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Boise Convention & Visitors Bureau Adds Sales Manager

March 29, 2018 – The Boise Convention & Visitors Bureau has hired Andrew Heidt for the newly created Sales Manager position. In this role, Heidt will be responsible for bringing meeting, convention and reunion business to the Boise area.

Heidt begins on April 9, joining a team of three sales professionals and a sales coordinator.

Heidt comes to Boise from the Boulder Convention and Visitors Bureau in Boulder, CO where he was the Director of Group Sales and Marketing. He brings a history of successful sales strategy, development, implementation and management experience. His career in the travel industry includes stints with Visit Annapolis and Groople Travel, Inc.



“The tourism industry in Boise and statewide is thriving,” said Carrie Westergard, Executive Director of the Boise Convention and Visitors Bureau. “As Boise continues to gain notoriety as a destination, we need skilled team members like Andrew who will be able to keep this positive momentum going.”

The Sales Manager position was created in 2018 to help the Boise CVB staff attract and manage large-scale Boise area events, including conventions, meetings and reunions.

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About the Boise CVB:

The mission of the Boise Convention and Visitors Bureau is to enhance 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, cultural, sports and special events. Find out more at www.boise.org