

## **Boise - The Most Remote Urban Area in the U.S.**

Boise could be considered to be the most remote urban area in the United States. The closest metropolitan areas are Salt Lake City, 336 miles to the southeast; Spokane, 379 miles to the north; Reno, 425 miles to the south; and Portland, 430 miles to the west. As a result, Boise serves as a hub for a 200-mile radius, which includes much of Idaho, eastern Oregon and northern Nevada. The word is getting out about Boise! In 2006 *National Geographic Adventure* named Boise a top Adventure City and since 2006 *Forbes* has ranked Boise in the top five among the best places for business and careers.

Being geographically remote does not mean the city is rural. In fact, quite the opposite is true. The City of Trees is an exciting city with corporate headquarters, unique attractions, spacious parks, a riverfront Greenbelt, a vibrant downtown, excellent air service and a superior quality of life. Boise is ideally located in the heart of a recreation and scenic wonderland.

Idaho's capital city is chock-full of surprises. A large shopping mall is located in Boise, while a lively downtown offers excellent shopping and dining opportunities. Unique and interesting attractions abound in Boise: Kathryn Albertson Park for walkers in the heart of the city; the M.K. Nature Center's underwater river observatory; one of only two Basque museums in the world; the World Center for Birds of Prey; the Old Idaho Territorial Penitentiary museum complex, one of only four still in existence in the U.S.; the World Sports Humanitarian Hall of Fame and the Idaho Anne Frank Human Rights Memorial are all easily accessible. The Gene Harris Jazz Concert Series offers performances in November, April and June and Art in the Park takes place the weekend after Labor Day.

Boise is growing, and the hospitality industry is no exception. The largest convention center in the region is situated on The Grove, downtown's public plaza. There are over 6,000 hotel rooms in Boise with amenities and pricing to suit any traveler and a great variety of meeting, event and banquet facilities.

Boise is serviced by several major airlines: Delta, Horizon, Northwest, Southwest, United, U.S. Air, SkyWest and Frontier. Non-stop service is available from many cities, including Chicago, Denver, Las Vegas, Los Angeles, Minneapolis, Oakland, Portland, Reno, Sacramento, Salt Lake City, San Francisco, San Jose, Seattle and Spokane.

A multimillion dollar, two-phase airport expansion was completed in September 2004. Enhancements include a completely new terminal and concourse, expanded food court, state-of-the-art security and a streamlined experience for visitors. In fact, in a J.D. Powers' global passenger survey published in the June 2005 edition of *Aviation Week and Space Technology* magazine, Boise Airport was ranked seventh-best in the world for passenger satisfaction.

Things are far from remote in Boise!

(end)

**Laurie McConnell**  
**Communications Manager**  
Phone: 208-344-7777  
1-800-635-5240 [lmccConnell@boisecvb.org](mailto:lmccConnell@boisecvb.org)