

2024 SWITA Summit



# Today's Agenda

- About Visit Idaho
- FY24 Tax Collection updates
- Visit Idaho Program updates
- Upcoming events

# About Visit Idaho

**We are a small yet mighty team of marketers at the Idaho Dept. of Commerce ☺**

Diane Norton: Tourism Manager  
Laurie McConnell: Public Relations  
Nancy Richardson: Industry Relations/ICORT  
Andrea Rayburn: Brand and Content  
Andre Womack: Content Creation  
Cristin Wondergem: Social Media/Content  
Katie Pegan: International  
Tina Caviness: Fulfillment  
Bonnie Dodson: Administrative Support



# An Award-Winning Team, too



# How our Program is Funded

2% lodging tax collected on hotels, motels, short-term rentals, and private campgrounds. Each fiscal year, those funds are allocated as follows:

45%: Idaho Travel Council Grant Program

45%: Statewide Promotion

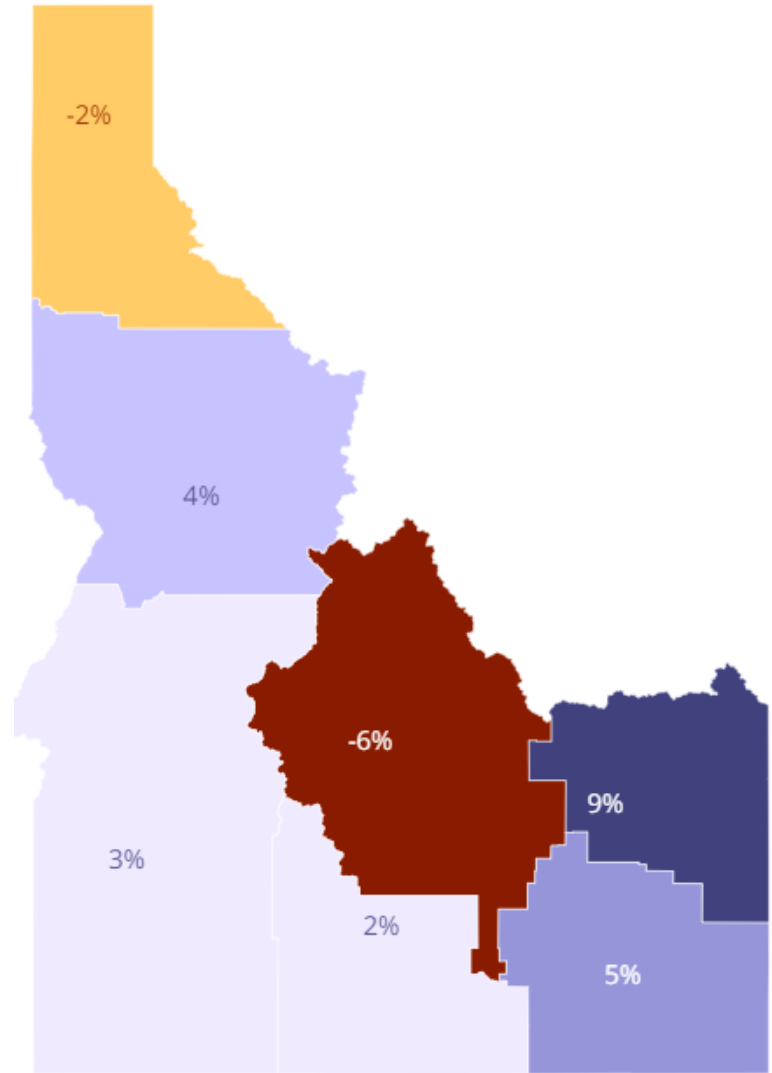
10%: Administration



FY24 Collection Goal: 2.8% YOY

FY24 Collections to date: 1.4% YoY

# FY24 by Region vs. FY23



# Regional Collections: FY24

↕ Region	↕ Bed Tax Collection (FY '24 vs FY '23)	▼ Total FY 2024
Southwest	3%	\$5,447,332
Northern	-2%	\$3,166,680
Eastern	9%	\$2,900,115
Central	-6%	\$1,645,920
South Central	2%	\$1,092,766
Southeast	5%	\$897,986
North Central	4%	\$631,972



↓

# Hotel Lodging & Short Term Rentals: Statewide



↓

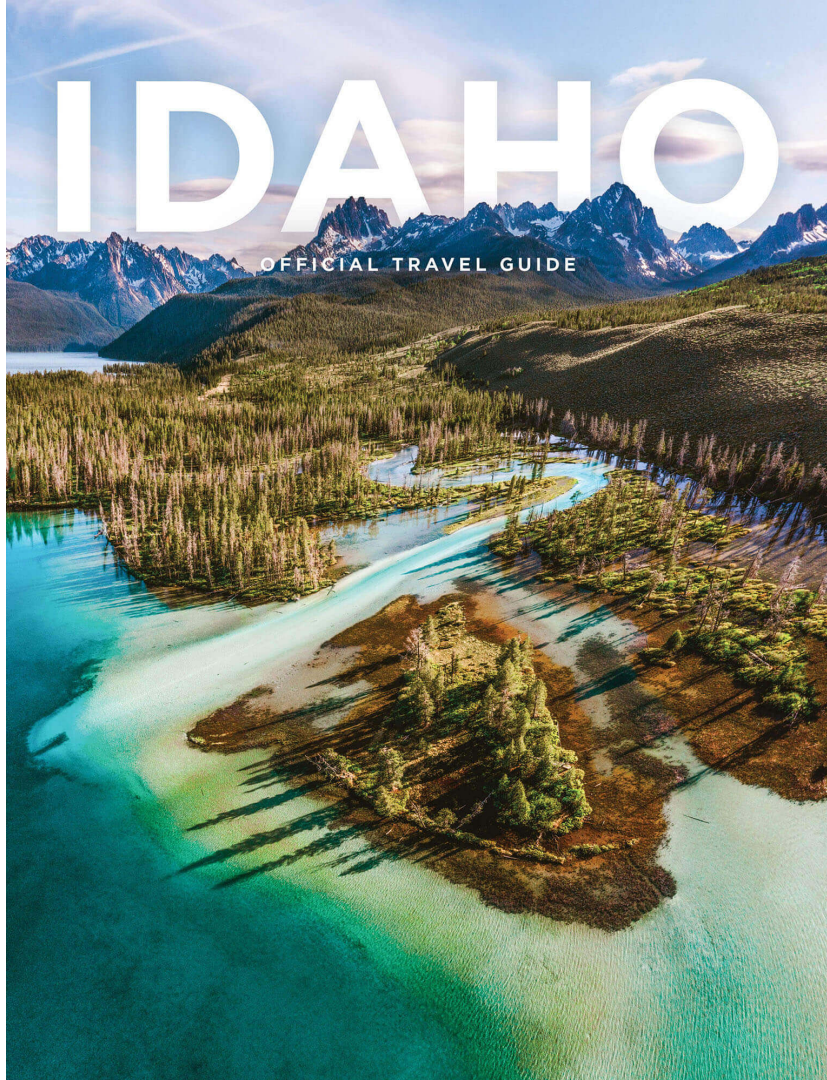
# Hotel Lodging & Short Term Rentals: Region 3

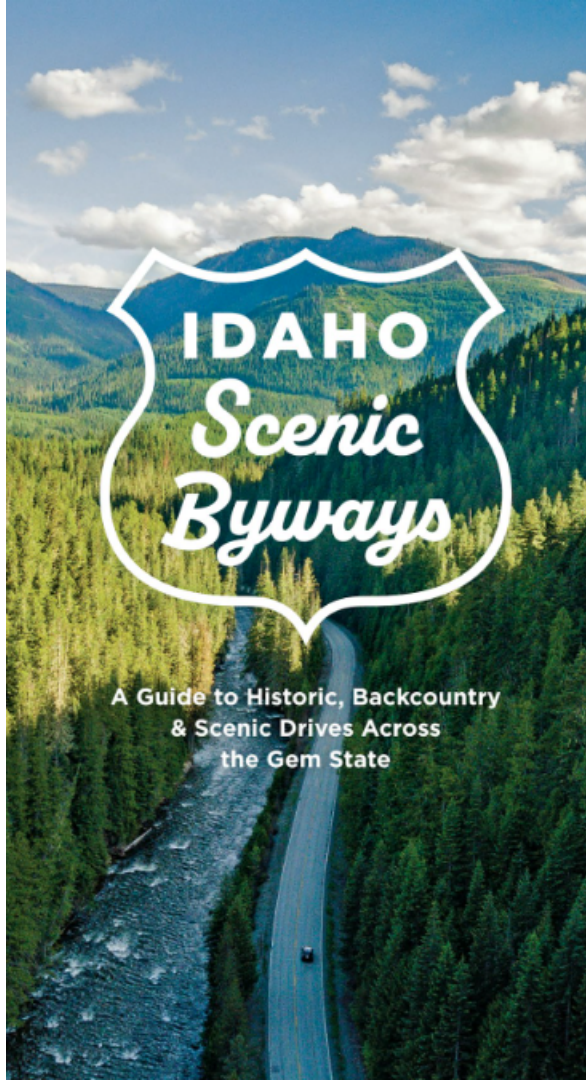


# Visit Idaho Program Updates

# IDAHO

OFFICIAL TRAVEL GUIDE





IDAHO  
*Scenic  
Byways*

A Guide to Historic, Backcountry  
& Scenic Drives Across  
the Gem State

# Craters of the Moon Centennial!

**The following themes will be highlighted during the Centennial Celebration months:**

May - Rich Cultural History

June - Tranquil Wilderness

July - Robust Research

August - Explosive Geology

September - Expansive Night Sky

<https://www.nps.gov/crmo/planyourvisit/centennial.htm>





# There's Nothing Like It on Earth.

Craters of the Moon Centennial  
[visitdaho.org/craters100](https://visitdaho.org/craters100)



# Co-op Opportunities





- Fort Hall, May 1-2
- [ruralsummit.idaho.gov](https://ruralsummit.idaho.gov)



# Idaho Resident Sentiment Study



## Our Next Steps

1. Expand Capacity
2. Amplify Visit Idaho messaging about responsible recreation and visitor dispersal
3. Increase Industry Outreach

# Additional Grant Opportunities

Outdoor Recreation Advisory Fund Council <https://parksandrecreation.idaho.gov/orfac/>

Idaho Dept. of Parks and Recreation <https://parksandrecreation.idaho.gov/grants-and-funding/>

Idaho Gem Grants

<https://commerce.idaho.gov/communities/community-grants/grant-resources/>

## Upcoming Events

May 1 – 2: Grant Presentations (Boise)

July 30-31: Grant Awards (Schweitzer)

October 21-23: ICORT! (Boise)

Thank You!

