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Tourism Division projects keep presses rolling

While it might be true that a picture is worth a thousand words, North Dakota Department of Commerce Tourism Division knows for a fact that pictures and descriptions are worth millions of dollars to the state's tourism industry.

With that in mind, the division has been running on all cylinders to get its 2005 promotional materials printed by the start of the new year. By early January, most of the pieces will be printed, delivered and ready for worldwide distribution.

"These pieces play a vital role in our overall marketing strategy," Tourism Division Director Sara Otte Coleman said. "For many, they are the fulfillment pieces for planning their visits to North Dakota."

One of the largest pieces produced is the 2005 North Dakota Travel Guide. It will be ready for distribution after Christmas.

The Hunting and Fishing Guide will be an



The North Dakota 2005 Travel Guide is off the press and heading your way as part of the annual information blitz being launched early in the new year.

important tool for selling the state's legendary outdoors at various hunting, fishing and recreation shows.

And the 2005 state map, produced in cooperation with the North Dakota Department of Transportation, will be ready by early in the new year. The state produced 1.2 million road maps to last through the next biennium. ●

State map (1.2 million)
Travel Guide (350,000)
Promotional Envelope (100,000)

Hunting & Fishing Guide (50,000)
2 Nations Postcard (3,500)
Group Travel Guide (1,500)

Packaging N.D.: Tourism conference around the corner

The 2005 Tourism Conference, "Packaging North Dakota," is just around the corner. This year's newest event during the conference Feb. 27-March 1 in Bismarck, is the tailgate party and brochure swap.

Food, refreshments, camaraderie, etc. But remember, this is your chance to pick up and/or distribute your brochures **in bulk** for the upcoming season.

Also, during Tourism Day at the Legislature – a joint effort planned by North Dakota Association of Convention and Visitors Bureaus, Tourism Alliance Partnership and North Dakota Hospitality Association – a reception will be held the evening of January 27 from 5 to 7 p.m. at Minerva's. Tourism booths will be set up at the Capitol on the Feb. 28 from 9 a.m.-1 p.m. Refreshments will be provided. For more information, call Sheri Grossman Bismarck-Mandan CVB at 222-4308. ●



Watch your calendars for the 2005 ND Tourism Conference.

Tourism outlook solid for North Dakota

Even though North Dakota's tourism industry has experienced steady growth the past few years, the Travel Industry Association of America (TIA) says 2004 has been a year of recovery for the industry at the national level.

According to Sara Otte Coleman, director of North Dakota's Tourism Division, TIA shared several encouraging industry projections for the rest of 2004 and 2005 at its recent Marketing Outlook Forum. Coleman, who attended the forum, said TIA's projections for the nation mirror the gains North Dakota is experiencing in the tourism industry.

"Tourism is North Dakota's second-largest industry and an economic engine for the state," Coleman said. "Tourism continues to be North Dakota's fastest-growing industry. We're confident the rest of 2004 and 2005 will continue to see North Dakota's tourism industry expand."

Coleman points to a number of positive forecasts: Domestic leisure travel is expected to climb nearly 2 percent in 2005; visitors are looking for the travel experience; auto travel is expected to be up 81 percent in 2004; Internet planning and booking will increase; group tour associations project growth in packaged adventures; family travel and budget-conscious travel are high priorities; short-term planning cycles are the norm; and safety is still a major concern.

All of these factors fit into North Dakota's tourism offering.

A leading indicator of visitors to North Dakota is the lodging tax, which showed a 9 percent increase so far



From NTA to CrossSphere

NTA (The National Tour Association) officially became **CrossSphere** at its annual convention November 12-16 in Toronto, Canada. CrossSphere is an organization of nearly 4,000 tourism professionals from 25 countries representing the packaged travel industry. The Travel and Tour Exchange gives destinations like North Dakota the opportunity to promote travel to the area to more than 525 CrossSphere tour operators.

Representing DMOs, attractions and accommodations from North Dakota were Deb Berggren and Sheryl Persons of Tharaldson's Properties; Rita Horner and Sheri Grossman, Bismarck-Mandan Convention and Visitor Bureau; Wade Westin and Kathy Miller, Theodore Roosevelt Medora Foundation; Sylvia Garcia, Fargo-Moorhead Convention and Visitor Bureau; and Fred Walker and Deanne Keller, North Dakota Tourism Division.

Please visit the new web site, www.CrossSphere.com to learn more about the organization or contact Keller at 701-328-2502 or dkeller@state.nd.us. ●

this year compared to the first nine months of 2003. Another strong indicator is the statewide hotel occupancy rate, which is up 3.1 percent for the year when compared with the same period last year. ●

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 **September, October** and **November**:



- AAA Home and Away, September-October: Events and Happenings
- Outdoor Life, October: Downtown Bismarck's Pre-Spawn Walleyes; Hunting Mule Deer near the Little Missouri; Last Chance Geese in Cornfields; Fish Early for Ice-Out Monster Pike; Places to See in ND
- The Retriever Journal, October: North Dakota: The Best Pheasant Hunting in America?
- Men's Journal, October: 52 Great American Weekends
- American Cowboy, October: International Peace Garden and Rugby
- travelgolf.com Web site, November: North Dakota: Golf the Lewis & Clark Trail
- familytravelfiles.com, November: North Dakota: Lewis and Clark, creating a family field trip ●



Parks and Recreation funding

The North Dakota Parks and Recreation Department is seeking grant applications for Recreational Trail projects. The deadline to apply for Fiscal Year 2005 funding is April 1, 2005.

The National Recreational Trails Program is a component of the federal Transportation Equity Act for the 21st Century and is administered locally by the North Dakota Parks and Recreation Department. The grant's purpose is to assist government entities and private non-profit organizations in the development, maintenance or rehabilitation of recreational trails. Both motorized and non-motorized trail projects are eligible for funding.

Eligible sponsors may receive a grant for 80 percent of the total project cost, not to exceed \$60,000 in grant funding. The 20 percent match may be cash and/or in-kind labor and materials. Eligible engineering costs may not exceed 20 percent of the total project.

RTP projects funded in North Dakota in 2004 include the following:

- Burleigh County/Bismarck Legacy Trail
- City of Mandan Crying Hill/Fortification Hill Trail
- City of Devils Lake Park Trails
- City of Harvey Centennial Park Trail
- North Dakota Parks and Recreation Little Missouri State Park Corrals
- U.S. Forest Service Maah Daah Hey & Buffalo Gap Trail Maintenance
- Morton County New Salem Trail Extension
- City of Gwinner Multi-Use Path
- North Dakota Parks and Recreation Roughrider OHV Trail
- Snowmobile North Dakota Trail Grooming Equipment
- Lincoln Park District Millennium Park Trail

The application and program information is available on-line at the North Dakota Parks and Recreation Department Web site at www.ndparks.com under trail grants. ●

Tourism entities part of funding

Congress recently approved more than \$4.5 million for reconstruction of the runway at Jamestown Municipal Airport.

The bill also includes \$750,000 for carbon sequestration research at the Northern Prairie Wildlife Research Center in Jamestown. The funding will allow the center to

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What's new ...

SPORT SHOW OPPORTUNITIES: A few opportunities still exist for partnerships in the upcoming sport show

schedule. The response for brochure distribution, as well as staffing in booths, has been encour-



aging. They are great ways to get the information out on your attraction, community or event to tens of thousands of people in North Dakota's target market areas. From the Pheasants Forever Pheasant Fest in Omaha in January to the Northwest Sport Show in Minneapolis in early April, North Dakota Tourism has reserved booth spaces in 10 different shows. Be a part of this promotional effort. For further information on opportunities still available, please contact Mark Zimmerman at 701-328-2509 or mzimmerman@state.nd.us.

DISTRIBUTION PROGRAM: The literature distribution program, a cooperative effort of tourism industry partners the Department of Transportation and the Tourism Division, is gearing up for its fourth year of operation in 2005. Agreement forms for our 94 partners in 2004 will be in the mail shortly after the first of year. Watch for them, update the information and return as soon as possible. For tourism industry businesses, organizations or individuals who might want to be part of this successful marketing tool in 2005, please contact Mark Zimmerman or Michelle Halone at Tourism, 328-2509 or 328-2526 or E-mail Mark at mzimmerman@state.nd.us.

HERITAGE TOURISM: Annette Schilling, ND Lewis & Clark and Cultural and Heritage Tourism Coordinator, attended the 7th Annual Cultural and Tourism Alliance Conference held in Chicago last November. The conference included seminars on product development, consumer trends, and rural, ecological, and culinary tourism trends as well as many other topics. ●

The world is coming



The World Junior Hockey Championships will be held in Grand Forks' Ralph Engelstad Arena beginning in late December.

The top junior hockey teams in the world are headed to Grand Forks for the World Junior Hockey Championships. Games at Ralph Engelstad Arena get under way Dec. 25, with the gold medal game slated for Jan. 4, 2005. ●

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continue its research into solutions to the problem of greenhouse gases in the atmosphere.

The same bill provides \$300,000 for the initial planning and design of a joint field station and interpretive center at the Chase Lake National Wildlife Refuge and the Arrowwood National Wildlife Refuge in Stutsman County. When completed, the project will increase public education of these wildlife refuges while further develop-

ing the scientific understanding of the area.

The bill also provides \$100,000 to rebuild the barracks at the Fort Seward Historical Site in Jamestown. The bill goes next to the White House for the president's signature. ●

Tourism looking for LBV hosts

The tourism industry in North Dakota has seen rapid growth in recent years. In fact, tourism is now the state's second-largest revenue producing industry.

The fastest growing segment of the tourism industry is called cultural and heritage tourism and includes *Learning Based Vacations (LBV)*, which cater to groups looking to combine learning, fun and adventure into their vacations.

North Dakota Tourism would like to know if you or your community is currently offering Learning Based Vacation packages.

LBV packages should include:

- At least one educational activity (such as archaeological digs, elder hostels, ranching activities, etc.)
- Must be offered consistently (not a one-time event)

As well as offer at least two of the following components:

- Transportation
- Meals
- Lodging
- Lectures, and materials or demonstrations.

Please contact Annette Schilling by email at aschilling@state.nd.us or call 1-800-Hello ND (800-435-5663). ●

WHERE'S SCOOTER?

Jolly good Christmas time, sir

Valerie Naylor of Medora correctly guessed that I was in the Edgeley-Kulm area last month and will receive a "Legendary" item from North Dakota Tourism.

It's not only Christmas time in London, but also in this North Dakota town that takes on a bit of the Old World charm through the holiday season. Where am I and the chap at right having a spot of tea?

Please E-mail your answers to jpursley@state.nd.us by December 23. 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. ●



Charles Dickens would be proud.