



To Our Tourism Industry Partners,

First and foremost, the health and safety of Idaho communities and our visitors are our top priority. The situation with COVID-19 is changing rapidly and we know you have a lot of concerns and questions. We'd like to share some information we hope you will find helpful.

### **Idaho Statewide Stay-Home Order**

- We understand there are a lot of questions around Governor Little's 21-day [Stay-Home Order](#) issued on March 25, requiring all residents and visitors to self-isolate and only leave their homes for essential activities and functions.
- Answers to commonly asked questions regarding the order can be found [here](#). For any questions not covered by the order or the FAQ document, we recommend contacting the [Idaho Office of the Governor](#), the [Idaho Office of Emergency Management](#) or the [Idaho Department of Health and Welfare](#).
- **At this time, leisure travel to and within Idaho is not encouraged.** Hotels and lodging properties should remain open only if providing lodging for essential service providers or providing rooms for self-isolation and quarantined individuals.
  - Restaurants and other facilities that prepare and serve food can remain open, but only for delivery or carry out.

- To apply for SBA economic injury disaster loan assistance, please visit <https://www.sba.gov/funding-programs/disaster-assistance>. Assistance is available to small businesses and non-profit organizations.

### **Steps Idaho Tourism is Taking**

Like you, we are watching COVID-19's evolving impact on our industry. The pause on travel, entertainment and meetings will have a direct effect on room tax collections. We are actively monitoring the latest data from economists and industry experts to understand what this situation means for Idaho's destinations. Our latest update on collections and FY20 projections can be found [here](#).

Many of you have asked how you should handle your existing marketing campaigns.

- At the state level, Idaho Tourism has paused all paid advertising efforts except for a few very limited digital campaigns. Calls to action have been updated to focus on travel guide requests for future travel planning.
- We encourage you to take similar measures to pause all paid advertising campaigns and respect the safety orders implemented in Idaho and other states.
- During this time, advertising and promotions have the potential to fall on deaf ears so save those marketing dollars until we see an increase in intent to travel.
- Any messaging should be inspirational and supportive of the situation everyone across America is experiencing right now. A hard sell to "visit my destination" or "visit my business" is not advised.
- Review [COVID-19 Website Strategies](#).
- Review the [COVID-19 Travel Alert](#) on VisitIdaho.org.

To keep Idaho top of mind and inspire future travel, Idaho Tourism is currently developing the following:

- A public service announcement-type video encouraging travelers to prioritize their health and safety and reminding them that Idaho will be waiting to welcome them when the time is right.
- A variety of online activities, including downloadable and printable Idaho coloring and activity sheets and a quiz show. Each activity is designed to provide fun, lighthearted engagement to those looking to stay home and fill their time.
- Videos and other supporting tactics for the VisitIdaho.org Backpack feature to help visitors begin dreaming and planning itineraries for when it is safe to travel to Idaho.
- Social media posts that offer beautiful, relaxing photography with messages of support and "we're all in this together."

Please review these helpful resources from our marketing and public relations agencies of record:

- Madden Media: [Protect. Plan. Recover.](#)
- Red Sky: [7 Tips for Communicating During COVID-19](#)

If you have any questions on the state's marketing efforts or would like further recommendations, our agencies are available to help. Contact [Addy Coleman](#) or [Gloria Miller](#).

If you have any other questions, please contact [Diane Norton](#), [Ewa Szewczyk](#), [Matt Borud](#) or your [ITC representative](#).

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**Please register for weekly Idaho Tourism Virtual Coffee Talks.**

**Join us for updates and an informal question and answer period, Thursdays at 10:30 a.m. MDT, April 2 through April 30**  
**[Register Here](#)**

After registering, you will receive a confirmation email containing information about joining the webinar.

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Please know that we will keep you up to date as we continue to learn more. Most importantly, we're all in this together and we will make it through.

**Please forward this message to your tourism members and area businesses. You can find and link to this information and more on our [COVID-19 Travel Industry Resources Page](#).**

Sincerely,

The Idaho Tourism Team



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**Brad Little, Governor  
Tom Kealey, Director**

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