



> IT'S TIME TO SEE FOR YOURSELF. Shea Andersen
Fahlgren Mortine

Media Contact:

208-472-0599

shea.andersen@fahlgren.com

Increased Tourism Drives Demand for New Boise Hotels

Boise – A hotel boom is on the way to Boise’s Greater Auditorium District. Six new hotels—an additional 862 rooms—are proposed in the downtown corridor.

- Gardner Company plans to build two hotels with different brands on a five-acre lot between 11th, 13th, Myrtle and Front streets.
- Developer Jared Smith applied for permits to build a 10-story, 180-room Residence Inn at 410 S. Capitol Blvd.
- Rafanelli and Nahas turned in plans for a five-story, 152-room Hyatt Place at 1024 W. Bannock St.
- Eugene, Ore., hotelier Brian Obie [recently broke ground on](#) a six-story, 112-room boutique hotel at 500 S. Capitol Blvd.
- A five-story hotel with 108 rooms and integrated parking is being considered for land on Myrtle and Broadway Ave.

“We suspect the hotel boom is happening because people are learning what we already know,” said Boise Convention and Visitor’s Bureau executive director, Carrie Westergard. “Boise is a wonderful place to live, work and visit.”

The Convention and Visitor’s Bureau is confident that Boise tourism will be able to sustain the additional space. Currently, there are eight hotels with 1,238 rooms within 10 blocks of Boise’s downtown convention venue, the Boise Centre. Over the past year hotel occupancy and room rates have hit record highs in and near Boise.

June and July are Boise’s busiest months for tourism. During that time the city has nearly as many visitors as residents. In July 2014 alone, Boise hotels rented more than 122,000 room nights.

The hotels planned would have 170 rooms with features and services of full-service, four-star hotels: restaurant, full bar, room service, a swimming pool, gym, laundry and concierge service. The hotel on the southeast corner would have 140 rooms and be more affordable with fewer services.

“Once visitors arrive in Boise, they are often sold on the convenience, pedestrian friendly, accessible community that is filled with amenities,” Westergard said. “With additional hotels, we’ll be able to have a strong advantage by now providing convenient lodging.”

###

About Boise Convention & Visitors Bureau:

The Boise Convention and Visitors Bureau is a non-profit organization, founded in 1982, by the Greater Boise Auditorium District. Its mission is 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.