

November 2003
this issue

Media plan released
Matched Grant Program
Visitation numbers
Sakakawea in statuary

division of tourism

commerce matters

North Dakota
LEGENDARY

2004 media plan released

In October, the Tourism Division shared the 2004 media plan with partners from throughout North Dakota. The plan outlines the creative strategy that communicates the *Legendary* brand and focuses on what makes North Dakota unique: rich culture and history on a backdrop of scenic beauty with fun things to see and do.

The goal of the 2004 advertising campaign is to continue to build awareness of the brand and motivate our target audience to choose North Dakota as its travel destination. All advertising focuses on the experience and has a strong call to action. The plan also includes the cooperative advertising opportunities available to our partners. Cooperative advertising allows us to reinforce our brand message, increase the frequency and reach of the messages, extend the budget and highlight specific attractions across the state. It allows CVBs and attractions to be included in publications that they may not have otherwise been able to afford. The cooperative commitments are due back to our office by November

15. Please contact us at 328-2525 for a copy of the 2004 media plan. ●



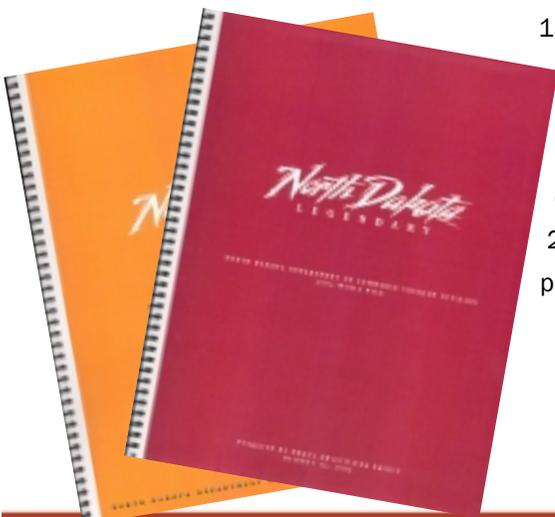
North Dakota representatives, from left, Senator Byron Dorgan, Governor John Hoeven, Senator Kent Conrad, Representative Earl Pomeroy and Three Affiliated Tribes Chairman Tex Hall were on hand for the unveiling of the Sakakawea Statue in the Statuary Hall in Washington, D.C. For more on the dedication, see page 2.

Matched grants announced

The North Dakota Department of Commerce Tourism Division recently named the recipients of this year's Matched Grant Program. The promotional grants encourage regional partnerships and promote tourism-related sites, events and programs in the state.

"The Matched Grant Program is a great way for organizations and communities to promote all the great things their regions have to offer," Tourism Division Director Sara Otte Coleman said. "We had some excellent proposals. Tourism is one of our leading industries and this program helps us to continue growth and development throughout the state."

(Continued on next page)



Travel Tidbits

Tourism seeking partners

☛ North Dakota Tourism is still looking for partners to work with Outdoors Promotion Coordinator Mark Zimmerman during the upcoming sport show season. From staffing the booth to having your material displayed, several partnership options are available. Call Mark at 328-2509 or mzimmerman@state.nd.us. ●

Brochure racks a success

☛ The brochure distribution program at the Department of Transportation rest areas enjoyed a successful first year. Tourism and DOT offered a program for communities, private businesses and other tourism partners to place promotional material in selected rest areas. Numerous positive comments from partners and the public have shown that this program needs to be an integral part of Tourism's promotional efforts. Call Mark at 328.2509 or mzimmerman@state.nd.us. ●

(Grants from Page 1)

In all, \$50,000 in matched grant funds was awarded. Applications for 2004 matched grant funds will be ready in February and distributed at the North Dakota tourism conference.

Grant winners will receive 25 percent of the grant money within 90 days of grant approval. The remaining 75 percent will be paid upon completion of the grant project or program. ●

Matched grant recipients

Ashley Chamber of Commerce, new brochure, \$3,000
Bismarck, Maah Daah Hey Trail Association, new Maah Daah Hey trail map, \$3,000
Bowman Pioneer Trails Museum, **Dickinson** CVB, North Dakota Geological Survey, Paleontology Department (PTRM), new paleontology brochure, \$500
Carrington, Highway 281 Association, brochure reprint, \$3,500
Central Dakota Tourism Partnership, new brochure and media plan, \$5,000
Goodrich, Sheyenne Valley Lodge, new brochure, \$2,500
Grand Forks, Town Square Farmer's Market, marketing plan, \$5,000
Medora, Theodore Roosevelt Medora Foundation billboard marketing program, \$3,000
Michigan, Heritage Arts Gallery and Gifts, new brochure, \$1,500
North Dakota Geographic Alliance, **Minot** Amtrak Depot Project, new materials, \$1,500
Rugby, Northern Lights Tower and Interpretive Center, marketing video, \$3,000
Valley City Area Chamber of Commerce, bridges brochure, \$2,593
Wahpeton Visitors Committee, billboard marketing program, \$3,000
Walhalla, Frost Fire Summer Theater, marketing plan, \$3,500
Walhalla, Frost Fire Ski and Snowboard Area, new brochure, \$2,500
Washburn, Flaming Arrow Guest Ranch, new brochure, \$1,000
Williston CVB/Missouri-Yellowstone Confluence Center, media kit and brochure reprint, \$4,000
Wishek, 5th Annual Alternative Enterprises & Rural Tourism Conference, conference assistance, \$1,207
Wishek Job Development Authority, brochure reprint, \$700

Sakakawea Statue dedicated

Sakakawea, who helped guide the Lewis & Clark Expedition from the Knife River Indian Villages to the Pacific Ocean and back, took her place in Statuary Hall at the United States Capitol in Washington, D.C.

Sakakawea was chosen to represent the state of North Dakota. Each state is allowed to place in the hall two statues of individuals making significant contributions in

their particular state.

Governor John Hoeven, Tourism Division Director Sara Otte-Coleman and Lewis & Clark Coordinator Annette Schilling were among a contingent of North Dakota representatives on hand for the induction ceremonies.

"It is a great day to be from North Dakota," Hoeven said. The statue of Sakakawea is the first Native American woman represented in Statuary Hall. ●

North Dakota Tourism Statistics 2003

| Area of Travel | 1 st Quarter 2003 | 1 st Quarter 2002 | % Change | 2 nd Quarter 2003 | 2 nd Quarter 2002 | % Change | 3 rd Quarter 2003 | 3 rd Quarter 2002 | % Change | % Change YTD |
|--------------------------------|------------------------------|------------------------------|----------|------------------------------|------------------------------|----------|------------------------------|------------------------------|---------------------------|--------------|
| State Park Visitors | 49,990 | 30,966 | 61% | 322,627 | 250,713 | 29% | 463,787 | 533,098 | -13% | 3% |
| National Park Visitors | 5,620 | 4,711 | 19% | 146,024 | 139,043 | 5% | 315,914 | 317,989 | -1% | 1% |
| Web site Visits | | | | 89,386 | | | 158,723 | | | |
| Major Attractions | 27,652 | 21,949 | 26% | 106,831 | 112,556 | -5% | 320,085 | 326,490 | -2% | -1% |
| Local Visitor Centers | 4,116 | 3,305 | 25% | 19,623 | 12,268 | 60% | 126,503 | 101,679 | 24% | 28% |
| ND Airport Passengers | 132,619 | 123,510 | 7% | 130,740 | 130,390 | .27% | 144,654 | 143,419 | .86% | 3% |
| Cumulative Lodging Tax | \$415,966.97 | \$372,782.51 | 12% | \$337,210.98 | \$289,619.79 | 16% | \$141,621.66 | \$134,159.63 | 6% | 12% |
| 1% Lodging Tax | N/A | N/A | N/A | N/A | N/A | N/A | \$159,251.53 | N/A | N/A | N/A |
| Statewide Hotel Occupancy Rate | | | | | | | 58.1% (July) 71.7% (Aug) | 56.2% (July) 67.8% (Aug) | 3.4% (July) 5.8% (Aug) | |

* Numbers reflect visitors reported to North Dakota Tourism Division as of Sept. 30, 2003.

The above chart shows the visitation stats for 2003. Listed below are the participating entities.

State Parks: Cross Ranch, Fort Lincoln Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, and Turtle River, Shelters Grove.

National Parks: Theodore Roosevelt National Park, Fort Union, Knife River Indian Villages.

Major Attractions: Bonanzaville USA, Medora Musical, Dakota Dinosaur Museum, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, ND State Capitol, North Dakota Heritage Center, Pembina State Museum, International Peace

Garden.

Local Visitor Centers: Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County, Minot, Valley City, Wahpeton, Williston, Beach Info Center.

Lodging tax: Bismarck, Mandan, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County, Valley City, Wahpeton, Williston.

The statewide hotel occupancy rate is measured by Smith Travel Research. In 2004, the stats will be released quarterly. If you should have any questions, or would like to be included in the survey, please contact Tricia Miller at North Dakota Tourism, 1-800-435-5663.

Second signature event held

The second Lewis & Clark National Signature Event, and first since inaugural event January 18 in Charlottesville, Va., took place in Louisville, Ky., and Clarksville, Ind., Oct. 14-26.

More than 100,000 people were estimated to have attended the 13-day event at the Falls of the Ohio. The event included reenactments, lectures, educational events, and "Corp of Discovery II and Tent of

Many Voices," which are traveling expositions.

North Dakota Lewis & Clark Coordinator Annette Schilling attended the events as the North Dakota representative for the Circle of State Advisors.

North Dakota will be hosting two of the 15 signature events. The first, "Circle of Cultures: A Time of Renewal and Exchange," will be held Oct. 22-31, 2004, in Bismarck. The second, "Reunion at the Home of Sakakawea," will be in New Town Aug. 17-20, 2006. ●

2003 TIA Marketing Outlook Forum

The Travel Industry Association (TIA) represents the U.S. travel and tourism industry to promote and facilitate increased travel to, and within, the United States. North Dakota Tourism Division Director Sara Otte Coleman and Communications Director Rachel Retterath, recently attended the TIA's annual Marketing Outlook Forum. This educational forum unites travel industry leaders in a session providing detailed projections related to industry segments, economic outlook, demographic changes, technological advances and the international inbound market into the United States. Tourism industry representatives from the U.S. and



Slide presented at TIA's Outlook on Canada-travel session.

international markets attend. The Tourism Division uses this information to refine upcoming

marketing plans and opportunities. Highlights from this year's forum:

- After years of little growth in travel volume, TIA forecasts overall traveler spending by visitors is expected to increase by 4.4 percent in 2004.
- Sixty-four percent of past-year leisure travelers (83.1 million U.S. adults) planned at least one of their trips at the last minute, that is, within two weeks of taking their trip.
- Results show that a remarkable 81 percent of U.S. adults who traveled in the past year are considered historic/cultural travelers. ●

2004 heritage workshops

The National Trust for Historic Preservation is seeking local co-sponsor applicants for its "Share Your Heritage 2004" workshop series. Four co-sponsors will be selected to receive an intense planning workshop, which is designed to bring a diverse, targeted group of community representatives together to address key cultural heritage tourism challenges. The workshops are two days long and include presentations by national, regional and local experts on cultural heritage tourism. For more information, go to www.nasaa-arts.org or call 303-623-1504. ●

Brochure swap planned

The third annual brochure swap will be held at the 2004 North Dakota Tourism Conference Feb. 29-March 2 at the International Inn in Minot. The brochure swap allows you to pick up bulk quantities of brochures from throughout the state and distribute brochures of your own. We know that information centers throughout the state are promoting attractions

statewide and thousands of dollars are spent each year in shipping brochures across the state, but everyone's budgets are getting tighter. Save yourself time and money – bring your brochures to the 2004 Tourism Conference. But don't just bring yours – stock up on others and display them at your attraction.

This year's brochure swap will run throughout the entire conference. Volunteers will be available to help haul and load brochures to your vehicle on Sunday and on Tuesday. ●

