

# DIRECTIONS

The E-Mail Newsletter From Southern Idaho Tourism

**To update you** – if you have questions, please call or email me!

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*Debbie Dane*

**Marketing:** We continue to fulfill the leads generated by the Sunset Magazine ads, telephone inquiries, the Spring Integrated Campaign and the leads forwarded to us by our Chamber partners. Our last ad in Sunset was in the May issue; readers of this magazine are interested and still contacting us for information. To date, 1558 packets have been mailed to visitors; an additional 141 packets have been sent since our last update of July 2. The Spring Integrated Campaign (FSI) eBrochure leads are fulfilled by email; to date 3,654 leads have been generated by this program. The most productive markets for the leads received over the past week are Portland, OR and Seattle, WA.

**Idaho Travel Grant:** We are very fortunate to be a grantee; the other grantee in our region is the Twin Falls Chamber of Commerce. The ITC funds are generated every time a hotel room is rented or someone stays in a private campground and pays the 2% lodging tax. 45% of the taxes collected in our region are granted back to non-profits like us. We work together to leverage the funds for the most comprehensive and cost effective marketing to draw visitors to our area to stay and play. This year, the Twin Falls Chamber and Southern Idaho Tourism collaborated and wrote one Idaho Travel Council Grant for our entire region. One grant will ease administration, and keep costs to a minimum, putting the money into marketing. We greatly appreciate our Chamber partners, lodging and attraction partners, and public and private entities who are working with us to make our marketing programs productive for all.

<http://www.visitsouthidaho.com>

Our web traffic continues to grow, however not at the rate experienced earlier in the visitor season. Cumulatively we are still showing a 32.84% increase over 2009. We are in the midst of running a Google Adwords campaign supporting all marketing efforts. Please visit [www.visitsouthidaho.com](http://www.visitsouthidaho.com). We aim to inspire and inform visitors and residents about what to [see and do](#) in our area.

## **Southern Idaho Hospitality:**

This coalition of lodging and attraction managers and owners meets once a month. Our next meeting is Wednesday, July 21 at 2 pm. Oscar and Kim Carranza, owners of the Jerome KOA on Highway 93 are hosting this meeting. We try to meet at different properties to provide knowledge and familiarity of the different lodging properties and attractions. If you would like to be notified of our meetings, please call.

**July 28-30** [International Dance and Music Festival in Burley](#)

Celebrate summer at [Herrett Center for Arts & Sciences](#) at CSI

It is County Fair Season: [Click here](#) for the complete list of fairs and all upcoming events

Click here for status of [area wildfires](#) here and [construction updates](#) state-wide and in [Twin Falls](#).

Take care \* Be Safe \* Be Happy!

