Change – and momentum – defined the last year for the Boise Convention and Visitors Bureau and the warm, welcoming city we call home. From a new Mayor to some important internal shifts in our own organization, Boise and your Boise CVB have hit 2020 at a record pace.

First, allow me to congratulate our new Mayor, Lauren McLean, who took office in January. I am eager to continue to partner with the City of Boise as we grow the city’s tourism economy. The Boise CVB is lucky to have wonderful partners who help us strengthen our hospitality industry. These collaborations take many forms: For example, we’re inviting meeting planners to participate in Treefort during our Treefort Familiarization Tour. Last year we joined the Boise Centre and five lodging partners at the American Society of Association Executives trade show, the largest one we attend all year and have plans to return in 2020. The Hospitality Boot Camps, created with the Downtown Boise Association, provide important information for front-line hospitality teams. We also continued to promote the Bring Your Conference Home campaign and have rolled out a Show Your Badge program online to get conventioneers into area businesses through unique offers.

As we do every year, we made trips to key cities to meet with media and event planners. This last year we traveled to Denver and Boulder, Colorado on a sales and media mission, then we joined forces with the Idaho Wine Commission and Idaho Tourism to make a splash in New York City, where we collectively hosted an evening with more than 40 members of the travel and tourism media. And it’s working: Boise has enjoyed stellar media coverage this year, from journalists we meet on these trips, or from others who visit Boise at our urging – and with the support of our local businesses who make these trips so memorable. We focused on telling our story to discrete segments: to meeting and trade publications, to targeted outlets in our direct-flight markets, and to the mainstream press both here and AFAR (the travel magazine covered us in 2019 and has plans for more). Boise looked good this past year in the pages of Forbes, Conde Nast Traveler, Men’s Journal and Sunset. But the bread and butter are the thousands of people who join us here in Boise for events supported by the CVB. Sports is a big economic driver: this year we’ll see the Big Sky Conference Men’s and Women’s Basketball Tournament returning to the Century Link Arena in March. The Far West Regional Soccer Tournament will bring in over 11,000 people in June. Add to that events like Western Energy, Jaialdi 2020, IAMC and the Society of Environmental Journalists (to name a few), and 2020 looks like another big year. As we ready ourselves for these events, we’ll do so with new tools. I’m excited to make use of our brand-new Master Hotel Contract that will help attract larger, city-wide conferences to the Boise Metro area. Thanks to a lot of hard work, our Boise Airport will offer new non-stop air service to Atlanta, Georgia on Delta Airlines. Southwest Airlines will add new routes to Los Angeles and San Diego. Alaska Airlines will increase service to Denver, San Jose, Sacramento, Phoenix and Everett, WA.

To help get those visitors off on a good start, we worked with the Southwest Idaho Tourism Association to create the Welcome Center at the Boise Airport, unveiled this year, with information for visitors and a single spot to meet and greet large events and conferences throughout the year. And I can’t wait to celebrate all kinds of hard work at the 4th annual ROSE Awards. The party kicks off on April 13 at the Riverside Hotel. Come join us and be inspired.

It's time to thank Roseanna Margosian, who retired as our sales assistant in 2019. I’m grateful we hired Taylor Barton as sales coordinator, who is now supporting our sales team with her skills. As Boise has put itself on the map and become more well-known, it’s up to all of us to show our visitors that Boise remains a warm, welcoming city with much to offer business and leisure travelers. We have much to be thankful for, and a lot of excitement ahead.

Thank you,
Carrie Westergard, Executive Director
A Letter From the Board Chair

The Boise Convention and Visitors Bureau (BCVB) had another very successful year in 2019. Boise has continued to shine in the past few years by making several “Best of...” lists. The economy is solid and the city is growing by leaps and bounds. There are a lot of great things happening in Boise and because of that, the city is getting some great press which makes the area attractive to visitors, meeting planners, and convention attendees.

With the expansion of the Boise Centre and the additional supply of hotel rooms, Boise is becoming a more viable option for a wide variety of meetings and conventions. The BCVB staff has been able to capitalize on this and has helped to bring in groups that probably would not have considered meeting in Boise in the not so distant past. I am pleased to report that the year on year booking increase was 120% going from 55 bookings in 2018 to 122 bookings in 2019!

The staff at the BCVB works well together and does an outstanding job. Due to the hard work of the bureau team, they were able to get a 10% increase in grant money to help in their efforts to market Boise. These funds were used for trade shows, site visits, media visits and advertising. The plan is working well and the bureau has been very successful in their efforts. This is reflected in the 58% increase in RFP’s in 2019.

I have been proud to serve as the Board Chair for the BCVB in 2019. Carrie Westergard and her staff do a great job and they are able to bring millions of dollars into the area. I look forward to being a part of the board in 2020 as I know the BCVB will continue to be successful in their efforts to market Boise.

Kathy Pidgeon
Boise CVB Board Chair

2019 Staff
Carrie Westergard, Executive Director
Terry Kopp, Director of Sales
Andrew Heidt, Sales Manager
Rhonda McCarvel, Sales Manager
Taylor Williamson, Sports/Convention Sales Manager
Lana Newman, Digital Convention Sales Coordinator
Roseanna Margosian, Sales Assistant (retired June 2019)
Taylor Barton, Sales & Visitor Services Coordinator (joined June 2019)

2019 Board of Directors
Kathy Pidgeon, The Riverside Hotel, Chair
Mike Ruffner, Shamrock Foods, Chair-elect
Dave Terrell, Washington Trust Bank (retired), 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
Curt Asmussen, Inn at 500/Obie Hospitality
Earl Sullivan, Telaya Wine Co.
Hart Gilchrist, Intermountain Gas
John Cunningham, Block 22
Rebecca Hupp, Boise Airport
Rochelle Criswell, Boise State University
Scott Ableman, Hotel Management Services
Sylvia Hampel, Clearview Cleaning
TOURISM MATTERS

TOURISM FUNDING

Revenue: $1,991,515  Budget: $1,922,995  4% Increase

- 56% — Idaho Travel Council Grant $1,105,682
- 33% — Boise Centre (Lodging Tax) $659,865
- 9% — Other (Strategic Partnerships, ROSE Awards Sponsorships, Advertising) $172,358
- 1% — In-kind (PR/ROSE Awards) $28,610
- 1% — City of Boise/Boise Airport Partnership $25,000

TOURISM INVESTMENT

Expenses: $1,876,601  Budget: $1,922,995  -2% Decrease

- 1% — In-kind $29,860
- 31% — Admin (salaries, non-grant, operations) $578,068
- 68% — Sales/Marketing/PR $1,268,673

ALLOCATIONS

- 69% — Spent on Convention/Sports Marketing & Promotions
- 31% — Spent on Tourism Marketing & Promotions

MISSION STATEMENT:

To enhance the Boise area’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.
RESULTS & FACTS

BOISE AREA TOURISM IMPACT AND BOISE CVB RESULTS/METRICS

TOURISM EMPLOYS 13,200 IN THE BOISE AREA

OVER 2 MILLION PASSENGERS INTO BOISE AIRPORT

$1.4 BILLION TOTAL DIRECT TRAVEL SPENDING*

1.82 MILLION OVERNIGHT STAYS**

490 MILLION DIGITAL AD IMPRESSIONS

PRINT ADS REACHED OVER 7.9 MILLION

OVER 337 REQUESTS FOR PROPOSALS SENT FOR FUTURE BUSINESS

28,041 INSTAGRAM FOLLOWERS

51 SITE VISITS HOSTED ANNUALLY

21,390 FACEBOOK LIKES

523 MILLION MEDIA IMPRESSIONS

STORIES INFLUENCED BY THE BCVB PR PARTNERS

20 OUTLETS HOSTED ANNUALLY

*DEAN RUNYAN AND ASSOCIATES, 2017 **STR REPORT, 2018 & 2019

NOTE: SALES NUMBERS REFLECT 11/18–12/19
In June, Roseanna Margosian retired from the CVB after 5 years of service. Taylor Barton joined as the Sales and Visitors Services Coordinator in June as well. Taylor Williamson was named one of Destinations International’s “30 under 30”.

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.

Six testimonial videos were added to the CVB’s digital marketing efforts and library that highlight Boise testimonials. Topics include Arts & Culture, River Activities, Boise Parks, Boise Bike Scene, Restaurants & Bars, and Meetings & Conventions.

Boise hosted Big Sky Conference Men’s & Women’s Basketball, the X Games, and Far West Soccer Regional Tournament in 2019, which brought 11,000 people to the city.

Along with Idaho Wine Commission and Idaho Tourism, the CVB went on a Media Mission to NYC and met with 28 media contacts.

In August, the CVB expanded their footprint at ASAE by inviting six local partners to join the 20x20 booth space.
8 Regional Presentations to

Idaho Travel Council
ROSE Awards
T.I.P.S Game Changers
Wood River Valley Leaders
Boise Young Professionals
Expedia Panel
Travel Advisory Board
Downtown Boise Association

NEW Air Service in 2019

- Delta adds one additional frequency to LAX (June)
- Delta adds two additional frequencies to Seattle (September)
- Alaska adds two additional frequencies to Seattle (October)
• 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.

• Continue to use CRM tool that is cloud-based, with a focus on traces and reporting at existing levels and beyond, captured media, stakeholders, and also created reporting that is useful in telling our story.
Boise.org Enhancements

Homepage Refresh

New Show Your Badge Webpage

New Get to Know Boise Video Inventory
**Collateral**

Visitor Guide
(continue to distribute)

Meeting Planner Guide
(continue to distribute)

Partnered with Museum Association, Downtown Boise Association, Boise River Greenbelt and WalkAbout Boise Tour
Website
- 18,570 monthly visits (Average)

eNewsletter
- Sent monthly to an avg. of 9,745 leisure recipients
- Sent quarterly to an avg. of 9,403 meeting planner recipients

Social Media

Twitter Followers
- 2017: 5,511
- 2018: 5,583
- 2019: 5,751

Total Tweets
- 2017: 3,145
- 2018: 3,427
- 2019: 3,791

Instagram Followers
- 2017: 21,100
- 2018: 24,400
- 2019: 28,200

Total Instagram Posts
- 2017: 822
- 2018: 999
- 2019: 1,230

Facebook Likes
- 2017: 20,005
- 2018: 20,966
- 2019: 21,408

LinkedIn Followers
- 2017: 101
- 2018: 215
- 2019: 370

Lead Generation Programs
- CVENT
- Northwest Travel and Life
- Meetings Today
- Sports Destination Mgmt.
- Backyard Marketing
- Via Magazine eNews
Print Advertising
Publications:
ASAE- Associations Now
Connect Associations
Leisure Group Travel
Meetings Today
Meetings News Northwest
USAE

Total circulation reach 412,109

Digital Advertising
Publications:
SMGP Online Buyer’s Guide
Meetings News Northwest
Meetings Today
Connect Associations
Connect Meetings 360
Leisure Group Travel
Smart Meetings
Cvent
MPI

1,795,133 impressions with 9,991 click thurs

BOISE CONVENTION & VISITORS BUREAU

We meet friends. Bring your meeting to Boise and you will feel right at home.

BOISE.ORG/MEETINGS

We meet people in town for business, sure. But after a few minutes giving restaurant recommendations or sharing the best hiking trails, we start to forget you’re going to leave soon. In Boise, we don’t meet business travelers.

BOISE.ORG
Print Advertising
Publications:
- Alaska Beyond Magazine
  - 3,800,000 passengers
- Great America West Guide
  - 170,000 distributed
- Horizon Magazine
  - 580,000 passengers
- Idaho Outdoor Guided Adventures - Directory
  - 10,000 distributed
- Idaho Travel Guide
  - 115,000 distributed
- Idaho Wine Commission Brochure
  - 20,000 distributed
- Miles Partnership/Brand USA
  - 465,000 distributed
- Northwest Travel & Life
  - total circulation reach 300,000
- Via Magazine
  - total circulation reach 461,144
Digital Advertising

Google AdWords
- 5.95 million impressions with 33,538 click thrus
Trip Advisor
- 450,472 banner ad impressions with 648 click thrus
- 96,962 sponsorship page impressions with 720 click thrus
Adara
- 4,146 bookings total, including 2,183 flights; 1,963 hotel
- 8.8 million impressions
Expedia
- 5.8 million impressions with 2,572 click thrus
Hagadone Digital (Boise Event Geofencing and Re-targeting)
- 6.1 million impressions and 8,154 click thrus

Total impressions 29 million
Print Advertising
Sports Events
Connect Sports

Total circulation reach 23,100

Digital
Connect Sports
Sports Destination Management
Sports Events Media Group
NASC

Total impressions 68,742
Tradeshows/Marketplaces

Sporting events held = 20,844 room nights
The BCVB sponsored and offered special event support for each of these events.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>$88.5 MILLION EST. ECONOMIC IMPACT</th>
<th>DATE</th>
<th>ROOM NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Sky Conference</td>
<td></td>
<td>3/2019</td>
<td>3024</td>
</tr>
<tr>
<td>Natl. Club Baseball</td>
<td></td>
<td>5/2019</td>
<td>80</td>
</tr>
<tr>
<td>X Games</td>
<td></td>
<td>6/2019</td>
<td>290</td>
</tr>
<tr>
<td>Far West Soccer</td>
<td></td>
<td>6/2019</td>
<td>11,000</td>
</tr>
<tr>
<td>USA Softball</td>
<td></td>
<td>6/2019</td>
<td>250</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td></td>
<td>7/2019</td>
<td>400</td>
</tr>
<tr>
<td>BAM JAM</td>
<td></td>
<td>8/2019</td>
<td>375</td>
</tr>
<tr>
<td>Boise Albertsons Open</td>
<td></td>
<td>9/2019</td>
<td>3300</td>
</tr>
<tr>
<td>Bob Firman X-Ctry</td>
<td></td>
<td>9/2019</td>
<td>425</td>
</tr>
<tr>
<td>Famous ID Potato Bowl</td>
<td></td>
<td>12/2019</td>
<td>1500</td>
</tr>
<tr>
<td>ID Potato Drop</td>
<td></td>
<td>12/2019</td>
<td>200</td>
</tr>
</tbody>
</table>

Arts/Cultural events held = 11,950 room nights; Visitor Attendance: 23,230
The BCVB sponsored and offered special event support for each of these events.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>$6.4 MILLION EST. ECONOMIC IMPACT</th>
<th>DATE</th>
<th>ROOM NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treefort Music Festival</td>
<td></td>
<td>3/2019</td>
<td>8600</td>
</tr>
<tr>
<td>Gene Harris Jazz Festival</td>
<td></td>
<td>4/2019</td>
<td>3000</td>
</tr>
<tr>
<td>Spirit of Boise Balloon</td>
<td></td>
<td>8/2019</td>
<td>350</td>
</tr>
</tbody>
</table>
## Conventions & Sporting Events

### 2019 Conventions*

<table>
<thead>
<tr>
<th>Event</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>Backcountry Hunters &amp; Anglers</td>
<td>5/2019</td>
<td>1200</td>
</tr>
<tr>
<td>Western Gas Measurement</td>
<td>5/2019</td>
<td>1315</td>
</tr>
<tr>
<td>Natl. Council of Examiners for Engineering &amp; Surveying</td>
<td>5/2019</td>
<td>537</td>
</tr>
<tr>
<td>Idaho National Laboratory</td>
<td>5/2019</td>
<td>1525</td>
</tr>
<tr>
<td>FBI-Violent Crime</td>
<td>6/2019</td>
<td>1600</td>
</tr>
<tr>
<td>Combat Veterans Motorcycle Assn.</td>
<td>6/2019</td>
<td>1280</td>
</tr>
<tr>
<td>Urban Superintendents</td>
<td>7/2019</td>
<td>635</td>
</tr>
<tr>
<td>Western Bridge Engineering</td>
<td>9/2019</td>
<td>685</td>
</tr>
<tr>
<td>Western Museums Association</td>
<td>10/2019</td>
<td>748</td>
</tr>
</tbody>
</table>

*Groups in bold: Meetings at Boise Centre.*

### Future Conventions

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Army Corp Engineers</td>
<td>3/2020</td>
<td>775</td>
</tr>
<tr>
<td>Western Energy Institute</td>
<td>4/2020</td>
<td>1758</td>
</tr>
<tr>
<td>Ravenswood Solutions</td>
<td>4/2020</td>
<td>480</td>
</tr>
<tr>
<td>National Mitigation and Ecosystem</td>
<td>5/2020</td>
<td>1145</td>
</tr>
<tr>
<td>State Ag &amp; Rural Leaders</td>
<td>5/2020</td>
<td>422</td>
</tr>
<tr>
<td>National Potato Council</td>
<td>6/2020</td>
<td>340</td>
</tr>
<tr>
<td>Industrial Asset Mgmt Council</td>
<td>9/2020</td>
<td>883</td>
</tr>
<tr>
<td>Soc. Environmental Journalism</td>
<td>9/2020</td>
<td>900</td>
</tr>
<tr>
<td>Cultural Rhetoric Conf.</td>
<td>10/2020</td>
<td>450</td>
</tr>
<tr>
<td>Raptor Research Foundation</td>
<td>10/2020</td>
<td>450</td>
</tr>
<tr>
<td>Hillsdale College</td>
<td>10/2020</td>
<td>623</td>
</tr>
<tr>
<td>Society Range Management</td>
<td>2/2021</td>
<td>2375</td>
</tr>
</tbody>
</table>

*Partial List

221 confirmed future conventions/meetings, equaling 81,676 room nights (as of 12/19), 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 to focused audiences within the media, we have been able to create national buzz about the City of Trees.

Hosted Media
During 2019 the Boise CVB hosted writers from 20 unique travel outlets. The team developed 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:
- 303 Magazine
- AAA Magazine - Westways
- Afar
- Associations Now
- CBS Local
- Decanter
- Diablo Magazine
- Eater
- Food Travelist
- Forbes
- Livability
- Matador Network
- Mountain Meetings
- Out Traveler
- Phoenix Magazine
- Premier Travel Media
- San Diego Magazine
- Smart Meetings
- Sports Destinations Management
- The Daily Beast
- Thrillist
- Travel & Leisure
- Trending Travel
- Trip Savvy
- USA Today 10Best

Media Exposure
Through the year, the Boise CVB’s efforts directly influenced 68 stories that were published about Boise, Garden City and the metro area. This earned media coverage reached 523 million readers. To reach all of the Boise CVB audiences, customized pitches were sent to leisure travel outlets, industry and meeting planner publications, sports destinations, direct flight markets and niche publications as well as national outlets.

Media placements include:
- 303 Magazine
- 5280 Magazine
- AAA Westways
- Afar Magazine
- Alaska Airlines Beyond Magazine
- Boston Sunday Globe
- CNN Airport Network
- Conde Nast Traveler
- Corporate & Incentive Travel
- Delta Sky Magazine
- Diablo Magazine
- Food Network Magazine
- Forbes
- Fortune
- Imbibe: Liquid Culture
- LaMesa Courier
- Lonely Planet
- Matador Network
- Meeting Professional
- Meetings & Conventions
- Meetings Today
- Men’s Journal
- Mountain Meetings
- New York Daily News
- Northwest Travel & Life
- Parade Magazine
- San Joaquin Magazine
- Sherman’s Travel
- Smart Meetings
- SportsEvents Magazine
- Successful Meetings
- Sunset Magazine
- The Daily Beast
- The Idaho Business Review
- The Idaho Press
- The Idaho Statesman
- Today
- TripSavvy
- and many others
Local PR Assistance
To increase local awareness about the essential support the Boise CVB contributes to Idaho tourism, a media strategy supporting events was created, such as:

- Big Sky Basketball Conference Championships
- Treefort Music Festival
- Annual ROSE Awards
- Meeting Planner Familiarization Trip
- The Albertsons Boise Open

Media Missions
In New York City, the Boise CVB joined efforts with Idaho Tourism and the Idaho Wine Commission to meet with 28 media contacts through desk-side briefings, media receptions and a dinner. Coverage has already begun to emerge as a result of these meetings and more is planned for 2020.

Visitor Information: 1,547 packets sent
A Special Thanks to Our 2019 Partners