



Monthly Meetings Include:

Guest Speakers and Training. **Networking** with many **Hoteliers and Tourism Operators** in the Treasure Valley. Updates from the **Boise City Visitors Bureau (www.boise.org)** and The Convention Center. "Behind the Scenes" tours of Treasure Valley venues.

What We Do:

Work together to **promote** revenue growth in the Treasure Valley Lodging and Tourism industry through **community events, networking and partnerships.**

Included in your membership is the availability to be featured on the

TREASURE VALLEY LODGING ASSOCIATION WEBSITE

www.boisehotelsonline.com

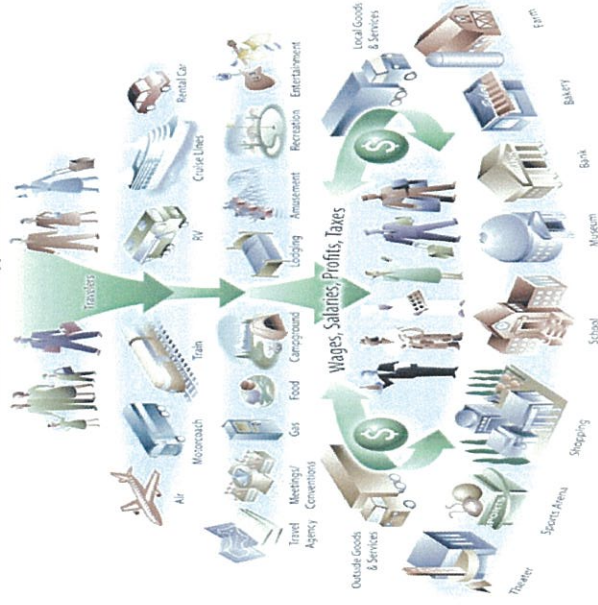
or

www.boisehotelsonline.net

Your page will include:

Property pictures/Logos, Food and Beverage, Booking links, Packages, Directions and maps, Meeting space, Property information.

The Power of Travel
How Travel Dollars Support America



**There is room
for You
Your ideas
Your insight.**

Join

**TREASURE
VALLEY
LODGING
ASSOCIATION**

**Together we make
a difference.**

U.S. Travel Industry Fun Facts

Did You Know that travel and tourism is a \$1.7 trillion Industry in the United States?

Did You Know that travel and tourism generates \$115 billion in tax revenue for local state and federal governments?

Did You Know that the travel and tourism industry is one of the country's largest employers with 7.7 million direct travel-generated jobs?

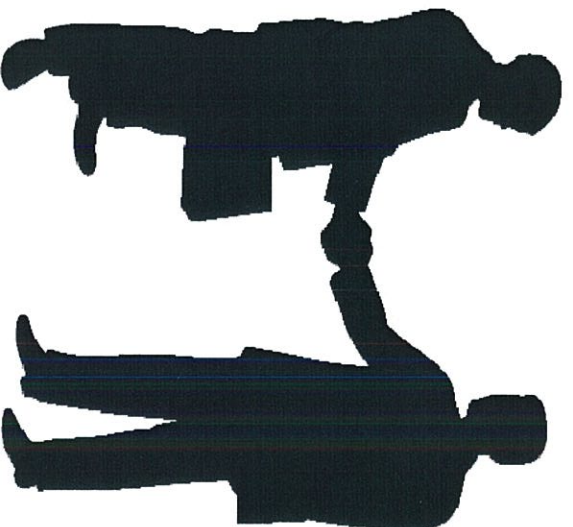
Did You Know that one out of every eight American jobs is created directly, indirectly or in induced by travel and tourism?

Note: Fun Facts provided by U.S. Travel Association

TREASURE VALLEY LODGING ASSOCIATION

MISSION STATEMENT

The objective and mission of this Association shall be to organize and associate those active businesses and organizations who provide lodging services for their common good, to promote the lodging services industry in the Treasure Valley area, to encourage ethical practices, to educate members, to promote tourism and cooperation with the other public and private organizations, to promote political awareness and action in the best interest of the lodging/tourism/hospitality industries, and to do all things necessary and incidental to the fulfillment of these purposes.



Are you new to the leadership rolls in the Hospitality and Tourism industry?

The TVLA is a great networking tool for you. The TVLA is here to help support you in this endeavor. The TVLA is a way for you to meet others in your industry, share ideas and common goals to bring tourism and lodging to the Treasure Valley.

Join today and let us help you.

