This was another incredible year for the Boise metro area and our team at the Boise Convention & Visitors Bureau. I’m grateful to work alongside so many partners to drive results and success to our hospitality industry. This past year has been one of growth, change and resilience.

We kicked off 2018 with the launch of our new promotional campaign, “Never Met a Stranger, We Meet Friends.” Fittingly, we said goodbye and thank you to someone who embodied that spirit: after 28 years as Boise’s champion, Lisa Edens retired in June. Boise is fortunate to have had an ambassador like Lisa, a role I’m sure she’ll continue to fill as she and her husband take to the road for new adventures.

Change brings opportunities: We added two Sales Managers and re-tooled our database, moving from a custom database the Boise CVB had used for 20 years to a cloud-based Customer Relationship Management system. It is a bit of a learning curve for the team, but we are already seeing the great reporting that we will have to share in our future. Boise welcomed thousands of new friends to several events supported by the CVB. The NCAA Men’s Basketball finals took place at Boise State University in March to a sold-out audience of over 12,000 people per day. The US Club Soccer followed that up with 2,000 attendees in June. The ESPN X Games skate and BMX park qualifier returned to great fanfare, adding the Harley-Davidson Hooligan Races and announced plans to return to Boise for a third year this June. The estimated economic impact of the events the CVB supported in 2018 equated to over $77 million.

Boise’s revitalization continues: We gained another 239 rooms this year with the opening of The Comfort Inn & Suites by the airport and the Hilton Garden Inn in downtown Boise. The Idaho History Museum re-opened after closing for several years and the Anne Frank Human Rights Memorial was beautifully expanded and opened last fall with a new 940-square foot pavilion. Bogus Basin Recreation Area successfully transitioned to a year-round recreation destination with the addition of its mountain coaster, chair lift access, summer tubing and more. Visitors to Boise encountered a host of new restaurants, coffee shops, breweries and attractions that opened last year.

New air service was added with Frontier to Denver and Southwest began service to San Jose in the spring of 2018.

Boise continues to receive top accolades and media impressions, doubling our impressions from 2017 to 1.3 billion impressions this year. The year started out with NBC’s TODAY Show featuring Megyn Kelly along with Conde Nast Traveler announcing Boise as one of the top 5 “Best Places to Go in 2018.” Our national media exposure continued as CNN, Meetings Today and numerous other publications published stories and inspired visits from media throughout the year. And we celebrated our own: The 2nd annual ROSE Awards that lit up the Grove Hotel ballroom, honoring outstanding customer service in the Boise area hospitality community. This year’s event will take place on Tuesday, April 16th from 6-9:30 p.m. at JUMP. We also partnered last year with the Downtown Boise Association offering a Hospitality Boot Camp which consisted of two area attraction tours to frontline hospitality staff. This was added to the Downtown Boise Association’s existing tours of Downtown Boise which made for a full month of tours. We launched a Bring Your Conference Home Campaign aimed at local residents and businesses to bring awareness and potential leads to the Boise Convention & Visitors Bureau for future meetings, sporting events and conventions.

This year already looks exciting, with more sports, including the Big Sky Conference Men’s & Women’s Basketball Tournament Championships in March, Far West Regional Soccer Tournament, LaCrosse USA The Mountain Goat Tournament and Regional Cup Rugby Tournament in June. Thanks to our partners — and our many new friends — we can expect more events, more business and more media exposure for Boise.
A Letter From the Board Chair

The Boise Convention and Visitors Bureau showed strong results throughout 2018. Executive Director Carrie Westergard and staff moved into a new building at the beginning of last year and even with the challenges that such a move presents, they still showed a 1% increase in revenues and a 3% decrease in expenses.

Economic impact in the direct/shared sales efforts of the BCVB team and sponsored events was approximately $100 million. The BCVB team has achieved these outstanding marketing results and continues to generate bookings and interest in Boise through their familiarization trips, site visits, trade shows and media visits. Boise continues to make national headlines as one of the Top Cities to Visit in America, and as a result, we have seen substantial growth in our hospitality and convention business across the board.

The BCVB continued to expand areas of diversifying revenue in 2018 utilizing funding from our strategic partners, including 100% board participation, partnership with the Boise Metro Chamber of Commerce, web advertising and our meeting planner guide advertising, and the 2nd annual ROSE Awards. Carrie has once again expanded the availability of grant funds with an increase of 19% over the prior year.

It has truly been my pleasure to serve as the Chairman of the Board in 2018. We have an excellent staff that continues to build on their successes over the past few years, and an engaged Board of Directors that have provided tremendous support. Cheers to a prosperous 2019!

David J. Terrell
Boise CVB Board Chair

2018 Staff
Carrie Westergard, Executive Director
Terry Kopp, Director of Sales
Lisa Edens, Senior Sales Manager (retired June 2018)
Andrew Heidt, Sales Manager (joined April 2018)
Rhonda McCarvel, Sales Manager (joined August 2018)
Taylor Williamson, Sports/Convention Sales Manager
Lana Newman, Digital Convention Sales Coordinator
Roseanna Margosian, Sales Assistant

2018 Board of Directors
Dave Terrell, Washington Trust Bank, Chair
Kathy Pidgeon, The Riverside Hotel, Chair-elect
Rebecca Hupp, Boise Airport, Past-chair
Moya Shatz Dolsby, Idaho Wine Commission, Treasurer
Aimee Tylor, Marriott Residence Inn City Center
Ali Ribordy, Boise Centre
Bill Connors, Boise Metro Chamber of Commerce
Cece Gassner, Boise State University
Curt Asmussen, Inn at 500/Obie Hospitality
Erik Hansen, Hampton Inn & Suites
John Cunningham, Block 22
Mike Ruffner, Food Services of America
Scott Ableman, Hotel Management Services
Sylvia Hampel, Clearview Cleaning
Tourism Matters

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 DID THE BOISE CVB DO TO PROMOTE OUR CITY IN 2018?

TOURISM EMPLOYS
14,890
in the Boise area

1.76 MILLION
passengers into
Boise airport

1.4 BILLION
travel spending*

1.79 MILLION
overnight stays**

28 MILLION
digital ad
impressions

207
requests for proposals
sent for future business

28
site visits
hosted annually

24,400
Instagram
followers

20,966
Facebook likes

70
stories
influenced
by the BCVB
PR partners

1.3 BILLION
media impressions

*DEAN RUNYAN AND ASSOCIATES, 2017
**STR REPORT, 2018
In conjunction with Madden Media, the CVB hosted a giveaway for a weekend in Boise. The campaign generated 4,193 communication leads to those interested in traveling to Boise.

The CVB team lost a key member, Lisa Edens, to retirement in July after 28 years of being a Boise Champion. Two additional sales team members were hired throughout the year, Andrew Heidt (April) and Rhonda McCarvel (August).

During the month of May, the CVB hosted two educational sessions for frontline employees to learn of Boise attractions and offerings in conjunction with the DBA's Downtown Hospitality Tours.

In efforts to capitalize on local contacts with ties to organizations and associations that meet annually, a campaign and webpage with an event submission form was created within the Meet section of Boise.org.

Simpleview trained the team on the cloud based software in March. Since then, there has been an intense focus on building a robust database so the reports show a clear picture of activity.

The CVB sponsored the Boise Ale Trail app, which is a self guided brewery tour experience of local area breweries.

In January of 2018, the CVB moved into a new office at 1101 W Front Street in Pioneer Crossing with the Boise Metro Chamber and Boise Valley Economic Partnership.
8 Regional Presentations to

- Idaho Travel Council (Jan and May)
- Idaho Wine Commission (March)
- ROSE Awards (April)
- Boise Airport Commission (April)
- Idaho Business Review Breakfast Series (June)
- Colorado Springs, CO City FAM (June)
- Folsom, CA City FAM (June)
- Boise State University Athletic Leadership Masters program (June)
- Boise Metro Rotary (July)
- Downtown Boise Association (July)

NEW Air Service in 2018

- Frontier entered the market, to begin seasonal service to Denver
- Southwest began service to San Jose
- Southwest began once weekly service to Dallas
- United Airlines added an additional frequency to Los Angeles
• 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 Boise Lodging Toolbox Webpage

New Bring Your Conference Home Webpage and Form

New Home Page Header Images
Collateral

Visitor Guide
(updated and distributed)

Meeting Planner Guide
(continue to distribute)

Partnered with Museum Association, Downtown Boise Association, and WalkAbout Boise Tour
Website
53,529 visits per month (Average)

Social Media

Twitter Followers
- 2016: 5,068
- 2017: 5,511
- 2018: 5,583

Total Tweets
- 2016: 2,806
- 2017: 3,145
- 2018: 3,427

Instagram Followers
- 2016: 15,600
- 2017: 21,100
- 2018: 24,400

Total Instagram Posts
- 2016: 620
- 2017: 822
- 2018: 999

Facebook Likes
- 2016: 19,798
- 2017: 20,005
- 2018: 20,966

LinkedIn Followers
- 2017: 101
- 2018: 215

eNewsletter
Sent monthly to an avg. of 14,400 recipients

Lead Generation Programs
- CVENT
- Northwest Travel and Life
- Meetings Today
- Sports Destination Mgt.
- Backyard Marketing
- Give Us 48 Campaign

Online
Print Advertising

Publications:
- ASAE- Associations Now
- Connect Associations
- IMEX America Daily
- Meetings Today
- Meetings News Northwest

Total circulation reach 114,261
Print Advertising

Publications:
- Alaska Beyond Magazine - 3,800,000 passengers
- Horizon Magazine - 580,000 passengers
- Idaho Outdoor Guided Adventures - Directory - 10,000 distributed
- Northwest Travel & Life - total circulation reach 300,000
- Idaho Travel Guide - 90,000 distributed
- Scenic Byways - 19,000 distributed

Leisure

Your weekend reset plan: Hop on one of 10 non-stop flights to Boise. Take a seven-minute ride to downtown. See Freak Alley. Ride a cruiser along the Boise River Greenbelt. Hike Ridge to Rivers trails. Sip specialty local drinks. Repeat as needed.

Don’t be a stranger.

9 WAYS to get from hurried to here.

We meet friends!

We’ve never met a stranger

We get visitors here, sure. Travelers. Folks just passing through. But strangers? Nah. We meet friends. Spend a day in Boise and you will feel right at home.

We meet friends!

Your new favorite watering hole.

Even locals are wrong. We have signed off. We never expect you to order a Redneck drink special. Here’s a tip. Pour in Mountain dew from the Boise Airport. Where everyone knows your name, it’s too good to keep the good stuff to ourselves.

We meet friends!
Digital Advertising

Google AdWords
- 52,606 impressions with 3,245 click thrus

Trip Advisor
- 177,987 with 186 click thrus annual sponsorship page views
- 38,303 banner ad impressions with 172 click thrus

Adara
- 5,761 bookings total, including 2,759 flights; 3,002 hotel
- 9 million impressions
Print Advertising
- Sports Events
- Connect Sports

Total circulation reach 23,495

Digital
- Connect Sports
- Sports Destination Management

Total impressions 13,097
Total reach 139,500

In Boise, we make every team feel like a home team. That’s because we make it easy: No traffic jams between venues, clear access to hotels and the airport, local restaurants that know how to feed a crowd, and a friendly downtown that makes everyone feel like a winner.

BOISE CONVENTION & VISITORS BUREAU
BOISE.ORG

Sports Marketing
Tradeshows/Marketplaces

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 = 8,814 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>Teen Masters</td>
<td>1/2018</td>
<td>100</td>
</tr>
<tr>
<td>Natl. Club Baseball</td>
<td>5/2018</td>
<td>80</td>
</tr>
<tr>
<td>X Games</td>
<td>6/2018</td>
<td>290</td>
</tr>
<tr>
<td>US Club Soccer NW Regls</td>
<td>6/2018</td>
<td>898</td>
</tr>
<tr>
<td>ASA State Softball</td>
<td>7/2018</td>
<td>250</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td>7/2018</td>
<td>400</td>
</tr>
<tr>
<td>BAM JAM</td>
<td>8/2018</td>
<td>375</td>
</tr>
<tr>
<td>Fly Fishers Intl.</td>
<td>8/2018</td>
<td>491</td>
</tr>
<tr>
<td>Boise Albertsons Open</td>
<td>9/2018</td>
<td>3300</td>
</tr>
<tr>
<td>Bob Firman X-Ctry</td>
<td>9/2018</td>
<td>425</td>
</tr>
<tr>
<td>Onward Shay</td>
<td>10/2018</td>
<td>430</td>
</tr>
<tr>
<td>City of Trees Classic</td>
<td>10/2018</td>
<td>75</td>
</tr>
<tr>
<td>Famous ID Potato Bowl</td>
<td>12/2018</td>
<td>1500</td>
</tr>
<tr>
<td>ID Potato Drop</td>
<td>12/2018</td>
<td>200</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>3/2018</td>
<td>8600</td>
</tr>
<tr>
<td>Gene Harris Jazz Festival</td>
<td>4/2018</td>
<td>3000</td>
</tr>
</tbody>
</table>
### 2018 Conventions

<table>
<thead>
<tr>
<th>Convention</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>NW Anthropological Conference</td>
<td>3/2018</td>
<td>560</td>
</tr>
<tr>
<td>US First</td>
<td>3/2018</td>
<td>275</td>
</tr>
<tr>
<td>Backcountry Hunters &amp; Anglers</td>
<td>4/2018</td>
<td>400</td>
</tr>
<tr>
<td>Natl. Football Bowl Assn.</td>
<td>4/2018</td>
<td>1071</td>
</tr>
<tr>
<td>Lexington, KY Chamber of Commerce</td>
<td>5/2018</td>
<td>370</td>
</tr>
<tr>
<td>Amer. Meteorological Society</td>
<td>5/2018</td>
<td>975</td>
</tr>
<tr>
<td>Mormon History Assn.</td>
<td>6/2018</td>
<td>535</td>
</tr>
<tr>
<td>Potato Assn. America</td>
<td>7/2018</td>
<td>800</td>
</tr>
<tr>
<td>Fly Fishers Intl.</td>
<td>8/2018</td>
<td>355</td>
</tr>
</tbody>
</table>

### Future Conventions

<table>
<thead>
<tr>
<th>Convention</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go West Summit</td>
<td>2/2019</td>
<td>1171</td>
</tr>
<tr>
<td>Beer Mktg &amp; Tourism</td>
<td>3/2019</td>
<td>320</td>
</tr>
<tr>
<td>W. Gas Measurement</td>
<td>5/2019</td>
<td>1355</td>
</tr>
<tr>
<td>N. Amer. Soc. Sports History</td>
<td>5/2019</td>
<td>300</td>
</tr>
<tr>
<td>Rotary District Conference</td>
<td>5/2019</td>
<td>180</td>
</tr>
<tr>
<td>Committee on States</td>
<td>6/2019</td>
<td>395</td>
</tr>
<tr>
<td>Combat Veterans Motorcycle Assn.</td>
<td>6/2019</td>
<td>1280</td>
</tr>
<tr>
<td>Urban Superintendents Assn.</td>
<td>7/2019</td>
<td>635</td>
</tr>
<tr>
<td>W. Bridge Engineers Assn.</td>
<td>9/2019</td>
<td>685</td>
</tr>
<tr>
<td>W. Museums Assn.</td>
<td>10/2019</td>
<td>650</td>
</tr>
<tr>
<td>W. Energy Institute</td>
<td>4/2020</td>
<td>1758</td>
</tr>
</tbody>
</table>

236 confirmed future conventions/meetings, equalling 84,468 room nights (as of 12/18), 135 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 strategic public relations efforts have created unprecedented national buzz about Boise.

Hosted Media
During 2018 the Boise CVB hosted writers from 28 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:
- AFAR
- CNN Airport Network
- Communities Digital News
- Conde Nast Traveler
- Craft Beer Magazine
- Facilities & Destinations
- Food Fanatics
- GoNomad
- Hemispheres Magazine
- Instinct Magazine
- Jaime Says
- Johnny Jet
- Kitchn
- Meetings & Conventions

Media Exposure
Through the year, 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 1.3 billion readers. This is a 110 percent increase from 2017 coverage.

Media placements include:
- Budget Travel
- CNN Travel
- Culture Trip
- Expedia
- Forbes
- Group Tour Magazine
- Honest Cooking
- Idaho Business Review
- Idaho Business Review
- Idaho Statesman
- Imbibe Magazine
- Instinct Magazine
- Jaime Says
- Jet Set TV
- Just Luxe
- KIVI – Channel 6
- KTVB – Channel 7
- Luxury Travel Blog
- Meetings & Conventions
- Meetings Today
- Mother Earth Living
- NBC Today with Megyn Kelly
- Northwest Meetings & Events
- People Magazine
- Real Food Traveler
- San Diego Union Tribune
- San Diego Uptown News
- Sports Destination Management
- Successful Meetings
- The Lemon Bowl
- The Local Moms Network
- Travel Pulse
- Travelocity
- Trips to Discover
- US News & World Report
- USA Today – 10Best
- VIA Magazine
- Vinepair
- Wander Media
- and many others
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:

March Madness
Road to the X Games
Idaho Power International Conference on Electrical Reliability
The Annual ROSE Awards
Treefort Music Festival
Meeting Planner Familiarization Trip
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 2018 to promote travel and media coverage of the Boise market. During visits to Seattle and New York City, Fahlgren Mortine secured meetings for the Boise CVB staff with 16 media to keep Boise top of mind to national media, discuss new developments and encourage press visits.

Visitor Information: 1,528 packets sent
A Special Thanks to Our 2018 Partners