

FISCAL YEAR 2005

*Idaho Recreation and Tourism Initiative*

ANNUAL ACCOMPLISHMENT REPORT



# FISCAL YEAR 2005

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## *Annual Accomplishment Report*

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IRTI	Introduction	1
IRTI	Scenic Byways	2
IRTI	SCORTP	3
IRTI	OHV Coordinating	8
IRTI	Campground Directory	10
IRTI	Free Fishing	11
IRTI	Watchable Wildlife	13
IRTI	VIP	16
IRTI	Outfitters / Guides	17
IRTI	1-800	18
IRTI		
IRTI		
IRTI		

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### *Idaho's Recreation and Tourism Initiative...*

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The Idaho Recreation/Tourism Initiative is a coalition of state and federal agencies and others dedicated to providing Idaho citizens and visitors with expanded recreation opportunities. We want to make it easy for people to come outside and play.

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Idaho has a multitude of land management agencies and recreation providers that can be extremely confusing to the public. People want to have a good time. By working jointly, the coalition is able to provide information and services in a more effective manner. People don't care who manages a campsite – they just want to camp. They are not especially interested in what agency is in charge of a wildlife area...they just want to see wildlife.

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The following projects are undertaken on a statewide basis. Most projects are done at local levels. The Idaho Recreation/Tourism Initiative Partners are:

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- U.S. Forest Service
- Idaho Dept of Fish & Game
- Bureau of Land Management
- Idaho Dept of Parks and Recreation
- Idaho Dept of Commerce
- Bureau of Reclamation
- Idaho Transportation Dept
- National Park Service

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In addition, other public and private partners join us on various projects.

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Contained in this document are reports, submitted by representatives of all participating agencies on their FY 2005 program related activities.

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### Scenic Byways

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The following accomplishments were made in FY 05:

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92,000 Taking the Scenic Route brochures printed at a cost of \$29,317

35,000 stand-alone brochures for 7 byways at a cost of \$2,564

Photography fee for pix at a cost of \$3,000

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Shipping costs \$4,220

**Total costs: \$39,101**

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Match Breakdown

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North Idaho Tourism Alliance \$1,000

North Central Idaho Travel \$2,000

Southwest Idaho Travel \$2,000

South Central ID Tour. Rec. \$1,000

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Pioneer Country Travel \$1,000

YTT \$2,000

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USFS \$2,500

BLM \$1,500

ID Parks and Rec \$500

Bureau of Reclamation \$500

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Idaho Transportation Department \$25,101

Total \$39,101

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#### National Scenic Byway and All American Road designations:

Idaho has nominated All American Road candidates International Selkirk Loop and the Northwest Passage Scenic Byway. Nominated for National Scenic Byway designation are the Pioneer Historic Byway and the Western Heritage Historic Byway. Designation event is in Washington, D.C. September 21 and 22, 2005. We will learn this week which byways made the cut.

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#### National Scenic Byway Conference

October 16 through 20, 2005 in Cleveland, Ohio---Information can be found at [www.bywaysonline.org](http://www.bywaysonline.org).

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#### Wayfinding Project

The Scenic Byways Advisory Committee has approved supporting a project sponsored by the Clearwater Economic Development Association to fund an \$80,000 effort to create a statewide wayfinding signing system for tourism. \$32,500 of the byway sign program will help fund this project.

#### New Byway

Next week we anticipate the Idaho Transportation Board approving the Elk River Back Country Byway from Orofino through Elk River to Bovill.

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### SCORTP

By Rick Just  
Senior Socioeconomic Planner,  
Idaho Department of Parks and Recreation

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### Timeline

Idaho's 2006-2010 SCORTP will be presented in draft form to the Idaho Park and Recreation Board in October for their approval. The plan goes to Governor Kempthorne for his approval in December, and to the National Park Service for their final approval in January.

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### Elements

The 2006-2010 SCORTP will include the following elements. Principal author in parenthesis.

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### Situational Analysis

- Demographics (Rick Just, Frank Achana, PhD Achana, PhD)
- Geographic, Land Ownership Descriptions (Rick Just)
- Brief description of outdoor recreation providers (partner agencies)
- Outdoor Recreation User Profile, (Frank Achana, PhD, Rick Just)

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### Outdoor Recreation Needs Assessment

- Description of process (Rick Just)
- Detailed analysis of survey results (Frank Achana, PhD, Rick Just)

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### Outdoor Recreation Facilities Inventory

- Maps, database listing, website (Jeff Cook, Rick Just)

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### Progress Analysis of Previous SCORTP

- How did we do? (Rick Just)
- What did we learn? (Rick Just)

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### Idaho Wetlands Inventory (Idaho Conservation Data Center)

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### LWCF in Idaho

State and Federal side project listings and dollar values (Rick Just)

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### SCORTP (Continued)

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#### Implementation of SCORTP (Rick Just)

- Performance measures
- LWCF performance measures
- Annual report

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#### **Imagining the Future of Outdoor Recreation**

A series of essays by partners and other invited writers

#### **2006-2010 Draft SCORTP Objectives**

*(Numbers in parenthesis indicate ranking on public needs assessment survey)*

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#### **Recognize that water is an increasingly precious resource (1)**

- Protect water quality
  - o Educate recreationists about what they can do to protect the resource
  - o Fund RV dump stations in areas where they are lacking
  - o Encourage alternative (non-formaldehyde) RV dump station chemicals
  - o Provide marine pump-out stations where needed
  - o Design facilities to decrease runoff pollution
  - o Continue to operate outdoor recreation facilities within state and federal water quality regulations
- Protect water quantity
  - o Assure that agency consumptive water rights are legally protected
  - o Implement water saving techniques in planning and design
  - o Educate recreationists in water saving techniques
  - o Monitor and document water quantity as appropriate to track trends
  - o Seek to protect surface water through instream flows for recreation, aesthetics and species protection
  - o Closely monitor Snake River Adjudication to assure recreationists needs are considered

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#### **Assure that the public has the best possible access to public lands for outdoor recreation (2, 5, 14)**

- Encourage the acquisition, preservation and development of urban open space, parks, trails and corridors
  - o Sponsor a series of regional forums on the subject to encourage planning and public participation
  - o Develop a web-based toolkit for elected officials, planners and community activists. Resource tools could include:
    - Forming a recreation district
    - Securing conservation and recreation access easements
    - Best practices for planners
    - Acquisition of development rights
    - Accepting donations
    - Developing planning and zoning ordinances
    - Applying for grants
      - o RTP

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### SCORTP (continued)

- o LWCF
  - o Brownfields
- Identify and develop strategies to maintain appropriate public access to corridors through programs such as the Federal Side of the Land and Water Conservation Fund, Rails to Trails, Wild and Scenic Rivers, Recreation and Public Purposes, and Scenic Byways
- Implement and maintain education and information programs describing appropriate corridor activities, and promoting ethics and stewardship, while emphasizing the link between ethical behavior and continued access
- Assure that access is reasonably convenient
- Develop strategies for better law enforcement on public lands
- Support continued funding for Idaho Fish and Game's "Access Yes!" program
- Strengthen our partnership with the Idaho Association of Counties and the Association of Idaho Cities so that access issues are considered in comprehensive planning
- Consider the impacts exchanges of public land may have on access
- Encourage noise reduction techniques in developed recreation planning so as to preserve the greatest possible access for all recreationists
- Encourage outdoor recreation providers to develop criteria for evaluating and prioritizing access needs and opportunities within their purview
- Recognize that signs, maps, brochures and other information dissemination methods can hinder or enhance access depending on their availability and design
- While protecting access, recognize that there are limits on the number of recreationists and types of recreation our finite public lands can accommodate

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### Minimize the impact of invasive species (3)

- Include management plans for invasive species in general land management plans
- Coordinate all invasive species control efforts with the state's lead agency on the subject
- Provide education for recreationists
  - o Promote certified hay
  - o Promote clean vehicles
  - o Promote recognition and reporting of invasive species
  - o Discourage the introduction of invasive species by the public
  - o Provide information on control methods and importation of inappropriate species to the public

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### Provide enhanced outdoor recreation facilities and opportunities through funding that aligns with demand (4, 8, 11, 13, 15)

- Improve the LWCF Open Project Selection process to assure needs are recognized
- Institutionalize GIS in the Outdoor Recreation Facility Inventory

Page 5

# FISCAL YEAR 2005

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#### SCORTP (continued)

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- Conduct regular outdoor recreation needs assessments at the lowest service level funding permits
- Develop new opportunities for public involvement through Internet access and public meetings
- Maintain the "Recreation Next" website to assure planners and land managers are aware of emerging outdoor recreation activities
- Through IRTI, create a funding workgroup
  - o Identify a funding source to implement the STORE program in Idaho
  - o Identify a dedicated source of funding for nonmotorized recreation
- Work with the Idaho Recreation and Parks Association, cities, counties, NGOs and the education community to develop a STORE funding package for presentation to the Idaho Legislature.
- Work with Idaho's Congressional Delegation to rebuild funding for community recreation
- Seek to build consensus among non-motorized recreationists to identify funding sources for their development, maintenance and management needs on public lands

#### **Develop a unified strategy for delivering outdoor recreation education to the public (6, 7, 9, 10, 12)**

- Designate the existing IRTI multi-agency education workgroup as the lead entity to accomplish this task
  - o Develop appropriate messages for a coordinated media campaign to promote outdoor recreation ethics
  - o Determine how to work with the educational community to provide teacher training to fit curriculum needs
  - o Work with NGOs and corporations to develop joint education campaigns for the benefit of public and private land managers
- Focus more resources of existing educational, interpretive and visitor information staff and facilities on providing education about Idaho's natural resources and the interplay of outdoor recreation with those resources
- Continue an education program for residents on the dimensions and importance of recreation and tourism in the State of Idaho
- Identify funding sources for safety and user ethics education efforts for motorized and especially nonmotorized outdoor recreation activities

#### ***Encourage healthy living through outdoor recreation (Continuing goal from previous SCORTP)***

- Develop stronger partnerships between outdoor recreation providers and social service agencies

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### SCORTP (continued)

- Identify opportunities to encourage healthy living when planning and implementing outdoor recreation programs and developing facilities
- Develop special events to promote healthy activities
- Work with social service agencies to produce educational materials on the topic

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### **Recognize the importance of transportation in planning projects (Continuing goal from previous SCORTP)**

- Encourage alternative transportation systems such as community pathways, bicycle, rail and mass transportation services.
- Improve surface transportation routes connecting communities with nearby recreation and tourism opportunities.
- Maintain Scenic Byways for safe and pleasurable use while not diminishing the characteristics for which the Byway was established.
- Research best practices in planning for human scale transportation and make those practices available to planners and decision makers statewide.

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Encourage the use of context sensitive design in transportation pr

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### Idaho Interagency OHV Coordinating Committee

#### 2005 Report

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The Idaho Interagency OHV Coordinating Committee (IICC) was established in 2003 by the Idaho Department of Parks and Recreation (IDPR), Idaho Department of Lands (IDL), Idaho Department of Fish and Game (IDFG) U.S. Forest Service (FS) and U.S. Bureau of Land Management (BLM).

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The purpose of the IICC is to enhance OHV recreation and management in Idaho through better coordination and collaboration among resource management agencies. Because OHV use occurs across all land ownerships and jurisdictions, the partner agencies work together to provide a coherent and effective OHV management program in Idaho.

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#### 2005 Accomplishments:

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- The IICC met six times in FY 2004. Each meeting gave the partner agencies an opportunity to share and discuss ongoing OHV management issues and initiatives. This coordination increased the understanding of each agency's OHV management concerns, efforts and responsibilities.

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- The IICC oversaw the development of the OHV Public Outreach Campaign. The main purpose of the Outreach Campaign is to promote the safe and responsible use of OHVs on state and federal lands in Idaho. A specific objective of the outreach effort is to increase public awareness that cross country travel by OHVs is inappropriate. The project consists of outdoor billboards and radio advertisements that will run across Idaho from mid-September to mid-October, 2005. The campaign theme is "Use Your Power Responsibly – Stay on Trails". In addition to promoting responsible recreation, the outreach campaign includes promotional posters and stickers, and the establishment of a website, [www.idaho-ohv.org](http://www.idaho-ohv.org), which brings together OHV management and trail riding information from across the state.

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- The IICC planned and conducted an interagency OHV Management Workshop, which occurred in April 2005. The workshop was conducted in cooperation with the National Off-Highway Vehicle Conservation Council. It provided an outstanding opportunity for interest groups and agency staffs to share and discuss OHV management issues and strategies. More than 100 people attended.

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Idaho Interagency OHV Coordinating Committee (continued)



Website Banner :  
[www.idaho-ohv.org](http://www.idaho-ohv.org)

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Billboards  
Statewide showing  
September -  
October, 2005

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### Idaho Campground Directory

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IRVCA  
P.O. Box 7841  
Boise, ID 83707  
(208) 345-6009  
www.rvidaho.org

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Dear Jack:

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I am pleased to submit IRVCA's performance report for fiscal year 2005.

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The State of Idaho has identified the RVer as one of the highest priority visitors, and the Idaho Travel Council (ITC) has given IRVCA the responsibility for marketing to this important travel segment.

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With IRTI partnership match funds of \$21,500, and an ITC grant in the amount of \$46,153, IRVCA accomplished the following goals for 2005:

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- IRVCA published and distributed 170,000 copies of **RVIDAHO**, the State's annual directory of private and public RV parks, campgrounds and dump stations. This publication is made available to the public at no charge, and is distributed at gateway visitor centers, Chambers of Commerce and CVB's statewide, RV parks and campgrounds, major RV shows in AZ, UT and CA, and mailed nationwide from the Idaho Tourism Development office to RVers requesting information on RVing in Idaho.
- IRVCA developed and implemented a national advertising campaign placing display ads promoting Idaho as a great tourist destination in several RV publications such as Trailer Life, Motor Home, Highways and RV West.
- IRVCA developed a new consumer website which provides information to consumers who plan their RVing or camping trips online.
- IRVCA supported the State's 800# and managed a fulfillment program for distribution of 170,000 copies of **RVIDAHO**.

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We appreciate being a part of this worthwhile organization. If I can provide additional information, please give me a call.

Sincerely,

Anne Chambers  
Executive Director

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### **Free Fishing Day - Idaho Department of Fish and Game (IDFG)**

Free Fishing Day June 11, 2005 Budget Report for IRTI Committee

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The IRTI partners agreed on a total budget of \$3,500 for Free Fishing Day, 2005.

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Idaho Fish and Game committed \$1,000 to this project, in addition to in-kind donations of staff salaries. In addition, Idaho Fish and Game solicited volunteer assistance and donations from businesses, groups and individuals.

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More than 45 events were held statewide with more than 6,500 participants.

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Event promotion included Public Service Announcements and stories in newspapers and on radio and television. The Free Fishing Day event also coincided with a Department effort to increase angler recruitment and retention. The effort included a number of newspaper stories, direct mail, and paid announcements on radio, television and cable stations in the Southwest and Panhandle Regions. The announcements used material produced by the Recreational Boating and Fishing Foundation for its "Take Me Fishing" campaign.

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In 2005, the Department again surveyed Free Fishing Day participants in an attempt to determine whether the events have any effect on recruitment and retention. More than 700 participants filled out the surveys. The surveys are being analyzed with assistance of the Recreational Boating and Fishing Foundation.

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The Department conducted a more limited survey in 2004. That survey indicated that:

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- 88% of Free Fishing Day participants had fished previously
- 49% fished more than 5 times per year
- 39% previously attended Free Fishing Day events
- 43% of the participants over 14 currently have a license

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#### **Free Fishing Day - IDFG (continued)**

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- 41% of the participants over 18 currently have a license

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Because the sample size in 2004 was so small, the Department expanded the survey efforts this year. The results of the 2005 survey will be used to plan and prioritize Free Fishing Day events in 2006. Also in 2006, the Department will use funding from IRTI partners as part of its angler recruitment and retention effort. This approach was authorized by IRTI partners in 2005.

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### Watchable Wildlife

Idaho Watchable Wildlife Summary  
FY05

Submitted by: Sara Focht

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### Windows to Wildlife

Quarterly issues sent. Major topics included: Pygmy rabbits, Sandhill cranes, migration, volunteers, Bald Eagle Days, corvids, Idaho's CWCS, Osprey, Pronghorn, Eagle Watch Week, Peregrines, Christmas Bird counts. 1429 new subscribers. 3816 total subscribers (157 of which receive newsletter via e mail).

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### Idaho Wildlife Viewing Guide and posters

Pricing schedule

Posters Free

Book Retail \$11.95, Bulk \$7.07, Partners \$5.00

Christmas postcards sent out to market book. Display cards created for sales outlets to promote sales.

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Income from book: about \$2,000 so far. \$848.27 FY 05

Working on a grant application form for Viewing Guide sites to disperse money for maintenance, signs and development.

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Second wave of distribution for Idaho Wildlife Viewing Guides-began June 05. Idaho Universities and College bookstores have been contacted for sales. Adventure Publications has been contacted to see where they have distributed the book.

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### Idaho Birding Trail

200 sites chosen and statewide-site inventories are being conducted (what birds are there...what facilities are there...seasons for best birding,

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### Watchable Wildlife (continued)

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managing agency).

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Final product will be a booklet of maps and sites with short descriptions. Goal for distribution is May 06.

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### Master Naturalist Program Development

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Reviewed other states programs  
Met throughout year with communications bureau to brainstorm Master Naturalist ideas.

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### Staffing

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Idaho Fish and Game hired new Watchable Wildlife Coordinator —5/05

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### Events

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Bald Eagle Day 2005 (January 26-29)  
Week of activities (expanded from past years).  
Wildlife Film Festival(325 attendees)  
Wildlife Auction (175 invited guests attended)  
School visit day  
Public viewing and educational event (1000 people attended)

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**International Migratory Bird Day (May 14<sup>th</sup>)-**Watchable Wildlife Coordinator sat on planning committee

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**Salmon and Steel head Days 04-**worked stream station

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### Budget Summary FY 05

Watchable Wildlife Account:	
Beginning Balance:	<b>\$33,504.93</b>
Deposits:	\$2,000.00
Expenditures:	0
Promotional Materials	\$114.30

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### Watchable Wildlife (continued)

Office Supplies	\$15.55
Grants Paid out	\$207.00
Donations Paid	\$300.00
Total:	\$636.85
Ending Balance:	<b>\$34,868.08</b>

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### Priority Projects for FY06

Signing and site maintenance for Idaho Wildlife Viewing Guide sites  
Book sales and marketing

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### Visit Idaho Playgrounds (VIP) Pass

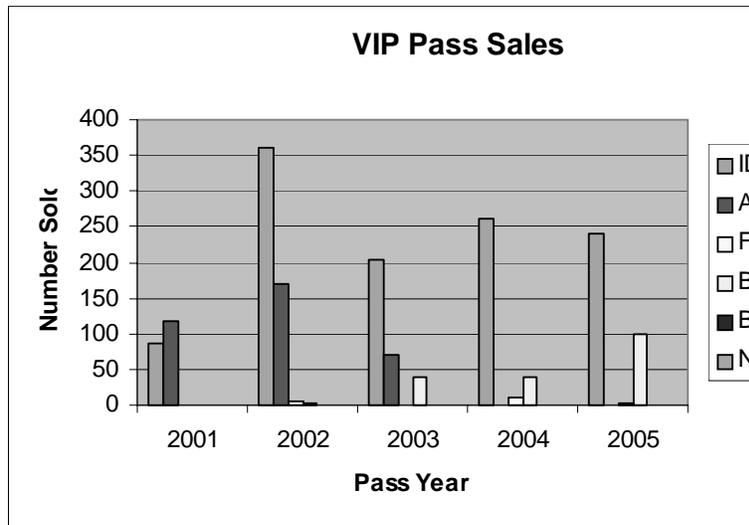
2005 VIP Pass Report

Sales

Sales locations have reported the following: (based on figured from 09/09/05)

	2002	2003	2004	2005
IDPR	360	314	261	240
FS	4	8	10	3
BLM	2	34	40	100
ARTCO	171	139	N/A	N/A
BOR	0	0	0	0
NPS	0	0	0	0

Graph of sales from project inception to present (2001-2005)



2005 Revenue will be divided using the agreed upon results of the 2003 survey.

Based on lower than estimated sales figures since the programs inception, It has been decided that the program will terminate December 31, 2005.

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### **Outfitters and Guides - GIS**

Bart Butterfield, Idaho Department of Fish and Game  
Jake Howard, Idaho Outfitter's and Guide's Licensing Board

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During the 2005 fiscal year, we completed initial digitizing of nearly all outfitter areas in the state. Out of a total of 1078 areas, 938 are finished. There are 140 areas that we were unable to resolve because of lack of information concerning their boundaries. Work is proceeding to collect this information and complete them. The GIS layer consists of both polygonal and linear areas representing streams.

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The boundary review process has now begun. We have implemented a web-based mapping application that allows IOGLB and permit managers (Forest Service, BLM, etc.) to view outfitter areas and comment on the digitized boundaries. As we receive feedback we will make the necessary corrections to the GIS layer.

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Plans are to have the web based mapping available for agency and public use early next year after completion of the boundary review.

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#### Commerce & Labor 1-800, Web / Information Manager

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##### 1-800 System

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##### Call Center Operations

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- New vendor as of 7/1/2005: All West Communications, Boise
- Shipping/storage subcontractor: Fleet Street
- Improvements in operation include
  - Instant messaging chat feature on [visitidaho.org](http://visitidaho.org)
  - Vendor processing reader service inquiries instead of staff
  - Vendor processing bulk of inquiries to [info@tourism.idaho.gov](mailto:info@tourism.idaho.gov)
  - Close location of storage facility saves money in transfer of materials

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##### Information Manager

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##### Web Program

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- Continuing plans to redesign sites with AB Positive; 8 sites have been newly created or undergone a design upgrade while 4 are currently being upgraded.
- Completed sites include:
  - [visitidaho.org](http://visitidaho.org)
  - [filmidaho.org](http://filmidaho.org)
  - [touridaho.org](http://touridaho.org)
  - [idahopassport.org](http://idahopassport.org)
  - [rvidaho.org](http://rvidaho.org)
  - [idahost.org](http://idahost.org)
  - [idahogolftrail.com](http://idahogolftrail.com)
- Newly created site:
  - [idahowhitewatertrail.com](http://idahowhitewatertrail.com)
- Sites undergoing redesign this fall include:
  - [idahomeetings.org](http://idahomeetings.org)
  - [idahorec.org](http://idahorec.org)
  - [idahowinter.org](http://idahowinter.org)
  - [sledtherockies.org](http://sledtherockies.org)
- Attractions, lodging properties, events & contacts can now update their own info online at [www.updateidaho.com](http://www.updateidaho.com)
- In development: improved e-newsletter system using Idaho vendor instead of out-of-state company

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**Idaho Travel Council**  
 Inquiry Report  
 1994-2004

**1-800**

<b>Total Inquiries</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>
Total Inquiries (incl. unique visitors after 2000)	887,060	609,861	548,821	332,732	297,909	116,922	176,118	190,142	217,98
Percent of change over previous year	45%	11%	65%	12%	155%	-34%	-7%	-13%	-8

<b>Media Breakdown</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>
Magazine - Reader Response	46,937	33,379	32,408	34,281	35,934	42,037	54,420	67,990	85,08
Magazine - Telephone Call	14,513	15,834	19,898	17,707	22,233	31,457	81,343	81,489	97,60
Children's Requests	2,821	3,179	3,864	5,017	5,045	6,420	7,940	10,110	12,50
Requests by Mail	1,862	1,109	3,269	5,618	8,150	6,072	7,404	12,077	13,38
Newspaper Ads	326	374	1,033	2,932	3,176	4,464	6,067	4,794	4,70
Television Ads	332	119	154	730	1,137	4,222	4,947	6,416	3,28
Special Promotions	0	0	0	0	0	2,220	13	1,133	
Internet Publication Orders	39,509	34,723	36,606	35,286	37,447	22,250	13,997	7,266	1,38

<b>Inquiries through Web Site</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>	<b>2000</b>	<b>1999</b>	<b>1998</b>	<b>1997</b>	<b>1996</b>
Web User Sessions	2,357,575	2,007,379	1,340,586	689,331	489,869				
Web Unique Visitors*	780,760	521,144	451,589	231,161	184,787				
Unique Visitors as % of User Sessions	33%	26%	34%	34%	38%				

