

June 2004

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St. Charles

Make it easy

International exposure

Press Run

Where's Scooter?

division of tourism

# commerce matters

## What's New

### BULLY PULPIT GOLF COURSE

(Birdies, eagles and a few other critters)



The new Bully Pulpit Golf Course in Medora is sure to take its place among the region's best courses. Weaved into the Badlands, the course offers remarkable vistas and challenging holes for every skill level. The course opened for play June 1. In future newsletters, look for What's New regularly to discover the new and exciting attractions, events and accommodations joining our growing industry in North Dakota.

### In the racks

The 2004 summer season literature distribution program is off and running. Because of increased partner participation from all across the state, the Tourism Division and the Department of Transportation have put in place newly defined reorder and partner contact procedures. With these changes, rest area visitors should find plenty of information on attractions, events and accommodations in North Dakota.

A few reminders:

- ✓ Registration deadline for participation in the 2004 program is June 15. Please note the deadline for 2005 season participation will be May 1.
- ✓ Tourism staff will contact partners on Wednesdays of each week with reorder requests. It is Tourism's goal to have all

### Shalhoob appointed to position on EDF Foundation board

Gov. John Hoeven recently appointed long-time hospitality industry veteran William Shalhoob to serve as a board member of the North Dakota Economic Development Foundation. The foundation was created in 2001, its mission to serve in an advisory role to the Governor and the North Dakota Department of Commerce on issues related to economic development.

Shalhoob began his hospitality and tourism industry career in Bismarck as general manager of the then-Kirkwood Motor Inn. He has been an active proponent for the tourism industry through his legislative involvement and his leadership in GNDA, North Dakota Hospitality Association and the Bismarck-Mandan CVB. He currently owns the Select Inn in Bismarck, a restaurant and a tourism-related retail store.

North Dakota Tourism Director Sara Otte Coleman said the addition of Shalhoob to the board will help position tourism as the economic engine it is for the state of North Dakota. "Having our industry represented on this board has been a goal since its inception," she said.

For more information, go to

[www.ndcommerce.com/development](http://www.ndcommerce.com/development). ●

individual rest area reorders combined into one reorder for each partner. This should streamline the fulfillment process and speed up turnaround time for shipment of reorders.

- ✓ Partners should ship reorder requests within 48 hours. The sooner reorders are shipped the better. This will ensure that brochure racks are well stocked and your information is available for visitors.
- ✓ Remember to ship material in quantities of 250 (lesser amounts if your material is the larger 7-inch or 8x11) and labeled for the specific rest area. Shipments are to be made to the district DOT offices.
- ✓ Consider tracking the quantity of material utilized in the literature distribution program. This will help everyone for future planning and with the assessment of program success.
- ✓ Notify the Tourism Division if you intend to change your participation in the program – i.e. to change distribution sites, to discontinue participation or to change materials being distributed.
- ✓ This program continues to be successful in its second

year thanks to the interest and support of tourism partners from every part of North Dakota. ●

### TIA Powwow

Fred Walker of North Dakota Tourism, along with Bismarck-Mandan CVB Director Terry Harzinski and Barbara Stafford of Rocky Mountain International, attended the Travel Industry of America's International Powwow in Los Angeles in April.

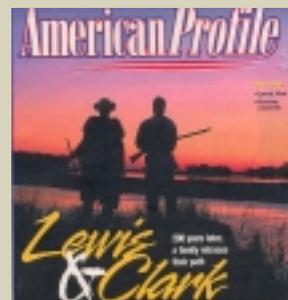
The show's attendance was back to near the level it was prior to 9-11, with over 250 international media representatives and 179 countries represented.

The outlook for international travel is very strong due to the value of the U.S. dollar in comparison to years past, the pent up travel demand, the availability for flights into the region and the value of the North Dakota travel experience. Many tour operators that North Dakota Tourism has worked with are experiencing the highest number of bookings to the region in many, many years. The North Dakota Tourism Division is a very recognizable player in the international marketplace. ●

## The Press Run: Featuring North Dakota

The Tourism Division works continuously to get positive media coverage for North Dakota. Although we don't get a guarantee on what stories and information the media will use or when they will use it, we keep pumping out the good news about North Dakota and have seen great success in receiving regional, national and international coverage. Check out some of the great media exposure in **April** and **May**:

- ▣ Travel America, April: Blazing the Trail of Lewis and Clark
- ▣ Readers Digest, May: Lewis and Clark's Excellent Adventure
- ▣ North Dakota Living, April: Corps of Discovery Marches Into History
- ▣ Minneapolis Star Tribune Web site, May 2: Medora and Maah Daah Hey Trail
- ▣ USA Today, May 7: North Dakota Legendary Slogan Grandiose
- ▣ Meetings MidAmerica, May: The Dakotas feature
- ▣ American Profile, April 11: Discovering Sacagawea (Amy Mossett feature)
- ▣ VIA-AAA Traveler Companion, May: The Great American Journey
- ▣ North Dakota Living, May: Missouri River Lodge, Confluence Center, Lewis & Clark Trail
- ▣ Associated Press Web site, May 24: Devils Lake Walleye Tourney High-Tech Mapping.
- ▣ USA Today, May 18: 10 Great, but Obscure Scenic Drives - Prairie Pothole Region
- ▣ St. Petersburg (Fla.) Times, May 10: When the Accent is on Friendship



### Governor's photo contest

The North Dakota Tourism Division is sponsoring the 2004 North Dakota Governor's Photo Contest from now until September 15. Categories are Scenery (spring, summer, fall, winter), People, Outdoor Adventure and Activities, Attractions and Events.

Send your entries to Rachel Retterath, North Dakota Department of Commerce, Tourism Division, 1600 East Century Ave., Suite 2, PO Box 2057, Bismarck, N.D., 58502-2057.

For more information on rules and regulations, contact Retterath at 701-328-2525 or by e-mail at rretterath@state.nd.us. ●

### Yes, we accept them!

Most of us in the tourism industry have worked very hard to promote our state as a beautiful, safe and friendly place for travelers to spend their vacations. We have worked hard to promote all of our attractions and events, and we will continue to work on customer service training so that everyone feels "at home" in our state. Now we need to work harder to make traveling in North Dakota easier. Ease of travel, many times, comes down to ease of payment for these products. Three easy ways for our guests to purchase our products are credit cards, travelers checks and ATM terminals.

Is your business set up to take these payments? Is your staff trained to understand how travelers checks work? Ease of purchase is a major plus for these payment types, plus travelers checks are protected if lost or stolen. Exchange rates for credit cards are among the best available. Travelers checks can be used if ATMs are not available.

Travelers on extended vacations are not willing to carry two to three weeks (four to six weeks for some international travelers) worth of spending money in cash. According to U.S. News and World Report, "Americans charged more than \$1 trillion in purchases with their

credit cards alone last year, more than they spent in cash ... By 1980, 56 percent of American adults were carrying around at least one credit card in their wallet; by 2000, the figure had surged to over 76 percent." According to global research, travelers rated travelers checks 'very safe' more often than any other type of payment, according to CARDWEB.com, Inc. ●

### Fourth of July merchandise

CI Apparel, the supplier of North Dakota Legendary and Lewis & Clark clothing items, is offering a line of Fourth of July-themed apparel with the logos seen at right.

A minimum of 24 items (mixed or matched) must be purchased. Discounts for 48 pieces or more.

Call 800-233-4759 or e-mail amyh@ciapparel.com to order.

Costs:

**T-shirts:** \$7.50 screenprint; \$10 embroidery; colors - red, white, navy, athletic heather; sizes - S-XXL, add \$1.25 for XXL.

**Long sleeve T-shirts:** \$9.75 screenprint; \$11.75 embroidery; colors - red, white, navy, athletic heather; sizes - S-XXL, add \$1.25 for XXL.

**Crew sweatshirts:** \$15.75 screenprint; \$16.75 embroidery; colors - red, white, navy, athletic heather; sizes - S-XXL, add \$2 for XXL.

**Hooded sweatshirts:** \$17.75 screenprint; \$19.75 embroidery; colors - red, white, navy, athletic heather; sizes - S-XXL, add \$2 for XXL.

**Youth T-shirts:** \$6.75 screenprint; colors - red, white, navy, athletic heather; sizes - XS-XL. ●



## 2 Nation Tours

North Dakota Tourism Director Sara Otte Coleman and Group Travel Marketing Director Deanne Keller made presentations recently at the fourth annual International Legislative Forum in Fargo.

The event, May 20-21, included legislators from North Dakota, South Dakota, Minnesota and Manitoba, Canada. Among events discussed was 2 Nation Tours, a regional partnership between the states and the Canadian province to draw visitors to the area.

Otte Coleman and Keller discussed with the group the importance of tourism, tourism as an investment, current trends, media coverage and the accomplishments of 2 Nation Tours. That also included new golf itineraries, familiarization tours scheduled for 2004, Web site links to each state/province and media coverage in Courier, Destinations, Group Travel Leader, and Jack Rabbit Newsletter. ●

## Lewis & Clark Bicentennial: St. Charles

North Dakota hosted a trade show booth at the recent Lewis & Clark Bicentennial Signature Event in St. Charles, Mo.

North Dakota Lewis & Clark Coordinator Annette Schilling showcased North Dakota at the event that coincides with the Corps of Discovery's voyage up the

Missouri River. Schilling said the event was a great success for North Dakota.

"I met with about 1,000 people throughout the week who were very excited about North Dakota," Schilling said. "I estimate that half of those intend to travel to North Dakota this summer. The other half showed a true interest in visiting in the next year or two."

Schilling said many people were surprised North Dakota had so much Lewis & Clark history. She said many planned to make us a part of their vacation stops. ●

## GND A Awards

Of the many people you know, which have distinguished themselves with community, state or national activities that qualify them for consideration for the Greater North Dakota Association's Tourism and Recreational Development Award?

The award recognizes outstanding leadership in developing and/or promoting North Dakota vacation, recreation, historical or other attractions and events for residents and out-of-state visitors. Individuals, businesses or organizations are eligible to receive this award.

Nominations are accepted through August 1. Only GND A members can submit nominations. To obtain paper nomination forms, call 701-222-0929 or 800-382-1405; or submit your request by e-mail to GND A. ●

## WHERE'S SCOOTER?



Back in the native country, churches like this aren't all that rare.

## Casper the friendly ... ski jumper?

Kimberly Murray was all over last month's location. Our stop at the Buffalo Museum and Frontier Fort in Jamestown allowed us to see White Cloud, the rare albino buffalo. Murray will receive a Lewis & Clark windshirt for her correct answer. This month, I wanted to find out more about skiing. Where am I? Please e-mail your answers to [jpursley@state.nd.us](mailto:jpursley@state.nd.us) by June 25. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●