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Boise Convention and Visitors Bureau Receives Record Grant
State tourism grant to be used in research and promotions

[September 1, 2015]— The Boise Convention and Visitors Bureau is pleased to announce its award of a generous grant from the Idaho Travel Council.

On August 19th the Idaho Travel Council (ITC) met and awarded \$742,500 to the Boise Convention & Visitors Bureau (BCVB) to be used toward marketing, promoting and attracting visitors to the Boise area. The grant cannot be used for operations, local promotion or memberships to organizations.

The award is the largest grant ever distributed in Idaho through the Tourism Grant Program. The BCVB will use the award funds to continue its promotions of the Boise area as a destination for leisure and business travelers.

“We’re extremely grateful to the Idaho Travel Council for their support and are excited to put these funds to good use promoting Boise,” said Carrie Westergard, the executive director of the Boise Convention and Visitors Bureau. “The Boise CVB earned the larger grant due to the increased volume of visitors in hotels in our region during 2014 and 2015; directly contributing to the region’s economic gains. This grant is great news for Boise and Idaho.”

The BCVB will use the grant money to conduct visitor research, support major events, pursue media and sales missions to support non-stop air service markets, enhance the Boise.org website, and continue to work with the Boise Centre for marketing/sales services. The BCVB will also allocate dollars to support the newly-appointed sports sales manager Alena Sheire and her efforts.

At the same meeting the ITC granted more than \$3.95 million, which includes the amount awarded to the BCVB, in tourism marketing funding to non-profit organizations through the Idaho Regional Travel and Convention Grant Program.

“These grants support Visit Idaho’s core mission--to increase travel and visitor expenditures throughout all of Idaho in order to increase tax revenues and employment,” said Idaho Tourism manager Diane Norton.

Eligible award recipients include non-profit local and regional tourism development organizations such as chambers of commerce and convention and visitors bureaus. The organizations use their awarded grant dollars to promote cities, towns and regions of the state as tourist destinations. Program elements are varied, but often include print and digital advertising, brochures, attendance at travel shows, public relations, direct mail, industry research and the creation of websites.

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About The Boise Convention & Visitors Bureau

The Boise Convention and Visitors Bureau is a non-profit organization, founded in 1982, to enhance the City of Boise’s economy through the marketing, promotion and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, and cultural, sports and special events.