What a year of recovery and resilience. The best news of 2021 was that our industry truly bounced back more than we could have anticipated. Although the corporate travel segment is still down and businesses are a little slower to return to the office and meet in person, our hotels have still been able to maintain record rates. Hotel occupancies are back up to 2019 numbers.

On the heels of that good news was that the Big Sky Men’s and Women’s Basketball Championships would come to Boise for the next five years. This win is the result of many community and state partners, and it felt really good to work together with many of you for this BIG WIN for Boise.

We continued recovery plans for leisure and meetings marketing with Duft Watterson’s “Basecamp Boise” campaign. This fun campaign identifies Boise’s hotels as a jumping-off point for outdoor adventure, cultural and culinary activities. At the same time, the Greater Boise Auditorium District and The Boise Centre extended their support of the meetings recovery effort throughout 2021. This has really proven to be effective and has kept us front of mind for many in the industry and I am sure we will see the impact for years to come.

We hired Lucas Gebhart as our Sports Sales Manager in September. Lucas has a big passion for sports and has jumped right in to fill the shoes of Brandon Fudge, who went back to work for Boise State University. And after working many years as Sales Manager at one of our essential community partners, the Hampton Inn in downtown Boise, Shannon Fullerton moved to the Boise CVB as a Sales Manager. We also promoted Taylor Barton to Convention Services & Digital Marketing Manager where she has taken on many new tasks in addition to managing our social media on all of our platforms, she puts together all our site visit and FAM itineraries and manages and implements all of the convention servicing programs, plus is now the event coordinator for our Annual ROSE Awards.
Throughout all these changes, I am extremely grateful for the role and mentorship of John Cunningham from Block 22 as our 2021 Chair of the Board. His calm demeanor, leadership and sense of humor carried us through into 2022 with a very promising outlook ahead.

This past year we said goodbye to our dear friend and Board member Dave Terrell who passed away last Summer. We will remember his example and years of service to our board.

We were able to still honor our hospitality community with an in-person Recognition of Service Excellence (ROSE) Awards celebration in September at the Riverside Hotel, and the community showed up to celebrate the very deserving honorees and winners.

We were able to attend in-person tradeshows and met face to face with planners for the first time in over a year. And, we hosted 15 meeting, event planners and media from all over the country in July for our annual Meeting Planner FAM trip. There have already been a few pieces of business and several articles that have come out of this FAM. We also went to Seattle and DC for sales missions and used our Master Hotel Contract a few times already.

Other good developments that greeted us this year: We worked with the Boise Airport, Idaho Tourism and the Boise Metro Chamber of Commerce for an inaugural flight promotion with Jet Blue from NYC to Boise. This event earned the airport a “Rock Star Reception” nomination in the Cranky Network Awards. We also dedicated funds in the Atlanta and Austin markets to promote the new nonstop service on billboards throughout the cities.

We look forward to hosting several industry events in 2022 including a few team meetings for Helms Briscoe and Conference Direct, and more than 50 planners are expected to attend the Connect Pacific Northwest Marketplace here in September 2022.

This year the 6th Annual ROSE Awards will be held in person at Boise Centre on April 18th. This will be a celebration not to miss. We intend to show our peers and our colleagues how much they mean to us.

We continue to have much to be thankful for, especially living and sharing this community that we love with the industry that we are passionate about. We look forward to more travelers to our community in 2022 and to see numbers continue to climb and surpass anything we’ve ever seen before in Boise and Idaho.

Thank you,
Carrie Westergard
Executive Director
2021 is in the rearview mirror. It was a year of uncertainty and difficulty in the travel and tourism industry. The travel and tourism industry had been devastated. Many people described it as the “new normal”, with circumstances changing constantly. However, while meeting planners and travelers were cautious, the Treasure Valley saw visitors return much more quickly than comparable cities in our region. Our area continued to be a place where families, friends, and organizations chose to visit, gather and explore.

The Boise Convention & Visitors Bureau (BCVB), together with local hospitality professionals, demonstrated remarkable resilience. We were forced to get creative and had to be ready to react and adjust. The BCVB worked closely with local venues and hospitality professionals to adjust in this new environment. With so many organizations pausing their travel and convention planning, the BCVB focused on groups that were traveling, such as athletic organizations. BCVB Executive Director Carrie Westergard, with the support of several industry partners, negotiated a five-year contract extension to host the Men’s and Women’s Big Sky Conference Basketball Championships in the Treasure Valley. Hosting this tournament for five more years will help fill our airport, hotels, rental cars, restaurants and retail establishments. This tournament also brings several hundred college athletes and soon-to-be job seekers, and exposes them to this area’s quality of life. This is a terrific benefit to local employers who continue to struggle to attract talent.

There are reasons to embrace an optimistic outlook for 2022. Clients who had suspended scheduled visits are rebooking. This area continues to be one of the most desirable places to visit and relocate. Thankfully, the BCVB is once again fully staffed to meet this growing visitor demand. Also, the BCVB’s staff and Board budgeted for and scheduled a strategic planning session in 2022 to ensure the organization is properly positioned in this rapidly changing environment.

As you read this report, you’ll see the BCVB is in a very healthy financial position, despite the recent challenges. It’s a testament to Carrie’s leadership and her dedicated staff. It’s also a tribute to an engaged Board of Directors, with whom I’ve had the privilege to work closely for several years. I am so grateful for the opportunity to serve on this Board. I look forward to supporting Carrie and her team and watching the BCVB prosper in the future.

John Cunningham, Block 22, President/CEO
Boise CVB Board Chair
2021 Staff
Carrie Westergard, Executive Director
Andrew Heidt, Director of Sales
Rhonda McCarvel, Sales Manager
Shannon Fullerton, Sales Manager (hired in November)
Brandon Fudge, Sports/Convention Sales Manager (left in August)
Lucas Geibhart, Sports/Convention Sales Manager (hired in September)
Taylor Barton, Sales & Visitor Services Coordinator (promoted to Convention Services & Digital Marketing Manager in September)

2021 Board of Directors
John Cunningham, Block 22, Chair
Brad Wilson, Chair-elect
Aimee Tylor, Marriott Residence Inn City Center (left position/board)
Ali Ribordy, Boise Centre
Angela Taylor, The DIGNITAS Agency/ Indulge Boise
Adam Altwies, Inn at 500
Bill Connors, Boise Metro Chamber of Commerce
Dave Terrell, retired (passed away)
Earl Sullivan, Telaya Wine Co.
Hart Gilchrist, Intermountain Gas, Treasurer
Kathy Pidgeon, The Riverside Hotel
Kyle Johnson, Hyatt Place Boise Downtown (left position/board)
Mike Ruffner, Shamrock Foods, Past-chair
Rochelle Criswell, Boise State University
Scott Ableman, Hotel Management Services
Sean Briggs, Boise Airport
Thad Cunningham, Cradlepoint
TOURISM MATTERS

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.

Tourism Funding

Revenue: $2,079,452  Budget: $2,003,665
- 50% – Idaho Travel Council Grant  $1,040,662
- 41% – Boise Centre (Lodging Tax/Marketing Partner Meetings Recovery)  $850,172
- 3.5% – Other (Strategic Partnerships, ROSE Awards Sponsorships, Advertising)  $75,627
- 3% – PPP Funding  $63,990
- 1.5% – In-kind (PR/ROSE Awards)  $24,000
- 1.5% – City of Boise/Boise Airport Partnership  $25,000

Tourism Investment

Expenses: $1,893,945  Budget: $1,999,331
- 65% – Sales/Marketing/PR/meetings recovery  $1,186,585
- 33% – Admin (salaries, non-grant, operations)  $682,111
- 2% – In-kind  $25,250

Allocations

- 60% – Spent on Tourism Marketing & Promotions
- 40% – Spent on Convention/Sports Marketing & Promotions
**Figures/Facts based on 2021 marketing efforts**

- **12.6 Million** Digital Advertising Impressions
- **3.6 Million** Passengers Through Boise Airport
- **Tourism is #3 in GDP of Idaho**
- **542 Million** Media Impressions
- **2,968** Visitor Guides Requested
- **503,325** Website Views
NEW IN 2021

Team Updates
In August, Brandon Fudge left the CVB to work for Boise State University. Lucas Gebhart was hired as the Sports Sales Manager in September. Taylor Barton received a promotion to Convention Services & Digital Marketing Manager. In October, Shannon Fullerton was hired as a Sales Manager.

Familiarization Trips
The team was so excited to host our first live FAM experience in two years in July. The FAM included 12 meeting planners and 3 media contacts. We also hosted two Virtual FAMs in April that toured meeting planners to highlights around Boise in a virtual experience.

Basecamp Boise
Duft Watterson took the lead with creating a comeback leisure travel campaign. “Basecamp Boise” was created to showcase the many outdoor opportunities right close to Boise, while enjoying the lodging, dining and culture the area has to offer.

New Meetings Marketing Agency
In 2020, the Boise Centre joined with the CVB to enlist the help of Digital Edge, a digital marketing firm, to help address the meetings and convention marketing. This joint effort continued into 2021. In June, Orange 142, a digital marketing firm, was contracted to continue meetings recovery 2.0.
LOCAL OUTREACH

6 Regional Presentations to

Idaho Travel Council
ROSE Awards
Idaho Business Review Breakfast Series (virtual)
Downtown Boise Association
Greater Boise Auditorium District
Boise Metro Rotary

NEW Air Service in 2021

• JetBlue adds a nonstop to New York City (February)
  *begins in June
• Alaska adds a nonstop to Chicago O’Hare and Austin, Texas (March)
• Alaska adds a nonstop to Pullman-Moscow Regional Airport (June)
• Alaska adds nonstop to Idaho Falls and Las Vegas (October)
MARKETING STRATEGIES

• 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.

• Continued 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.

• Shifted the target market from March until the end of the year to a local, drive based audience due to lack of long distance travel world-wide.

• Continued recovery campaigns for leisure and meetings. “Basecamp Boise” showcased information regarding the abundance of safe, outdoors activities within proximity to culture, dining, and lodging in the Boise area.
Boise.org Enhancements

Show Your Badge (Bandwango)

Basecamp Boise

Meetings Content Pages

Visitor Kiosk/Welcome Center at BOI
Collateral

Visitor Guide (distributed)

Meeting Planner Guide (printed & distributed)

Partnered with Museum Association, Downtown Boise Association, Boise River Greenbelt and WalkAbout Boise Tour (Sponsored and Distributed)
Print Advertising
Publications:
- ASAE
- Small Market Meeting:
  Rocky Mountains Meeting Guide
- Conference Direct
- Northwest Meetings & Events

Total circulation reach 47,150

Digital Advertising
Digital Edge Campaigns:
- Landing Page
- eBlasts

Orange 142 Campaigns:
- Retargeting Advertising
- eBlasts

Duft Watterson Campaigns:
- MPI web banners
- Meetings Today
  (sponsored webinar & custom eblast)
- SGMP Listing & web banner

1,537,616 impressions with 6,273 clicks

Make Boise your basecamp for meetings and events.
Downtown is steps away from restaurants and minutes from mountain trails. Visit boise.org/plan-your-meeting
Print Advertising
Publications:
· Chamber Maps
· East Idaho Adventure Guide
  - 50,000 distributed
· Idaho Outdoor Guided Adventures - Directory
  - 10,000 distributed
· Idaho Travel Guide
  - 115,000 distributed
· Idaho Wine Commission Brochure
  - 20,000 distributed
· Boise & Meridian Lifestyle Magazines
  - 35,000 distributed
· NW Travel & Life
  - 40,000 distributed
· Salt Lake Magazine
  - 20,000 distributed
· Seattle Seahawks Yearbook
· Seattle Mariners Yearbook

Raising kids is an adventure. So why not take them on one? With the Rocky Mountains serving as a breathtaking backdrop, the Boise River and its waterfront paths carve through the city. Outdoor activities like mountain biking, fishing and hiking are close at hand, but Boise is still a capital city with the dining, shopping and culture to match. Learn about Boise and book today at boise.org.

You’re going to work for... that glass of viognier.

Boise is a cultural hub in the middle of wide open spaces. We’re both a destination and basecamp, offering the perfect blend of urban and outdoors. Step outside your hotel, and you are moments away from tons of things to do in Boise. Visit boise.org to plan your next adventure.

Boise is a cultural hub in the middle of wide open spaces.

Visit boise.org to plan your next adventure.
Digital Advertising
- Google AdWords
  - 1,186,236 impressions with 53,764 click thrus
- Programmatic Advertising
  - 1,522,423 impressions with 5,337 click thrus
- Social
  - 3,223,052 impressions with 54,625 click thrus
- Trip Advisor: sponsorship page and programmatic advertisements
  - 1,596,781 impressions with 7,068 click thrus
- Adara
  - 132 bookings total
  - 3.6 million impressions

Total impressions: 11.13 million
Digital
- Sports Destination Management
  - 136,100 impressions
- Connect Sports
  - 1.27 million
- Northstar Sports eblast

Total impressions 1.4 million
Tradeshows/Marketplaces
Attended 10 live and virtual marketplaces/trade shows – Go West (Virtual), Meetings Industry Council (MIC), MPI WEC, HelmsBriscoe Annual Partner Meeting, Destinations International Annual Convention, American Society of Travel Advisors (ASTA), Connect Marketplace, CDX Conference Direct, Conference Direct Annual Partner Conference, TEAMS Conference, ICORT (Virtual), Sports ETA (NASC), CDX Conference Direct, IMEX, Connect Winter Marketplace.

Familiarization Trips
Hosted two virtual FAMs in April, as well as one in person FAM in August that consisted of 12 Meeting Professionals and 3 Media.

Site Visits
Hosted 102 attendees (Virtual and Live).

Promotions
- 270 hotel RFP leads were sent to Boise Centre and hotels.

Sporting events held = 8,790 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>Big Sky Basketball</td>
<td>3/2021</td>
<td>2,640</td>
</tr>
<tr>
<td>Celebrity Cheer &amp; Dance</td>
<td>4/2021</td>
<td>100</td>
</tr>
<tr>
<td>Boise Area Pickleball Association</td>
<td>6/2021</td>
<td>275</td>
</tr>
<tr>
<td>Far West Soccer</td>
<td>6/2021</td>
<td>5200</td>
</tr>
<tr>
<td>USA Pickleball</td>
<td>6/2021</td>
<td>575</td>
</tr>
<tr>
<td>Boise Albertsons Open</td>
<td>8/2020</td>
<td>-</td>
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</table>

<table>
<thead>
<tr>
<th>2021 MEETINGS &amp; CONVENTIONS*</th>
<th>DATE</th>
<th>ROOM NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Heritage Insurance</td>
<td>3/2021</td>
<td>75</td>
</tr>
<tr>
<td>Apostolic Church of the Faith in Jesus Christ</td>
<td>4/2021</td>
<td>250</td>
</tr>
<tr>
<td>Western States Hostage Negotiators Association</td>
<td>4/2021</td>
<td>510</td>
</tr>
<tr>
<td>International Society for Aerosols in Medicine</td>
<td>5/2021</td>
<td>90</td>
</tr>
<tr>
<td>Northwest Alcohol Conference</td>
<td>6/2021</td>
<td>480</td>
</tr>
<tr>
<td>Western Idaho Community Action Partnership</td>
<td>8/2021</td>
<td>70</td>
</tr>
<tr>
<td>National Ski Patrol</td>
<td>8/2021</td>
<td>155</td>
</tr>
<tr>
<td>Western Power Sports</td>
<td>8/2021</td>
<td>700</td>
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<tr>
<td>Optimists Intl</td>
<td>8/2021</td>
<td>70</td>
</tr>
<tr>
<td>Pacific Northwest Clean Water Association</td>
<td>9/2021</td>
<td>500</td>
</tr>
<tr>
<td>Red Angus Association</td>
<td>9/2021</td>
<td>715</td>
</tr>
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</table>
### 2021 CONVENTIONS & SPORTS EVENTS

#### 2021 MEETINGS & CONVENTIONS*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simpson Strong-Tie</td>
<td>9/2021</td>
<td>320</td>
</tr>
<tr>
<td>National Governors Association</td>
<td>9/2021</td>
<td>155</td>
</tr>
<tr>
<td>Northwest Credit Union Association</td>
<td>10/2021</td>
<td>1,255</td>
</tr>
<tr>
<td>LiveRez.com</td>
<td>10/2021</td>
<td>655</td>
</tr>
<tr>
<td>National Association of State Motorcycle Safety Administrators</td>
<td>10/2021</td>
<td>385</td>
</tr>
<tr>
<td>Association of Consulting Foresters of America</td>
<td>10/2021</td>
<td>70</td>
</tr>
<tr>
<td>The Association of University Real Estate Officials</td>
<td>10/2021</td>
<td>290</td>
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</table>
### FUTURE SPORTING EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eagle Tennis Club</td>
<td>1/2022</td>
<td>75</td>
</tr>
<tr>
<td>Big Sky Conference Men's &amp; Women's Basketball</td>
<td>3/22-26</td>
<td>2,750</td>
</tr>
<tr>
<td>National Collegiate Rugby</td>
<td>4/2022</td>
<td>160</td>
</tr>
<tr>
<td>Boise Timber Thorns Soccer Club</td>
<td>4/2022</td>
<td>550</td>
</tr>
<tr>
<td>FarWest Regional Soccer Tournament</td>
<td>6/2022</td>
<td>10,000</td>
</tr>
<tr>
<td>Twilight Criterium</td>
<td>7/2022</td>
<td>400</td>
</tr>
<tr>
<td>USA Softball</td>
<td>7/2022</td>
<td>255</td>
</tr>
<tr>
<td>Boise Albertsons Open</td>
<td>8/2022</td>
<td>1,000</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>12/2022</td>
<td>1,500</td>
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### FUTURE CONVENTIONS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho Education Technology Association</td>
<td>2/2/2022</td>
<td>870</td>
</tr>
<tr>
<td>Business Professionals of America</td>
<td>3/16/2022</td>
<td>1045</td>
</tr>
<tr>
<td>Great West Casualty Insurance</td>
<td>4/4/2022</td>
<td>450</td>
</tr>
<tr>
<td>National Mitigation &amp; Ecosystem Banking Conference</td>
<td>4/30/2022</td>
<td>1160</td>
</tr>
<tr>
<td>Voluntary Protection Programs Participants' Association</td>
<td>5/11/2022</td>
<td>625</td>
</tr>
<tr>
<td>NAACCR North American Assn of Central Cancer Registries</td>
<td>6/11/2022</td>
<td>735</td>
</tr>
<tr>
<td>International Society for Anthrozoology</td>
<td>7/8/2022</td>
<td>420</td>
</tr>
<tr>
<td>Council of State Governments</td>
<td>7/17/2022</td>
<td>791</td>
</tr>
<tr>
<td>The Church of the Brethren</td>
<td>7/18/2022</td>
<td>695</td>
</tr>
<tr>
<td>National Association of State Budget Officers NASBO</td>
<td>7/29/2022</td>
<td>545</td>
</tr>
<tr>
<td>National Smokejumpers Association</td>
<td>8/12/2022</td>
<td>725</td>
</tr>
<tr>
<td>ID Health Information Management Assn</td>
<td>8/22/2022</td>
<td>600</td>
</tr>
<tr>
<td>Pacific Fishery Management Council</td>
<td>9/6/2022</td>
<td>1003</td>
</tr>
<tr>
<td>Urban and Regional Info Systems Association</td>
<td>10/2/2022</td>
<td>895</td>
</tr>
<tr>
<td>Golbon</td>
<td>10/10/2022</td>
<td>922</td>
</tr>
<tr>
<td>Collaborative Family Healthcare Association (CFHA)</td>
<td>10/13/2022</td>
<td>935</td>
</tr>
</tbody>
</table>

109 confirmed future Meetings / Conventions / Events, totaling 43,980 room nights (as of 12/21). 89 tentative future events.
Website 41,944 monthly visits (Average)

Social Media

Twitter Followers
- 2019: 5,751
- 2020: 5,833
- 2021: 5,808

Total Tweets
- 2019: 3,791
- 2020: 3,965
- 2021: 4,099

Instagram Followers
- 2019: 28,200
- 2020: 30,300
- 2021: 33,600

Total Instagram Posts
- 2019: 1,230
- 2020: 1,440
- 2021: 1,551

Facebook Likes
- 2019: 21,408
- 2020: 21,785
- 2021: 21,789

LinkedIn Followers
- 2019: 370
- 2020: 685
- 2021: 1,004

eNewsletter Sent monthly to an avg. of 8,766 leisure recipients and monthly to an avg. of 9,411 meeting planner recipients

Lead Generation Programs
- CVVENT
- Digital Edge Campaign
- Orange142 Database
- MPI Survey
Media Strategy
In a given year the Boise Convention and Visitors Bureau works in tight coordination with its public relations agency, Fahlgren Mortine, on the hunt for a beneficial combination of media encounters local, national and regional. By promoting the appeal of the Boise area as a destination for family and friend vacations, as well as an excellent spot for business travel of all sorts, the BVCVB has been able to help grow the tourism economy while improving the connections and partnerships throughout the city and surrounding areas. And in an ordinary year, this strategy yielded a steady stream of visiting media and positive coverage.

But the last two years have been anything but ordinary. Thanks to the ongoing pandemic the domestic travel media stood on the brakes and left destinations largely unvisited in 2021, a trend noted by Fahlgren Mortine’s team as well as BCVB staff. Editors were leery of sending any of their salaried staff out into the field, and freelancers were wary of the potential for COVID-19 to become more than a side note in their reportage.

Without the traditional give and take of the travel industry media, 2021 was another year that demanded creativity to generate media interest (and bring access to them).

Travel Media Resurfaces
Our results for the year show a travel media industry growing in confidence after spending most of 2020 on hold or in hiding. With a year of crushing COVID-19 restrictions, and with the BCVB and FM teams keeping up the pace of media-friendly announcements 2021 became a year of more open-mindedness. Outreach efforts yielded a media market whose leaders were open to new ideas and willing to try new ways of communicating and exploring Boise’s many attributes. The FM team received support from the BCVB to pursue non-traditional means of reaching out to travel media, and with enough planning, were able to secure a number of stories that might not have seen the light of day otherwise.
**PUBLIC RELATIONS**

**Media Exposure**
For the year 2021 Fahlgren Mortine was involved in at least 35 stories, whether through ideation, pitching or responding to inquiries. The total readership of the publications that printed those stories rose above 542 million readers.

Media placements included titles such as:

- **Outside Magazine**
- **The Idaho Press**
- **Sports Destination Management**
- **TripSavvy**
- **Idaho Business Review**
- **Gastro Obscura/Atlas Obscura**
- **InsideHook**
- **Meetings & Conventions**
- **Mountain Flyer**
- **Travel Awaits**
- **Sports Destination Management**
- **Northwest Meetings and Events**
- **Prevue**
- **Meetings & Conventions**
- **Men's Journal**
- **Decanter**
- **Men's Journal**
- **Eater**
- **Forbes**
- **Budget Travel**
- **Thrillist**
- **USA Today Go Escapes**

**Public Relations / Pandemic Response & Community Support**
As the pandemic began to show signs of weakening, Fahlgren Mortine worked to provide local and regional press an honest but bullish outlook on Boise’s resilience. FM staff supplied Boise CVB Executive Director Carrie Westergard with consistent, strong messaging about the inevitable comeback of the tourism industry.

**Media Mission Alternatives**
In 2020, The Boise CVB and Fahlgren Mortine created a remote media mission model. This event featured one large group meeting and additional individual meeting options for those with varying schedules or a desire to dig deeper into certain topics. When the dust settled, that effort was successful. Some 14 journalists involved with the event asked for meetings and followups. Fahlgren Mortine sifted through the responses and followed up on as many of those inquiries as was feasible.

**Syndicated Television Co-op:**
But in 2021, with the bulk of travel media still wary of stepping out into the greater world, FM helped connect the Boise CVB with Coffee With America, or CWA. This weekly television program reaches a total of 100 million households, with syndication agreements that get the program onto the airwaves across the country.

The show is syndicated by:
- **Telco Productions** (82 full-power stations)
- **YTA Network** (120 stations)
- **AMG Network** (which is provided by major cable providers such as Spectrum and Comcast)
The Walk TV network (250 stations)
The ACTION Channel (26 stations)
The Family Channel (30 stations)
CWA airs on local FOX-owned and operated television stations, including KDOC-TV in Los Angeles

The above account for a total number of 1,013 stations.
The CWA event included a “Plan a Vacation” segment with host Jennifer Weatherhead, who met with BCVB and FM representatives to develop a script and talking points to deploy throughout the broadcast. Altogether, the arrangement yielded a cumulative audience of 12.9 million viewers, with an estimated $298 thousand in ad value. All told the project’s potential online reach was about 70 million.

Visitor Information: 2,968 packets sent