Boise.org Enhancements

- New Home Page
- Social Media Integration
- New Website Partner
- Advertising Opportunities
Visitor Guide
(30,000 copies)

New - Meeting Planner Guide
(2,000 copies)

101 Most Asked Questions (30,000 copies)

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

Tear Off Maps
**Website**
Average 16,000 visits per month

**eNewsletter**
Sent monthly to over 17,700 recipients (17% growth in subscribers since Jan. 2016)

**Social Media**

**Facebook Likes**
- 2014: 18,420
- 2015: 19,057
- 2016: 19,798

**Twitter Followers**
- 2014: 3,643
- 2015: 4,336
- 2016: 5,068

**Total Tweets**
- 2014: 1,926
- 2015: 2,507
- 2016: 2,806

**Instagram Followers**
- 2014: 1,702
- 2015: 6,264
- 2016: 15,600

**Lead Generation Programs**
- CVENT
- Helms Briscoe
- Northwest Travel and Life
- Meetings Today
- Madden Media
- Sports Destination Mgt.
Print Advertising
Publications:
· Connect Associations
· Meetings Focus
· NW Meetings & Events

Total circulation reach 650,000
Print Advertising
Publications:
- Alaska Air/ Horizon edition
  - 640,000 passengers
- Northwest Travel
  - total circulation
  - reach 300,000
- Idaho Travel Guide
  - 152,000 distributed
Digital Advertising

- Google AdWords
  - 136,000 with 2,337 click thru annual sponsorship page views
  - 365,501 banner ad impressions with 411 click thurs
- Trip Advisor
  - 386 bookings total, including 108 flights; 278 hotel
- Adara
  - 101,469 impressions with 83 click thurs
- Idaho Statesman
  - 101,469 impressions with 83 click thurs
Print Advertising
· Sports Events
· Connect Sports
· Sports Events
· Far West Ski Magazine

Total circulation
reach 75,000
January – December 2016

**Tradeshows/Marketplaces**


**Familiarization Trips**

Hosted 1 meeting planner fam trip – 19 attendees (including 4 travel writers) from all over the country representing a variety of meetings/events

**Sporting events held = 22,450 room nights**

(Includes 15,000 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>3/2016</td>
<td>200</td>
</tr>
<tr>
<td>US Youth Soccer - Far West Tournament</td>
<td>6/2016</td>
<td>15,000</td>
</tr>
<tr>
<td>USA Water Ski – Regionals</td>
<td>7/2016</td>
<td>150</td>
</tr>
<tr>
<td>USA Water Ski – Nationals</td>
<td>7/2016</td>
<td>1,200</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td>7/2016</td>
<td>400</td>
</tr>
<tr>
<td>Bam Jam</td>
<td>8/2016</td>
<td>300</td>
</tr>
<tr>
<td>Albertsons Pro Am Golf</td>
<td>9/2016</td>
<td>3,200</td>
</tr>
<tr>
<td>Bob Firman Cross Country</td>
<td>9/2016</td>
<td>200</td>
</tr>
<tr>
<td>FitOne</td>
<td>9/2016</td>
<td>400</td>
</tr>
<tr>
<td>Onward Shay</td>
<td>10/2016</td>
<td>150</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>12/2016</td>
<td>1,250</td>
</tr>
</tbody>
</table>

**Other events held = 8,600 room nights; Visitor Attendance: 2,880**

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>Treefort Music Festival</td>
<td>3/2016</td>
<td>8,600</td>
</tr>
</tbody>
</table>

**Site Visits**

Hosted 17 site visits.

**Promotions**

- Promo support for Far West Ski Assn-6/2017, 517 rm nts, Far West Regl. Soccer Tourn-6/2016, 15,000 rm nts
- 1 Sales Mission to Denver in conjunction with the Boise Centre staff – met with over 40 meeting planners and journalists
- 150 groups serviced
- 184 hotel RFP leads were sent to Boise Centre and hotels
- 211 new contacts created
## Conventions

### 2016 Conventions*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Music Therapy Assn.</td>
<td>3/2016</td>
<td>205</td>
</tr>
<tr>
<td>U.S. First</td>
<td>3/2016</td>
<td>185</td>
</tr>
<tr>
<td>Conference for Food Protection</td>
<td>4/2016</td>
<td>3,214</td>
</tr>
<tr>
<td>Family, Career &amp; Community Leaders of America</td>
<td>4/2016</td>
<td>360</td>
</tr>
<tr>
<td><strong>American Waterworks Association</strong></td>
<td>5/2016</td>
<td>1,008</td>
</tr>
<tr>
<td>National High School Mock Trial</td>
<td>5/2016</td>
<td>1,321</td>
</tr>
<tr>
<td>River Management Symposium</td>
<td>5/2016</td>
<td>878</td>
</tr>
<tr>
<td>Natlional Club Baseball Association</td>
<td>5/2016</td>
<td>85</td>
</tr>
<tr>
<td><strong>Adjutants General Assn. of the U.S.</strong></td>
<td>6/2016</td>
<td>660</td>
</tr>
<tr>
<td>Skal</td>
<td>6/2016</td>
<td>309</td>
</tr>
<tr>
<td>Silverback Learning Solutions</td>
<td>9/2016</td>
<td>354</td>
</tr>
<tr>
<td><strong>American Nuclear Society</strong></td>
<td>9/2016</td>
<td>644</td>
</tr>
<tr>
<td>Incorporated Research Institutions for Seismology</td>
<td>19/2016</td>
<td>615</td>
</tr>
<tr>
<td><strong>NW Assn. of Educational Opportunity Programs</strong></td>
<td>10/2016</td>
<td>536</td>
</tr>
</tbody>
</table>

Groups in bold: Meetings at Boise Centre.

*Partial List

### Future Conventions*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fisheries</td>
<td>2/2017</td>
<td>548</td>
</tr>
<tr>
<td>National Park Service</td>
<td>2/2017</td>
<td>320</td>
</tr>
<tr>
<td><strong>Goodfellow Bros</strong></td>
<td>3/2017</td>
<td>220</td>
</tr>
<tr>
<td><strong>Council of State &amp; Territorial Epidemiologists</strong></td>
<td>6/2017</td>
<td>3,967</td>
</tr>
<tr>
<td>Natl. Assn. Gov’t Archives &amp; Records Administrators</td>
<td>7/2017</td>
<td>575</td>
</tr>
<tr>
<td>Idaho Heritage Conference</td>
<td>9/2017</td>
<td>575</td>
</tr>
<tr>
<td>NW GIS Users Conference</td>
<td>10/2017</td>
<td>250</td>
</tr>
<tr>
<td><strong>Far West Agribusiness</strong></td>
<td>12/2017</td>
<td>305</td>
</tr>
<tr>
<td>NW Anthropological Conference</td>
<td>3/2018</td>
<td>569</td>
</tr>
<tr>
<td><strong>National Football Association</strong></td>
<td>4/2018</td>
<td>1,071</td>
</tr>
<tr>
<td>Potato Association of America</td>
<td>7/2018</td>
<td>520</td>
</tr>
<tr>
<td><strong>W. Gas Measurement Association</strong></td>
<td>5/2019</td>
<td>1,365</td>
</tr>
<tr>
<td>American Dairy Goat Association</td>
<td>10/2019</td>
<td>520</td>
</tr>
</tbody>
</table>

*Partial List

112 confirmed future conventions/meetings, equalling 32,438 room nights (as of 12/16), 52 pending future convention/meetings.
Media Strategy
The Boise Convention & Visitors Bureau works with its public relations agency Fahlgren Mortine to connect with national leisure travel, trade publications and regional media to spread awareness about Boise as a travel destination.

By distributing targeted information about Boise, incentivizing writers to visit the market, and creating a memorable experience, the public relations efforts have created an unprecedented national buzz about Boise.

Locally, Fahlgren Mortine has worked to establish BCVB Executive Director Carrie Westergard as a local authority on travel and tourism. This allows her to promote the work of the CVB as vital to the economic health of Boise and surrounding areas.

Hosted Media
The Boise CVB hosted writers from 23 unique travel outlets during the year. In anticipation of these visits, Boise CVB staff and Fahlgren Mortine associates develop detailed itineraries, hosted experiences and Boise-specific activities to promote positive coverage of the city.

Visiting media represent a diverse mix of freelance writers, bloggers, social media influencers, broadcast media, trade writers and print writers.

These hosted writers included:
• The Seattle Times
• Edible Reno-Tahoe
• Economist Magazine
• Convene Magazine
• Northwest Meetings & Events
• Meetings & Conventions
• Smart Meetings
• Denver Life Magazine
• National Geographic Adventure
• The Daily Meal
• The Arizona Republic

Media Exposure
The Boise CVB and its public relations partner directly influenced at least 68 stories that were published about the Boise area—a 45% increase from the previous year. This earned media coverage reached 160 million readers.

Featured media wins:
• Associated Press
• Convene
• Empowermint
• ESPN
• Food & Wine Magazine
• Men’s Journal Magazine
• Northwest Meetings & Events
• Orbitz

• Outside Magazine
• The Seattle Times
• Smart Meetings
• Sports Destination
• Sunset Magazine
• Thrillist
• Touring & Tasting
• USA Today
• Vogue Magazine
Local PR Assistance
Public relations efforts secured appearances by BCVB Executive Director Carrie Westergard in local media talking about tourism promotion and hotel boom.

Local Media:
- KTVB Channel 7 “ViewPoint”
- KBOI TV
- KIVI TV
- KBSX 91.5 FM
- Idaho Statesman
- Idaho Business Review
- Boise Weekly

Support for Visiting Events:
- U.S. National Mock Trials Championship
- Water Ski Championships
- Albertsons Boise Open
- Meeting Planner Fam Trips
- Far West Soccer

Talking points for public forums

E-Newsletter:
- A monthly email with updates on Boise accolades and highlighting upcoming events reaches 17,000+ addresses

Media Missions & Direct Flight Support
*Flight Promotion* — With the launch of new direct flights to Dallas, TX and Reno, NV, Fahlgren Mortine developed lists of media outlets and travel writers within those destinations. The Boise CVB shared information about new developments and upcoming events to encourage coverage of and visits to Boise. This resulted in visits from The Daily Meal and Edible Reno Tahoe.

The Boise CVB also engaged in direct media missions to direct flight markets and traveled to two destinations in 2016 to promote travel and media coverage of Boise market.

Washington D.C.:
- Reached out to 55 Washington DC-specific travel outlets and writers
- Met with 9 different writers and submitted media kit information to others unable to meet.
- Produced 6 articles from writers who learned about Boise during this visit.
- Continuing relationships with media for future information about Boise.

Denver:
- Reached out to 80-Denver-specific travel outlets and writers.
- Scheduled deskside briefings or events with 19 different writers and submitted media kit information to others unable to meet.
- 4 articles written about Idaho business, Idaho Wine and Boise culture.
- Continuing coordination and pitching for 5 publications.

Visitor Information: 1,898 packets sent
Thank you to all of our partners in 2016!

Boise Parks & Rec
Boise Valley Economic Partnership
Downtown Boise Association
Fahlgren Mortine

Idaho Museum & History Association
Other Area Hotels / Lodging Properties
Rizen Creative
Southwest Idaho Travel Association