

april 2005

this issue

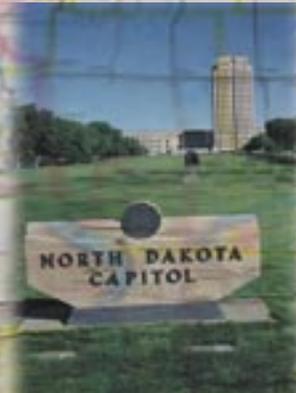
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North Dakota
LEGENDARY

division of tourism

commerce matters

SEE *N*ORTH *D*AKOTA WEEK



The week of May 7-15 has been proclaimed See America Week (formerly National Tourism Week). It's the perfect time for North Dakotans to get out and see the great attractions, accommodations, activities and events we have in our own backyards. So go, see what YOUR state has to offer. See North Dakota.

SEE NORTH DAKOTA WEEK

Let's spread the word

Celebrate tourism in your community during See North Dakota Week, National Tourism Week May 7-15.

This is a good time to remind North Dakotans about rediscovering their own culture and history, and all that there is to do in their own backyard. With the summer travel season about to begin, let's get North Dakotans to "See North Dakota"!

Here are some ideas to spread the message:

- 🔊 Distribute See North Dakota Week news release (template provided at www.ndtourism.com) on the impact tourism has on your community.
- 🔊 Have your local businesses use their marquees to say "See North Dakota" Or "Tourism Works for ND=\$3 billion".
- 🔊 Distribute promotional materials to local gas stations, restaurants and hotels.
- 🔊 Conduct community presentations on "what to see and do in North Dakota" (Powerpoint presentation available from North Dakota Tourism).
- 🔊 Honor front line hospitality employees for the contribution they make welcoming visitors.
- 🔊 Host a fam tour of your community or region for front line employees.
- 🔊 Do guest appearances on radio shows, TV noon shows or newspaper letters to the editor on how tourism is impacting our state's bottom line.
- 🔊 Visit local schools to talk about tourism opportunities in ND.

🔊 Make sure your Web site listing is up to date for spring inquiries at www.ndtourism.com.

🔊 Sign up for the rest area brochure distribution program.

Is your community ready for visitors?

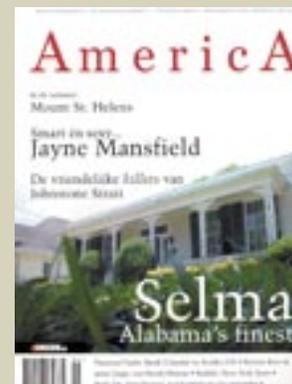
Ten things your community can do to make sure it is ready to receive visitors:

1. Fresh coat of paint on buildings.
2. Trim grass and weeds.
3. Pick up junk along the roadsides.
4. Make sure gateways to your community are litter free.
5. Make sure signage is well placed, attractive and maintained.
6. Make sure employees understand how important tourism dollars are for your retail or service business so that they are friendly and helpful to visitors.
7. Educate staff on other area attractions and events, so that "There is nothing to do here," is a reply never heard.
8. Educate staff about all of ND's attractions, events and accommodations so that they not only can give correct information but also detailed directions on how to get there.
9. Inform your community of what you have to offer so that it can act as an extended sales staff for your business.
10. Bookmark www.ndtourism.com for reference if you have North Dakota questions. ●

The Press Run: Featuring North Dakota

North Dakota in the news. First quarter 2005:

- 📰 Group Tour Magazine, January: Western Heritage and Heroes, Lewis & Clark
- 📰 Philadelphia Sunday Sun, January 7: Voyage to North Dakota parts 1 & 2; North Dakota, the Undiscovered Country
- 📰 American Spirit Magazine, March: Visions of America Looking West
- 📰 Golf Online Web site, March 7: Top 10 Places to Play, Bully Pulpit
- 📰 Travelocity Web site, March 16: Local Secrets, Big Finds 2005
- 📰 USA Today, March 17: 10 Great Places to Rediscover America's Park, Theodore Roosevelt National Park
- 📰 Midwest Living Magazine, March-April: 30 Things Every Midwesterner Should Experience, Little Missouri State Park, Widman's Chocolates. Events; Vacation Guide 2005, March: My Favorite Place, Lewis & Clark Country; Best of the Midwest Cookbook; Best of the Midwest Travel Guide
- 📰 America, Dutch Magazine, March 2: Southwestern North Dakota, Hettinger, Badlands, Theodore Roosevelt National Park North Unit
- 📰 Copley News Service, March: Badlands, Fort Buford, Lewis & Clark Trail
- 📰 Minneapolis Star Tribune, March 19: Lewis & Clark Trail Activities
- 📰 CNN.com: Lewis & Clark Trail ●



Did you know?

* Traveling to Bismarck from	Round trip Mileage	Gallons Used	2004 Cost	2005 Cost	The Change
Minneapolis	852	35.5	\$62.16	\$76.82	\$14.66
Duluth	896	37.34	\$65.38	\$80.80	\$15.42
Sioux Falls	864	36.0	\$63.04	\$77.90	\$14.86
Des Moines	1,338	55.76	\$97.64	\$120.66	\$23.02
Milwaukee	1,524	63.5	\$111.19	\$137.41	\$26.22
Omaha	1,216	50.66	\$88.71	\$109.63	\$20.92
Winnipeg	760	31.67	\$55.45	\$68.53	\$13.08
Saskatoon	1,022	42.58	\$74.56	\$92.14	\$17.58
Regina	720	30.0	\$52.53	\$64.92	\$12.39

National average unleaded gas prices

April 1, 2005: \$2.164 per gallon

1 month ago: \$1.918 per gallon

1 year ago: \$1.751 per gallon

Estimates are based on a passenger vehicle getting 24 miles per gallon. Source: AAA Daily Fuel Gauge Report found at www.fuelgauge.com.

*Bismarck was chosen as a central location in North Dakota



Packaging North Dakota

The North Dakota Tourism industry spent much of the two-day state conference learning about the value of packaging products. By working together, attractions, events, services and accommodations are able to put together packages that appeal to the traveling public.

Work on packaged travel itineraries is already under way in places like Williston, Minot, Fargo, Bismarck and Medora.

The following is a sample of Web sites that have packages featured prominently. Check them out for examples as you develop your own packages and promotions. North Dakota tourism partners are encouraged to look into offering package vacations.

www.lakeviewguestranch.com
www.glacier.visitmt.com/pub.vacpacks.php
www.eaglesontheriver.com/
www.lostlake.com/packages/
www.sanctuaryoncamelback.com/index1.html
www.ridethewest.com/packtrips.html
www.mountrushmoretours.com/
www.arizonavacationvalues.com/ ●



North Dakota Tourism International Marketing Director Fred Walker was joined by Bismarck-Mandan CVB Director Terry Harzinski (middle) at the Reiseliiv Trade Show in Norway. International marketing efforts have paid off in a big way for North Dakota Tourism.

What's new ...

■ **PARTNER UP FOR AGLOW:** A day at beautiful Arrowwood Resort near Alexandria, Minn., is just the start of a unique tourism promotional opportunity.

The Association of Great Lakes Outdoor Writers is holding its annual conference at Arrowwood and hosts a one-day Tourism/Breakout Day on Saturday, October 15. There is limited space for 10 North Dakota tourism partners to participate in this event for a \$100 exhibit fee.

You will have the opportunity to meet one-on-one with top outdoor writers, as well as radio and television show producers to pitch story ideas on your community.

Time and space is limited. If interested, please call Mark Zimmerman, Outdoor Recreation Promotions, at 701-328-2509 or E-mail at mzimmerman@state.nd.us.

■ **WEB SITE IS UP:** The Standing Rock Tourism office has launched a new Web site: www.standingrocktourism.com.

The site contains historical information, photos, maps and information on accommodations available on the Standing Rock Reservation.

■ **NEW OWNERSHIP:** Spirit Water Inn Resort at Minnewaukan is under new ownership. Lisa Wold and Mark and Julie Zillmer have taken over operations at the resort on the shores of Devils Lake.

To find out more of what new amenities Spirit Water Inn has to offer, visit the Web site www.spiritwaterinn.com, or call 701-473-2587.

■ **TRAIN THE TRAINER:** It's time to sign up for the next Lewis & Clark Bicentennial hospitality train-the-trainer session in Bismarck. The session is free to all participants. The training takes approximately two hours. Training will be held April 18 at 1 p.m., at the Tourism Division office. Contact Annette Schilling at 1-800-435-5663 or aschilling@state.nd.us for more information. ●

In the News

State featured in Travelocity

Ten North Dakota destinations are featured in Travelocity's Local Secrets, Big Finds 2005, a collection of discoveries from all 50 states and Canada.

The North Dakota selections were: The Broken Oar, Mandan; Theodore Roosevelt National Park North Unit, Watford City; Badlands Brew, Dickinson; Sanders 1907 Restaurant, Grand Forks; National Buffalo Museum, Jamestown; The Final Go Around, Mott; Fort Union Trading Post, Williston; Fargo Theatre, Fargo; Zandbroz Variety, Fargo; and Hotel Donaldson, Fargo. To see full release, go to www.ndtourism.com/secondary/viewArticle.asp?ID=325



2005 ad campaign begins

The spotlight again shines on North Dakota beginning this week, as North Dakota Tourism television and magazine advertising runs throughout the Upper Midwest. Meanwhile, marketing in Canada is being expanded in Manitoba and Saskatchewan.

Tourism's advertising campaign is targeted at people living within 1,000 miles of the state's borders and history buffs. To see full release, go to

www.ndtourism.com/secondary/viewArticle.asp?ID=338

Golf courses rank high

Four golf courses featured in the 2005 Lewis and Clark Golf Trail guide are rated in the top five courses in North Dakota for 2005 in rankings released this month from Golfweek Magazine.

Hawktree Golf Club, Bismarck, is ranked first in the state, followed by The Links of North Dakota near Williston. These rankings remain the same from 2004. Making its debut at No. 3 is Bully Pulpit Golf Course at Medora. Golf Magazine also named Bully Pulpit one of "The Top Ten New Courses You Can Play" in its February issue. Oxbow Country Club near Fargo ranked fourth. In fifth place is a long-time area favorite, Heart River Golf Course at Dickinson.

Hawktree went from 61 to 49 in Golfweek's "100 Best Modern Courses." The Links of North Dakota also moved up from 63 to 58. Hawktree is 19th in Golf Digest's "The Top 100 Greatest Public Golf Courses" in the country. To see full release, go to www.ndtourism.com/secondary/viewArticle.asp?ID=335

April things to do

Spring is a refreshing time of the year. What little snow has fallen is usually gone. Perennial flowers start popping up through the soil. North Dakota Tourism had ideas to get your off and running this spring. To see full release, go to

www.ndtourism.com/secondary/viewArticle.asp?ID=337 ●

Get ready for the convention

The 2004 Family Motor Coach International Convention - the 73rd annual gathering - March 21-24, 2004, drew 6,457 people to Perry, Ga., and feelings are high that the 2005 event will draw equally well to Minot, Aug. 15-18.

So, are you ready?

North Dakota tourism partners took in the sites and sounds of Perry last spring in hopes of preparing North Dakota for this year's influx of motor-coaches.

Dusty Zimmerman of the Minot Convention and Visitors Bureau, Amanda Hilliard and Dennis Voeller of the North Dakota State Fair, Kathy Miller of Theodore Roosevelt Medora Foundation, Terri Thiel of Dickinson Convention and Visitors Bureau and Dana and Gene Bischke with the Lewis and Clark Interpretive Center were there and brought back a number of ideas.

Campgrounds and fairgrounds throughout North Dakota already have groups for pre- and post-rally events. If your community has campground or fairground facilities available, please contact Zimmerman at 1-800-264-2626.

Advertising and booth partnership opportunities are available through North Dakota Tourism Group Travel for the August convention. Booth exhibit space will be reserved and you will have the opportunity to work the booth and display your brochures.

The cost:

Work the booth and display brochures - \$250 for full time, Aug. 15-18, 8:30 a.m.-5 p.m.

Work the booth one day, display brochures - \$100.

Brochures only - \$50 plus shipping to/from exhibit.

Contact Deanne Keller, North Dakota Tourism, for more information at 1-800-435-5663 or 1-701-328-2502; E-mail: dkeller@state.nd.us.

WHERE'S SCOOTER?

Good medicine

Jim Stellick of Bismarck correctly placed the Fredbirds at the State Tourism Conference, so he will be getting a gift from us.

This month I decided to do a little stargazing, so what better place than a site holding special meaning to our early inhabitants. Where am I?

Please E-mail your answers to jpursley@state.nd.us by April 21. 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. ●



This ancient Indian astronomical site is more than just a pile of rocks. It represents the lunar cycle. What is this symbol and where is it located?