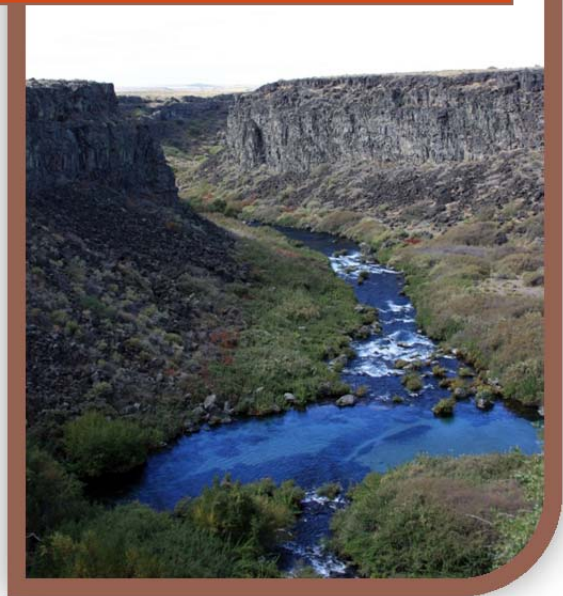




Idaho Recreation & Tourism Initiative

2013 Annual Accomplishment Report



The Idaho Recreation and Tourism Initiative (IRTI), created in 1988, is an active and enduring coalition of state and federal agencies and not-for-profit organizations dedicated to providing Idaho citizens and visitors with expanded recreation opportunities.

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Idaho Tourism and Recreation Statistics

I am pleased to report to the Idaho Recreation & Tourism Initiative on visitor inquiries from various sources in the past fiscal year. Inquiries are measured in two ways: requests for publication (may request multiple publications per request), and those that are considered a unique visitor to VisitIdaho.org, our primary tourism website.

Diane Norton, Manager
Idaho Department of Commerce
Division of Tourism

Web Statistics

Visitor inquiries are measured in two ways: requests for publication (may request multiple publications per request), and those that are considered a unique visitor to VisitIdaho.org, our primary tourism website.

The chart below compares the quantities received from each source during the past three calendar years:

Visitor Information Fulfillment by Country				
	Total	United States	Canada	Other Country
Fulfillment 2013	87,488	82,234	2,894	2,360
Fulfillment 2012	89,189	87,893	2,243	2,053
Fulfillment 2011	61,279	57,602	2,543	2,542

To provide some insight into these numbers, we looked at the changes in how people are accessing VisitIdaho.org. "Right now" access to VisitIdaho.org via tablets and mobile devices makes relying on printed materials unnecessary for many travelers, and the strong uptick in tablet and mobile access is rapidly changing:

VisitIdaho.org Visits by Device				
	Total Visits	Desktop	Mobile	Tablet
Total Visits 2013	1,065,837	929,571	23,337	112,929
Total Visits 2012	989,536	891,206	21,616	76,714
Total Visits 2011	947,704	863,620	18,546	2,538

The difference between Total Visitors and Unique Visitors is the number of repeat visitors. We have found that visitors make multiple visits when planning their travel to and within Idaho.

Visitors to VisitIdaho.org no matter the method increased sharply in CY 2013, with repeat visits increasing a bit faster. Time spent visiting the site also increased after a sharp decrease between 2011 and 2012.

VisitIdaho.org Analytics CY 2011-13						
CY	Total Unique Visitors	%Chg	Total Visits	%Chg	Time on Site	%Chg
2013	835,662	7.6%	1,066,108	7.8%	2:31 min	2.7%
2012	776,622	2.7%	989,263	4.4%	2:27 min	-16.5%
2011	755,844		947,704		2:56 min	

Visitor Centers

The three visitor centers reported their visitors in 2013 as follows:

Cherry Creek (southeast Idaho)	May 22-Sept 14, 2013	16,825
Huetter Visitor Center (north Idaho)	Year-round	12,075
Gateway Visitor Center Southwest	May 11-Sept 8, 2013	72,368

Toll Free Calls

Tourism staff replaced the dedicated "Call Center" position in April 2013, and staff are now responsible for publication inquiries and other calls that come in on the 1-800 line as well as the 511 line that come in Monday – Friday, 8 am – 5pm. We are still receiving calls for Idaho Fish & Game publications and transfer them to the correct number.

The request to bid for Idaho's Tourism "Call Center" and fulfillment contract will be posted later this month.

Awards/Kudos

Idaho Tourism's advertising campaigns received a number of awards from the Idaho Advertising Federation in 2013:

- Gold in Complete Campaign- My ID
- Gold in Magazine Ad- My ID
- Silver in Direct Marketing - Vitamin ID coffee sleeves
- Silver in Interactive- Visitidaho.org/myid
- Silver in Interactive Advertisement- My ID placement with Pandora

UpdateIdaho

UpdateIdaho.com (database system created in 2003 by Drake Cooper) continues to be the online interface for Idaho's tourism industry to post and edit information about their lodging properties, events, attractions, vacation packages, and contact information. UpdateIdaho.com delivers data to these sites: visitidaho.org, idahogolftrail.com, idahowinter.org, lewisandclarkidaho.com, touridaho.org, idahowhitewatertrail.com, idahoparks.org, rvidaho.org, swita.org, twinfallschamber.com, visitsouthidaho.com, stayontrails.com, beoutsideidaho.org and the official Idaho travel guide.

UpdateIdaho.com now requires an e-mail address to be present to save a listing. This enables more frequent/timely communications with our attraction/event/lodging partners for reminders-to-update and important updates to the system.

Idaho Conference on Recreation and Tourism

ICORT 2013 brought 199 industry professionals together in Idaho Falls to learn, network, and have a great time. We had 26 vendors available to talk to attendees.

Unplug and Be Outside Week 2013

The *Unplug and Be Outside* project seeks to inspire children and empower families to reduce their screen time and engage in opportunities in their community to get off the couch and get active.

The week-long event features a wide variety of free or reduced cost activities offered by the *Be Outside, Idaho* partners. Activities are for elementary school age children and their families and highlight opportunities for outdoor activities in their community. *Be Outside, Idaho* is a coalition of diverse organizations united in the common cause of getting children outdoors.



Unplug and Be Outside Week 2013

More than 60 community partners offered free activities such as tennis lessons, art classes, fishing, and swimming during the 2013 *Unplug and Be Outside* week events in the Treasure Valley, North Idaho, and Idaho Falls. A total of 220 activities were offered throughout the week, with an estimated participation of 11,000 children across the three areas.

Children received passport cards that could be stamped at each event they attended throughout the week. Those who participated in three or more events and returned their passport cards were eligible to enter a drawing to win fun prizes. Five hundred and sixty five participants returned passport cards following this year's event. On the card, children could answer a question asking if they reduced their screen time during *Unplug and Be Outside* week; of the children who responded, 97.5 percent said they reduced their screen time.

Also, teacher curriculum was again available online to encourage elementary school teachers to take their classes outside to promote exercise and nature. Over 50 lessons are available for free to download from the *Unplug and Be Outside* website (www.unplugandbeoutside.com) in the subject areas of Math, Science, Language Arts, Health, and Reducing Screen Time.

Unplug Week by the Numbers

	Unplug 2013	Unplug 2012	Unplug 2011
# of Activities	220 - Treasure Valley= 130 - North Idaho= 49 - Idaho Falls= 41	177 - Treasure Valley= 106 - North Idaho= 33 - Idaho Falls= 38	24 - Treasure Valley= 24
Total Participation (estimated)	11,000	2,500	1,250
# of Passports Returned	565 - Treasure Valley= 303 - North Idaho= 132 - Idaho Falls= 130	398 - Treasure Valley= 216 - North Idaho= 42 - Idaho Falls= 140	216 - Treasure Valley= 216
% Decreased Screen Time	97.5%	91%	97%
# of Prizes Distributed	369 - 200 Be Outside Idaho water bottles - 150 Be Outside Idaho backpacks - 4 Idaho IceWorld family passes (Treasure Valley only) - 15 State Park family passes (Idaho Falls only)	225	Unknown

Media/Advertisements/Facebook

The media sponsors in 2013 were The Idaho Statesman and KTVB.com. The Statesman also ran a Facebook advertising campaign for Unplug, and Be Outside Idaho promoted Unplug heavily on Facebook as well.

The chart below has information regarding the KTVB.com campaign.

Budget

Placement Name	Start Date	End Date	Impressions scheduled	Impressions delivered	Users delivered (click-thru's)
KTVB.COM Network					
KTVB 160x600 Sponsorship News Section	4/1/2013	4/27/2013	175,000	161,364	256
KTVB 300x600 Sponsorship Homepage	4/19/2013	4/19/2013	80,000	104,936	116
KTVB 300x600 Sponsorship Homepage	4/22/2013	4/22/2013	80,000	87,470	91
KTVB 728x90 Impression-Based ROS	4/18/2013	4/26/2013	100,000	100,250	50
KTVB 728x90 Impression-Based ROS	4/18/2013	4/26/2013	300,000	300,750	132
KTVB 728x90 Sponsorship	4/14/2013	4/27/2013	NA	30,320	44
Totals			735,000	785,090	689

Watchable Wildlife

The Watchable Wildlife (WW) Committee is an interagency team that works to promote wildlife viewing opportunities and an appreciation for wildlife across all land management jurisdictions in Idaho. The WW Committee's goal is to enhance Idahoans' and visitors' respect and understanding of wildlife, its conservation, and outdoor recreation resources through viewing opportunities and community engagement. The WW Committee works with IDFG's Wildlife



Diversity Program to sustain Idaho's fish and wildlife and the habitats

upon which they depend, with an emphasis on threatened, endangered, and at-risk species. Projects focus on promoting appreciation for wildlife and their habitats, wildlife-based tourism, and responsible wildlife observation ethics. In addition to the IRTI partners, the WW Committee includes representatives from Golden Eagle Audubon, Idaho Fish and Game Foundation, and Idaho Power. In past years, the WW Committee produced and published the *Idaho Wildlife Viewing Guide* and *Idaho Birding Trail Guidebook*. The WW Committee's work is supported by revenue from sales of these books and funding from interagency partners. Deniz Aygen, Watchable Wildlife Program Coordinator for IDFG, is the project lead and WW Committee Chair.

2013 ACCOMPLISHMENTS

The WW Committee did these things in 2013:

- Participated in Boise Bird Festival and International Migratory Bird Day
- Attended the Association of Fish & Wildlife Agencies- Wildlife Viewing and Nature Tourism workshop in Portland, Oregon.
- Maintained the Bird by Bird website, www.birdbybirdidaho.com.
- Facilitated, expanded, and participated in the Bird by Bird program.
- Coordinated several citizen science projects.
- Worked collaboratively on inter-agency projects involving wildlife viewing opportunities.
- Implemented the Idaho Nature Backpack Program.
- Published and edited *Windows to Wildlife* newsletter (4x a year).
- Promoted the Idaho Birding Trail.

2014 PLANS

- Emphasize programs, events, and publicity for wildlife viewing opportunities.
- Encourage public involvement and collaboration through citizen science.
- Continue collaboration on statewide projects involving wildlife viewing opportunities and conservation education efforts.
- Fund additional backpacks for the Idaho Nature Backpack Program.

Free Fishing Day

Free Fishing Day continues to be a great success around Idaho. Various events at hatcheries, city ponds, and lakes taught families the basic skills needed to enjoy the sport of fishing. At some events, participants were even able to sample their catch at a fish cleaning and cooking station. Casting contests are popular at many clinics, with youngsters trying to make a perfect cast. Fish identification is another popular station for anglers of all experience levels. The Take Me Fishing trailers were available in a number of regions, loaning equipment to new anglers. The Free Fishing Day events are possible because of the many partnerships between Fish and Game, agencies, non-profit organizations and local businesses.



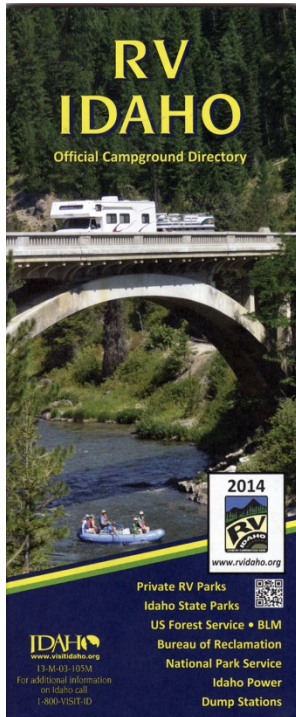
Outfitters & Guides GIS Interface Development – 2013

The Idaho Outfitter and Guide Geospatial Information System Mapping project, as originally conceived, is complete but is constantly being updated. This site can be found at www.fishandgame.idaho.gov/ifwis/ioglb/ or by visiting the Idaho Outfitters and Guides Licensing Board's (IOGLB) website at www.oglb.idaho.gov/ and by viewing "outfitter search". This system and website of descriptive information associated with outfitter licensed and permitted areas and activities through Idaho, across all management and jurisdictional boundaries, have become the foundation of the IOGLB's licensing system, and, currently, includes all licensed and permitted outfitter operating area boundaries in Idaho. The information system is used by the U.S. Forest Service and Bureau of Land Management for administrative purposes, by Idaho Department of Fish and Game as part of its "Hunt Planner" website, and by the Idaho Department of Tourism to advertise outfitter services.

IDFG continues to map all active license areas, but due limited resources and competing priorities, IDFG's ability to maintain or further develop the usability this GIS system has been limited. Consequently, transition for the potential for development, enhancement, and expansion of the outfitter GIS mapping tool being done elsewhere has begun. The project banker (fund manager) is IOGLB, the project lead is Jake Howard.

Idaho Campground Directory

Idaho's popular campground directory, *RV Idaho*, is an annually-updated publication which is unique in the nation because it is not a membership directory, but is a comprehensive, consumer-friendly, informative guide that includes detailed information on almost all public campgrounds, private RV parks, and public dump stations in Idaho. It is the third-most-requested travel publication in Idaho, with only the State Travel Guide and Idaho map receiving more requests, and it reaches more Idaho campers and those traveling to Idaho than any other publication.



Despite the economy, RVers continue to travel in record numbers. They have extremely desirable demographics and spending patterns with considerable discretionary income which they choose to spend on their RV lifestyle. A conservative estimate of RVer annual spending in Idaho would be in excess of \$200 million.

The mission of the Idaho RV Campgrounds Association (IRVCA) is to develop and implement a sustainable RV-tourism marketing program to increase awareness of Idaho as a great RV destination, promote Idaho's RV parks/campgrounds to the 30 million RVers on the road today, and increase RV-tourism spending in Idaho each year. Publishing and distributing RV IDAHO is a vital part of this important mission. All 600 private RV parks and public campgrounds in Idaho share in the benefits of IRVCA's targeted RV tourism development programs which are responsible for bringing thousands of new campers to Idaho each year.

Anne Chambers, Executive Director of IRVCA is the project lead. Partners include Idaho Parks & Recreation, US Forest Service, Bureau of Land Management, Bureau of Reclamation, and Idaho Fish & Game.

2013 Accomplishments & 2014 Plans

- More than 89,000 copies of 2012 RV IDAHO were shipped and distributed free-of-charge to RVers/campers, both in- and out-of-state, at hundreds of tourist information centers, regional tourism offices, Chambers of Commerce, private RV parks, public campgrounds, gas stations, RV-related businesses and recreation, travel and sports shows.
- In addition, more than 16,000 copies were direct-mailed to campers who requested Idaho camping information via phone or the internet.
- For campers and RVers who researched their travel options online, the searchable campground database information was included on IRVCA's website, www.rvidaho.org, as well as on Idaho's travel and tourism website, www.visitidaho.org. A downloadable version of RV IDAHO was also available on both tourism websites.
- With the help of many IRTI partners, IRVCA updated the campground database information and published 106,000 copies of 2014 RV IDAHO in early October 2013. This will be distributed to RVers/campers throughout the coming year.

Off Highway Vehicle Committee

ABOUT

The Off-Highway Vehicle (OHV) Travel Management project is overseen by the Idaho Interagency OHV Coordinating Committee (IICC), composed of state and federal resource management agencies responsible for some aspect of OHV recreation or access. The IICC seeks to foster consistent OHV management, quality OHV opportunities, public safety, user responsibility, and protection of natural, social, and economic resources across all management jurisdictions in Idaho. One of the primary projects of the IICC is the Idaho OHV public outreach campaign, Stay on Trails, www.stayontrails.com. This project was developed because the agencies charged with managing OHV travel believed that their individual public outreach efforts were not being effective. This statewide campaign encourages riders to ride safely and responsibly and to reduce impact on the land and other trail users. This campaign began in 2005.

Nevada, Utah, and Wyoming have since modeled their programs after Idaho's.

Partners in this project include the BLM, IDFG, IDL, IDPR, and USFS. Project lead for IICC is Dennis Duehren, Montpelier District Ranger, Caribou-Targhee National Forest. Project leadership for the public outreach campaign is shared among the working group members.

2013 ACCOMPLISHMENTS

Outreach to OHV users centers around two campaign periods, one in the spring, as people turn their attention to trail riding, and the other in the fall, prior to and during hunting season. The agencies work with a professional advertising firm to identify media strategies and tactics, select types of communication, and develop messages that best accommodate the needs and goals of the campaign, maximizing the benefit of available funding.

Spring Campaign

The spring 2013 campaign aimed at relating with recreational OHV riders. The RIDE PROUD campaign developed a tone for the campaign that was much more approachable for riders. "We're in this together" became a common theme with the campaign's messaging. Along with traditional media, this campaign also utilized a strong digital approach which was a different method of communication for this initiative. By utilizing digital channels, the campaign was able to garner a higher number of impressions, at a more targeted group of people, with more engagement, at a lower cost.



- + Live-read radio
- + Google AdWords
- + Facebook ads
- + ATV Social Media Sweepstakes
- + PR
- + Club Outreach
- + Research and post new rides to www.stayontrails.com

ATV Sweepstakes

The largest component to the Spring '13 campaign was the ATV sweepstakes. During the duration of this campaign, a sweepstakes was advertised across digital and traditional channels. The sweepstakes was hosted as a social app that lived on Facebook and worked across all devices. Anyone that had a Facebook account and Liked the Stay On Trails page could enter the contest.



Results

The objectives of this campaign were to create awareness for the Stay on Trails campaign, drive traffic to the StayOnTrails.com website as well as the Facebook page and generate entries for the ATV Sweepstakes.

The campaign performed well. The average click thru rate is 0.05%, suggesting that the Stay on Trails was tailored, relevant and reached the target audience in a measurable way.

The impression level from Google and Facebook is quite high. These impressions may not have directly resulted in clicks but the ads have built awareness and may result in post-impression activity. This campaign was also very cost- effective to reach a large number of the audience.

- + Over 64,000 unique impressions on Facebook alone.
- + Over 1,700 sweepstakes entrants, all of which are subscribed email addresses for future campaigns.
- + Engagement ratio of over 50% (industry average is 0.05% - 2%).
- + Over 1,100 new page Likes generated which becomes an invested relevant audience to advertise to in the future.

Site	Impressions	Clicks	CTR	CPC	CPM	Cost
Google	247,768	1,660	*0.67%	\$2.64	\$17.64	\$4,370.80
Facebook	6,545,947	1,883	*0.03%	\$1.32	\$0.39	\$2,503.15
Total	6,793,715	3,543	0.05%	\$1.98	\$9.02	\$6,873.95



Fall Campaign

The fall 2013 campaign aimed at relating with hunters who use OHVs. To reduce production costs, existing radio and print assets were utilized.

- + Broadcast radio
- + Live-read radio
- + Run newspaper ads
- + Google AdWords
- + Search Engine Optimization
- + Research and post new rides to www.stayontrails.com

Results

--Radio--

Dates: 9/16/13 - 11/17/13

Live Read Spots: 635

Radio Spots: 2,132

Average Reach: 37%

Average Frequency: 9.2

--Digital --

Dates: 9/16-11/24

Impressions: 52,798

Clicks: 1,366

Average CTR: 2.59%

