

2023 ANNUAL REPORT



Visit
Boise



A Letter From the Executive Director

It's great to be writing to you all once again as we recap another phenomenal year. This year we saw a softening of hotel occupancy, but average daily rate (ADR) and revenues are stronger than ever, up over 20%, compared to 2019. The Boise Airport also saw record numbers and ended the year up 6% in air passenger traffic.

We went out to bid for our Public Relations Agency of Record and Fahlgren Mortine was selected and re-contracted with Visit Boise. Our Fahlgren Mortine PR team helped generate 58 total stories and 26 placements in our Top 50 target outlets, which reached more than 581M people. We also went on three media missions to NYC, Seattle and Los Angeles and hosted 51 media meetings and/or interviews.

Our sales team worked on 390 pieces of qualified business, eight of which were strategic wins for 2023 and beyond. The team converted 36% of these leads to bookings, which is an incredible result. Visit Boise helped 169 meetings, conventions, and events book 65,000 room nights with an Estimated Event Impact of \$32M. We also offered convention and event services to an additional 67 groups with 27,000 room nights, resulting in an Estimated Event Impact of \$24M.

Visit Boise's website won the U.S. Travel Association's, "Best Destination Website" at this year's ESTO Mercury Awards, and we received a 2023 Platinum Choice Award from Smart Meetings. All of this does not happen without an incredibly dedicated team of passionate individuals and partners. Speaking of a dedicated team, Andrew Heidt, our Director of Sales, walked the stage at the Destinations International Conference and received his CDME (Certified Destination Management Executive) certificate which he worked incredibly hard for over the past several years.

Through all of this, I am very grateful for the leadership of our 2023 Board Chair - Adam Altwies from the Inn at 500. Adam was always available for guidance and mentorship, helped

lead our Culture and Belonging Committee, supported the creation of our Sports Advisory Council, and served on the selection committee for our new Boise Metro Chamber President & CEO Bobbi-Jo Meuleman, a supportive leader and Visit Boise advocate. I really appreciate how much he valued our team and how he helped move us into 2024 stronger than ever.

In April, the Morrison Center set the stage for the 7th Annual Recognition of Service Excellence (ROSE) Awards, celebrating the best in Boise's hospitality and tourism industry. This year's ROSE Awards will be held at the new Treefort Music Hall on April 29, with a new Leadership and Learning Award being presented by Boise State University's Hospitality Career Program. We want to elevate this opportunity to further develop and educate the hospitality industry.

On the hosting front, we hosted three industry events: Rocky Mountain International Roundup, Outdoor Media Summit and the American Cup. We also saw the return of the CAB (Customer Advisory Board) where we added a few new members. Visit Boise also had some high-profile groups in town, including 300 leaders/VIPs from the Freeman Camp Buck Leadership Conference. In November, we again co-hosted a few industry events with the Boise Centre on a sales mission to Washington DC .

On the horizon for 2024, we look forward to hosting the Meetings Today, Live! Industry event in August, and Lucas is working on an Aquatic FAM for this summer, as well.

Here's to much success in 2024!
Carrie Westergard
Executive Director





A Letter From the Board Chair

2023 was a successful year across all facets of the travel industry, with increased group and corporate travel and a steady leisure sector. In 2022, we saw a tremendous amount of leisure travel come to the area, in what most are calling “Revenge Travel.” This slowed down a bit in 2023 but group and corporate travel increased. The Treasure Valley is still considered a premium travel destination, and I foresee this continuing into 2024 and beyond.

Our Visit Boise team has done a wonderful job of bringing business to the valley. Their constant dedication and leadership make it very easy to collaborate with stakeholders in the national and local business communities.

2023 Highlights:

Rebranded the Boise CVB as Visit Boise

- The name changed from the Boise Convention and Visitors Bureau to “Visit Boise,” along with a new logo. This is a clean, recognizable, and memorable name change.
- The new website is fantastic, dynamic and easy to navigate. Visit Boise won a national award for the newly created website.

Formed a subcommittee titled “The Culture and Belonging Committee.”

- The purpose of this committee is to reach out to businesses in the valley that may not have received as much visitor attention over the years and to let folks know who are travelling to the Treasure Valley that Boise embraces diversity and supports all business.
- These are usually minority owned businesses that have had less opportunities to sell their products to visitors.

Hosted national industry events led by Visit Boise

- International Roundup
- Outdoor Media Summit
- American Cup Golf

There have been efforts on the part of Visit Boise team and the board to come up with new ways to generate revenue for Visit Boise. I won't touch on the specifics of these revenue streams as they have not yet been instituted. I look forward to seeing what comes of this in 2024.

This report shares a solid financial position for Visit Boise. You will see an impact in Visit Boise's sales efforts through the rebrand, website, media stories and national hosted events. Leadership is also strong within the organization. Carrie Westergard leads this team from the front in an effective way. It was a pleasure to work with Carrie and her team. Visit Boise's dedicated sales team under Andrew Heidt continues to find new business opportunities for our valley as well as take care of repeat business.

Lastly, I would like to thank the Visit Boise team, my fellow board members, the Boise Centre, and all of my colleagues in the tourism industry. 2023 was a productive year that will bring many benefits to all parties long into the future.

Adam Altwies
General Manager, Inn at 500 Capitol
Visit Boise Board Chair 2023



2023 Staff

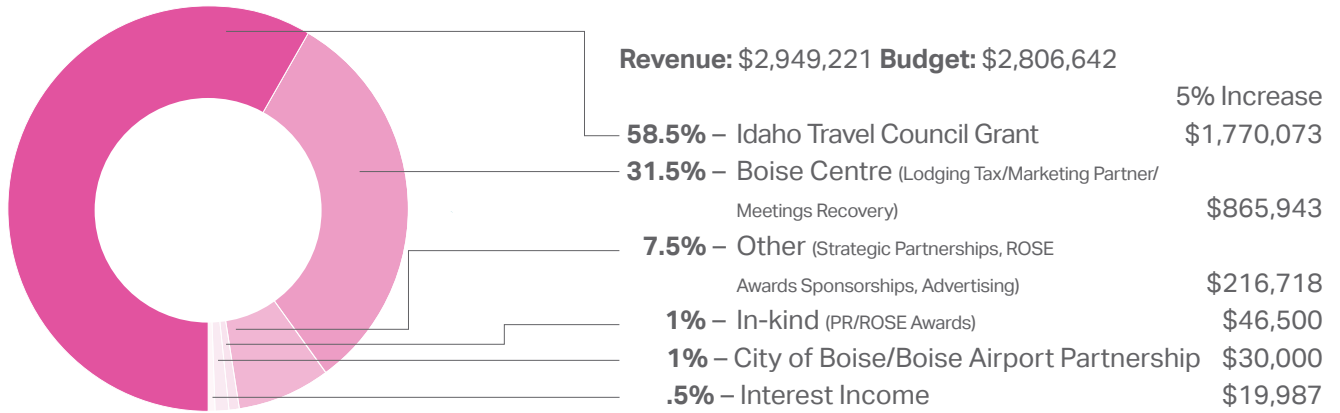
Carrie Westergard, Executive Director
Andrew Heidt, Director of Sales
Rhonda McCarvel, Sales Manager
Shannon Fullerton, Sales Manager
Lucas Gebhart, Sports/Convention Sales Manager
Taylor Barton, Convention Services & Digital Marketing Manager
Katy Bjorum, Tourism Coordinator (started in April)
Lily Mosquera, Gift Shop & Visitor Information Coordinator

2023 Board of Directors

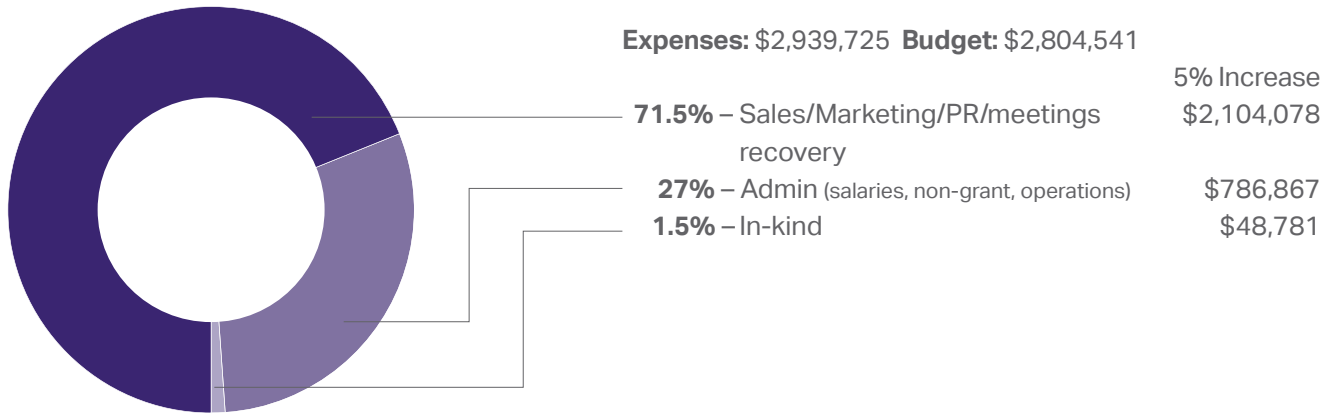
Adam Altwies, Inn at 500, Chair
Ali Ribordy, Boise Centre
Angela Taylor, The DIGNITAS Agency/ Indulge Boise
Bill Connors/ Bobbi-Jo Meuleman (10/23), Boise Metro Chamber of Commerce
Brad Wilson, Bogus Basin, Past-chair
Debna Leithauser, Idaho Power
Earl Sullivan, Telaya Wine Co.
Hart Gilchrist, Intermountain Gas, Treasurer
Kevin Settles, Bardenay Restaurants & Distilleries
Mike Ruffner, Shamrock Foods
Rochelle Criswell, Boise State University
Scott Ableman, Hotel Management Services
Sean Briggs, Boise Airport
Sophie Sestero, Lunation Communication
Vicki Carley, Block 22

Tourism Matters

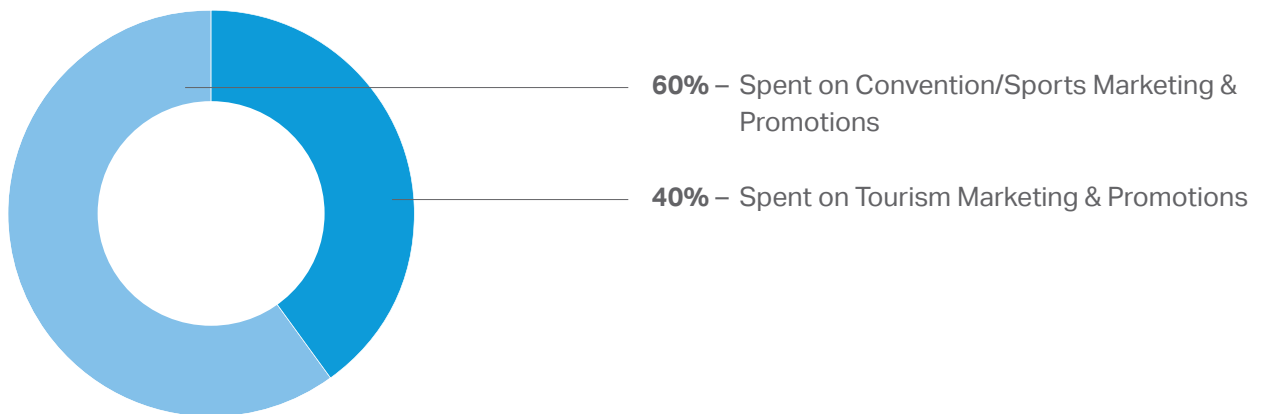
Tourism Funding



Tourism Investment



Allocations



MISSION: Inspire people to explore Boise

VISION: Elevate Boise as a must experience destination



49,085,030

**DIGITAL
ADVERTISING
IMPRESSIONS**

4.75 MILLION



**PASSENGERS THROUGH
BOISE AIRPORT**



581,491,123

**MEDIA
IMPRESSIONS**



**TOURISM IS
#3
IN GDP+
OF IDAHO**

**\$1.915
billion**

**IN DIRECT TRAVEL
SPENDING IN
SOUTHWEST IDAHO**

654

**VISITOR
GUIDES
REQUESTED**



1,852,132

WEBSITE VIEWS

New in 2023

New Name & Logo

In April, the Boise Convention and Visitors Bureau unveiled a new logo which embraced a new name - Visit Boise. The Duft Watterson designed free-form lettering logo helps illustrate Boise's welcoming, friendly, creative, innovative and fun nature as well as the 'come as you are' attitude.



Staff Updates

2023 brought growth and recognition for the team. Carrie was on Power List for IBR's Industry Influencers. In April, Katy Bjorum was hired as the Tourism Coordinator on the team. Andrew received his CDME (Certified Destination Management Executive) from Destinations International.



Awards

To start the year, Lonely Planet awarded Boise the 2023 Best in Travel Adventure Category award. In August, Visit Boise's website refresh was awarded a Mercury Award at ESTO. In October, Smart Meetings awarded Boise a 2023 Platinum Choice Awards.

New Sports Advisory Council

Visit Boise started a Greater Boise Sports Advisory Council in May 2023. The goals are to:

- Enhance Boise's ability to attract new sporting events
- Increase economic impact through sporting events
- Build Boise's brand in the National sports market community



Hosted Industry Events

Boise was a host to Rocky Mountain International, Outdoor Media Summit, the CAB (Customer Advisory Board), and a Summer FAM trip.

PR Bid

Visit Boise went out to bid for a public relations firm and selected the current contract holders, Fahlgren Mortine.





7 Regional Presentations to

Idaho Travel Council
ROSE Awards
Idaho Business Review Breakfast Series
“Keeping it Local” Panel
Fort Collins, CO City Immersion Panel
Greater Boise Auditorium District
SKAL
Boise Valley Economic Partnership



NEW Nonstop Air Service in 2023

- Southwest Airlines adds a nonstop to Long Beach, CA (October)

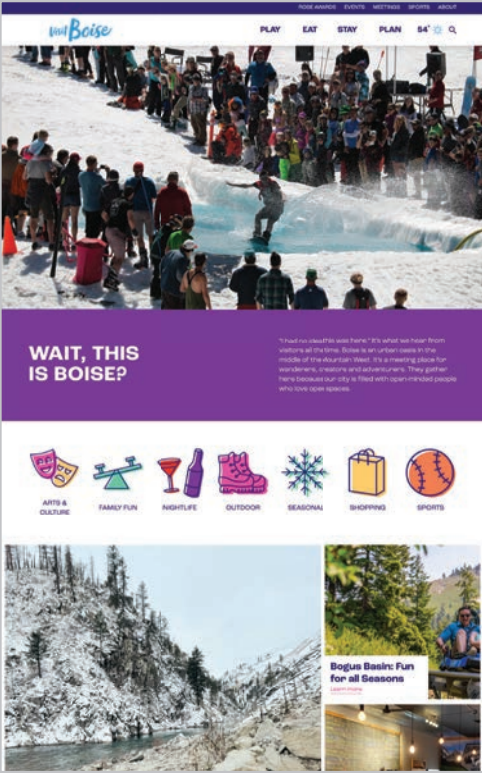
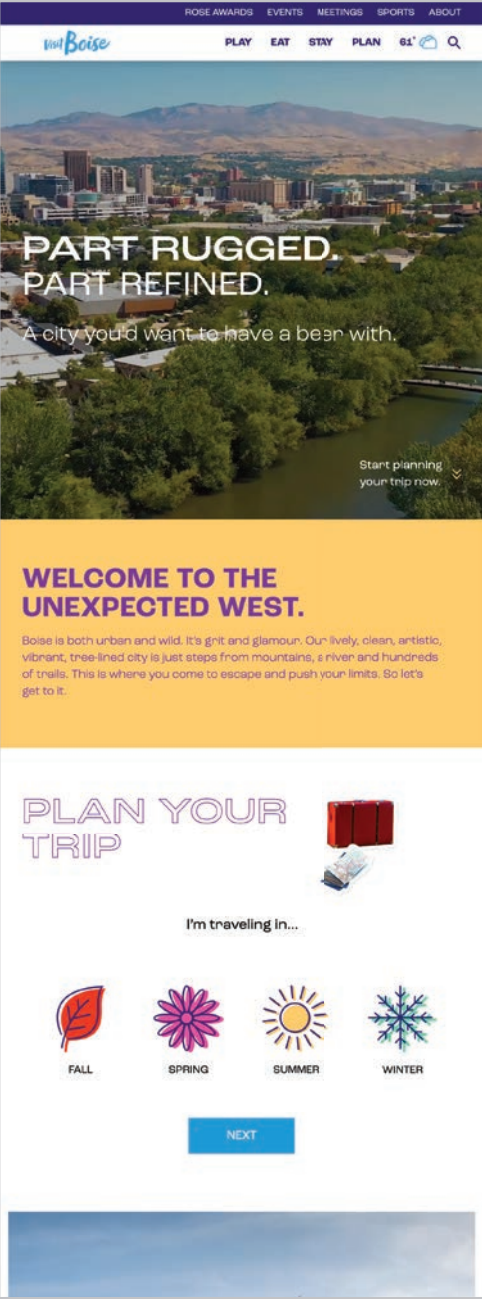
Marketing Strategies

- 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 visitboise.com 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.
- Continued the Unexpected West campaign for leisure. This campaign highlighted the interesting and unanticipated aspects of Boise, like the rich culture scene in close proximity to outdoor activities.

Unexpected West Campaign



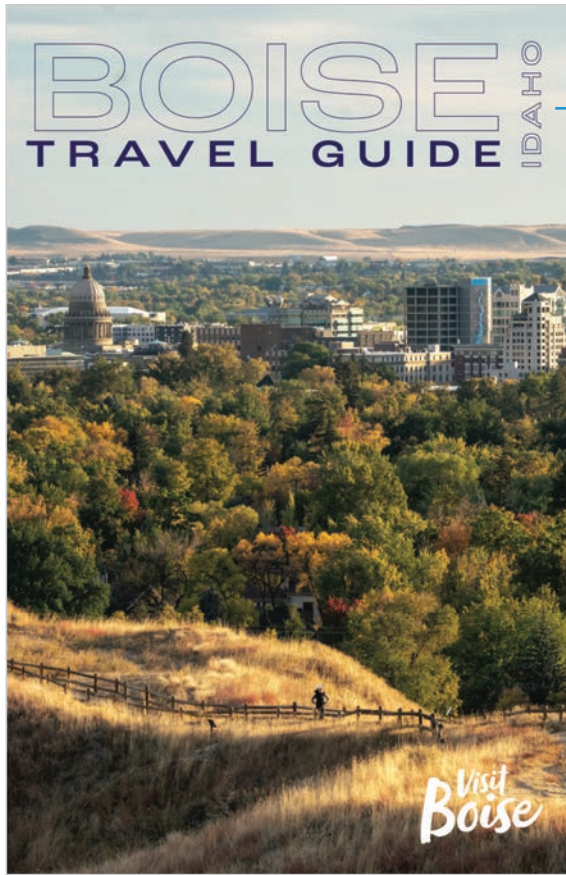
VisitBoise.com



Visitor Kiosk/Welcome Center at BOI

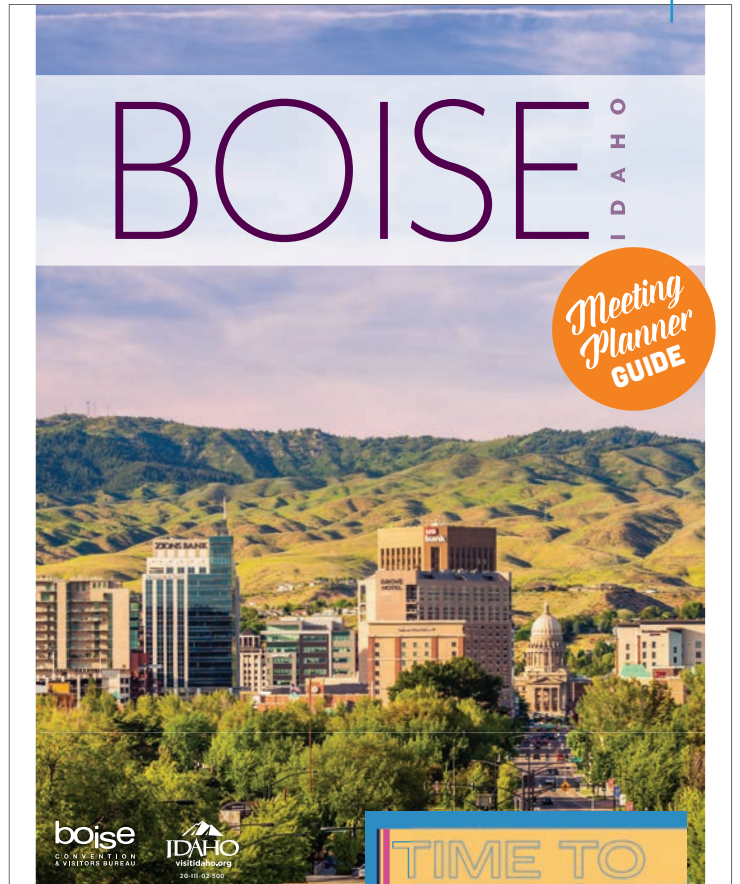


Collateral

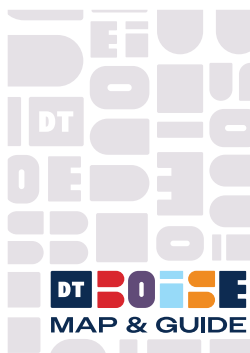


Visitor Guide
(printed and distributed)

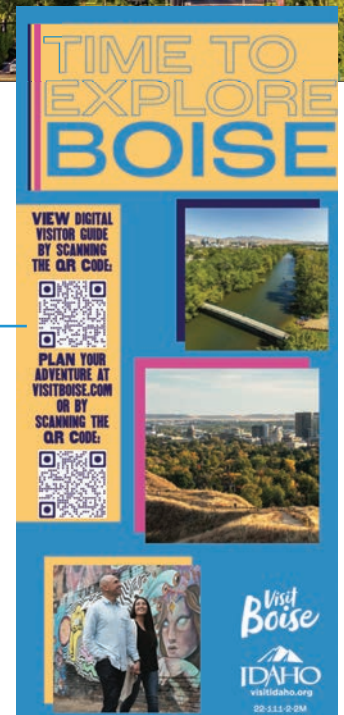
Meeting Planner Guide
(distributed)



Partnered with Museum Association, Downtown Boise Association, Boise River Greenbelt and WalkAbout Boise Tour (Sponsored and Distributed)



“Time to Explore”
Rack Card
(printed and distributed)



Print Advertising

Publications:

- Smart Meetings
- Prevue
- Meetings Today
- Northwest Meetings + Events
 - NW M+E
 - IL M+E
- Conference Direct (Meeting Mentor)
- IBR's Corporate Planner Guide
- Chamber Spotlight Magazine

Total circulation reach: 263,500

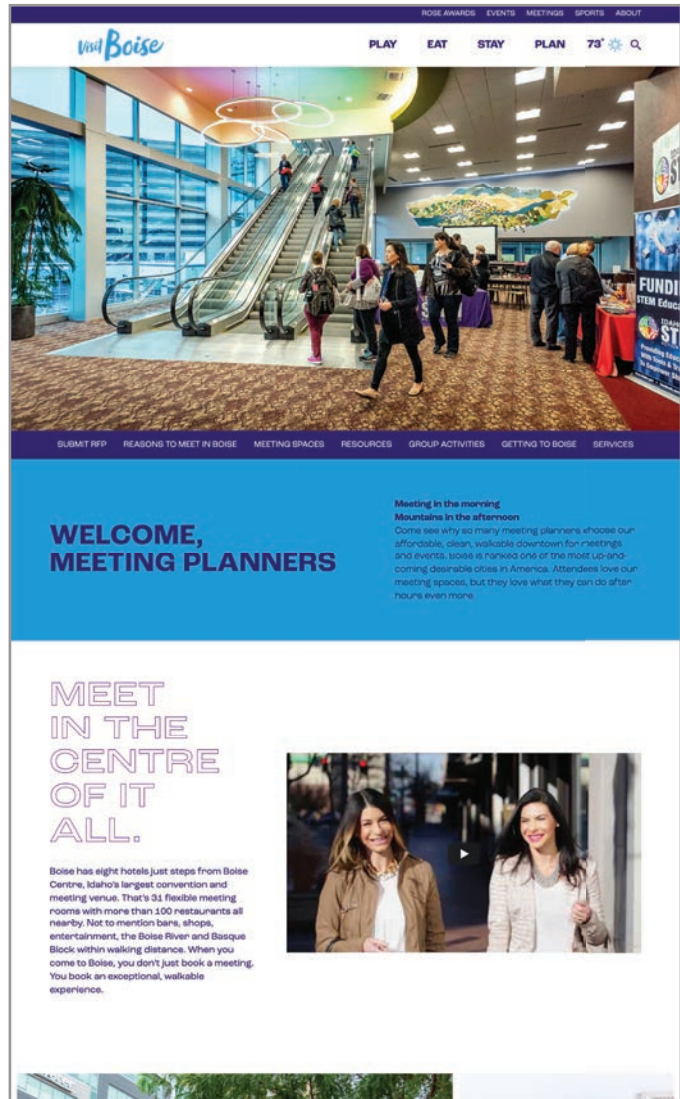
Digital Advertising

- Meetings Today (email lead nurture program)
 - 706 qualified leads
- SGMP
 - Listing & web banner
- Cvent
 - Digital Retargeting Advertising
 - Blog post
- Prevue
 - breakout email banners
- Northwest Meetings + Events
 - Sponsored eblast

Orange 142 Campaigns:

- Retargeting Advertising
- eBlasts

14,985,030 impressions with
127,345 clicks



Leisure

Print Advertising

Publications:

- Chamber Maps
- Big Sky Basketball Championship Program
- Idaho Travel Guide
 - 115,000 distributed
- Idaho Wine Commission Brochure
 - 20,000 distributed
- Seattle Seahawks Yearbook
- Seattle Mariners Yearbook



boise CONVENTION & VISITORS BUREAU
IDAHO visitidaho.org

THERE'S A NEW GOLD RUSH HAPPENING IN THE WEST.



Sip and sample what Idaho wines offer - a little liquid gold - at wineries or cideries you can drive, walk, or bike to in Boise and Garden City! Experience exclusive benefits that include discounts, special tastings and more on our Urban Wine Trail.

Scan the QR code to sign up or check out visitboise.com to plan your next adventure.




From the award-winning restaurants, a scenic river and mountainous backdrop, to culture like you wouldn't believe, Boise has it all. We are excited you're here for the Big Sky Basketball Championships!

Start planning your time in Boise at VisitBoise.com

boise
The unexpected WEST

visit boise IDAHO visitidaho.org



From the award-winning restaurants, a scenic river and mountainous backdrop, to culture like you wouldn't believe, **Boise has it all.**

Start planning your next adventure at VisitBoise.com

Visit Boise IDAHO visitidaho.org

Leisure/Non-Stop Air Service

Digital Advertising

- Google AdWords
 - 8,500,000 impressions with 107,000 click thrus
- Programmatic Advertising
 - 11,100,000 impressions with 11,000 click thrus
- Social
 - 14,500,000 impressions with 297,000 click thrus

Total impressions: 34,100,000

Total Clicks: 414,000



Sports/International Marketing

Sports Marketing:

2023 Sports Council

Mike Van Hise, Boise Hawks/Memorial Stadium
Nathan Burk, Boise State University
Eric Trapp, Idaho Steelheads/Idaho Central Arena
Doug Halloway, City of Boise Parks and Recreation
Sean Keethly, City of Boise
Danielle Brazil, Famous Idaho Potato Bowl/ ESPN Events
Mike Federico, Idaho High School Activities Association
Brain Walker, Boise School District
Pam Draper, Idaho Youth Soccer Association
Kristin Muchow, Greater Boise Auditorium District
Andre Womack, Idaho Tourism
Angela Taylor, Visit Boise Board Member

Digital

- Google Adwords
 - 3,160 impressions with 366 click thrus
- Google Display Retargeting
 - 12,800 impressions with 987 click thrus
- Partnered with:
 - HuddleUp, a sports destination consulting firm
 - Play Easy, an online network of sporting event organizers, destinations, and venues

International Marketing:

Digital

- Partnered with
 - BrandUSA: 2,705,802 digital carousel impressions of programmatic advertising in United Kingdom and Germany; 4,817 clicks
 - RMI: placed content in newsletter with 41,268 contacts; placed content on social channels with reach of 16,825,657



Sales Efforts and Conventions & Sports Events

12/2022 -
11/2023

Tradeshows/Marketplaces

Attended 20 marketplaces/trade shows – ASAE, Connect Marketplace, Connect Winter Marketplace DC, ConferenceDirect Annual Partner Conference, ConferenceDirect CDX, Destinations International Annual Convention, Educational Seminar for Tourism Organizations (ESTO), Financial & Insurance Conference Professionals, HelmsBriscoe Annual Business Conference, Holiday Showcase, HPN Annual Conference, Idaho Conference on Recreation and Tourism (ICORT), IMEX America, International Roundup Great American West, Meetings Industry Council (MIC), MPI World

Education Congress, Outdoor Media Summit, Professional Convention Managers Association (PCMA) Hosted Buyer, Sports ETA (NASC), TEAMS.

Familiarization Trips

Hosted 15 members on a FAM trip in July, and 6 members on the Customer Advisory Board in May (virtually) and September (in-person).

Site Visits

Hosted 21 clients.

Promotions

· 344 hotel RFP leads were sent to Boise Centre and hotels.

Sporting events held = 61,909 room nights

Visit Boise sponsored and offered special event support for each of these events.

SPORTING EVENT*	DATE	EST. ROOM NIGHTS
Big Sky Conference Men's & Women's Basketball	3/2023	8,800
USA Gymnastics Level 9 Western Championships	5/2023	1,200
US Youth Soccer Far West President's Cup Regionals	6/2023	7,100
US Youth Soccer Far West Regional Soccer Tournament	6/2023	11,300
USA BMX Gem State Nationals	6/2023	1,700
Boise Albertsons Open	8/2023	7,000
Bob Firman Cross Country Invitational	9/2023	1,900
USA Climbing YETI Nationals	10/2023	1,700
Famous Idaho Potato Bowl	12/2023	1,500

2023 MEETINGS & CONVENTIONS*	DATE	EST. ROOM NIGHTS
Land O'Lakes	1/2023	240
Idaho Emergency Management Association	1/2023	260
Idaho Education Technology Association	2/2023	1,095
The Regents of the University of Idaho	2/2023	245
Business Professionals of America	2/2023	1,145
Society of American Foresters	2/2023	200
Northwest Lineman College	2/2023	750
Family, Career & Community Leaders of America, Inc.	4/2023	370
Edison Electric Inst.	4/2023	280
Society of Environmental Journalists	4/2023	1,315
Rocky Mountain International - RMI	4/2023	490

Groups in bold:
Meetings at
Boise Centre.

* Partial List

2023 Conventions & Sports Events

2023 MEETINGS & CONVENTIONS*	DATE	EST. ROOM NIGHTS
Northwest Regional Crime Analyst Network	4/2023	240
World Wide Group, LLC	4/2023	805
American Fisheries Society	5/2023	690
US Dept of Interior, Bureau of Reclamation	5/2023	435
National Association of Clean Water Agencies	5/2023	545
Microbe Formulas CellCore Biosciences	5/2023	1,600
We The Patriots USA, Inc.	6/2023	420
North American Gaming Regulators Association (NAGRA)	6/2023	345
Idaho Digital Learning Academy - IDLA	6/2023	650
Association of Idaho Cities	6/2023	600
International Hunter Education Association	6/2023	540
Idaho Association of Pupil Transportation	6/2023	470
Pacific NorthWest Economic Region	7/2023	965
Gradient Learning	7/2023	664
Greater NW Passenger Rail Summit	7/2023	400
Association of Clean Water Administrators (ACWA)	8/2023	340
Freeman Event Company	8/2023	1,205
Idaho Transportation Department	8/2023	970
Christian Congregation of Jehovah's Witnesses	8/2023	1,250
American Association for State and Local History	9/2023	1,205
Clearwater Analytics	9/2023	1,602
Outdoor Media Summit	9/2023	525
Idaho State Police	9/2023	400
AgWest Farm Credit	9/2023	375
State of Idaho, Department of Education	10/2023	900
Helicopter Association International	12/2023	575

Groups in bold:
Meetings at Boise
Centre.

* Partial List



Future Conventions & Sports

FUTURE SPORTING EVENTS*	DATE	EST. ROOM NIGHTS
Sawtooth Winter Invitational (Youth swimming Invitational)	1/2024	550
Under the Big Top (Youth Gymnastics Invitational)	1/2024	900
Idaho Amateur Hockey State Tournament	2/2024	425
Big Sky Conference Men's & Women's Basketball	3/2024	2,500
USA Gymnastics Idaho State Championships	3/2024	532
USA Gymnastics Xcel State Championships	3/2024	415
USA Gymnastics Xcel Regional Championships	4/2024	570
Mountain West Conference Softball Championships	5/2024	360
Idaho Summer Shootout	6/2024	720
Softball of Idaho	7/2024	600
USA Swimming Western Zone Age Group Championships	8/2024	1,400
USA Softball Men's Slow Pitch Western Nationals	8/2024	225
Bob Firman Cross Country Invitational	9/2024	1,600
Famous Idaho Potato Bowl	12/2024	1,100

FUTURE CONVENTIONS*	DATE	EST. ROOM NIGHTS
Idaho Education Technology Association	2/2024	650
Business Professionals of America	2/2024	950
International Association of Wildland Fire (IAWF)	4/2024	1600
World Wide Group, LLC	4/2024	746
Idaho Transportation Department	6/2024	1195
Daughters of the Nile	6/2024	4075
NAACCR North American Assn of Central Cancer Registries	6/2024	765
Cascadia Healthcare	6/2024	600
Cradlepoint	7/2024	950
Chevrolet Nomad Association CNA	7/2024	945
National District Attorneys Association	7/2024	640
Enterprise Community Partners	8/2024	630
Pacific Northwest Clean Water Association	9/2024	828
Clearwater Analytics	9/2024	1602
Northwest American Association of Airport Executives	10/2024	655
National Association of Extension 4-H Agents	10/2024	2449
Council of Autism Service Providers	10/2024	642
Association for Computing Machinery	10/2024	970
Helicopter Association International	11/2024	660
Idaho Farm Bureau Federation	12/2024	610

Groups in bold:
Meetings at
Boise Centre.

* Partial List

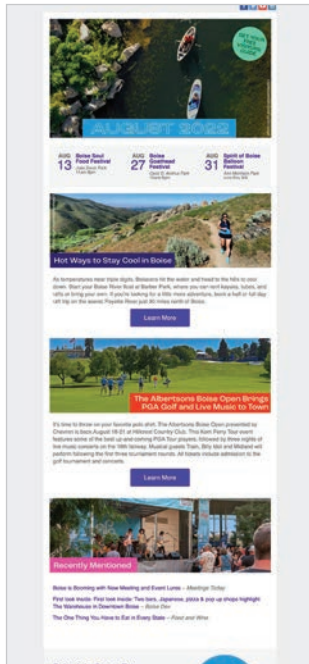
96 confirmed future definite conventions/meetings/events totaling 40,026 room nights (as of 1/24).

Online

Website 154,344 monthly visits
(Average)



eNewsletter Average recipients per email: 7,313
Average open rate per email: 25.12%

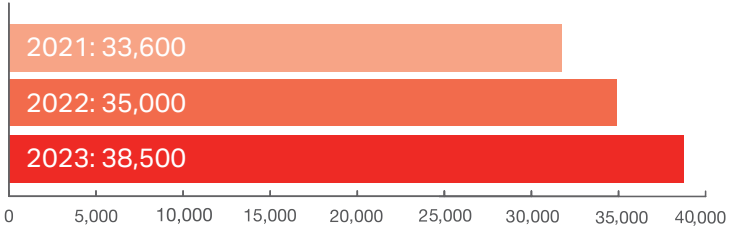


Lead Generation Programs

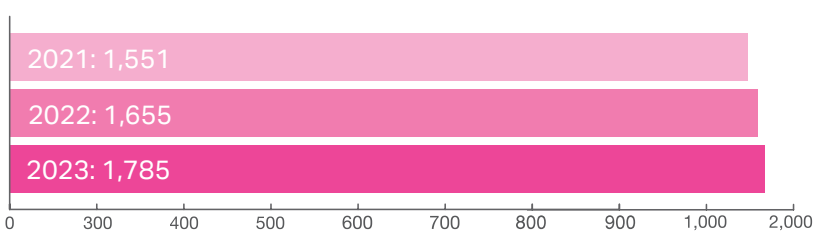
- CVENT
- Meetings Today
- Orange142 Digital Meetings Marketing

Social Media

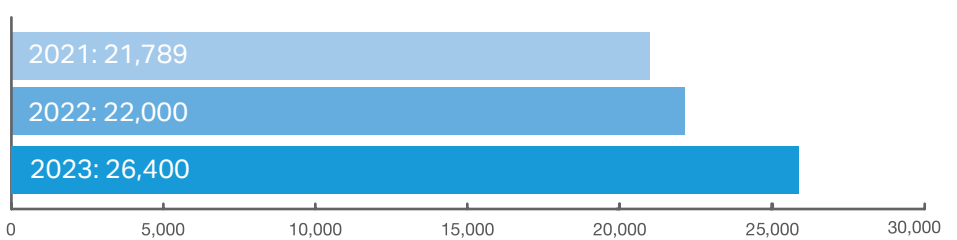
Instagram Followers



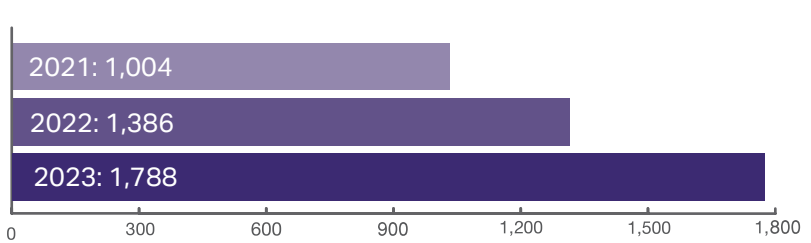
Total Instagram Posts



Facebook Likes



LinkedIn Followers



Instagram +6.5%
Facebook +2%
LinkedIn +29%



Media Strategy

The Visit Boise team works with its public relations partner, Fahlgren Mortine, to connect with national leisure travel, trade publications and regional media to share information, highlight experiences and underscore what makes Boise truly unique as an exciting travel destination.

By developing media pitches, building relationships with media and influencers, and distributing information about new hotels and restaurants, and inviting writers to visit the market, the strategic public relations efforts have created a growing interest in and enthusiasm for Boise.



Media Reach

In 2023, Visit Boise directly influenced 58 tourism stories published about the Boise metro area through our ongoing partnership with public relations agency Fahlgren Mortine. That represents a 28% increase in the number of stories placed over 2022. This earned media coverage reached more than 580 million readers. Stories achieved an above average Connect Effect placement score 43.5 score out of 50, meaning stories were positive and delivered key messages. Interest in Boise as a buzz-worthy travel destination remains high and the tourism industry is strong.



Here are some compelling quotes from this year's media coverage.



“Set against a stunning Rocky Mountains backdrop, Boise is a charming city with ample indoor and outdoor attractions. Explore the thriving culinary scene, with several James Beard semifinalists, microbreweries and an urban wine trail that meanders along the River Greenbelt, a beloved park with a 25-mile tree-lined trail right through the heart of the city.” - Huffpost



“Boise is a fantastic city for hikers thanks to its close proximity to natural beauty, diverse terrain and an extensive network of trails, like the Ridge to Rivers trail system in the Boise Foothills, which boasts more than 190 miles of trails for all abilities and fitness levels.” - CNN Travel

Media Exposure

Media placements included prominent publications such as:

- Travel+Leisure
- CNN Travel
- AFAR Magazine
- HuffPost
- Sip Magazine
- HGTV.com
- Forbes
- Men's Journal
- Inside Hook
- Artful Living
- Smithsonian Magazine
- Meetings and Conventions
- Trip Advisor
- Smart Meetings
- Adventure.com
- Thrillist
- Northwest Travel & Life and many more.



Public Relations



FAM Visits and Hosting

FAM visits or “familiarization” visits are all about bringing people (travel media, influencers, freelancers) to Boise to experience all that the city has to offer first-hand. When journalists experience a destination first-hand, they better relay information to their readers and visitors.

Visit Boise supported and hosted a variety of well-connected tourism media and influencers to enjoy Boise. They included the following:

- Nils Bernstein (Wine Enthusiast)
- Jess Hughes (303 Magazine)
- Sarah Kuta (Freelance, Smithsonian, TripAdvisor, Inside Hook)
- Sally Braley (Meetings & Conventions, Northstar Meetings Group)
- Nancy Bouchard (Freelance, Ski and Outside Magazine)
- Matt Kirouac (Freelance, Tasting Table/Thrillist/ Travel+Leisure)
- Juliana and Martin Gomez (Bilingual travel videos)
- Harriet Baskas (Freelance, Northwest Travel & Life)
- Erik Trinidad (Freelance, National Geographic, Thrillist, Tasting Table)
- Erica Zazo (Freelance, Backpacker, CNN, Group Tour)
- Karyl Charna Lynn (Opera Now Magazine)
- Glenda Booth (Freelance)



Stories from all FAM visits to date had more than 31 million impressions, including Smithsonian – 6,761,419; InsideHook – 1,583,844; Meetings & Conventions – 161,100; Meetings & Conventions – 129,068; Meetings & Conventions – 22,386,765; South Sound Magazine – 12,889; Northwest Travel & Life – 3,606; Gomez YouTube videos – Spanish version: 2.5K views. English version: 15K views. Instagram: 452 combined likes on posts; and Sip Magazine (2) – 12,800.



Visit Boise also hosted media in Boise as part of the July 2023 Meetings FAM. All attendees completed stories about the Boise market as an event destination.

Attendees included:

- Steve Grosso, Prevue
- Mongan Saltz, Smart Meetings
- Taylor Smith, Meetings Today
- Rachel Crick, Small Market Meetings, Group Travel Leader



Event Support

Local awareness and support of Visit Boise and the Idaho tourism industry is essential to the success of the destination. To increase local awareness about the essential role Visit Boise operates within the community, Fahlgren Mortine provides media strategy and support for Visit Boise-sponsored events and hosted events.





That included promoting and communicating about the Recognition of Service Excellence (ROSE) Awards, including pitching stories, issues a news release, securing talent to support the event and helping with the script for the evening. This support was all provided to honor exceptional employees in the tourism and hospitality industry who enhance the visitor experience.

Media Missions

Visit Boise engaged in a media mission with Fahlgren Mortine to the New York City media market in 2023. This was a media mission originally planned for 2022 and was moved to 2023 for a variety of strategy and planning reasons. We also joined a media mission in Seattle with the Idaho Wine Commission and conducted one in Los Angeles. LA is a new media mission target and by going there, we introduce reporters to Boise who are more likely to come visit in-market and be hosted by Visit Boise. Across the three media missions, Carrie Westengard met with the 28 travel reporters listed below, representing 40 different publications to keep Boise top of mind for national media, discuss new developments and encourage press visits. We had excellent meetings with key reporters/outlets. We expect that to have a strong influence on future pitches and stories. In fact, reporters we visited in NYC alone already resulted in six stories about Boise 2023.



Potato Trail

In addition, Visit Boise curated an Idaho Potato Food Trail which Fahlgren Mortine promoted by packaging together a pitch that included the food trail, the Big Loop Potato Trail for mountain biking and hiking, and a Boise themed room at the Inn at 500. That pitch was picked up by several publications, including Yahoo News, Smithsonian Magazine, Travel+Leisure, the Idaho Statesmen, and InsideHook. That resulted in an audience reach of more than 85 million.



Visitor Information: [654 packets requested](#)



A Special Thanks to Our 2023 Partners



Boise Airport



Boise Downtown



University



Boise / Meridian



Boise/Towne Square



BOISE DOWNTOWNER



BOISE DOWNTOWN CITY CENTER



BOISE DOWNTOWN / UNIVERSITY



MEET • FEAST • PLAY • DREAM



BOISE - PARKCENTER



BOISE - WASHINGTON

