
Idaho Lewis and Clark Bicentennial

Strategic Marketing Plan

Idaho Travel Council

2002—2004

Introduction

In 1803 President Thomas Jefferson commissioned Captain Meriwether Lewis and William Clark to find a "Northwest Passage" water route across the continent. Their military Expedition departed St. Louis, Missouri on May 14, 1804, and on August 12, 1805, the "Corps of Discovery" crossed the Continental Divide at Lemhi Pass into today's Idaho.

The Expedition traveled through Idaho from August to October of 1805 and in May and June of 1806 enroute to the Pacific Ocean and back to St. Louis.

As the 200th anniversary of this historic event nears, a large number of state and federal agencies and non-profit organizations are planning and preparing for an unknown number of visitors who may seek to follow Lewis and Clark's journey.

The lead state agency preparing for Idaho's Bicentennial Commemoration is the Idaho Historical Society. Within this agency lies the office of the Bicentennial Coordinator, who serves as state staff to the Governor's Lewis and Clark Trail Committee and also provides an information conduit between intrastate and interstate planning organizations.

The Idaho Department of Commerce/Division of Tourism has been designated as the lead marketing agency working on behalf of the Idaho Historical Society for the Bicentennial.

As the lead marketing agency for the Bicentennial, the focus of the Division of Tourism efforts will be to attract resident and non-resident visitors to Idaho to experience and learn about the Expedition's travels through this area.

Situation Analysis

This section includes a Market Analysis of the primary consumer targets associated with the Lewis and Clark Bicentennial, and an analysis of Idaho's Strengths, Weaknesses, Opportunities and Threats relative to marketing this national event.

Market Analysis

Who is most likely to travel for the Lewis and Clark Bicentennial, and what are their motivations? How do they travel? Where do they live, and what media should be used to target them? This section will define the most likely Lewis and Clark visitors to Idaho, and explore their needs and expectations.

Travel Behavior

People have a variety of motivations for travel. According to the 2000 University of Idaho Motor Vehicle Travel Study, the most common motivators among Idaho travelers include:

- Visiting Family and Friends (42%)
- Visiting attractions or natural areas (29%)
- Participating in specific recreation activities (15%)
- Attending special events (5%)

In addition to these motivations, there are underlying factors or "psychographics" that also motivate individuals to seek particular types of travel experiences. These include:

- Relaxation or excitement
- Knowledge/education
- Quality experiences by oneself and with others

Consumers are also seeking experiences in their travels that make memories, expand their world view, provide bragging opportunities, or simply allow them to check off destinations as having been there, done that.

Visitors traveling through Idaho during before, during and after the Lewis and Clark Bicentennial will have all of these travel motivations, but for marketing purposes it's helpful to identify those who may be most interested in Bicentennial sites, events, and culture.

Target Markets

Previous travel studies performed by the University of Idaho have been used by E/S Drake Communications to develop psychographic profiles of four general target groups. These groups form the majority of travelers to Idaho. Following is a short demographic/motivation profile for each group:

Family

This group has an average household income (HHI) of \$30,000+, seeks value in their travel, primary decision-makers are women, and is interested in

visiting friends and family, sightseeing, and educational vacations. This segment totals about 10,955,000 people in the Western states.

Urban Escapists

This group is generally more affluent with a HHI of \$50,000+. These are adults age 35+, most college educated, and prone to trends. They suffer from "time poverty" but take frequent (15+) short vacations a year, usually by plane. Vacations are a way to escape their busy lives, and gain status among their friends. There are approximately 9,140,000 people in this segment in the west.

Adventurists

This group is younger, composed of adults 25-49, skews male, with HHI of \$30,000+. This is an active group which often participates in sports 2+/times per week. They like new challenges, travel 15x/year with friends. Latest trend is "multi-sport" vacations, where they can combine a variety of activities in one trip.

Casual Explorers

This group is older, 50+, more affluent, and has more time to travel. Their trips are less planned than their younger counterparts, and often leave time for "knockabout" travel. Learning is very important to this group, and they seek experiences that will expand their world view.

1999-2000 Idaho Motor Vehicle Study

These targets can be further refined to develop profiles of potential Lewis and Clark visitors. The 1999-2000 Idaho Traveler Study conducted by the University of Idaho has identified no fewer than 10 distinct target markets, each with different traveler motivations. These travel groups fall into the four categories identified above, but the new data contains more precise travel motivators.

These motivators, based on psychographics, or psychological profiling, attempt to discern travel motivations beyond what can be explained through common demographics such as age, income, gender, geography, etc.

Of the ten subgroups identified in the study, five were found to have "learn and discover" as primary motivators for travel. These five groups have the following demographic characteristics:

Cluster 1: Family; Friends, Learn and Discover

Average age in the 50's, 62% travel with kids, low (<\$40k) to moderate (\$40-80k) income, 51% work full time, and spend slightly more than the mean amount per day (\$150) per travel party.

This group could be described as follows:

Family life is hectic these days; so, as a working mom, I use my vacation time to make sure we have some quality time as a family unit. That's why my vacation doesn't truly begin until I pack the husband and kids into the care and head out of town. We don't always plan ahead. . . usually, we just get

our trip info from friends and family, or the web. Sometimes we take our friends along, giving us the opportunity to do something different and reconnect with our friends. We usually like to do a lot of different things when we travel. Actually we often spend most of our vacation time exploring new areas and learning about the history and culture of the people who live there.

Cluster 2: Traveling to be with Friends

This group has above average (>30%) awareness of the Lewis and Clark Bicentennial. Average age is in the 50's, 37% travel with kids, have low to moderate income levels. 46% are employed and about 27% are retired. Their expenditures are slightly below the \$150 per day per party state average.

This group could be described as follows:

I'm not the "lone traveler" type. And hey, I get to see enough of my family every day. But my friends? We'll all spread out now so finding quality time together isn't easy. If I see that a small window of time might open up for me, I start planning to get my friends together. It really doesn't matter what we do as long as we have a chance to "relive" some of our old memories or create new ones. I also enjoy discovering what a community has to offer: local festivals and that kind of thing. For instance the Lewis and Clark Bicentennial is coming up, so there are bound to be lots of activities around that.

Cluster 4: Travelers escaping: Learn and Discover, Engage in Outdoor Recreation

Average age in the 50's, just 25% travel with kids, Low (<\$40k) income, 82% work full time, have the lowest daily expenditures of all travel clusters.

This group could be described as follows:

Vacation! There are few words that inspire me to greater heights! I work a lot but somehow find I don't have a lot of money to spend on vacations! But that doesn't seem to matter. I have time, and the vacations that I take just don't cost a lot! Besides, I really have to get out of town and away from work and the demands of life, or I'll go crazy! I just hop in my car and head out on the open road. . . ready to explore places I've never seen before I've hiked the Grand Canyon; I've hiked Moscow Mountain. I've rafted the Salmon; I've rafted the Lochsa. Whatever can get me outside and on my own goes a long way toward rejuvenating my spirit.

Cluster 8: Traveling to Learn:

This group has above average (>30%) awareness of the Lewis and Clark Bicentennial. This is the oldest of the groups, average age of 56. Just 14% travel with kids, probably grandkids, have High (>\$80k) to moderate (\$40-80k) income, and 45% work full time while 46% are retired. Average expenditures are slightly below the \$150 mean travel party amount per day.

This group could be described as follows:

I retired last year and I haven't looked back. I love the freedom that retirement brings! Not only do I have more free time, but I've also saved up a little "nest egg" that allows me to travel in comfort and, sometimes, in style. I really enjoy traveling to places I've never been before and learning about the people who live there and what their lives are like. I'll often take the extra time needed to explore the history of an area and try to imagine what I must have looked like so many years in the past. Heck, I'm already planning my trip around the Lewis and Clark Bicentennial. You know, I don't always spend a lot on these trips, and I don't always have to be gone for days on end. . .but I do have to learn something. That way, I have a lot to offer my kids and grandkids when I take these trips. Learning keeps me young.

Cluster 9: Family traveling to escape routine, Learn, Recreate

Average age here is in the 50's, with 77% traveling with kids, the highest percentage of all groups. They have moderate (\$40-80k) income, and 73% of household heads are employed. Their expenditures are slightly above the \$150 mean per travel party per day.

Wow, we need those few days a year when we can get away from the pressures of everyday life to reconnect as a family. We love to explore new territory and learn as we go. To tell you the truth, the kids usually do some research before we head out of tow, which is great. Of course, they think it's pretty cool to see this stuff "in person" rather than only through the internet. Last year, when we were hiking in the Sawtooths, my youngest saw a bald eagle for the first time. It was awesome! This year, she wrote a report on eagles and included a photo of the one she'd seen. Our vacations are a time for bonding, for sure. But they also satisfy our curiosity and our need to get outdoors and bond with nature!

Lewis and Clark Target Markets

Other studies provide additional information regarding the potential Lewis and Clark traveler. One of these is a national telephone survey commissioned by the 12 Trail States as a cooperative effort in Spring 2000.

Lewis and Clark Interest and Awareness Study, Plog Research

According to this report released in May of 2000, those respondents who are interested in the story of the expedition tend to travel more, have a higher education level and income, and 23% can be characterized as *Venturers* versus 8% of all US adults. A *Venturer* is an intellectual leader, adventurous, achievement oriented, and has a high degree of self confidence.

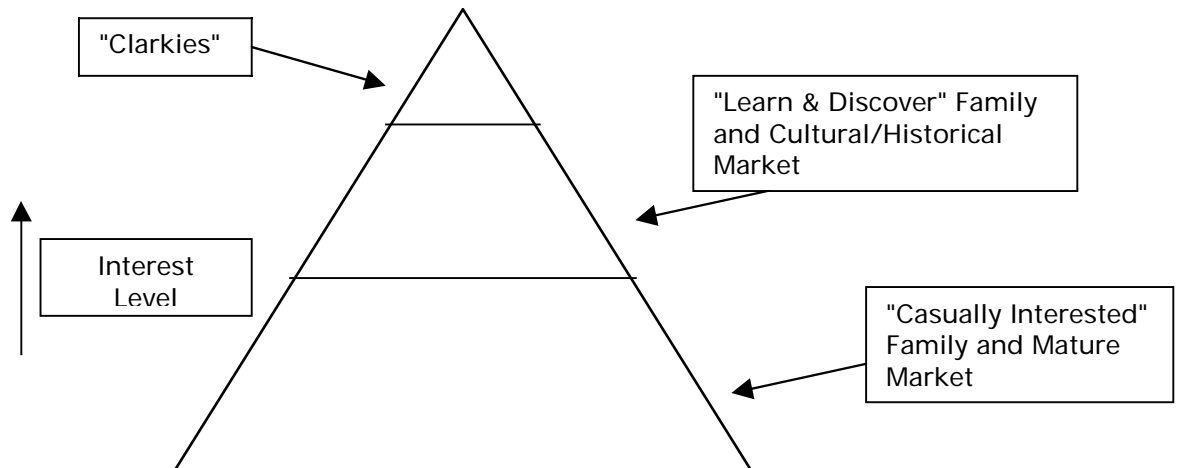
Those that are familiar with the expedition are more likely to visit Oregon (47%), Washington (44%), Montana (34%) and Idaho (30%).

Key Conclusions of the study are as follows:

- An increase in general awareness of the commemoration and promotion by individual sites and attractions along the trail can increase visitation.
- Focus marketing on key groups including History Buffs and Venturers

- Deliver a message that visiting the sites is fun and a new, different and enriching experience of historical significance
- Use the internet and local and state travel bureaus to direct channels to deliver the message
- Partner with hotels, car rental agencies and auto clubs to promote the sites and attractions
- The Lewis and Clark Commemoration can be viewed as an enhancement to statewide marketing efforts rather than a substitution for those efforts
- The Lewis and Clark Commemoration will not be the main reason for visitation even among key groups but can add to the attraction of the state as a destination

Based on the information presented above, three primary target markets can be identified for the Lewis and Clark Bicentennial. Visually these markets can be described in a classic pyramid model:



Clarkies

At the top of the pyramid are the "Clarkies". This group is coming to Idaho no matter what we do, in fact, they're already here. They have the highest awareness of the Expedition and the Bicentennial, and the greatest desire to replicate an authentic Lewis and Clark experience. Of all Lewis and Clark visitors, this group can be termed "best of class".

Idaho ranks high as a destination among this group because of its great historical significance to the Expedition. These visitors do not need a big interpretive center, in fact they could probably develop an exhibit themselves from the research they've done about the Expedition.

Their travel satisfaction comes from being in the same geographic area as Lewis and Clark, and listening to local experts give the inside, in-depth story.

As attractive as this market is, it's the smallest of the potential travel targets for Idaho.

"Learn and Discover" Family/Historical/Cultural

This group makes up the middle of the pyramid of potential Lewis and Clark visitors. Included in this group are the 5 cluster segments identified by the University of Idaho Travel Study as having "Learn and Discover" their primary or secondary motivation for travel.

This group will seek out Lewis and Clark sites and plan a trip that includes Lewis and Clark activities. They are not Lewis and Clark aficionados per se, but see the Bicentennial as an interesting opportunity to learn about something new. As such, they are not necessarily prone to choose Idaho as their Lewis and Clark destination; they may just as easily choose Montana or Missouri.

In fact, the Idaho Travel Study found that this group is much more likely to be a "pass-through" visitor en route to another destination.

"Casually Interested" Market

Again, this group is mainly families and matures, but they do not have a strong motivation to learn about the Lewis and Clark Expedition.

Their motivations for traveling vary widely, and their desire to get in-depth information about cultural and historical events and attractions is limited. However, they may be casually interested in the fact that Lewis and Clark are part of the history of a particular area and could be enticed to spend a little extra time learning more.

This group also includes those who have no prior knowledge of the Bicentennial and happen upon an exhibit, event, or interpretive sign. These "point of purchase" programs are important in attracting and keeping visitors in Idaho.

Finally, these visitors are less likely to respond to a purely Lewis and Clark themed message, but may be enticed if the Bicentennial is packaged with other attractions and activities in Idaho.

Geographic Markets

With very few exceptions, the geographic targets for these three groups will be the 11 western states and the major metropolitan areas within those states.

The Idaho Division of Tourism will participate in a regional marketing partnership with Montana, Oregon and Washington to enhance promotional efforts for the Bicentennial. This will allow all four states to extend their Lewis and Clark travel message to markets in Phoenix, Los Angeles, and the Bay Area; markets that are too expensive for any single state to reach effectively on their own.

In addition, this regional partnership will provide greater reach during national media events. The first of these will be a Lewis and Clark Signature Event at Monticello, Virginia in January of 2003.

SWOT Analysis: Idaho's Strengths, Weaknesses, Opportunities, and Threats as a Lewis and Clark destination

Strengths

Unique Tribal Story

The Native American story is important throughout the trail, but in Idaho the assistance of the Lemhi Shoshone, Salish, and Nez Perce Indians was critical to the survival of the Expedition. The Idaho tribes are ready to be a part of this commemoration, and the opportunity to forge partnerships will be a lasting legacy of the Bicentennial in Idaho.

Idaho provides an authentic trail experience

Visitors to Idaho expect a natural, authentic, outdoor experience and that's what our industry provides. In the case of Lewis and Clark, Idaho contains some of the most unspoiled, unchanged environment available near the original trail today.

Idaho's Story is Dramatic

From the serendipitous reunion between Sacajawea and her brother to the near-death march across the Bitterroots, the story of the Expedition through Idaho is compelling, poignant, and filled with adventure. Dramatic journal entries make for a good story, which in turn attracts visitors.

Scenic Beauty of Areas near the Trail

Highway 12 is one of the most breathtaking drives in Idaho, if not the Northwest and beyond. The area around Salmon and Lost Trail Pass is equally majestic. This geography is a bonus to those following the trail and reason enough to make the journey.

Outfitters & Guides

A number of Idaho guides have developed themed Lewis and Clark trips for interested travelers. These are highly interpreted, high quality vacations that provide a unique experience to the Bicentennial traveler.

Weaknesses

Few Interpretive Sites

Although Lewis and Clark spent a significant amount of time in this area in 1805-1806, Idaho does not as yet have any large interpretive facilities about the expedition. Most interpretation is on roadside signs, with additional interpretation provided through the Lewis and Clark brochure and state Lewis and Clark website.

Lack of motor coach accommodations on Highways 12 and 28/93.

This year, 18 motor coach tours of Elderhostel groups will visit Astoria, Oregon, to view the westernmost location of the Lewis and Clark trail. Idaho can accommodate 40-person motor coach tours on the Hwy 55/95 corridor, but only limited facilities exist along the primary interpretive highways 12 and 93.

Some type of lodging feasibility/inventory study should be done along these corridors to determine the relative demand for this type of lodging and the current accommodations, amenities, and occupancy of existing lodging in these areas.

Idaho not seen as a cultural/historical destination

The state of Idaho travel website manages an online traveler survey to discern image and preference information about those who are considering travel to the state.

According to this survey, only about 49% of respondents indicate an interest in participating in cultural activities, versus about 62% of Washington visitors and 81% of Massachusetts visitors. At the same time, the 2001 Wirthlin Image Survey notes that 31% of respondents nationwide would be much more likely to visit if they knew that Lewis and Clark attractions were in Idaho.

This implies that the Lewis and Clark Bicentennial may be an important factor for some types of visitors in making travel decisions about Idaho.

Lewis and Clark Commemoration not viewed as a primary reason to travel to an area

The Plog study specifically finds that the Lewis and Clark Commemoration will not be the main reason for visitation even among key groups such as History Buffs, but can add to the overall attractiveness of Idaho as a destination.

Transportation limitations to and through Idaho

All travelers to Idaho experience barriers to travel. Air service is limited, even in Spokane and Boise, and can be very expensive. East/West interstates are available in the northern and southern halves of the state but there is no north/south freeway connecting Idaho. Most roads experience weather hazards and delays during the winter months and road construction in the summer.

There are no short-term solutions to these problems, which exacerbate Idaho's relatively short (May--September) travel season.

All types of accommodations need facility improvements to provide for increased numbers of travelers

Accommodating travelers during peak periods is not just a quantity issue, it's a quality issue as well.

Opportunities

Familiarity increases visitation

Idaho suffers from an image vacuum, where most travelers have no pre-existing notion about what Idaho is or what opportunities exist for travel.

At the same time, both the Plog and Wirthlin studies indicate that the US population is more likely to attend Lewis and Clark activities in general and Idaho in particular the more they know about the Bicentennial and Idaho's role in that.

Idaho's position as a state further down the line in the Bicentennial could be helped by increased awareness over time, or could be hurt if the general populace loses interest after a year or two.

Event provides funding opportunity for permanent infrastructure upgrades

The State of Idaho, National Park Service, US Forest Service, Bureau of Land Management, Corps of Engineers, and US Congressional Lewis and Clark Caucus have combined with other partners to provide significant funding to Idaho for various infrastructure projects. These improvements will remain in the state long after the Bicentennial has passed and provide enhanced travel and recreation opportunities for residents and visitors in the future.

A complete list of projects and timelines is available from Keith Petersen, Statewide Bicentennial Coordinator in Lewiston at (208) 792-2249.

National exposure could raise base level of tourism in Idaho

The Bicentennial provides an opportunity to increase awareness of Idaho as a travel destination, particularly among the Historical/Cultural and Learner segments of the population.

Cooperative marketing programs key to increasing awareness

There are many opportunities for Idaho and regions within the state to work together to market the Bicentennial. The states of Idaho, Montana, Oregon and Washington will work together to market the Northwest to the western states and major cities like Phoenix and points east.

An updated schedule of national media events, publications, and television programs will identify opportunities for cross-promotion with organizations like National Geographic, Smithsonian, and Monticello as they promote the Bicentennial. A 21-month Public Relations and Media timeline of known programs is included in the Appendix of this document.

Idaho must also embark on a coordinated program to attract travel writers, familiarization tours, and tour operators to the state. Some of this has already begun as indicated in the Appendix.

Threats

Fragile ecosystems on Lolo Motorway and Lemhi Backcountry Byway

Current marketing efforts will direct travelers away from backcountry trails and onto main roads. Despite these and other systems designed to manage travelers, additional protective measures may be needed.

Strain on local governments to cope with large numbers of travelers during peak travel times

Emergency services, waste management systems, and crowd control are just a few of the areas that need additional equipment, supplies and personnel to cope with increased travelers.

Infrastructure currently inadequate

Several communities and the Nez Perce tribe are currently upgrading water and sewer systems along Highway 12. The Idaho Transportation Department has included a number of highway projects along these corridors in their construction plans over the next 5 years. However, many more improvements to parking, signage, and other systems remains to be done.

Competitive Analysis

Strategy

Positioning

A positioning statement is one that distinctly defines a product in its market and against its competition over time. In the year 2000 the research firm of Wirthlin Worldwide was retained by the state of Idaho to conduct a telephone image study for the state.

The product of Idaho as a travel destination has not been precisely defined to the consumer, but the study found there are a few elements that many people associate with Idaho more than its neighboring states. These elements include potatoes, mountains, and clean water.

Idaho's image can be compared to other western states offering similar outdoor recreation and cultural/historical experiences.

Following is a brief summary of the images of Idaho's neighboring states:

Montana--big, wide outdoors

Utah--"mormons and mountains"

Colorado--expensive, top tier outdoors

Washington--high tech, yuppie

Oregon--natural, granola outdoors

Wyoming--National Parks

Idaho's image is less defined than its neighbors. Part Rocky Mountain, part Pacific Northwest, Idaho's image has been mostly defined by the Idaho Potato Commission since the mid-1930's. Idaho has neither the population of its neighbors or their marketing budgets, and as a result a significant portion of the US population has no image of Idaho, or confuses the state with Iowa.

In addition to these specific findings about Idaho, the study also revealed some social trends that may be useful when articulating a marketing strategy. These trends include the need for:

- Self-actualization, or exploring one's self
- Personal security, both financial and safety
- Peace of mind, contentment

Positioning Statement

The Positioning Statement for Idaho's Lewis and Clark Bicentennial is as follows:

Idaho's Lewis and Clark travel product is a travel experience that educates and engages the cultural/historical and family traveler.

Unlike other L/C Trail states, Idaho's story includes the vital contributions made by Native tribes to the Expedition, and provides a pristine environment in which to experience outdoor recreation activities.

Message

Idaho's image, consumers' travel motivations, message attributes, and competing campaigns are a few of the factors to consider in crafting an overall message to promote the Bicentennial. The message must be tailored to fit and/or extend the existing image of Idaho.

Idaho's Image

The Wirthlin Worldwide study provided information about Idaho's image in the United States, but does not provide a clear blueprint for using the data to refine and extend this image.

The primary challenge in marketing Idaho therefore lies in creating and refining a positive image of Idaho that differentiates it from neighboring states with the same attributes--Montana, Utah, Oregon, Washington, Wyoming and Colorado.

Travel Motivations

This information can be used to create or re-position travel products, define marketing messages, and determine the relative value of various travelers to Idaho.

Travelers most interested in the Lewis and Clark Bicentennial Commemoration listed "learn and discover" as some of their primary motivations for travel. (See Target Markets, p. 3)

Message Attributes

Every marketing message should contain a *promise* and a message of *inspiration* to the consumer. Successful marketing messages ask, "what need are we trying to fulfill?" rather than "what product are we trying to sell?"

Current sociological trends point to *Growth* and *Health* as two primary motivators among western culture right now. Meaningful messages could be constructed that promote growth and health in one's mind, body, relationships, and the environment.

In addition, many branding strategies contain some type of brand character, (not necessarily a caricature) or visual logo, that reinforces the message.

Finally, the most memorable marketing messages are those that persuade with emotion, but provide rational descriptions of the product, i.e., a sleek sports car visual image with an engine specification voice-over.

Competing Campaigns

A current literature search of ads, brochures, and copy devoted to marketing the Lewis and Clark Bicentennial reveals a regular uniformity in their use of words like "Discover", "Explore", "Follow in the Path", "Natural" and "Authentic".

Once again, Idaho finds itself in the position of competing against states with greater budgets yet similar attributes, and must find a way to differentiate the strategic advantage of our Lewis and Clark experience relative to Montana's or Missouri's. One approach could be to relate the historical drama associated with Idaho sites, such as the birthplace of Sacajawea or the desperate crossing over the Bitterroots to the friendly Nez Perce.

The familiar icons of Lewis and Clark portraits will cue the traveler to the type of ad but provide no call to action to travel to Idaho. What then, can be done to inspire the general traveler to come to Idaho sometime in the next five years?

Idaho Lewis and Clark Message

The story of the Lewis and Clark Expedition reads like an epic adventure, and contains many of the same universal themes found in great literature. These themes, or keywords, include the following:

Courage, Fortitude, Commitment, Resourcefulness, Challenge, Endurance, Adversity, Discovery, Struggle, Loss, Pride, and Triumph.

Merely describing this expedition to the average consumer is not enough to *inspire* them to travel. Instead, the message must:

- Put them into a place experienced by Lewis and Clark (the Clearwater River)
- In a setting that focuses on the environment (outdoors, pristine)
- In the context of their daily lives (searching for heroes, growth, learning)
- With positive references to Idaho's Native Tribes (healing, diversity, legends).

The message should contain references to the vital contributions of Native Americans to the continuation of the Expedition in 1805 and 1806. These references are also important in providing an opportunity for Idaho's tribes to frame their story now, and inform others of their significance to Idaho today.

The expedition journals and the Native American stories could provide the basis for Idaho's marketing message and be adapted to motivate today's consumer to embark on their own journey.

Tactics

There are a number of specific tasks that can be started now to prepare for the first Signature Event in January 2003 and beyond. These include Consumer Programs, Industry Programs, Events, Collateral Materials, Signage, and Brand Development.

Because of the unusually long duration of the Bicentennial Commemoration, the Idaho Travel Council anticipates that media interest will be higher earlier in the commemorative years rather than later.

This assumption is supported by recent findings that many regional and national magazines such as Smithsonian, National Geographic, American Heritage and Sunset are planning Lewis and Clark editorial features beginning in Spring 2002.

In addition, the selection of Monticello as the first Signature Event of the Bicentennial in January 2003 further bolsters the position that Idaho must develop campaigns, partnerships and outreach efforts now so as to be ready when the national media descend on Jefferson's home. A timeline of promotional activities follows this section.

Consumer Programs

Media Tasks

- Develop Public Relations Plan with editorial calendars from major publishers
 - Press Kit containing logos, CD-Rom, releases, brochure, sites
 - Travel writer assistance--scheduling, setting up appointments, lodging and travel subsidies. Set up specific travel writer fams.
 - Press Releases, speaking opportunities, conference programs
- Advertising/Promotion Tasks
 - Website--content development, links, banner campaigns
 - State image campaign (print and online advertising)
 - In-state co-ops--with regions, RV industry, IOGA
 - Multi-state co-ops--regional print, sponsorships, Monticello presence
 - Web retail program--Lewis and Clark packages

Trade Programs

- FAM Tours--Bicyclists, motorcyclists, motorcoach

- Elderhostel --coordinate with universities, work with Astoria, OR.
- Convention and meeting planners--Instate program, trade shows.
- Group Tours--Web page presence, NTA promotion

Events

- Sacajawea Days, Salmon, August, existing event
- Canoe Camp Re-enactment, Orofino, July, existing event
- Lewis and Clark Festival, Lewiston, June, new event
- Festival of Discovery, Region 2, umbrella organization for regional events
- January 18, 2003 Monticello Kick-Off Signature Event
- Spring 2006 Idaho Nez Perce Tribe Signature Event

Collateral Materials

- Brochure --foldout with map and attractions listing
- Placemat--Provides map only of attractions
- Strategy Brochure--Public Relations piece to build understanding and support
- Travel Guide—Expanded Lewis and Clark editorial

Signage

- Develop strategy and needs analysis--Montana and Washington are installing a system of integrated signage for the Bicentennial. Idaho has Historic marker system containing Lewis and Clark information. BLM, Region 2, ITD and other organizations are pursuing independent signage strategies.

Logo / Brand

Symbols and logos are an important element to any marketing strategy, adding visual continuity to the campaign. Thus far the various state and federal agencies and private organizations have not collaborated to define any single image that can be used on signage, brochures, maps, etc.

Over the past few years the stylized IDAHO has become the de facto logo for all marketing materials from the Idaho Department of Commerce. This logo will be available to the industry after it is trademarked.



The most recognizable Lewis and Clark logo is one that has been used by the National Park Service since the 1970's. This logo is available for use by permission from NPS, and has been included on the state's marketing materials to recognize financial contribution by the Park Service and to convey "official Lewis and Clark status" on the collateral pieces.



The National Bicentennial Council also has a logo available for use by states with their permission. We have adapted this logo to include the word IDAHO in the center portion, and have used this on all marketing materials as well. This logo is also useful to convey official status, but does not differentiate Idaho very much from other states who choose to use it.



At this point the state has not selected a single logo for use on all Bicentennial marketing collateral pieces. However, a unique style and font have been used for the recent brochure, placemat, and website developed since spring 2000. This style of lettering looks like this:



National interest in the Bicentennial will be highest at the beginning of the Commemoration, not at the end. For this reason it's in Idaho's best interest to prepare now to capture the greatest visibility as "the destination" of the Lewis and Clark Bicentennial.

Summary

The Lewis and Clark Bicentennial presents a unique opportunity for Idaho to reposition itself as a cultural/historical travel destination. Idaho has primarily been viewed as an outdoor recreation state, and that's the way it has been promoted.

The Bicentennial extends that image to include cultural/historical activities, and to the extent the new image is successful Idaho can attract a different type of traveler for years to come.

Most research indicates that the Bicentennial Commemoration is not a primary motivator for most travelers. However, it can be used as an additional reason to visit Idaho over the next 5 years, and as a reason to visit this state over other destinations.