

A young girl with a braid, wearing a purple jacket, is smiling and holding a large fish. A young boy with blonde hair is looking at the fish in the background. The scene is outdoors, likely near a body of water, with a rocky shore in the foreground.

VISIT
IDAHO

18 SUMMERS

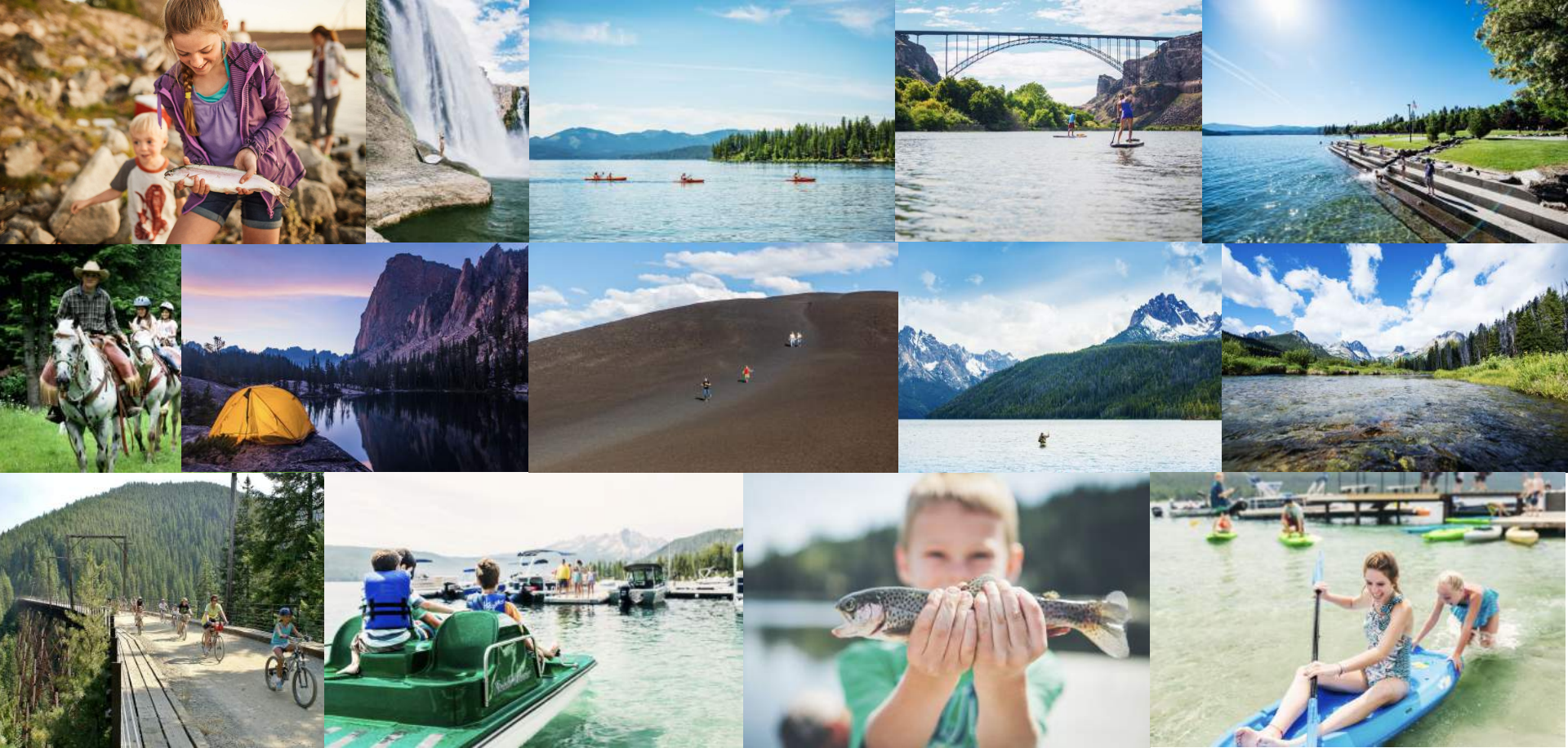
COMPLETE CAMPAIGN SUBMISSION



*If you want your children to
turn out well, spend twice as
much time with them and half
as much money.*

-Abigale VonBuren





PURPOSE

People researching vacations aren't aware of the family friendly activities Idaho has to offer, and view Idaho as an "ordinary" vacation option, rather than an exciting family adventure.

We aim to position Idaho as the ideal and affordable vacation destination where families can truly connect, spend quality time together in the outdoors and create lasting memories that are more about the relationships and activities than the traditional vacation mindset.

THE *SITUATION*

Americans are leaving hundreds of millions of vacation days on the table and are missing out on opportunities to make memories with their children and families. Per US Travel's Project Time Off Initiative:

- **53%** of kids surveyed strongly agree that vacations bring their family closer together.
- **62%** of adults said they remember childhood trips more clearly than school events or birthdays—and over half of the children said vacations bring their family closer together

U.S. TRAVEL
ASSOCIATION

OUR *MESSAGE*

Take the time you've earned to connect with your children. You only have **18 summers** together while they are still kids and time goes by too fast. **#18summers**



CHILDHOOD DOESN'T ROLLOVER

The integrated 18 Summers campaign centered around a VisitIdaho.org landing page that communicated “Summer isn't the only thing that goes by fast.”

Along with a digital media component, the campaign sought to provide family travelers with inspirational trip ideas, itineraries and ways to stay connected. The final takeaway is that Idaho is the premier place for families to get more “we” time —where they can make the most of their 18 summers together.

DESIGN

CHILDHOOD
AND
SUMMER
DON'T LAST
FOREVER









**CHILDHOOD
AND
SUMMER
DON'T LAST
FOREVER**



 **TRIP TIPS**



**MAKE EVERY
SUMMER COUNT.**
#IBSUMMERS
VISIT
IDAHO



18
SUMMERS

Make memories that will last them a lifetime.
Plan your family's next adventure at VISITIDAHO.ORG/IBSUMMERS.



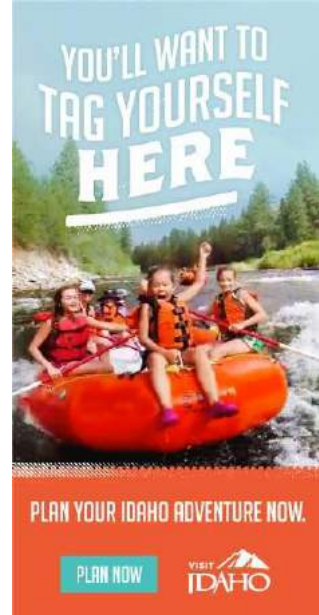
MAKE EVERY SUMMER COUNT.
#IBSUMMERS
VISIT
IDAHO



ASSOCIATION



INTEREST



UNIQUE IDAHO

For drive markets, showcase unique Idaho attractions.



EPIC IDAHO

For fly markets, where Idaho's geography is more distinctive, wow 'em with scenic beauty.



MESSAGING



BRAND ASSOCIATION

Remember who you
really work for

A handful of summers
a lifetime of memories

Childhood and summer
don't last forever



BRAND INTEREST

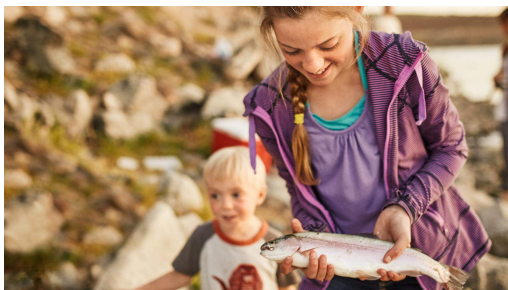
Make this summer count

Don't let this be the summer
that got away

Idaho's #1 export: memories

MESSAGE CONSISTENCY

Use a common copy line with varied image to resonate



**Don't let this be the
summer that got away**

#18summers



**Don't let this be the
summer that got away**

#18summers



**Don't let this be the
summer that got away**

#18summers

	<p>ASSOCIATION</p> <p>Remind parents that kids grow up fast and Inspire them to make memories by adventuring in the outdoors with their kids.</p>	<p>INTEREST</p> <p>Idaho has a lot of exciting and family-friendly experiences to offer.</p>
<p>DRIVE MARKETS</p> <p>Highlight specific and unique Idaho places, i.e. "Fishing at Redfish Lake"</p>	<p>[Biking on Route of the Hiawatha]</p> <p>Remember who you really work for</p> <p>Make every summer count</p>	<p>[Snake River Fishing]</p> <p>Don't let this be the summer that got away</p> <p>Adventures make memories</p>
<p>FLY MARKETS</p> <p>Highlight distinctive Idaho geography, i.e. "River rafting surrounded by lush trees"</p>	<p>[Green, mountains, waterfall]</p> <p>Remember who you really work for</p> <p>3 Hour Flight</p>	<p>[Family Whitewater Rafting]</p> <p>Idaho's #1 export: memories</p> <p>3 Hour Flight</p>

ASSOCIATION CAMPAIGN

**Remember who you
really work for**

#18summers

**A handful of summers, a
lifetime of memories**

#18summers

**Childhood and summer
don't last forever.**

#18summers

MARCH

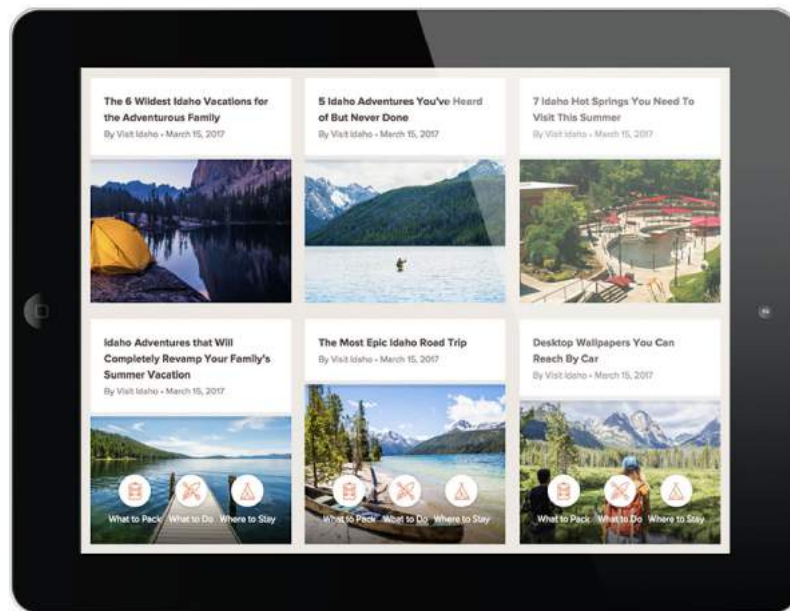
APRIL

MAY

JUNE

CONTENT

SIX FEATURED ITINERARIES TARGETED FOR SPECIFIC NORTHWEST REGIONS



VIDEO



6 – 15 Second

Activity focused, bumpers and preroll.



30 Second

TV, Hulu, and preroll. Lead with emotional connection, but show lots of action.



Full-length Documemories

You only get 18 summers, make every one count.



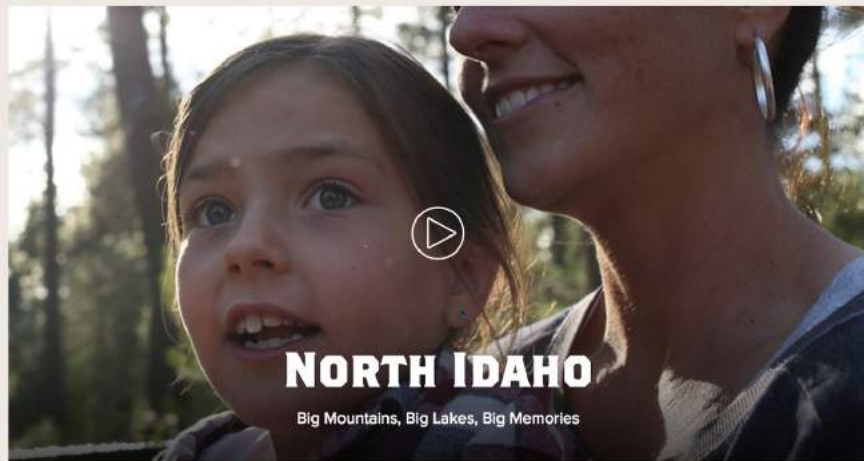
EAST IDAHO

A Gateway to Yellowstone and Endless Adventure



SOUTHWEST IDAHO

Your Ticket to Rivers, Parks, and Family Fun



NORTH IDAHO

Big Mountains, Big Lakes, Big Memories

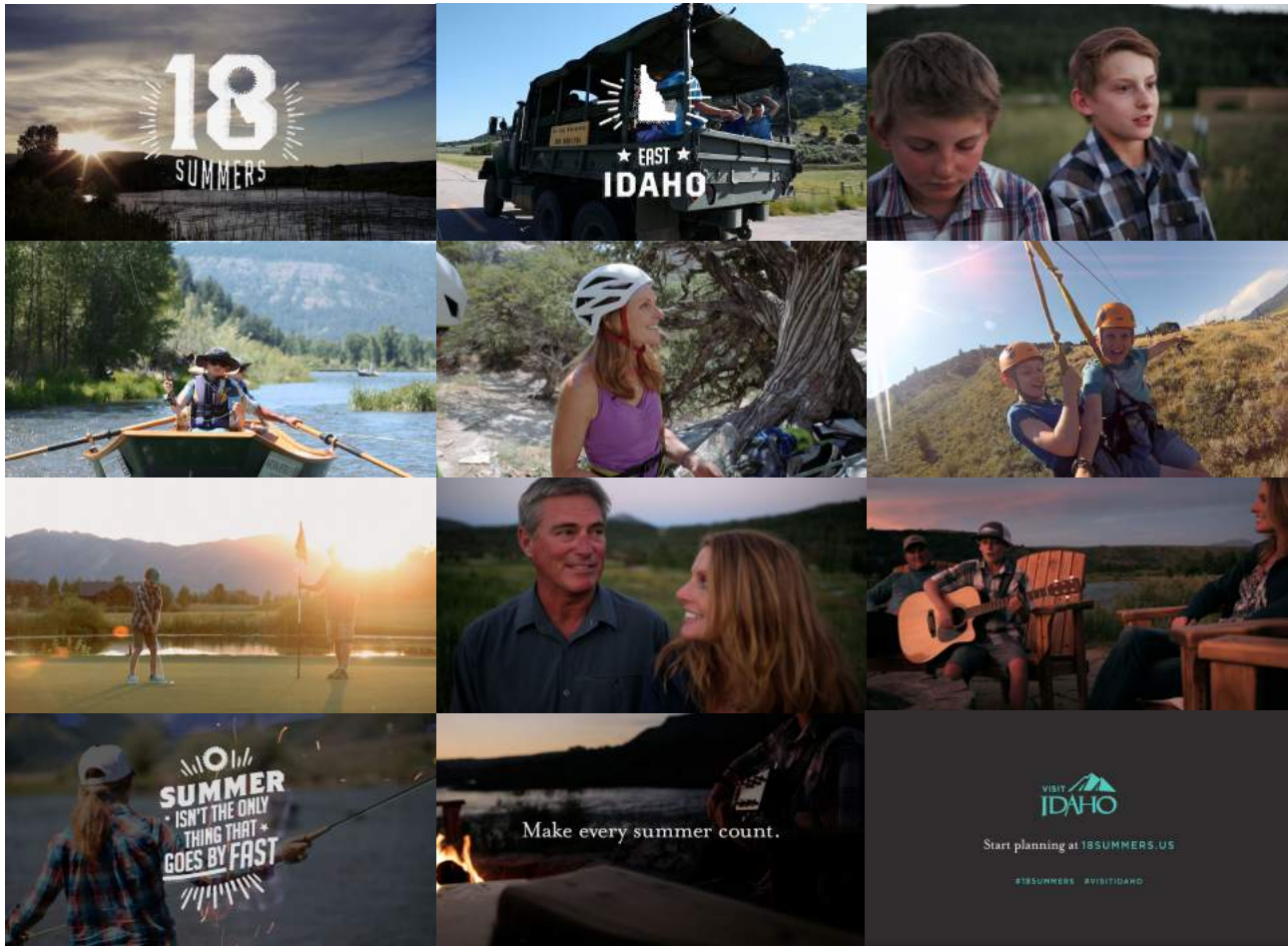


CENTRAL IDAHO

Cell Service is Spotty, But You're Guaranteed to Find a Connection



Central Idaho Documemory



East
Idaho
Documemory



North Idaho

Documemory



SW
Idaho
Documemory

SOCIAL MEDIA



Edit Send Tried it! Save



Saved by Visit Idaho

Open

Edit Send Tried it! Save

Visit Idaho The Most Epic Idaho Road Trip



Article from Visit Idaho Read it

Visit Idaho
Published by Hootsuite [?] · June 6 at 12:28pm · [?]

All good things are wild and free. #VisitIdaho #18Summers



The 6 Wildest Idaho Vacations for the Adventurous Family | Visit Idaho
If you're looking to plan a family vacation that leans a little closer to the wild-side,...
VISITIDAHO.ORG

Visit Idaho
Published by Hootsuite [?] · June 7 at 12:10pm · [?]

"My mother had a great deal of trouble with me, but I think she enjoyed it."
- Mark Twain #VisitIdaho #18Summers



Instagram

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visitidaho These moments when you know you're exactly where you're supposed to be. #18summers #VisitIdaho #Idaho #Idahoexplored #Idahogram... more

Visit Idaho Sponsored

A handful of summers. A lifetime of memories.



Idaho Hot Springs
Let Idaho's hot springs calm y... [Learn More](#)
visitidaho.org

Visit Idaho Sponsored

Summer isn't the only thing that goes by fast. Make this summer count.



Idaho Natural Attractions
This summer sounds like the ... [Learn More](#)
visitidaho.org

Visit Idaho Sponsored

Our giant mountains come with giant rivers. Spend a day out on the water and raft on the nation's best whitewater.



Make This Summer Count.
Take a guided river rafting trip or [Learn More](#)

Instagram

visitidaho Sponsored



visitidaho These moments when you know you're exactly where you're supposed to be. #18summers #VisitIdaho #Idaho ... more

Visit Idaho Sponsored

A handful of summers. A lifetime of memories.



Idaho River Guides
Your family's summer should ... [Learn More](#)
visitidaho.org

Visit Idaho Sponsored

Summer isn't the only thing that goes by fast. Make this summer count.



Idaho State Parks
Idaho state parks, where histo... [Learn More](#)
visitidaho.org

Visit Idaho Sponsored

Elevate your view and see something new. Zip line through some of the lower 48's most iconic wilderness.



Make This Summer Count.
Zip lining is a thrilling way to see the [Learn More](#)

MEDIA

WHO *are we*
TALKING to?

*The active family's
decision maker.*

Mindsets:

Active Families

Parents with children ages 5-17, living with them. The decision makers are the moms who are planning the upcoming family vacations. Looking for fun.

Geography

Residents and families living within an uncomplicated day's drive/travel time to Idaho.



BRAND ASSOCIATION

Idaho is the best destination for active, outdoor adventure families.

HOOK:

Emotional Connection

APPLICATION:

Ensure every Visit Idaho brand touchpoint highlights the importance of family outdoor vacations.



BRAND INTEREST

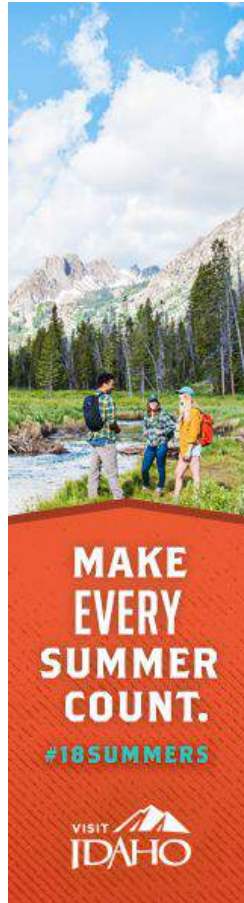
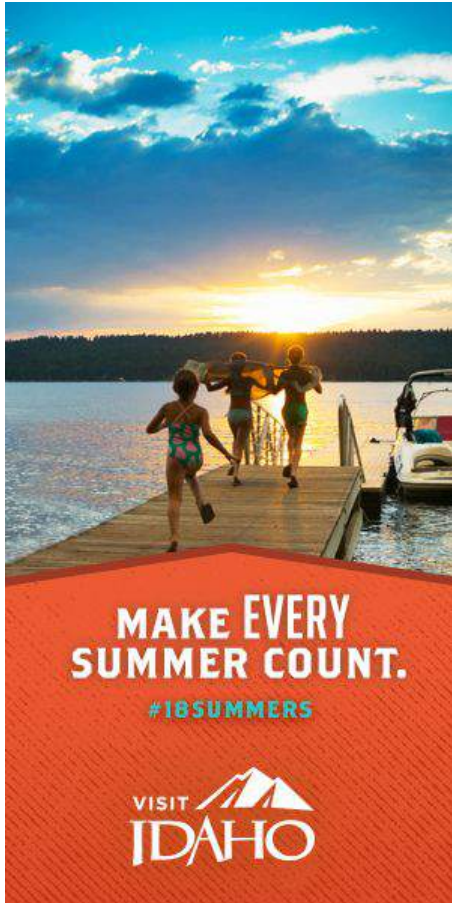
Idaho has a lot of exciting and family-friendly experiences to offer.

HOOK:

Awe of Idaho

APPLICATION:

Show places and experiences that are unique to Idaho (versus other western states); consider audience nuances that define 'unique'.



PAID

- + Broadcast
- + Programmatic
- + Video Pre-Roll
- + Pandora
- + Google AdWords
- + SEM
- + Facebook Ads
- + TripAdvisor Forum

EARNED

- + PR
- + Editorial

OWNED

- + Twitter
- + Facebook
- + Instagram
- + Pinterest
- + YouTube
- + VisitIdaho.org
- + Trip Guides & Itineraries

DRIVE MARKETS

Highlight specific and unique Idaho places, i.e. "Fishing at Redfish Lake"

MARKETS:

SEATTLE

PORTLAND

SALT LAKE CITY

YAKIMA (TRI-CITIES)

RENO

FLY MARKETS

Highlight distinctive Idaho geography, i.e. "River rafting surrounded by lush trees"

MARKETS:

PHOENIX

RESULTS

RESULTS

2016 campaign KPIs compared to 2015

Business goal:

Surpassed business goal of increasing tax collections by 8%. Total 2016 collections were just under \$10M, up 13.41% over 2015. This collection amount was the highest Idaho Tourism has ever collected in its history.

Marketing website goals:

Sessions: Increased +46%

Users: Increased +36%

Pageviews: Increased +20%

Bounce Rate: 0% (flat)

Avg Time on Page: Increased +11%

Goal conversions (intent to travel): Increased +52%

Paid media generated over 148M impressions with no make-goods or missed deliveries. This was +97% compared to the previous year.