



SWITA

Who | Where | What | How

Who – Board Members



Board of Directors

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Tourism Professional

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Consultant for The Avery

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Boise Centre

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Moya Dolsby

Idaho Wine Commission

Vicki Carley

Block 22 Hotels

Samantha Maxey

Snake River Wine Tours

McKenzie Kraemer

Micael McKenzie Inc/Visit McCall

Who – Mission Statement

The mission of the Southwest Idaho Travel Association is to promote growth in travel and tourism in Southwest Idaho and to grow lodging tax revenue in Southwest Idaho (Region III). This is to be accomplished by: initiating cooperative, trackable, and cost-effective marketing efforts within and outside the state of Idaho.

We do this by:

- By engaging, educating and providing resources to SWITA members
- Promote Lodging Tax Revenues by growing occupancy

Where – We Cover Region III



From Glenns Ferry to New Meadows:

Ada
Adams
Boise
Canyon
Elmore
Gem
Owyhee
Payette
Valley
Washington

How – Region III Funding



2% Tax Collections including: hotels, motels, vacation rentals, and private campground accommodations:

- **45%** — goes to statewide programs that target international and domestic consumers, tour operators, travel agents, and travel journalists, as well as to film industry marketing.
- **45%** — is distributed to nonprofit local and regional tourism development organizations through the Idaho Regional Travel and Convention Grant Program.
- **10%** — is used for administration of Idaho Tourism.

How – Money Allocations

28% of the entire SWITA budget is dedicated to Grant Partners such as: Destination Caldwell, Warhawk Air Museum, Idaho City Chamber, Mountain Home Chamber/Elmore County, Garden City Visitors Bureau, Garden Valley Chamber, Meridian Chamber of Commerce, and Cascade Chamber of Commerce.

Additional Spends:

- Website - visitsouthwestidaho.org
- Advertising (Digital, Print, OTT, Billboards, and Radio)
- Social Media Management
- Event Sponsorships
- Niche Tradeshows
- International Tourism Marketplaces/Partnerships
- FAM/Media/Press Assistance
- Email Automation Program
- Co-ops