



Tourism mentor programs like this exist at the state and national levels, as well as in tourism organizations across the country. The ones that work share a common thread: small groups, real practitioners, sustained over time.

SWITA built one for Southwest Idaho.

ABOUT THE MENTOR COLLECTIVE

A cohort-based, annual learning and peer mentorship program. Eight members. Four sessions across the year. Experienced tourism practitioners as guides. A peer group that stays with you from August to graduation at the following year's Summit.

This is not a training course. It's not consulting. It's not another event. It's a sustained commitment to your business with people who understand this region, this industry, and the real challenges of running a tourism business in Southwest Idaho.

WHAT YOU'LL GAIN

Clarity on where to focus your limited time and resources. Confidence with today's platforms and tools. Real-world perspective from practitioners who've built successful businesses in this region. Specific next steps after every session. Peer relationships with other operators across Southwest Idaho that outlast the program.

INVESTMENT STRUCTURE

The program is valued at \$2,500. Enrollment is \$500. Each session you attend earns a \$500 credit toward the balance. Attend all four, and your total investment stays at \$500. Miss a session and that portion is billed. Because the program works when everyone shows up, and the structure is designed to make sure they do.

TIMELINE

- **Enrollment:** Now
- **Sessions:**
 - August
 - October
 - December
 - February
- **Graduation:** April 2027
at next year's Summit!

APPLY TODAY

visitsouthwestidaho.org/mentor
spots are limited to eight