

Still Wild



2022-2023

SOUTHWEST IDAHO TRAVEL ASSOCIATION MEMBERSHIP

COLLABORATE WITH SWITA

During uncertain economic years, there's even more strength in numbers. SWITA combines the resources of travel-related members such as hotels, outfitters, restaurants, resorts, chambers of commerce, and many other businesses — then leverages them to boost our region's tourism success. Whether you're one of our valued longtime members or a newbie, we can do a heck of a lot together.

REACH TRAVELERS WHERE THEY PLAN

In tourism, digital is king: 83% of U.S. travelers plan their trips online. We make your marketing funds stretch farther, and more efficiently, by putting your business's name in front of trip planners through smart digital advertising and targeted content.

Our out-of-state email subscribers are up **256%**

MEMBERSHIP THAT WORKS FOR YOU

For as little as \$75 per year, you can access SWITA's impressive marketing reach and digital prowess. Check out just a few of SWITA's member benefits:

- Free marketing in our travel directory, newsletters, and social media
- Access to our 11,000+ mailing list
- Highlighted mention on our well-trafficked Travel Guides, See & Do, or Places to Stay pages
- Co-operative digital advertising opportunities
- Insights into industry best practices
- Access to our yearly marketing summit

Our social media engagement has reached over **3million** this year



HI! WE'RE SWITA.

The Southwest Idaho Travel Association consists of businesses just like yours. We are diverse and have one common goal: to share the beauty and adventure of our region domestically and internationally. Together, we work to increase tourism to our region and build the state's economy through storytelling and focused advertising.

OUR AREA

Southwest Idaho extends east from the Idaho-Oregon border to Glenns Ferry and north from the Idaho-Nevada border to New Meadows. Deserts, whitewater, cities of every size — it's all here.

OUR EFFORTS

We share travel stories and resources on our well-trafficked website, which always features content designed to highlight SWITA members. In addition, your membership dollars help us purchase highly targeted digital advertising that reaches household decision-makers as they are planning their travels.

**STILL EXCITED.
STILL GROWING.**

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Whether you're just joining us or renewing your membership, growing with SWITA is super simple. Head to visitsouthwestidaho.org/join to get the ball rolling. Have a few lingering questions? We have answers! Email us at info@visitsouthwestidaho.org.

**GET ON THE
SWITA
MEMBERSHIP
LIST!**



Place phone camera over code & click on link to submit your membership today!

The SWITA membership entitles you to benefits through September 2023