A LETTER FROM THE EXECUTIVE DIRECTOR

The past year has proven that Boise looks good in the spotlight. Our city and its surroundings have drawn unprecedented attention and business in 2017, and the next year looks even more promising. The Boise Convention and Visitors Bureau team has worked hard to drive results for our tourism and hospitality industry. We successfully solicited and secured the largest city-wide conference our city has ever hosted, when the Council of State and Territorial Epidemiologists decided to bring more than 1,500 attendees to Boise for their annual event.

And regional and national sporting events are turning out to be a great match for Boise. The ESPN X Games took over Boise’s Rhodes Skate Park for a preliminary park qualifier event and it went so well the group has already announced a return in 2018. Other sporting events are likewise making multi-year commitments to Boise, including the unprecedented return of the Far West Regional Soccer Tournament series in 2019 and 2020 and the Big Sky Conference men’s and women’s college basketball tournament, which announced to the sporting world that it would come to Boise in 2019, 2020 and 2021.

Amidst all this, the Boise CVB launched a new event to celebrate the exceptional service provided by our hospitality industry. Boise’s first-ever ROSE Awards – Recognition Of Service Excellence – drew more than 250 people to the Century Link Arena.

Fortunately, Boise’s capacity to receive guests is improving at a similar pace. More than 500 new hotel rooms opened in 2017 in the Boise area, including three downtown hotels and another near our wonderful Boise Airport. Together with plans for more rooms in 2018, Boise will have nearly 800 new rooms to offer visitors.

Boise’s boom has not gone unnoticed by the national press. In partnership with our public relations partner Fahlgren Mortine, the Boise CVB has solicited and welcomed stellar coverage in Conde Nast Traveler, Vogue, CNN and numerous publications in cities with non-stop flights into Boise. And 2018 dawned with a TODAY Show segment featuring Boise as one of the best places to visit this year.

We’re already knee-deep into another busy year. We’re delighted to see the return of the X Games, including the addition of the Harley-Davidson Hooligan Races. Sports fans will further enjoy the NCAA Basketball tournament games that will come to Boise in March, followed by the National Football Bowl Association meeting this April. And we’ll celebrate; on April 9 the Boise CVB will host our 2nd Annual ROSE Awards.

To further help our front-line hospitality employees, the Boise CVB is hosting a Tourism Boot Camp this May that will include customer service training and tours of area attractions, to help these essential partners welcome guests to Boise. We do have a lot to celebrate. But Boise’s wins are built upon hard work, and we’re committed to keeping up with the growth and success of our great city.

Carrie Westergard, Executive Director
A LETTER FROM THE BOARD CHAIR

It has been a very successful year for the Boise Convention & Visitors Bureau under the leadership of Executive Director Carrie Westergard. In 2017 downtown Boise’s convention and hotel space doubled in size, and Westergard and her team took full advantage of the additional beds and conference space. This past year the BCVB recruited the largest convention ever to be held in Boise, when over 1500 epidemiologists showed up for their annual weeklong conference. Westergard continues to grow the availability of grant funds, with an increase of 11.5% over the past year. The BCVB also hosted the first annual ROSE Awards, a recognition of service excellence for Boise area employees in the tourism and hospitality industries.

Thanks to the efforts of Westergard’s team, Boise continues to be in the national spotlight. Most recently, the Today Show featured a segment by Condé Nast Traveler identifying Boise as a best place to go in 2018. Travel + Leisure Magazine’s list of best places to travel to in 2018 also included Boise, highlighting the variety of local breweries and wineries. In addition, Westergard was recognized as one of the Top 20 Women in the Meetings Industry by Meetings and Conventions magazine.

There is no doubt that 2018 will be another successful year for the BCVB as they move into their brand new headquarters on the corner of 11th and Front St. in downtown Boise. It’s been a pleasure to serve as the Board Chair in 2017 and watch this dedicated team work diligently to not only attract new convention and tourism business, but to deliver an amazing experience to all who visit. Boiseans should know that the BCVB is in great hands.

Rebecca Hupp
Boise CVB Board Chair

2017 Staff
Carrie Westergard, Executive Director
Terry Kopp, Director of Sales
Lisa Edens, Senior Sales Manager
Taylor Williamson, Sports/Convention Sales Manager
Lana Newman, Digital Convention Sales Coordinator
Roseanna Margosian, Sales Assistant

2017 Board of Directors
Rebecca Hupp, Boise Airport, Chair
Dave Terrell, Washington Trust Bank, Chair-elect
Mike McKnight, Rocky Mountain Management & Development, Past-chair
Moya Shatz Dolsby, Idaho Wine Commission, Treasurer
Bill Connors, Boise Metro Chamber of Commerce
Cece Gassner, Boise State University
Cliff Clinger, Boise Centre
Curt Asmussen, Inn at 500
Erik Hansen, Hampton Inn & Suites
John Cunningham, Block 22
Kathy Pidgeon, The Riverside Hotel
Scott Ableman, Ameritel
Sylvia Hampel, Clearview Cleaning
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.
what has the Boise CVB done to promote our city?

1.6 million passengers into Boise Airport
= up 8% (data from 1/17-12/17 – source: STR report and Boise Airport)

1.72 million overnight stays
= an increase of 3.5% from 2016 to 2017

$1.4 billion total direct travel spending in Boise area/SW Idaho

600k digital ad impressions

Tourism is #3 in the GDP of Idaho behind agriculture and computer/electronics

tourism employs 14,000 workers in the Boise area

21,100 Instagram followers

20,005 Facebook likes

35 writers hosted annually

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**Figures/Facts based on 2017 marketing efforts

2015 Facts and Figures
* Source: Dean Runyan & Associates, February 2016
NEW IN 2017

ROSE Awards Event
The ROSE Awards honors employees in the tourism and hospitality industry who positively enhance a visitor’s experience during their stay in the Boise area. The awards cover several categories, and are presented to employees who distinguish themselves through enthusiasm and exemplary service.

New CRM
Simpleview has been around since 1991 and is the most widely used CRM tool in the tourism and destination marketing industries, with ease of access and robust reporting. The cloud based software allows the team to access and input data on the go which is key while attending tradeshows and marketplaces.

Incentive Booklet
The CVB printed an Incentive Booklet for convention attendees and groups visiting Boise. The booklet has multiple offers for visitors to experience from shopping deals to discounts on attractions and restaurants.

Virtual Reality
Virtual Reality has become a very popular tool and is making its entry into tourism to showcase a destination from anywhere! The CVB created an app and VR experiences working with Immersive 360 and Rizen Creative.

CSTE
The BCVB hosted the largest city-wide conference in Boise to date in June of 2017. There were over 1,500 attendees staying in Downtown Boise for the Council of State and Territorial Epidemiologists convention.
7 Regional Presentations to

Idaho Travel Council (Jan and May)
North American SnowSports Journalists
Hyatt Place Downtown Grand Opening
ROSE Awards
KBOI/NNU Business Breakfast Series

NEW Air Service in 2017

- Southwest Airlines added service to Sacramento
- American Airlines added service to Chicago O’Hare
- Allegiant Airlines added service to Phoenix-Mesa
- American Airlines added an additional flight daily to Dallas/Fort Worth
- Alaska Airlines increased aircraft size for one flight daily to Seattle
• Maximized the budget by focused 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, focused marketing, media, and messages to our target audiences.

• Focused effort on new nonstop air service markets with a dedicated marketing/sales plan/strategy.

• Time media placements when our target audiences are actively planning. For the majority of Boise’s visitors, the spring and early summer are when they are planning visits. Deliver 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 was thought-provoking and initiates action.

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

• All marketing communications included a clear, concise and persuasive call to action, driving target audiences to boise.org website.

• Messaging and all marketing efforts achieved an emotional response to the brand utilizing imagery that people can relate to, envision themselves experiencing all Boise has to offer, and communicating a message that strikes a chord. All combined, stimulating the target audience to share content.

• Created an RFP process for a CRM tool that is cloud-based, continues to trace and report at existing levels and beyond, captured media, stakeholders, and also created reporting that is useful in telling our story.
Boise.org Enhancements

New Home Page
Header Images

![Image 1](URL1)

![Image 2](URL2)

![Image 3](URL3)
Visitor Guide
(continued to distribute)

New - Meeting Planner Guide
(2,000 copies)

Partnered with Museum Association,
Downtown Boise Association, and
WalkAbout Boise Tour
Website 18,000 visits per month (Average)

eNewsletter Sent monthly to over 12,972 recipients

Social Media

Facebook Likes

- 2015: 19,057
- 2016: 19,798
- 2017: 20,005

Twitter Followers

- 2015: 4,336
- 2016: 5,068
- 2017: 5,511

Total Tweets

- 2015: 2,507
- 2016: 2,806
- 2017: 3,145

Instagram Followers

- 2015: 6,264
- 2016: 15,600
- 2017: 21,100

Total Instagram Posts

- 2015: 467
- 2016: 620
- 2017: 822

Lead Generation Programs

- CVENT
- NorthwestTravel and Life
- Meetings Today
- Sports Destination Mgt.
Print Advertising
Publications:
  - Association Convention & Facilities
  - Connect Associations
  - Meetings Today
  - NW Meetings & Events

Total circulation reach 670,500
Print Advertising
Publications:
- Alaska Air/ Horizon edition
  - 640,000 passengers
- Inspiration Guide
  - 575,000 distributed
- Northwest Travel
  - total circulation reach 300,000
- Idaho Travel Guide
  - 110,000 distributed
- Scenic Byways
  - 25,000 distributed

Some people shop. Others eat. Still others hit the pubs. Throw in some BSU football, some fishing, maybe a little whitewater rafting and a spin at mountain biking and you have Boise pegged. We have quality of life figured out, and we're ready to share it with you. Now's your chance. Experience Boise.

Looking for a DIRECt LINE to SUNSHINE?

Are you Ready to EXPERIENCE THE GENE HARRIS JAZZ FESTIVAL?

Are you ready to FIND OUT WHY TIME MAGAZINE NAMED US THEIR "NEW CITY FOR "GETTING IT RIGHT"?  

LEISURE
Digital Advertising

Google AdWords
- 518,000 impressions with 5,152 click thurs

Trip Advisor
- 143,059 with 438 click thurs annual sponsorship page views
- 498,593 banner ad impressions with 810 click thurs

Adara
- 584 bookings total, including 385 flights; 199 hotel
- 4.9 million impressions
Print Advertising
Sports Events
Connect Sports
Far West Ski Magazine

Total circulation
reach 65,000
TRADESHEWS/MARKETPLACES
Attended 15 marketplaces/trade shows – 683 contacts – IPW, Destination Showcase (DMAI), Conference Direct, Society of Government Meeting Professionals (SGMP), Natl. Assn. of Sports Commissions (NASC), Helms Briscoe, American Society of Association Executives, Connect – represents 6 markets – Corporate/Association/Specialty/Sports/Religion/Pac. NW, IMEX, Teams, SMART MART

FAMILIARIZATION TRIPS
Hosted 1 meeting planner fam trip – 21 attendees (including 4 travel writers) from all over the country representing a variety of meetings/events

SPORTING EVENTS HELD = 8,023 room nights
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>USA Gymnastics Level 9 Western Champ.</td>
<td>4/2017</td>
<td>388</td>
</tr>
<tr>
<td>ESPN X Games Park Qualifier</td>
<td>6/2017</td>
<td>300</td>
</tr>
<tr>
<td>USA Softball u10 Region 9 Tournament</td>
<td>7/2017</td>
<td>535</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td>7/2017</td>
<td>400</td>
</tr>
<tr>
<td>Bam Jam</td>
<td>8/2017</td>
<td>400</td>
</tr>
<tr>
<td>Albertsons Boise Open</td>
<td>9/2017</td>
<td>3,200</td>
</tr>
<tr>
<td>FitOne</td>
<td>9/2017</td>
<td>400</td>
</tr>
<tr>
<td>Bob Firman Cross Country</td>
<td>9/2017</td>
<td>500</td>
</tr>
<tr>
<td>Onward Shay!</td>
<td>10/2017</td>
<td>500</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>12/2017</td>
<td>1,400</td>
</tr>
</tbody>
</table>

ARTS/CULTURAL EVENTS HELD = 8,600 room nights; Visitor Attendance: 22,880
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>3/2017</td>
<td>8,600</td>
</tr>
<tr>
<td>Gene Harris Jazz Festival</td>
<td>4/2017</td>
<td>3,000</td>
</tr>
</tbody>
</table>
### 2017 Conventions*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fisheries Society</td>
<td>2/2017</td>
<td>532</td>
</tr>
<tr>
<td>Natl. Park Service</td>
<td>3/2017</td>
<td>320</td>
</tr>
<tr>
<td>Pi Kappa Delta</td>
<td>3/2017</td>
<td>1,500</td>
</tr>
<tr>
<td>Communications Workers of America</td>
<td>4/2017</td>
<td>533</td>
</tr>
<tr>
<td>Western Snow Conference</td>
<td>4/2017</td>
<td>417</td>
</tr>
<tr>
<td>Council State &amp; Territorial Epidemiologists</td>
<td>6/2017</td>
<td>3,608</td>
</tr>
<tr>
<td>Far West Ski Assn.</td>
<td>6/2017</td>
<td>405</td>
</tr>
<tr>
<td>Western States Conference on Suicide</td>
<td>6/2017</td>
<td>200</td>
</tr>
<tr>
<td>Natl. Assn. Gov’t Archives &amp; Records Admin</td>
<td>7/2017</td>
<td>575</td>
</tr>
<tr>
<td>Western Medicaid Pharmacy</td>
<td>8/2017</td>
<td>543</td>
</tr>
<tr>
<td>West Coast Child Welfare Trainers</td>
<td>8/2017</td>
<td>210</td>
</tr>
<tr>
<td>Council of Landscape Architect Registration Boards</td>
<td>9/2017</td>
<td>383</td>
</tr>
<tr>
<td>Natl. Fire Protection</td>
<td>10/2017</td>
<td>265</td>
</tr>
<tr>
<td>Air &amp; Waste Management Assn.</td>
<td>11/2017</td>
<td>225</td>
</tr>
</tbody>
</table>

### Future Conventions*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cradlepoint</td>
<td>1/2018</td>
<td>385</td>
</tr>
<tr>
<td>ID Scrapbook Show</td>
<td>2/2018</td>
<td>380</td>
</tr>
<tr>
<td>NW Anthropological Conf.</td>
<td>3/2018</td>
<td>560</td>
</tr>
<tr>
<td>Backcountry Hunters &amp; Anglers</td>
<td>4/2018</td>
<td>350</td>
</tr>
<tr>
<td>ID Education NW</td>
<td>4/2018</td>
<td>300</td>
</tr>
<tr>
<td>National Football Bowl Association</td>
<td>4/2018</td>
<td>640</td>
</tr>
<tr>
<td>NW Public Power Assn.</td>
<td>5/2018</td>
<td>840</td>
</tr>
<tr>
<td>Mormon History Assn.</td>
<td>6/2018</td>
<td>640</td>
</tr>
<tr>
<td>United Methodist Church</td>
<td>6/2018</td>
<td>757</td>
</tr>
<tr>
<td>Rotary Intl.</td>
<td>9/2018</td>
<td>1,080</td>
</tr>
<tr>
<td>LiveRez.com</td>
<td>10/2018</td>
<td>1,120</td>
</tr>
<tr>
<td>ID School Boards</td>
<td>11/2018</td>
<td>680</td>
</tr>
<tr>
<td>Go West Summit</td>
<td>2/2019</td>
<td>1,390</td>
</tr>
</tbody>
</table>

*Groups in bold: Meetings at Boise Centre.

*Partial List

55 confirmed future conventions/meetings, equalling 37,664 room nights (as of 12/17), 64 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
During 2017 the Boise CVB hosted writers from 34 unique travel outlets. 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:
Adventure.com
Budget Travel
CNN Travel
Conde Nast Traveler
Craft Beer Magazine
Jet Set TV
New York Magazine
Northwest Meetings & Events
Outside Magazine
PaleOMG
Peter Greenberg.com
Smart Meetings
The Bend Bulletin
The Eugene Register-Guard
The Washington Post
Travel + Leisure
Wander With Wonder

Media Exposure
Through the month of November, the Boise CVB and its public relations partner directly influenced nearly 70 stories that were published about the city of Boise. This earned media coverage reached more than 621 million readers. This is a 392 percent increase from 2016 coverage.

Media placements include:
Alaska Airlines Beyond Magazine
Celebrator Beer Magazine
CraftBeer.com
Denver Life Magazine
Elevation Outdoors
Fox News
Group Tour Magazine
Meetings & Conventions
New York Magazine
Outside Magazine
PaleOMG
Smart Meetings
Successful Meetings
Sunset Magazine
Tasting Table
The Register-Guard
The Washington Post
Local PR Assistance
To increase local awareness about the essential support the Boise CVB contributes to Idaho tourism, Fahlgren Mortine provided media strategy and support for events, such as:

Idaho Potato Drop
National Association of Ski Journalists A... (NASJA)
First Annual ROSE (Recognition of Service Excellence) Awards
Distribution of Boise CVB Annual Report
Treefort Music Festival
The Albertsons Boise Open
The Far West Soccer Tournament
Big Sky Conference Announcement

Media Missions
The Boise CVB engaged in media missions to two key media markets in 2017 to promote travel and media coverage of the Boise market. During visits to Washington D.C. and San Francisco, Fahlgren Mortine secured meetings for the Boise CVB staff with 19 media to keep Boise top of mind to national media, discuss new developments and encourage press visits.

Visitor Information: 1,418 packets sent
A SPECIAL THANKS TO OUR SPONSORS!