The mission of the Boise Convention and Visitors Bureau has remained steadfast for more than 36 years: 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.

Through the deployment of this strategic marketing plan, this unified effort with the board of directors, staff and partners will position the organization to impact, and most importantly, grow the Boise area economy by increasing visitation.

The merger with the Boise Metro Chamber helps improve visibility and greater awareness of the mission and function of the Boise Convention & Visitors Bureau with local businesses, as well as, it continues to increase strategic alignment with the Boise Metro Chamber and the Boise Valley Economic Partnership missions.

The mission statement is based on these key principles:

**INSPIRATION:** Utilize dynamic and trendsetting marketing and sales strategies to draw people to Boise and reinforce the positioning as the most desirable location for meetings, conventions, special events, and vacations.

**EXPERIENTIAL:** As a unified initiative from front-of-the-book ads to frontline employees, we must deliver on our unwavering commitment to provide an all-around exceptional experience to everyone whether visiting for business or leisure.

**AUTHORITY:** There is no better resource for Boise area travel planning information than the Boise Convention & Visitors Bureau. For the meeting and event planner, the leisure traveler and our local tourism partners, the BCVB is the source for all travel related research, marketing, and area expertise.
Our business objective is to generate demand through aggressive marketing and sales efforts with the goal to attract and increase volume of both meetings and leisure travelers for overnight visitation.

Increasing demand of the visitor to Boise can occur in two ways:

**INCREASED REPEAT VISITATION:** Educating past visitors on how the destination is continuously evolving, thus providing reasons to return and return more frequently. Efforts supporting this objective will be driven by the refreshed “BOISE IS” brand platform. The new campaign centers around the idea of Boise’s friendly nature; ‘We’ve never met a stranger. We meet friends’. This idea is designed to target and attract both the leisure and meeting traveler to increase repeat visitation.

**ATTRACT NEW VISITORS:** Expose the Boise brand to new visitors. Increasing awareness, interest, and excitement about Boise through an integrated marketing effort.
Based on the 2017 study conducted by Longwoods International, the Idaho travel market is comprised of 34.3 million total person-trips to the state of Idaho including overnight trips accounting for 40% (13.72 million) and day trips accounting for 60% (20.58 million).

These 34.3 million total person-trips to the state of Idaho is made up of three key target audiences and defined as follows:

**BUSINESS TRIPS:** Includes Conference/Convention or other business trip

**LEISURE TRIPS:** Includes all trips where the main purpose was one of the following:
- Visiting friends/relatives
- Touring through a region to experience its scenic beauty, history and culture
- Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
- Special event, such as a fair, festival, or sports event
- City trip
- Cruise
- Casino
- Theme park
- Resort (ocean beach, inland or mountain resort)
- Skiing/snowboarding
- Golf

**BUSINESS-LEISURE:** A trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

As an organization, our emphasis on this Idaho traveler hinges on their desire to seek overnight visitation to Boise. Therefore, for purposes of this marketing plan we will focus our profile and supporting statistics on the overnight visitor, which is inclusive of their purpose of trip being either business, leisure and or business-leisure.

*Longwoods International Idaho 2017 Visitor Profile; Regional data specific to Southwest Idaho*
Based on total trips to Idaho data, these snapshot facts outline the traveler demographic:

- Female 43% / Male 57%
- Age range from 18 - 65+, 57% over 45+
- Income level of 100K+; 28%
- 67% college graduates
- Top 3 cities of origin
  - Denver, CO
  - Salt Lake City, UT
  - Seattle, WA

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.*
Air service to and from Boise is another important factor toward enticing larger conventions and events to our city. The Boise Convention & Visitors Bureau wants meeting planners to know that, contrary to common perception, it is easy to get to our city with cost effective non-stop and one-stop flights. Many meeting planners have not been to Boise and don’t have a solid understanding of our city and quality of our air service. Upon visiting Boise, many of these planners are pleasantly surprised and concerns are quickly eliminated.

A GENERAL OVERVIEW OF NATIONAL AIR SERVICE:

- Airlines have decreased capacity system wide to increase load factor and yield / 21.3% reduction in flights from 2007 to 2012 (based on domestic departures at non-large hub airports)
- Industry losses are non-sustainable long term
- Ten major airline carriers in 2000 / four are in operation today (American, Southwest, United, Delta)
- Factors influencing service decisions: Market demand, yield per available seat mile, cost per available seat mile (Fuel is a major driver), aircraft availability, route stage length, fit within airline business strategy, industry opportunities and challenges, airport costs
- Two key ways the business community can support air service development: Utilize existing service, provide information on travel needs, and support air service recruitment efforts
- Some planners request discounts for large groups

AN OVERVIEW OF BOISE AIR SERVICE:

- Route map 2018 / Serviced by six airlines and 20 non-stop destinations
- Boise offers a strong competitive environment with no single dominant carrier
- Boise exceeds all comparison markets, except Spokane, in seats per capita (YE 2Q 2018)
- Only one comparison market has lower average fares than Boise: Spokane and Colorado Springs
RECENT ANNOUNCEMENTS

2017
- Southwest began service to San Diego (June)
- Alaska upgauges one flight to Seattle, Boeing 737 (June)
- American upgauges service to Dallas, Boeing 737 (June)
- American adds additional frequency to Dallas, Regional Jet (June)
- American began service to Chicago O’Hare (July)
- Allegiant began service to Phoenix-Mesa Gateway Airport (October)
- Southwest also continued their seasonal summer service to Chicago Midway

2018
- Frontier entered the market, to begin seasonal service to Denver (March)
- Southwest began service to San Jose (April)
- Southwest began once weekly service to Dallas (June)
- United Airlines added an additional frequency to Los Angeles (November)
LEISURE

OUTDOOR ADVENTURERS: Mid-twenties to forties, equally male/female, DINKS. Often travel to do outdoor-related hobbies like biking, kayaking and skiing. Often travel as a couple or with friends. Spend disposable income on travel, sporting goods and hobbies. Looking for lesser known places to travel, that they can “discover”. Want nightlife options (good food, local music). Early adopters of technology, active on social media and heavy mobile/tablet users.

BUDGET-DRIVEN FAMILIES: Families with younger children/teens. Lower to middle-income; many have a single wage earner. Conservative financially and politically. Travel domestically, often visiting family when kids are out of school. Much more likely to drive than to fly due to costs. Prefer light to moderate activities like shopping, boating, biking, visiting zoos and parks. Almost solely focused on family and kids activities, not much time for anything else.

TRAVELING EMPTY NESTERS: Mid-50s to 70s, empty nesters, many retired or have flexible careers. Middle income (have good retirement, but aren’t extravagant spenders). Travel as a couple or with family in summer months. Often travel in an RV or as part of a motorcycle/car/RV club. Vacation activities include viewing wildlife, flora and fauna, photography, shopping and visiting cultural/historical attractions, and participation in light adventures like hot springs, canoeing, and hiking.

MEETINGS, CORPORATE, AND SPORTS

SAVVY MEETING PLANNERS: Travel crazy, technology dependent, major influencers, with around-the-clock responsibilities, spending 38% of time focusing on planning after normal business hours. Detailed oriented is a must, as is the ability to negotiate at every level and have the ear of final decision-makers. Creating unique experience for attendees is their primary focus, thus strong personal relationships with hotels, venues, and CVBs is of the utmost importance.

BUSINESS TRAVELER: In the air and on the go. Technology-savvy who find the best way to get business done is face-to-face. Though this group can be road weary, they are great multitaskers and recognize the value of safety on the road.

CORPORATE AND ASSOCIATION DECISION MAKERS: Driven by the desire to surprise and delight at every turn, these decision makers are skilled at seeing the big picture for their organization. A trusted and reliable relationship with their meeting planners yields exceptional events. Often travel weary as demands are high and wide across multiple disciplines. Creating just the right unique and memorable site visit experience for this group is often the tipping point to choose your destination.

SPORTS EVENT PLANNERS/TOURNAMENT DIRECTORS: Sports enthusiasts combined with the gift of being highly detail-oriented. These go-get-em personalities are focused on creating a truly unique and well rounded experience as well as ensuring each sporting event goes off without a hitch. These time pressured planners often juggle many events at one time and sometimes even hold down other jobs. Sensitive to quick responses, concise and well delivered planning information draws them to that special destination.
The following key components give us a deeper understanding of the 34.3 million total person-trips to the state of Idaho and how those $1.9 billion dollars were spent.

**RESTAURANT FOOD & BEVERAGE**
24% - $444 MILLION

**RETAIL**
15% - $277 MILLION

**TRANSPORTATION**
14% - $259 MILLION

**RECREATION**
10% - $186 MILLION

*Longwoods International Idaho 2017 Visitor Profile; Regional data specific to Southwest Idaho*
Marketing efforts will continue to focus on visitors outside of the Boise area within Idaho, and several key states including Washington, Oregon, California, Texas, Nevada and Utah. As it relates specifically to our meeting and events target audience, the outline target geography is further supported when analyzing our competitive cities. From a strictly meetings/events perspective, the organization continues to compete with several of the above-mentioned states in addition to the cities of Phoenix, Reno, Sacramento, Spokane and Tucson.

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.*
Method of Planning Trip

INTERNET SITES - 86.5%
HOTEL WEB SITES - 52.8%
TRIP ADVISOR - 37.2%
BROCHURES - 12.5%
TRAVEL AGENT - 10.4%
OTHER - 9.5%
CVB OR VISITORS BUREAU

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.
LENGTH OF TRIP PLANNING

Base: Total Overnight Person - Trips to the Southwestern Region

More than 1 year in advance
6-12 months
3-5 months
2 months
1 month or less
Did not plan anything in advance

*Longwoods International Idaho 2017 Visitor Profile; Regional data specific to Southwest Idaho
Season of Trip

- **January-March**: 19%
- **April-June**: 27%
- **July-September**: 31%
- **October-December**: 23%

*Longwoods International Idaho 2017 Visitor Profile*
TOTAL NIGHTS AWAY ON TRIP

AVERAGE SOUTHWESTERN = 4.1 NIGHTS

- 24 HOURS - 11.8%
- 1-2 NIGHTS - 37.8%
- 3-5 NIGHTS - 37.8%
- 6+ NIGHTS - 9.7%

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.
Main Purpose of Trip

- Non-Business: 34.8%
- Business: 59.9%
- Both: 5.3%

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.
Activities & Experiences

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.
EXECUTIVE SUMMARY:

Boise Convention & Visitors Bureau (Boise CVB) contracted with Clearwater Research, Inc., (Clearwater) to design and conduct an intercept survey of overnight visitors at selected Boise area hotels during the winter/spring and summer of 2016. The survey questionnaire was designed to collect several measures of the sampled overnight guests, including location of travel origin, purpose of visit, and length of stay; quality measures of the hotels in the study, including overnight guest ratings of hotel cleanliness, staff, and likelihood to recommend; demographics, including age, educational attainment, and household income; and travel planning considerations and resources. This report presents the findings from the combined winter/spring and summer samples of the 2016 Boise Hotel Intercept Survey.

BOISE TRAVELER AND VISITOR

- The 679 overnight guests in the sample came from 335 cities. Overnight guests from the three most frequently mentioned cities—Denver, Salt Lake City, and Seattle—constituted 10% of the sample.
- 60% of overnight guests were traveling to Boise on business, 35% were traveling for non-business purposes, and 5% were traveling for both business and other purposes.
- Of overnight guests who were traveling for both business and non-business purposes, 32% were traveling to a conference or convention, no one was traveling for a sporting event, and 65% were traveling for a meeting or other type of business.
- Of overnight guests who were traveling for both business and non-business purposes, 20% were traveling to a conference or convention, 2% were traveling for a sporting event, and 78% were traveling for a meeting or other type of business.

*2016 Boise Hotel Intercept Survey, Clearwater Research, Inc.*
BOISE TRAVELER AND VISITOR (continued)

- Overnight guests visiting Boise for non-business purposes were most likely to be visiting friends or family (47%), a special non-sports event (23%), or for outdoor or recreation experiences (22%).

- Overnight guests visiting Boise for both business and non-business reasons were asked what leisure activities they would be participating in. The most commonly mentioned activities include outdoor or recreation (39%), shopping (39%), city or urban downtown (36%), and visiting friends or family (32%).

- Most overnight guests said they would spend between one and five days on their visit to Boise, with 38% spending one to two days and 41% staying for three to five days.

- 44% of overnight guests traveled with one or two people on their visit to Boise, 27% traveled alone, and 22% were accompanied by three to five people.

- 50% of overnight guests had traveled to Boise five or more times in the past, and 18% had not visited Boise before.

- 75% of overnight guests said they were very likely to return to Boise in the future. Only 4% of respondents said they were not very likely or not at all likely to visit Boise again.

- 60% of overnight guests traveled to Boise at least in part by airplane, and 51% came at least in part by automobile. Modes of transportation in the “other” category included “Shuttle/shuttle bus,” “Tour bus,” “Truck trailer,” “Uber,” and “Walking.”

- 45% of overnight guests estimated they would spend less than $500 while in Boise, and 37% said they would spend between $500 and $1000.

- 85% of overnight guests were very satisfied with their stay in Boise, and virtually all respondents were at least somewhat satisfied.

TRAVEL PLANNING

- For the overnight guests in the sample, “affordable” and “outdoor recreation/experiences available” are, on average, the most important reasons for selecting a city to visit for non-business purposes. The lowest average importance ranking was given to “shopping.”

- By a wide margin, the most common resource used by overnight guests when planning a trip is Internet sites in general (87%), followed by hotel web sites (53%), and the TripAdvisor web site (37%).

- Overnight guests were given a choice of five response categories and asked to indicate which one influences their travel decisions the most. By a wide margin, the resource most frequently indicated by respondents was friends or family (65%).

PERCEPTION OF BOISE

- 54% of overnight guests had a perception of Boise prior to their current visit.

- Overnight guests who said they had a perception of Boise prior to their current visit were asked to give one word that described their perception. The most common words in the answers were “nice,” “friendly,” “great,” “small,” “beautiful,” and “clean.”

- The same group of overnight guests were then asked to give one word that described their perception after visiting Boise. The most common words in the answers were “nice,” “friendly,” “great,” “fun,” “clean,” “awesome,” and “beautiful.”
· Maximize the budget by focusing marketing activities to the proper geographic and audience segments. Target 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.

· 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.

· Inspire and engage prospective visitors with impactful and unique messages. Bring Boise to life with creative that is on-brand, with photography that shows off, copy that is thought-provoking, and initiates action.

· Work with our strategic partners to further our mutual objectives for Boise. Partnerships could be in the form of advertising, editorial content, social media sharing, promotions, research, and more.

· All marketing communications should include a clear, concise and persuasive call to action, driving target audiences to boise.org website.

· Messaging and all marketing efforts must strive to achieve an emotional response to the brand utilize imagery that people can relate to, envision themselves experiencing all Boise has to offer, and communicating a message that strikes a chord. All combined, stimulate the target audience to share content.

· Continue to promote to local audience “Bring Your Conference Home” through email, fliers distributed at local meetings, press releases, and social media. Utilizing strategic partners where we can such as Boise Metro Chamber of Commerce and Downtown Boise Association.
Ensure all facets of the integrated marketing mix are maximized and complement one another for a unified and collective effort. With leadership and key partner relationships, each of these critical marketing channels can be effectively executed in the 12-month plan.

Continue to build on the strong brand equity and awareness of Boise by executing a well-rounded, strategic marketing plan that creates a year-round, consistent presence to key target markets.
It can’t be refuted that Boise is getting loads of praise from the media and drawing attention from leisure travelers and meeting planners alike. It’s upward growth trend over the last several years, vibrant and culturally diverse downtown, up and coming food and craft beer scene and endless outdoor activities has positioned itself as the place to check out.

One thing that has remained steady, and Boise as a community has kept intact, is it’s friendly demeanor. To ensure a brand remains relevant, it’s imperative that from an advertising perspective, we evolve the creative look, messaging and compelling messaging that will keep people interested in visiting Boise all-year long.

Our challenge in 2018 was to develop a new, fresh, exciting and emotionally driven campaign concept that will continue to serve as a central force of all advertising efforts in the coming year. Our concept “We Meet Friends” delivers. At it’s core, the messaging, photography, video shorts, and color scheme demonstrate and communicate people in Boise are shockingly nice. Come visit, because we’ll certainly make you feel at home.
We meet friends!

With 20 destinations offering non-stop flights to Boise, your weekend reset plan just got easier. Take a seven-minute ride to downtown. See Freak Alley. Ride a cruiser along the Boise River Greenbelt. Hike Ridge to Rivers trails. Sip local beer. Repeat as needed.

We meet friends!
Boise Convention & Visitors Bureau

Visit Boise
Idaho Potato Drop
New Year's Eve
Book Now

In Boise, we make every team feel like a home team. That’s why 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.
Static ads and social media including Instagram, Facebook and Pinterest.
MEDIA TACTICS

- In an effort to stay consistent with how our population is conducting research, for this year’s marketing efforts, we have a 64% digital media and 34% print media mix.
- Evaluate numerous print publications using specific criteria including target audience, geographic and editorial match, overall value and added value opportunities. Place print advertising when leisure travelers are likely to be planning - in the spring and summer months.
- Choose ad units (half page or larger) that truly stand out among the potential clutter. Match the ad creative with the audience, season, specific editorial or affinity in order to further engage the audience.
- Include a specific call-to-action that demands attention and action.
- Negotiate “front of the book” placement or adjacent to valuable content.
- Consider and evaluate all co-op partnerships when applicable to further the budget.
- Ensure at a minimum, a listing placement for applicable annual guides.
- Marketing and PR to collaborate and consistently communicate, ensuring all advertising and editorial opportunities are maximized and in sync.
- Capitalize on all opportunities to promote non-stop air service markets.
- Provide International marketing through Brand USA’s Inspiration Guide and video, which offers a print and digital combination.
MEDIA TACTICS

· More than one-third of traffic to boise.org comes directly from paid Google AdWords. Continue to focus on AdWords for both leisure and meetings audiences with specific words, targeted to western states (leisure) at an efficient cost-per-click (CPC). Drive traffic to all aspects of the new responsive web design.

· Utilize the new testimonial Boise videos via YouTube advertising to specific audiences and search terms. As with Google, limit waste by using the Cost Per Click model.

· Sponsor Boise, Idaho pages on TripAdvisor. An annual sponsorship allows BCVB to add photos, videos, Visitor Guide and other downloads, resources, links and contact information to the Boise page. As the “official” sponsor, BCVB adds credibility by providing answers and advice in Boise forums.

· All marketing communications should include a clear, concise and persuasive call to action, driving target audiences to boise.org website.

· Utilize a travel intelligence platform, Adara, that accesses premium, proprietary data to connect our advertising with known online shoppers. People who buy.

· The BCVB will utilize an online proposal platform called Proposal Path for putting together customized proposals with links to photography, videos, attractions and more.

· Capitalize on all opportunities to promote non-stop airline markets.

· Utilize and promote Boise.org Booking Engine feature to drive business to hotels for overnight stays.

· Geo-fence around highly visible events with clear, concise actionable messages.

· Re-targeting to those that have searched or visited Boise.org.

· Create campaign around the 6 new videos focusing on Biking, Arts, Water, Parks, Meetings & Sports, and Food & Beverage. The :30 shorts of the 2 minute videos will be used as previews and throughout social media to direct the viewer to view more in depth videos that will be housed on the Boise.org website.
The use of advertising year-round to key markets that provide non-stop air service is critical to the Boise Convention and Visitor Bureau’s marketing efforts. Throughout the course of the year, using our new campaign concept, we will specifically be targeting our 20 nonstop air service destinations. In addition, we will capitalize on our partnership with Alaska Airlines using Idaho featured publications in October and April. On a year-round basis we will also continue to utilize messaging with Google Adwords to drive traffic to boise.org.

In partnership with the Boise Airport, our primary strategy and largest investment in our non-stop air service effort, will be executing through our partner, Adara.

Adara strength lies in that they know with certainty where people are going, how often and when. Using 100% first party data which is based on verified customer actions. 175+ travel brands integrate directly with Adara and allow us to see search, booking, and loyalty data—all in real time.

To prospect the best Boise travelers, we’ll leverage the following strategy:

- Travelers searching for flights to Boise and the comp set (the goal is to drive visitors to Boise)
- Travelers searching for hotels or alternative lodging within Boise and the comp set (goal is to drive visitors to boise.org)
- Travelers to Boise from past seasons (goal is to drive awareness of Boise and the Boise airport)

With our Adara partnership, we are able to capture the following in-depth data as follows:

**Real Time Intent:** We’re able to see search activity as it happens. We can tell if travelers have already chosen a destination or if they are still doing research to make that decision. We can also identify users who are searching for competitive destinations.

**Full View of the Traveler:** We have historical knowledge of travel search and purchase behavior.

For that reason, we know if someone regularly travels to hot spots for winter activities.

**Depth of Historical Data:** Through historical data, we’re also able to determine the frequency at which an individual participates in leisure travel, so we know which prospects have taken 1+ personal vacations per year.

**Exclusive Data:** Most of our largest partners are exclusive to Adara. No one else can access data from Marriott and United among others. Our data is transparent and accountable. We know where it comes from and how old it is.

The BCVB will evaluate non-stop air destination market enplanements on a quarterly basis and direct campaign dollars towards markets needing the most help to increase traffic to Boise.
We have created a dedicated campaign, specifically to generate leads for future conventions, meetings, and sporting events from local contacts. The primary objective of the campaign is to generate contact information for group business.

For the execution of the campaign, we will utilize the following channels:

- Dedicated email campaign
- Social Media posting
- Print material distributed to appropriate groups (board and tourism meetings, and local presentations).

Email header:

**BRING YOUR CONFERENCE HOME**

← For a FREE HAT!
As an important part of the marketing mix, we must continue to have the most effective communications and collateral that accurately represents the brand. In a continued effort to measure what we market, we have partnered with Destinations International to utilize their economic calculator tools. These two tools, one specific for sports marketing and the other for meetings will assist in measuring the economic impact of groups that host their meeting or event in Boise. The following collateral items will be produced and distributed in 2019, providing the team with the right tools to promote the destination:

- Monthly eNewsletter for visitors
- City Visitors Guide – distribute
- Meeting Planner Guide – distribute
- Answers to the 101 Boise, Idaho Q&A – produced & distributed
- Enjoy Boise (sponsor & distribute for Downtown Boise Association)
- Museums of Boise (co-op with Boise Museum Association)
- Walk About Boise (sponsor and distribute)
- Boise River Greenbelt Trails and Parks Map (co-op Boise City Parks & Recreation)
- Quarterly eNewsletter targeted to meeting and event planners
- Quarterly reporting for stakeholders
- Incentive Booklet - distribute

In addition, dollars will be allocated to produce one, universal promotional product that can serve as a giveaway, promotional item for all to utilize, both in-person and via mail.
In order to meet objectives, it is critical to continue to nurture, develop and leverage all strategic alliances. These partnerships, many of them dating back 35 years, afford the organization both cross-promotional opportunities as well as a smarter, efficient use of dollars by pooling funds and resources to accomplish the same marketing objectives.

**KEY PARTNER RELATIONSHIPS INCLUDE:**
- Greater Boise Auditorium District
- Boise Metro Chamber of Commerce
- Boise Valley Economic Partnership
- City of Boise
- Ada County
- Boise State University
- CenturyLink Arena
- Garden City

**LEISURE:**
- Idaho Department of Commerce, Division of Tourism
- City of Boise / Parks & Recreation / Idaho Dept of Arts & History
- Downtown Boise Association
- Southwest Idaho Travel Association
- Idaho Wine Commission
- Destinations International
- Boise Airport
- Indulge Boise Food Tours
- Boise Ale Trail
- Preservation Idaho
- Boise Museum Association

**MEETINGS:**
- Boise Centre
- HelmsBriscoe
- cVent
- Hotels/Venues/Attractions
- Meeting Planners and Downtown Businesses
- Conference Direct

**KEY SPONSOR RELATIONSHIPS:**
- Idaho Potato Drop (1/19)
- Go West (2/19)
- Men’s & Women’s Big Sky Championships (3/19)
- Treefort Music Festival (3/19)
- Boise Barn Jam 3/19 & 8/19
- Gene Harris Jazz Festival (4/19)
- Road to X Games: XGames Qualifier (6/19)
- Far West Regional Soccer (6/19)
- Twilight Criterium (7/19)
- Albertsons Boise Open (9/19)
- Onward Shay Marathon (10/19)
- Famous Idaho Potato Bowl (12/19)

*See full list of Sponsorships on page 41*
The BCVB has a continued marketing agreement with the Greater Boise Auditorium District to enhance utilization of the Boise Centre, by advertising, publicizing and providing information to attract visitors and conventions to the Boise Centre. A key marketing strategy to increase the meeting, convention and trade show business is to promote the Boise area as an attractive place to visit and recreate, and to promote, the many attractions and leisure and cultural activities offered throughout the Boise area.

As a sales tool for the Boise CVB and Boise Centre sales teams have developed a virtual reality app. As an integral part of the sales process, through a series of four unique VR experiences, the custom Boise VR app will be used to demonstrate the close proximity of the hotels, restaurants and activities to the Boise Centre. In addition, to show off the newly expanded Boise Centre, we will have an exclusive experience that guides you through a VR tour of the Boise Centre. In 2019, we will add a sports venue section, off-site meeting venues, and others as budget allows.

The BCVB will provide the following:

- As a direct result of the BCVB marketing and sales plan new qualified leads will be provided to both the Centre and hotels.
- Prepare RFP’s that include the Boise Centre whenever possible.
- The BCVB and Centre will work together to create a comprehensive tradeshow schedule in an effort to remain in the forefront of the meeting planning industry.
- Material Distribution at Trade Shows.
- Boise Centre prominently displayed on boise.org home page with links to the Centre’s web site.
- Boise Centre logo included on advertising and branding where possible on convention advertising.
- Co-brand messaging on industry related websites such as, Cvent and Smart Meetings.
- Collaborate on a marketing initiative to meeting planner/corporate market.
- Prepare and submit bids in cooperation with the Boise Centre sales team to qualified clients.
- Organize and include the Boise Centre on one FAM trip that include meeting planners/media.
- Develop and publish promotional collateral that helps aid in the promotion of Boise as a future meeting destination.
- Develop and manage a city-wide event calendar.
- Attend a joint sales mission.
- Work with travel writers and connect with the Boise Centre whenever possible.
- Utilization of co-branded 10x10 trade show booth and 10x10 pop up booth.
- Support Boise Centre’s Mini FAMs (Treefort, Idaho Shakespeare Festival, & Capitol Table)
- Promote the “Bring Your Conference Home” to local contacts
- Utilize Backyard Marketing tool to mine databases of local contacts connected to regional and national meetings
- Connect the Boise Centre with Strategic Partners such as Boise Metro Chamber, Downtown Boise Association, etc.
LOOKING AHEAD

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.

In 2019 the Boise CVB will continue building from the momentum gained during the past five years of working with Fahlgren Mortine and influential media. By cultivating relationships with trade, local and national media—as well as enhancing collaboration amid travel industry partners—the CVB hopes to facilitate more in-depth coverage of this region.

TACTICS

National Media Relations

· Develop and update expectations and procedures for the media and influencers the Boise CVB works with.

· Work with traditional (print, broadcast) media as well as new, digital media (online publications, e-news, bloggers), targeting both leisure travel and meeting planner publications.

· Continuously pitch travel and meeting planner writers to visit Boise and stay current on the city’s new developments.

· Collaborate with local partners in Boise to showcase the city’s unique cultural, culinary and other noteworthy community infrastructure elements.

· Provide support to vetted media to explore the city.

· Host media on group tours of Boise where they have unique experiences and are immersed in Boise culture.

· Respond to media inquiries from media looking to include Boise in national tourism coverage.

· Develop and maintain a media database of national travel writers with interest in Boise who will provide coverage in the destination.

Media Missions

· Based on strategic discussions, recommendations from the Fahlgren Mortine team and approvals, the Boise CVB may embark on media missions to cities with direct flights and/or saturation of travel media, such as New York City, Washington D.C. and Denver.

· Collaborate with relevant industry partners for media missions.

· Identify locations for “pop-up” visits to regional travel markets for brief visits with appropriate media.

· Focus on visits to and coverage from non-stop flight markets.

Event Recruitments: Sports, Technology, Meetings and Local Media

· For each of these segments, Fahlgren Mortine will support the Boise CVB marketing efforts, and encourage coverage from relevant media.

· Establish experts and a master contact database of local characters that can be interviewed or featured during visits.

· Identify opportunities to pitch stories and place
· Help promote meetings and conventions to local and regional audiences, when applicable.

· Collaborate with staff from incoming organizations (like the Big Sky Conference) to promote and highlight large-scale events.

· Help promote Boise CVB sponsored events such as Treefort, X Games, Twilight Criterium, etc.

· Share event successes with industry publications following large-scale events.

**Coordination with the Boise CVB**

· Conduct local meetings with the Boise CVB team.

· Maintain calendar of local events for media use and promotion.

· Collaborate with others in the tourism industry and public relations representatives from the area to ensure consistent messaging and cohesion.

**Local Market Awareness**

· Schedule newsroom briefings with local media to show Boise CVB’s successes with national media, position Boise CVB as essential resource to media writing about tourism, and promote coverage of annual report.

· Continue building awareness about the Boise Convention & Visitors Bureau by informing the city’s residents and leaders about the importance of tourism and the economic boost their work provides the city.

· Support Boise CVB led events, such as the ROSE Awards, to bring awareness to the value of the tourism industry.

· Train Boise CVB team members to communicate with media about the value of and economic need for tourism in Idaho.

· Place Boise Convention & Visitors Bureau representatives in local publications for quotes, interviews, panelists and expert contributors.

**Partnership Development and Management**

· Create a panel of local experts to provide interviews and insight to relevant media.

· Convene tourism-focused organizations to lead discussion about aligning efforts for media relations in the Boise area.

· Collaborate with tourism partners for a cohesive media mission presenting Idaho and the region.

· Leverage Boise awards and successes (e.g. “Top Lists”) to encourage local coverage of resources and support Boise CVB provides to the city. Share successes with partners to expand awareness.

· Coordinate strategic partnerships and collaboration to ensure comprehensive marketing and communications for the Boise Convention & Visitors Bureau.

*prepared by Fahlgren Mortine*
Collaborate with the Boise Airport to feature new direct flights and pitch media in those direct flight markets as they are identified.

**Media Resources**

- Develop foundational documents about Boise for consistent media questions.
- Create new database of video and photo resources for media use.
- Revise media resource documents on the Boise CVB website to reflect advancements and new developments within the city.
- Continue consistent media room enhancements on Boise Convention & Visitors Bureau website, including media mentions, news releases and factual documents.
- Maintain complete list of area experts for media references and interviews.
- Craft monthly e-newsletter to promote local events, feature partners and Boise’s culture to incentivize media visits and coverage.
- Develop a media passport system to be used to facilitate easy visits to local attractions.
- Add a media monitoring service to easily track print clippings of news stories about travel to Boise.
- Create internal document of local influencer biographies: the stories behind the businesses. This will be used as a support document for the Boise CVB team.

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With an exciting influx of new and revamped hotels, an up- and-coming restaurant scene, and a blossoming wine industry, Idaho’s capital city—traditionally known as a convention destination—has started to attract the attention of leisure travelers. Boise’s revitalized downtown is evidence of the trend, with the newly opened Inn at 500, a 110-room boutique property whose perks include balconies overlooking the capital, and its on-site restaurant, **Richard’s**, owned by James Beard Award-nominated chef Richard Langdon, (leading the way: **Canoe** and **Hotel 40**). The city’s craft beer scene continues to impress; one noteworthy newcomer is **White Box Brewing**, whose rustic taproom features a 24-foot “front rail” that keeps your beer, well, furry. In other newsworthy news, Boise has become a hub for Idaho’s growing wine industry. Overshadowed shouldn’t miss a stop at the new downtown tasting room of **Cloud 9 Vineyard & Winery**. Owner Leslie Pestana—a native Idahoan who sharpened her skills at **Chow in San Diego and Stags’ Leap in California**—makes a spectacular dry Bordeaux.
In order to promote the city’s exceptionally hospitable nature, we will continue to nurture the customer service of front line employees. Paired with the education, we will be recognizing those who positively enhance a visitor’s experience during their stay in the Boise area through the continuation of the ROSE Awards (Recognition of Service Excellence).

**Front Line Service Training / Experiential Tours**
- Continue front line service training to educate employees on ways to enhance a visitor’s experience.
- Plan experiential tours for the front line employees to first hand experience Boise attractions.

**ROSE Awards**
- Host the 3rd annual ROSE Awards to honor those who exemplify exceptional customer service skills in the hospitality industry.
Build and engage a passionate online community for Boise using the social media channels: Facebook, Twitter, Pinterest and Instagram that will encourage, promote, and inspire travel in Boise.

**OBJECTIVES**
- Cultivate, excite, and engage Boise influencers (ambassadors)
- Encourage travel to Boise
- Improve the travelers experience while in Boise using #visitboise to answer questions and encourage additional activities
- Work with local attractions, hotels, and partners to promote Boise throughout our social media channels
- Encourage engagement across channels by incorporating #VisitBoise throughout BCVB materials including: website, print, and digital.

**TACTICS**
- Use of powerful images
- Interactive component in posts
- Using 280 characters or less on Facebook, Pinterest, Twitter, and Instagram
- Share supporting links to relevant information including BCVB sponsored events
- Appropriate tags
- Humanized tone
- Boost Posts and Promoted Pages as necessary and approved by BCVB

**Curation Of Content**
- Iconosquare, Worldcam, blog search, relevant hashtags throughout social media, Google Alerts, and first-person curated content

**Facebook Content Plan**
- Monitor Boise Event Calendar for scheduled posts
- Schedule 2 posts daily
- Engage with Boise influencers
- Short & snappy posts
- Encourage engagement using interactive communication
- Niche Posts Include: Boise influencers, outdoor lovers, foodies, and history buffs
- Boost every post with a $200 monthly budget

**Twitter Content Plan**
- Schedule relevant events and specialized content
- Schedule 10 posts daily
- Monitor conversations
- Respond to mentions
- Respond to #visitboise
- Engage with Boise influencers
- Monitor Retweeted tweets for popular, relevant content

**Instagram Content Plan**
- Monitor #visitboise
- Schedule 2 posts daily on Feed
- Schedule 2-3 posts daily on Stories
- Engage with Boise Influencers
- Encourage cross-engagement between the BCVB Facebook, Twitter, and Instagram pages
- Promote high-level attractions, hotel accommodations, and specialized Boise events

**Linkedin Content Plan**
- 3-5 Posts throughout business week
- Content catered towards business travelers and media planners
- Promote wins of the organization
- Encourage additional follows by tagging local companies and venues

**Pinterest Content Plan**
- 3-5 pins daily
As a best practice, participation in industry trade shows provides an opportunity to promote the Boise area as a destination and maintain, as well as nurture, relationships with existing clients, make new contacts and generate new leads. When selecting the right trade shows, to attend with the most return on investment, the shows with focus on, meetings, conventions and incentives arena were given top priority. In addition to trade events, sales missions and site visits provide an unmatched face-to-face opportunity that is critical to driving business to Boise. Our experienced sales team will capitalize on years of experience and established relationships to continue supporting the organization’s mission.

Create and enhance our Trade Show presence with a new competitive display that showcases the many attributes of the Boise area in a unique and compelling way.

**2019 Calendar at a Glance**

**January:**
- 01/6-9, PCMA Convening Leaders, Pittsburgh, PA

**February:**
- 02/16-19, GoWest Summit, Boise, ID

**March:**
- 03/3-7, Conference Direct, Atlanta, GA
- 03/7-11, Experient Envision, Las Vegas, NV
- 03/20-24, Treefort Mini FAM, Boise, ID
- 03/21-23, DMA West Tech Summit, Albuquerque, NM

**April:**
- 4/29-30, RMI Roundup, Spearfish, SD

**May:**
- 5/6-9, NASC, Knoxville, TN
- 5/19-22, Simpleview Summit, Tucson, AZ
- 5/29-31, Helms Briscoe, Houston, TX

**June:**
- 6/1-5, IPW, Los Angeles, CA
- 6/15-18, MPI, Toronto, Canada
- 6/15-18, Council of Engineering and Scientific Society Executives Annual Convention (CESSE), Baltimore, MD
- 6/25-27, SGMP, Detroit, MI
- TBD, Idaho Shakespeare Mini FAM

**July:**
- 7/8-11, Cvent Connect, Las Vegas, NV
- 07/14-17, Boise CVB Annual Meeting Planner FAM Trip
- 7/23-26, Destinations International Annual Convention, St. Louis, MO

**August:**
- 8/10-13, ASAE, Columbus, OH
- 8/17-20, ESTO, Austin, TX
- 8/26-28, Connect, Louisville, KY

**September:**
- 9/8, Capitol Table mini-fam
- 9/9-12, DMA West Education Summit, TBD
- 9/9-12, S.P.O.R.T.S Relationship Conf
- 9/9-12, IMEX, Las Vegas, NV

**October:**
- 10/16-18, Idaho Conference on Recreation & Tourism, Sun Valley, ID
- 10-28-30, Connect Faith/Government, Grand Rapids, MI

**November:**
- TBD, CD Forum (Corporate), Conference Direct
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**COLOR KEY:** Notes level of activity and investment.
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<td>Digital campaigns (youtube, FB, geo-fencing, other digital ads/retargeting)</td>
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<td>Ares (Booking engine)</td>
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<td>Greenbelt Trails and Parks</td>
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<td>Direct Mail promo/swag</td>
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<td>Fulfillment</td>
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**TOTAL**                                   |                                                | **$1,037,685**  |
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