



Idaho Tourism @ PNWER

November 17, 2016

Top reasons
visitors come
to Idaho:



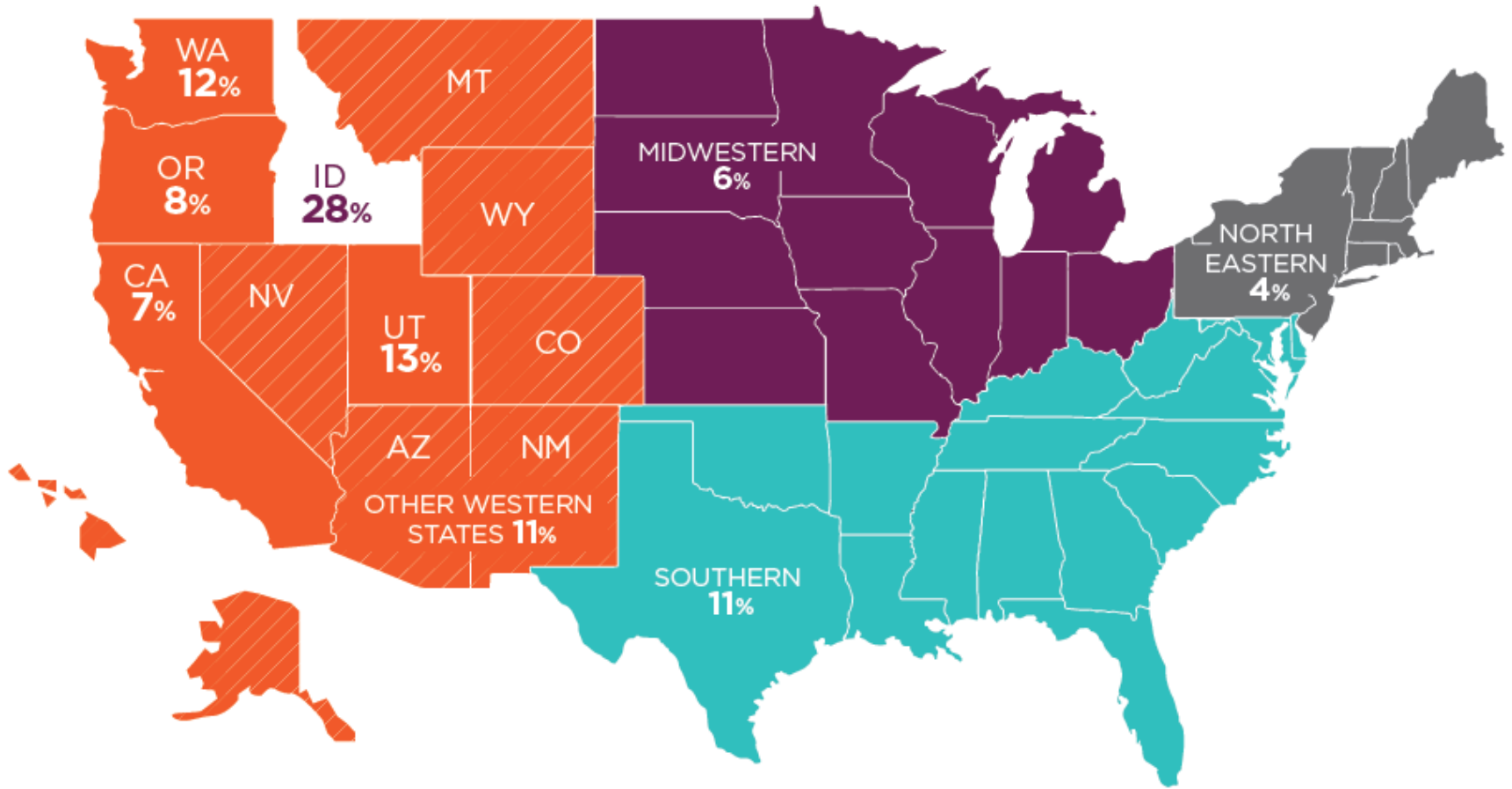
visit friends
and family



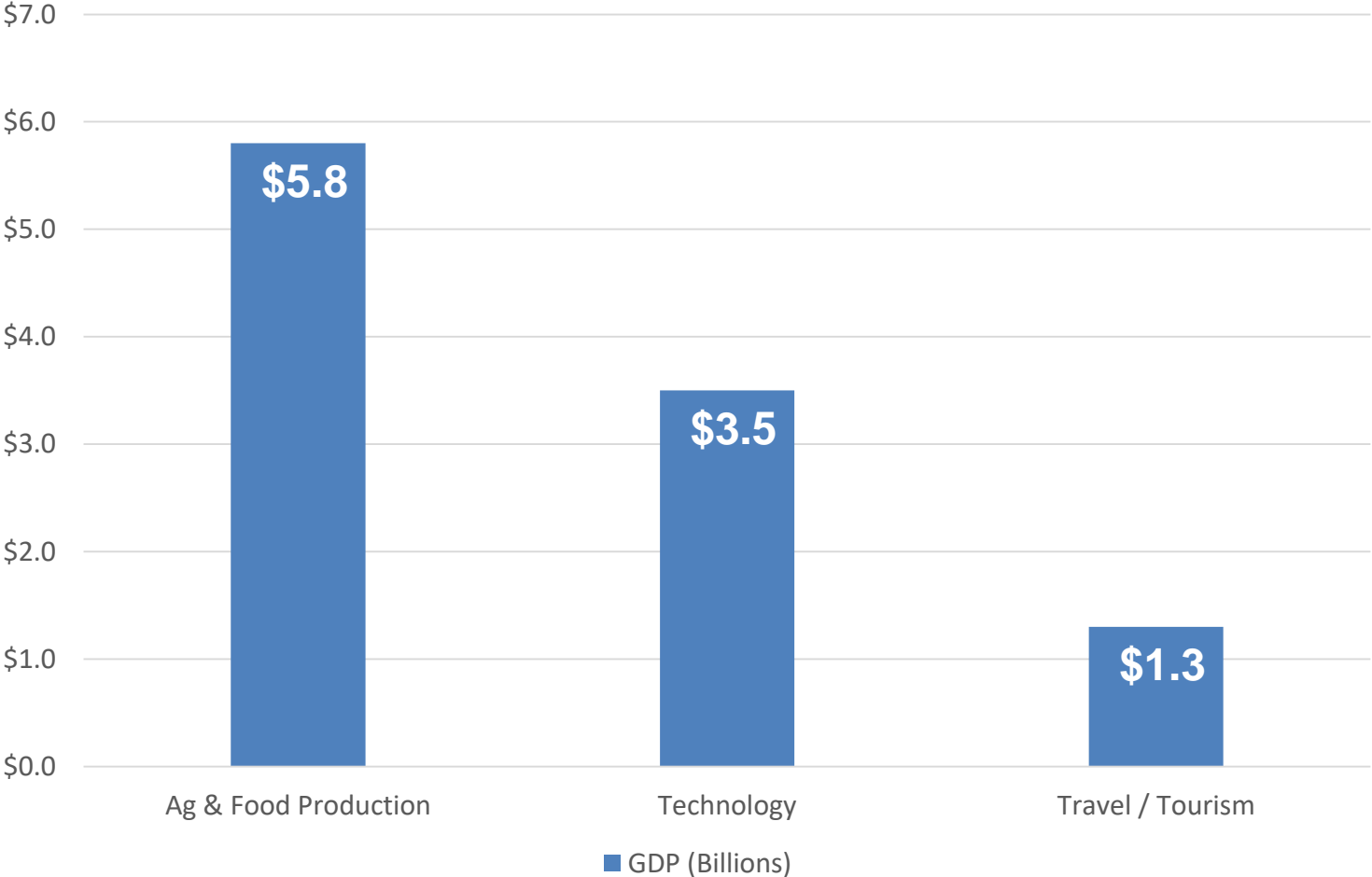
experience
the outdoors



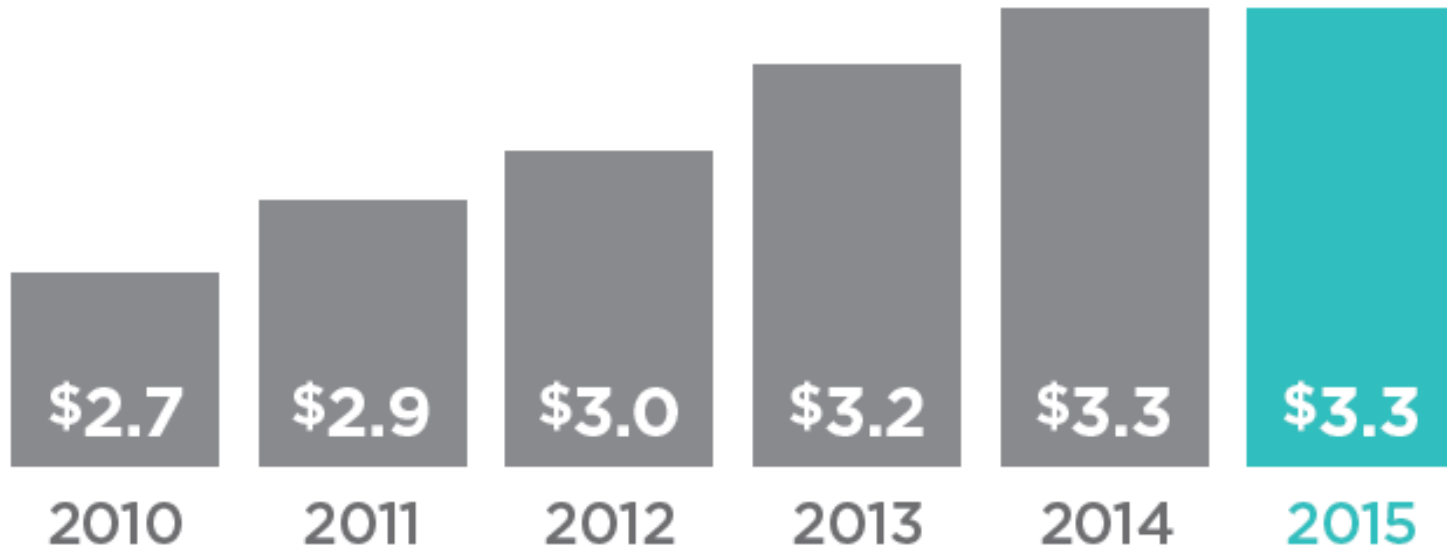
tour the
region



Idaho Industries



\$3.3 billion spent in Idaho in direct travel spending



\$3 billion spent by tourists
at their destination



\$693.8M
food service



\$604.2M
local transportation



\$457.6M
accommodations



\$432M
entertainment



\$414.7M
retail sales



\$181.2M
air transportation

33 million trips were made
by visitors to Idaho



40%
overnight trips

60%
day trips

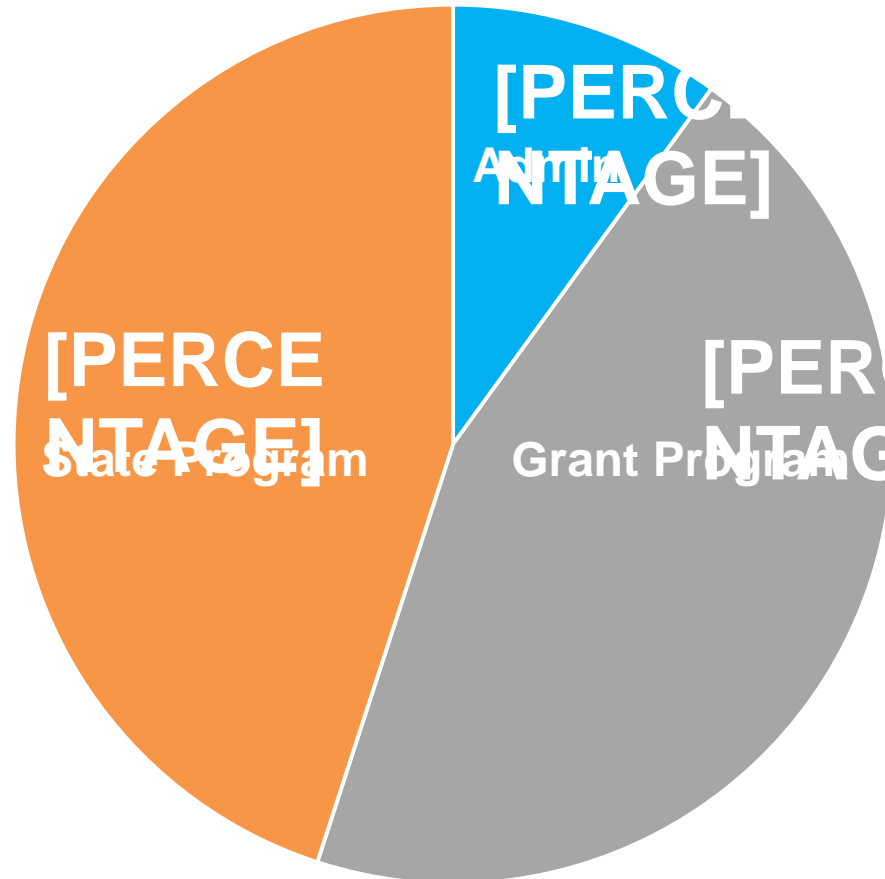
Tourism Employment

The Idaho tourism
industry employs

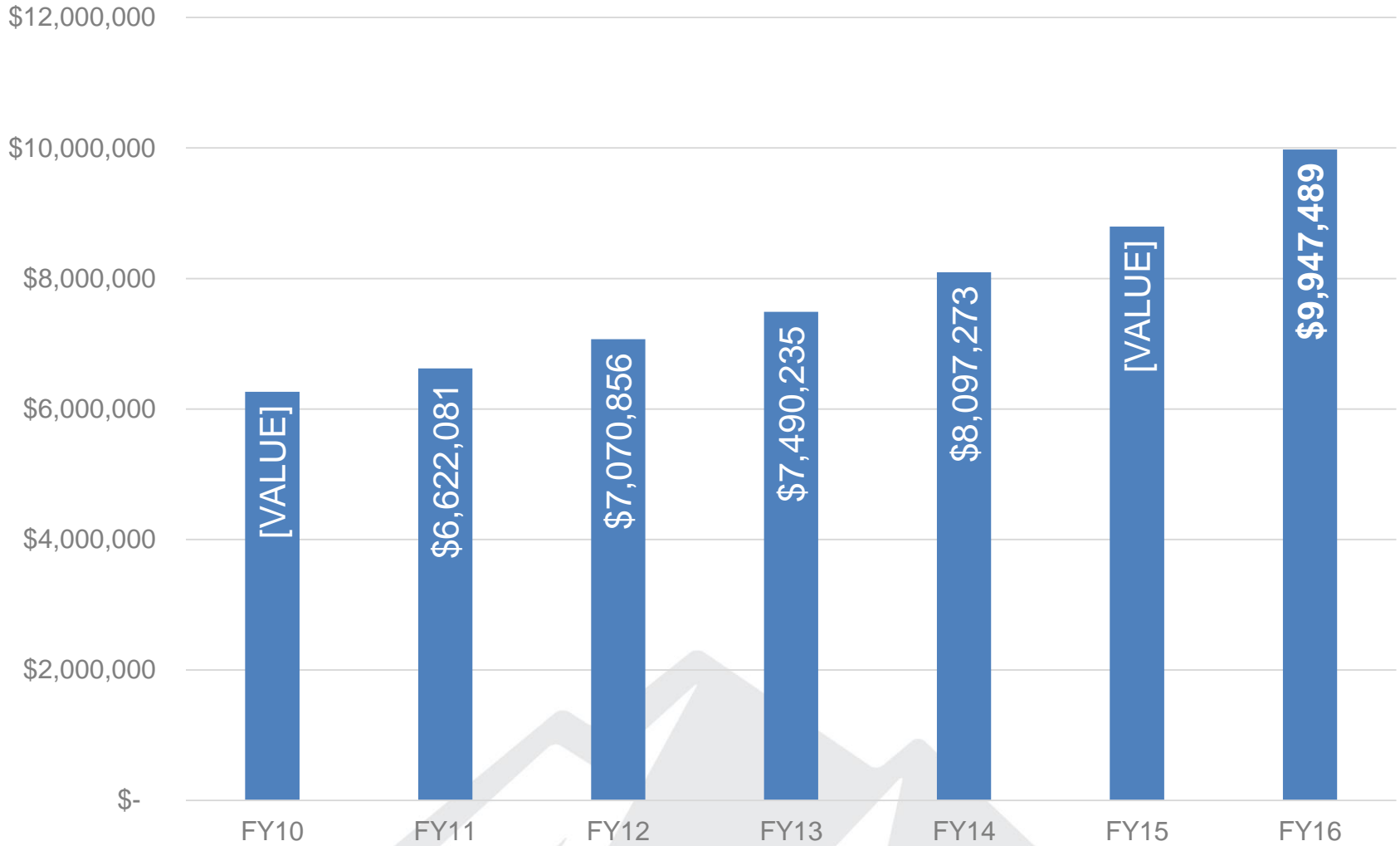
41,600

workers statewide.

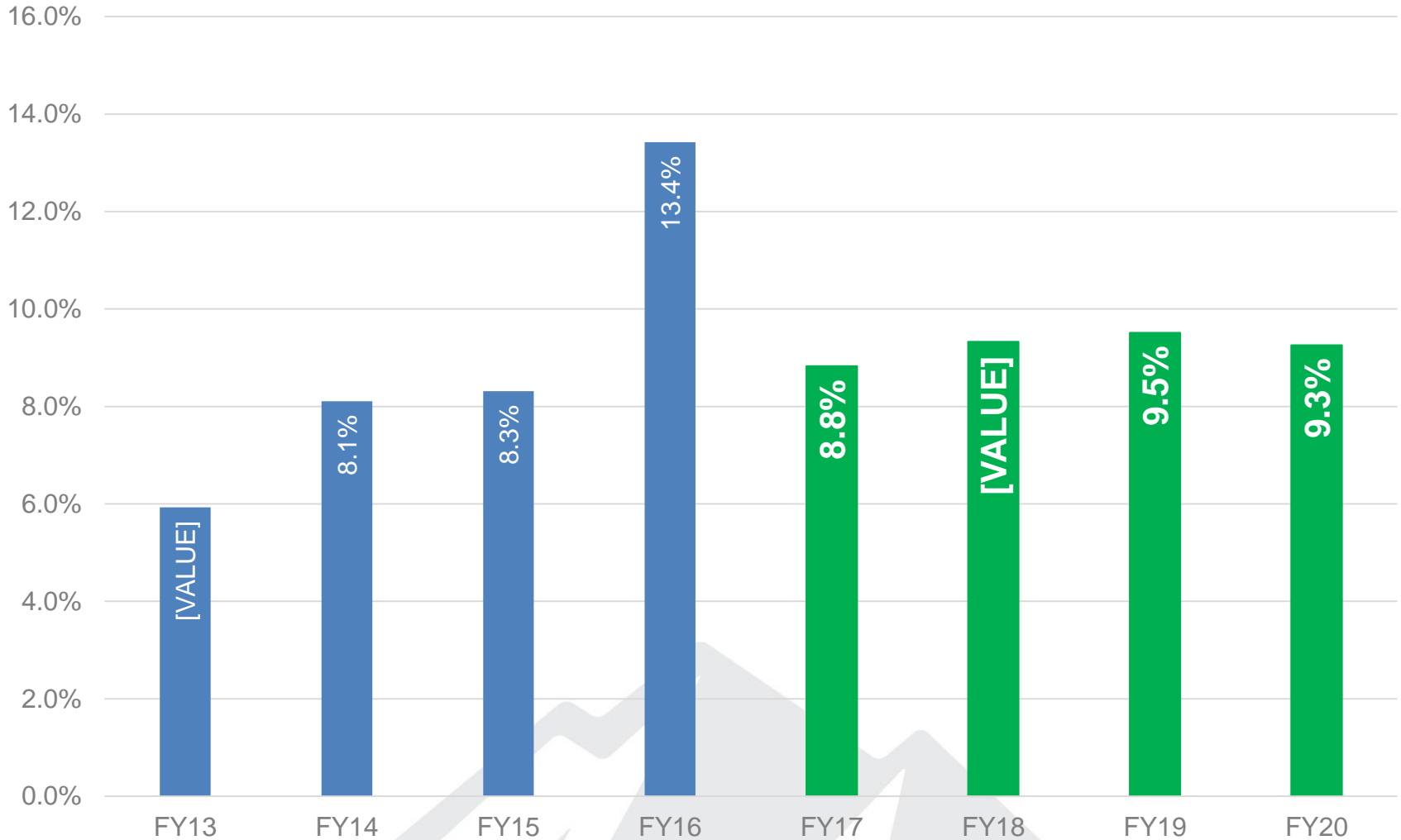
2% Lodging Collections



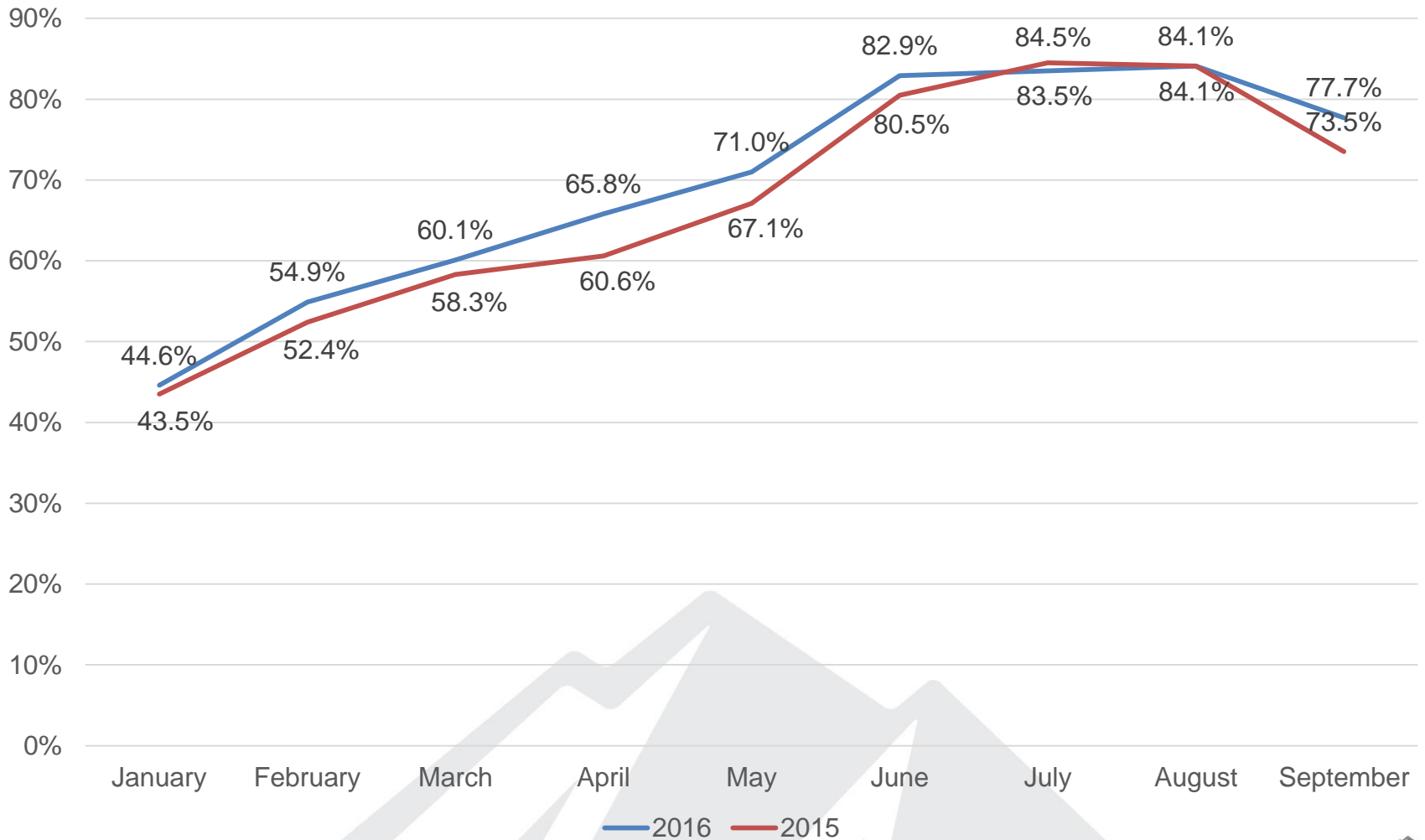
Collections



Forecast



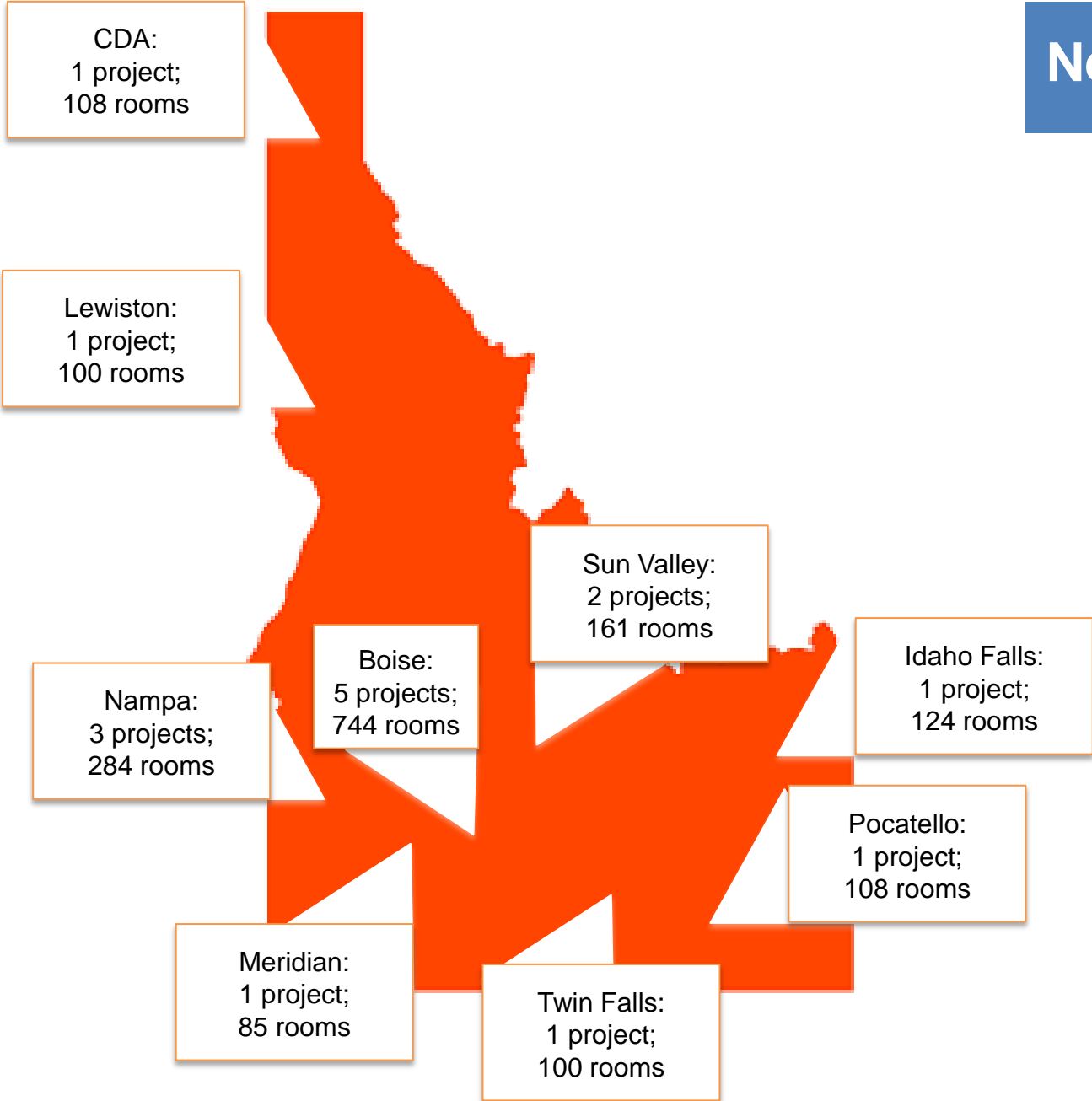
Occupancy %



ADR \$



New Properties





FutureBrand 
@FutureBrand



Following

And why the state of Idaho are ones to watch
 #PlaceBranding #Tourism @visitidaho
@IDAHOgov



Example of stimulus shared

IDAHO

A



B



C



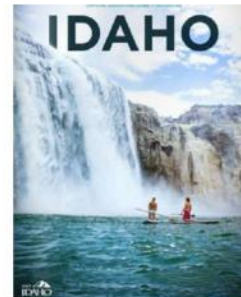
D



E



F



A Tourism logo

B License plate

C State flag

D State seal

E Official tourism website

F Official tourism brochure

Stimulus shared reflected state symbols and official state tourism web or print materials available from June-August 2016. Respondent perceptions were based on this 'moment in time' snapshot.



FutureBrand 
@FutureBrand



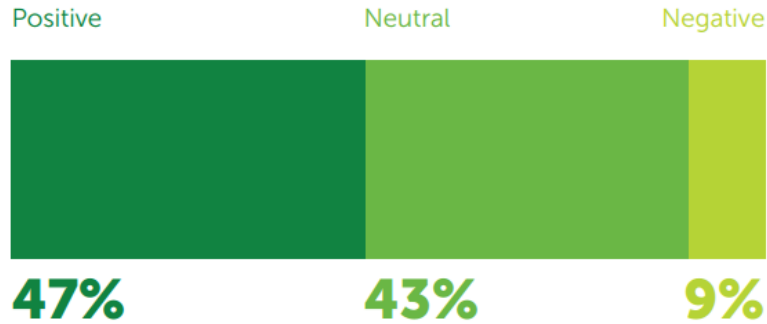
Following

Huge congratulations to [@VisitIdaho](#), for biggest increase of respondents more interested in visiting after seeing stimulus! [#FBStateBranding](#)



Idaho

INITIAL IMPRESSION AS A TRAVEL DESTINATION



IMPACT OF BRANDING ON ASSOCIATIONS + PERCEPTIONS



ASSOCIATIONS



AVERAGE STRENGTH AS A TRAVEL DESTINATION (OUT OF 10)

5.00

Before brand exposure



5.95

After brand exposure

CHANGE IN INTEREST

+ 53%

of respondents were more interested in visiting after seeing stimulus



THINGS TO DO



PLACES TO STAY



TRIP GUIDES



EXPLORE IDAHO



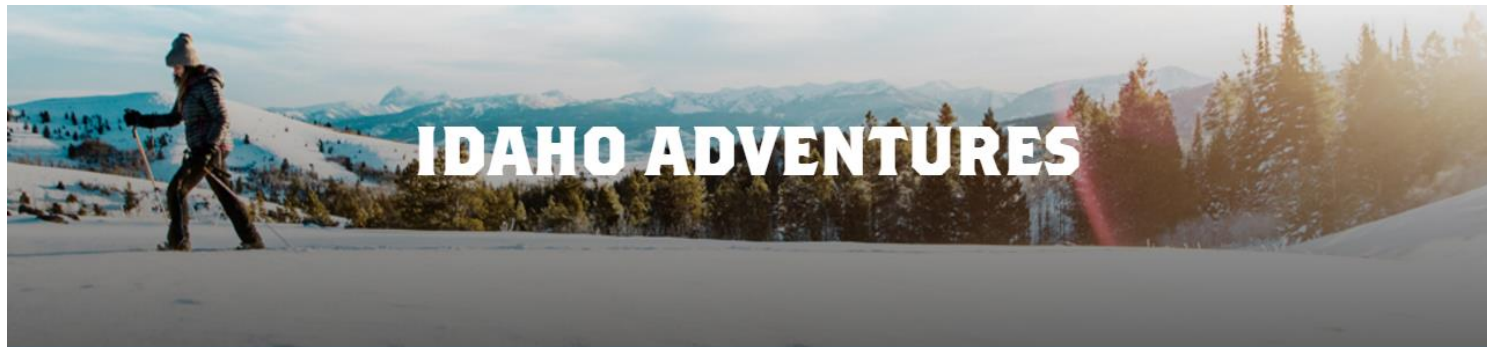
SEARCH VISITIDAHO.ORG 

#ForTheWinter

WONDER *and* WINTER DON'T LAST FOREVER

PLAN YOUR WINTER BREAK-AWAY

Things To Do




VIEW: Category ▾ FILTER: North ▾ Season ▾ Budget ▾ Activity Level ▾ Family Friendly? CLEAR SORT BY: Popular ▾



TRENDING ADVENTURE

SCHWEITZER MOUNTAIN RESORT

 Skiing/Snowboarding
Sandpoint, Idaho

The largest ski resort in northern Idaho, giving visitors and residents access to some of the best powder in the Northwest.



LAKE COEUR D'ALENE SCENIC BYWAY

 Scenic Byway/Backcountry Drive
Idaho

The lakes, mountains, and beautiful summer weather have made it one of the most famous resort destinations in the Pacific Northwest.



ROUTE OF THE HIAWATHA

 Rail to Trail
Wallace, Idaho

The Route of the Hiawatha is one of the nation's crown jewels when it comes to rail-to-trail adventures. The gentle downhill biking and walking trail promises families unrivaled views and the chance to cross sky high train trestles and pedal through train tunnels.



SCHWEITZER MOUNTAIN RESORT

 Mountain Biking
Sandpoint, Idaho

Whether you're a downhill junky, cross country fanatic or just looking for a fun mountain outing, Schweitzer Mountain offers a [...]

Content Development

TRIP GUIDES

VIEW: Central ▾ Season ▾ Budget ▾ Activity Level ▾

Catch a Monster Steelhead on the Snake, Salmon and Clearwater Rivers in Idaho

By Steve Stuebner • November 8, 2016



5 Idaho Mountain Bike Rides that Shine in the Fall

By Steve Stuebner • November 4, 2016



10 of the Wildest Wines, Beers, and Spirits in Idaho

By Tyler Schnur • October 27, 2016



The Most Epic Family Hikes Near Stanley This Fall

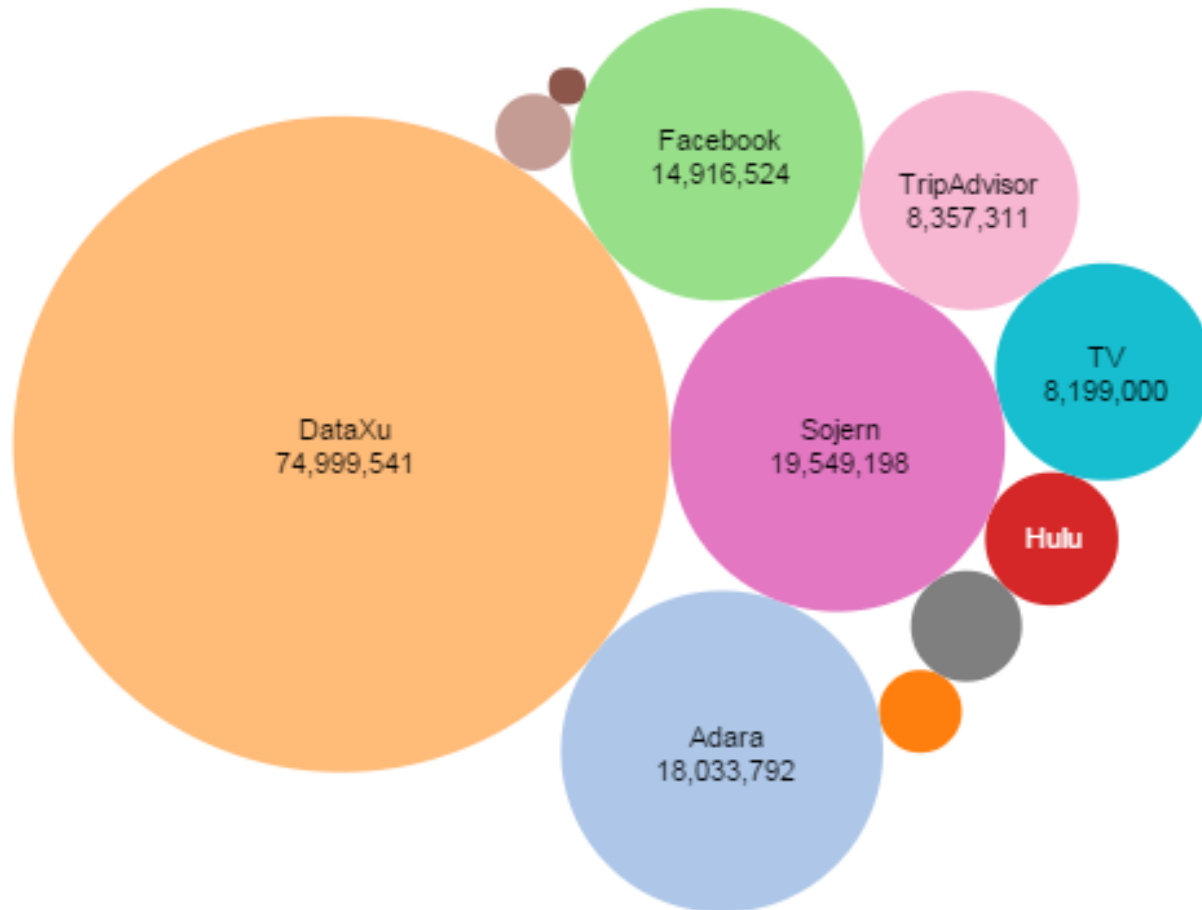
By Tyler Schnur • October 18, 2016



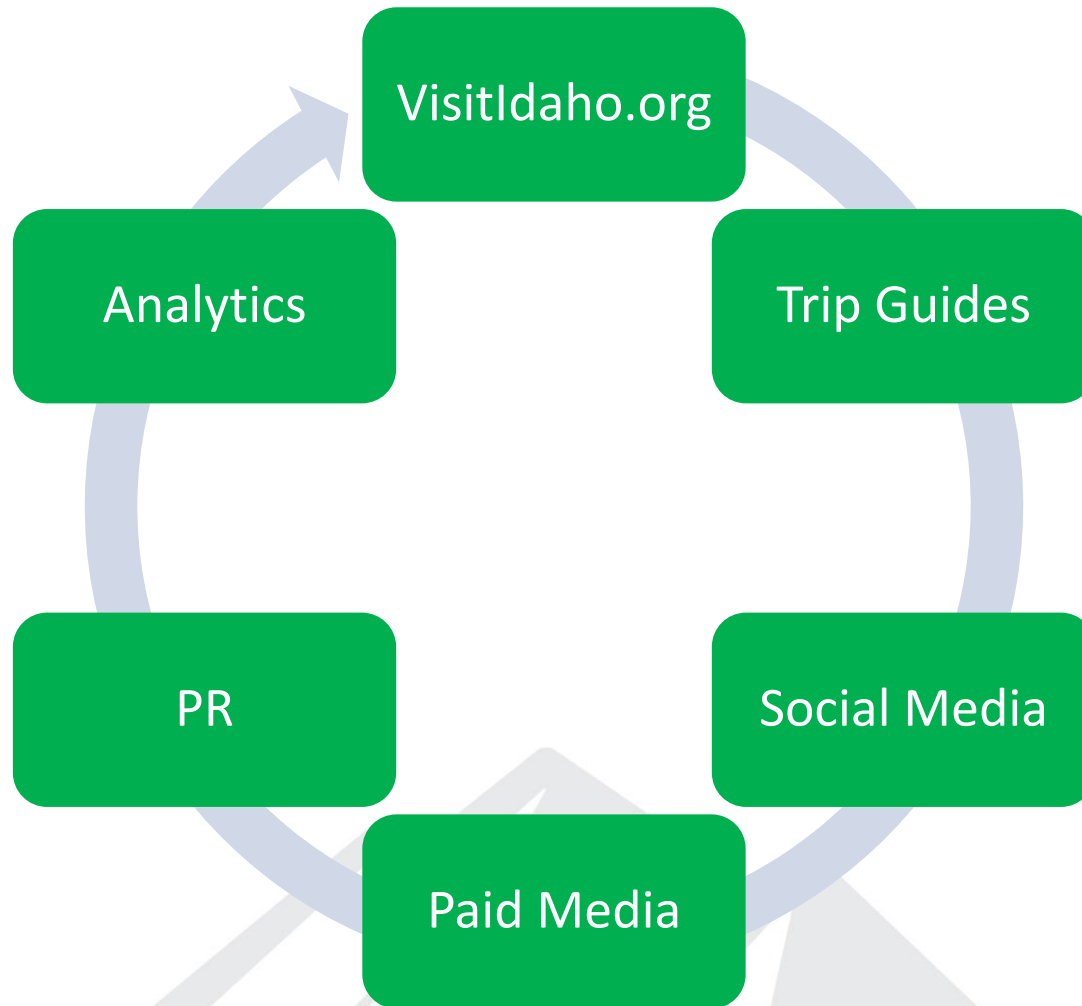
Social Media



Advertising



Media Loop



Engage



Visit Idaho and Idaho Commerce



@visitidaho and @idahocommerce



Visit Idaho



Idaho Commerce



commerce.idaho.gov