

may 2005

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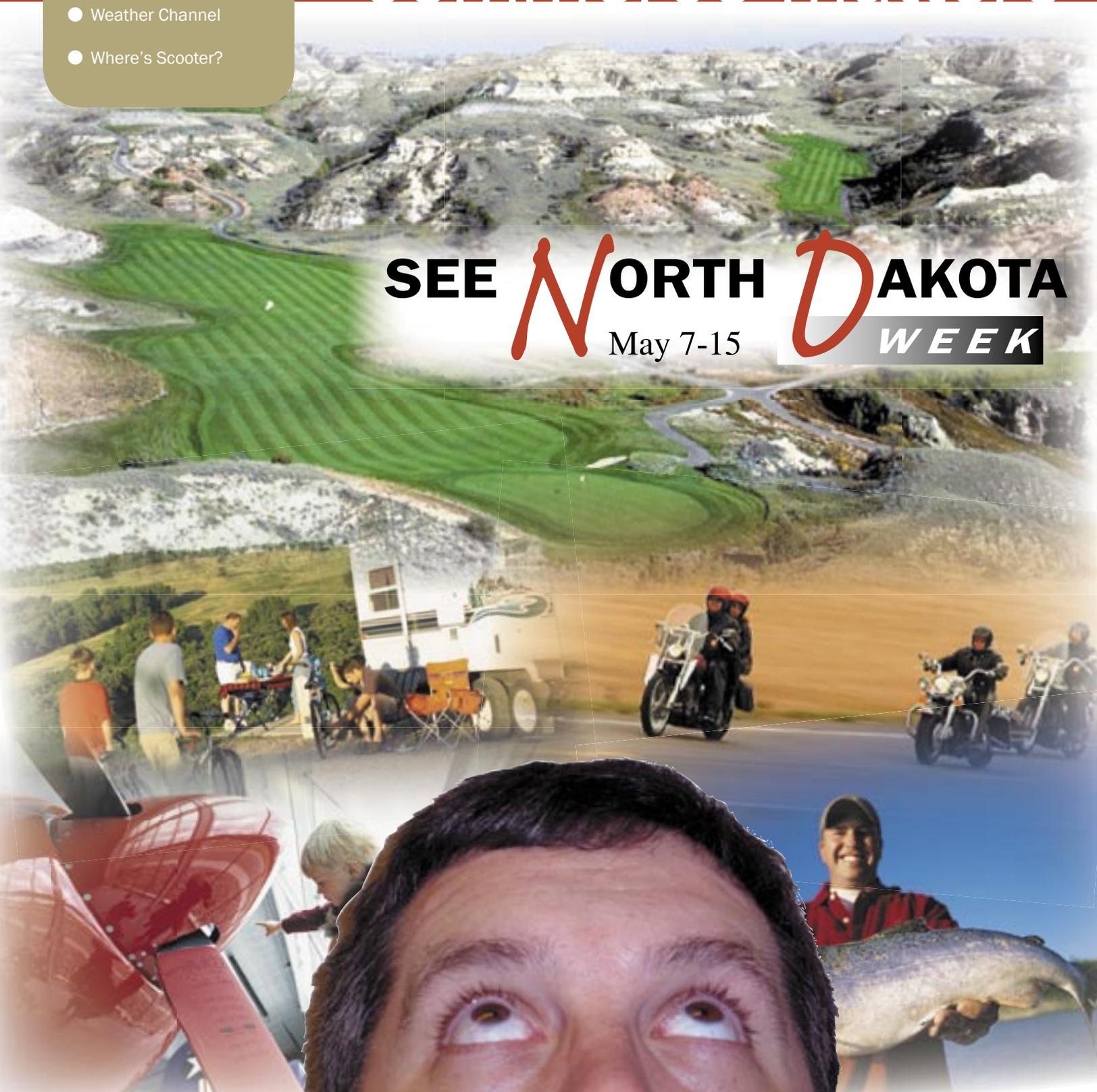
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North Dakota
LEGENDARY

division of tourism

commerce matters

SEE NORTH DAKOTA
May 7-15 **WEEK**



From the director's desk



Summer vacations create lifetime memories. So, as the travel season nears, consider creating mega memories from North Dakota's many destinations. Traveling within the state is a great way to have an incredible adventure. And national tourism week May 7-15 is the perfect opportunity to "See North Dakota."



Traveling trends are to take shorter, more frequent trips rather than one long vacation. We encourage North Dakotans to take advantage of the Legendary vacations right here in North Dakota this year.

Spending money in North Dakota also has a positive impact on the local economy. Tourism, after all, is the state's second-largest and fastest-growing industry, contributing \$3.2 billion each year to the state's economy, according to economic researchers at NDSU. Also, more than 20,000 jobs in the state are tied to tourism.

See America Week is a great opportunity to showcase this important sector of our state. It's a positive all the way around. North Dakotans can enjoy wonderful attractions and destinations and the money spent helps local businesses, as well as the local tax base in communities across the state.

SEE NORTH DAKOTA WEEK

Tourism is an important industry because it also brings in visitors from other states. For every \$1 spent in advertising by the Tourism Division in 2004, North Dakota received a return of \$55 in visitor spending. And in 2004, \$3.2 million came into the state via sales tax revenue generated by visitor spending at places such as restaurants, hotels, retail stores, recreation facilities and gas stations.

Nationally, the Travel Industry Association of America has found that the average American pays nearly \$900 less in taxes every year because of tourism.

North Dakota's Legendary history, culture, scenery, outdoor adventure and fun things to see and do continue to attract visitors. We must continue to stay competitive with other states by continuing our commitment to tourism promotion.

Tourism Week is a great time to get out and educate our communities and the media about tourism and the great potential the tourism industry has for North Dakota. Please do your part to spread the word. ●

Sara Otte Coleman

News release template, powerpoint available

The "See North Dakota" news release template is available at www.ndtourism.com.

Also, the North Dakota powerpoint presentation is available by contacting Rachel Retterath at 800-435-5663 or by E-mail at rretterath@state.nd.us.

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. 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. ●

What's new ...

■ **WOOLY BOYS ON DVD:** Wooly Boys, the family adventure filmed in the North Dakota Badlands and Minnesota, was released nationwide April 26 on DVD by Lions Gate Entertainment. Starring Peter Fonda, Kris Kristofferson, Keith Carradine, and Joe Mazello, this funny, heart-warming story underlines the power of family and friendship, proving



that it's never too late to return to your roots

■ **AGLOW:** Five partners have signed on with North Dakota Tourism to work a booth in October at the Association of Great Lakes Outdoor Writers (AGLOW) at Arrow wood Resort near Alexandria, Minn. Please contact Mark Zimmerman at 328-2509 or mzimmerman@state.nd.us.

■ **BROCHURE DISTRIBUTION:** The deadline for participation in the 2005 literature distribution program at rest areas across North Dakota is May 6. Please contact Tammy Backhaus or Mark Zimmerman at North Dakota Tourism at 800-435-5663.



The new clubhouse at Bully Pulpit Golf Course at Medora.

■ **SUSTAINABLE TOURISM AWARDS:** Nominations are being taken for the 2005 Smithsonian Magazine Sustainable Tourism Awards. Categories are for Preservation and Conservation. Deadline is May 15. For more information, please E-mail sarahm@tourismcaresfortomorrow.org. Entry forms can be found at www.sustainabletourismawards.com. ●

In the News

(Go to the links below each item for a complete news release)

Plan summer activities early

If you're looking for something a little different for your summer vacation, there are some incredible choices right here in North Dakota that will create life-long memories. Cover the countryside in a covered wagon, or on the seat of a bicycle. Dig for fossils in the Badlands or rope a calf on a ranch.

It may only be April, but it's time to consider making plans to participate in some of the many outdoor activities in North Dakota.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=339>

May is the time to get outdoors

April showers are supposed to bring May flowers. May also brings a number of fun events across the state, most taking place outdoors. It's a great opportunity to enjoy an event and spend some time outside on a mild spring day.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=366>

Lewis and Clark at the Confluence event takes place near Williston

The Missouri-Yellowstone Confluence Center Interpretive Center, Fort Buford and Fort Union Trading Post National Historic Site near Williston hosted a special Lewis and Clark Bicentennial event the weekend of April 29-May 1.

"Lewis & Clark at the Confluence" commemorates the arrival of the Corps of Discovery at the confluence of the Missouri and Yellowstone rivers 200 years ago and the travel of the first Euro-Americans into what is now Montana.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=364> ●



Tourism Quarterly Report

Area of Travel	2005 First Quarter	2004 First Quarter	Percent Change 05-04
State Park Visitors	52,540	56,247	-7%
National Parks	6,895	6,839	0%
Web Visits	Web stats are incomplete due to changes made by the state Information Technology Department on our Webtrends reporting. Updates will be released in the near future.		
Major Attractions	57,628	58,688	-2%
Local Visitors Centers	9,590	8,232	16%
N.D. Airport Passengers	148,562	140,893	5.44%
Cumulative Lodging Tax	\$511,356.37	\$454,430.85	13%
1 percent Lodging Tax	\$289,168.31	\$263,823.52	10%
Statewide Hotel Occupancy Rate	Jan: 45.6% Feb: 52.0% March: 52.8%	Jan: 47.1% Feb: 55.4% March: 57.3%	Jan: -3.2% Feb: -6.1% March: -7.9%
Statewide Average Room Rate	Jan: \$55.04 Feb: \$55.31 March: \$56.06	Jan: \$53.31 Feb: \$53.07 March: \$53.48	Jan: 8.5% Feb: 6.5% March: 4.8%

The following chart shows the visitation stats for First Quarter 2005. Listed below are the participating entities:

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

National Parks: Theodore Roosevelt National Park, Fort Union.

Major Attractions: Fargo Air Museum, Frost Fire Theater/Frost Fire Ski Resort, Heritage Hjemkomst Interpretive Center, Knife River Indian Villages, Lewis and Clark Interpretive Center/Fort Mandan, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, Yunker's Farm/Children's Museum, Missouri-Yellowstone Confluence Interpretive Center/Fort Buford.

Local Visitor Centers: Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County Tourism, Minot, Rugby, Valley City, Wahpeton and Williston.

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

Recipients and their events are:

- Bismarck Arts and Galleries Association; Celebrating Explorers: Commemorating the Lewis & Clark Expedition's Bicentennial, Bismarck
- Red River Valley Center; Discovering the River of Lewis & Clark, Fargo-Moorhead
- McKenzie County Tourism; Corps of Discovery II exhibit, Watford City
- Lewis & Clark at the Confluence event committee; Lewis & Clark at the Confluence event, Williston
- Oakes Chamber of Commerce; 34th annual Irrigation Days: Journey of Lewis & Clark Celebration, Oakes
- Trio Apollo Woodwinds; A Lewis & Clark Musical Excursion concert, Bismarck
- Lewis & Clark Fort Mandan Foundation; Chautauqua, Washburn
- Lewis & Clark Fort Mandan Foundation; Departure from Fort Mandan, Washburn
- Minot Art Association/Lillian and Coleman Taube Museum of Art; Artfest 2005, Minot
- Minot State University Native American Culture Club; 16th annual Honors Dance/String Celebration, Minot
- Ellendale Civic Association; Applefest, Ellendale
- Turtle Lake Centennial Committee; Turtle Lake Centennial
- Hazen Chamber of Commerce; Corps of Discovery Pitchfork Fondue, Hazen

Lewis & Clark grants awarded

A number of Lewis & Clark event grants have been awarded to individual businesses, event promoters and tourism marketing organizations looking to promote Lewis and Clark tourism-related events within the state.

The grant money comes directly from the North Dakota Lewis & Clark Bicentennial Merchandise Program. The program collects royalty fees from commercial vendors using the official North Dakota Lewis & Clark

Bicentennial logo. Royalty fees benefit the two North Dakota national signature events, as well as other North Dakota community Lewis and Clark events.

Maximum grant awards were \$400.

The next grant period will cover events occurring from Nov. 1, 2005, to April 30, 2006. For info, go to www.ndtourism.com, or call Annette Schilling at 701-328-2525. The next deadline is 5 p.m. on Sept. 30, 2005. ●

North Dakota on Weather Channel

Four North Dakota locations were featured on The Weather Channel's "Road Crew" program. Members from the show were in North Dakota for two days in late March to film four travel segments.

The Road Crew featured birding in North Dakota, ranching, Fort Mandan and Knife River Indian Villages National Historic Site. The stories aired April 14-17. The Road Crew was hosted by Rachel Retterath with the North Dakota Tourism Division while it was in North Dakota. Retterath plans to continue working with the Weather Channel to get it to come back to North Dakota this summer.

"It was fun working out west again," said Randy Flinders, a producer for The Weather Channel. "I hope I can come back in the summer. We got pretty lucky with the weather during our shoots, and North Dakotans have to be some of the nicest people on the planet."

The attractions featured offer a bit of what makes North Dakota a legendary vacation destination:

Fort Mandan was the winter headquarters for



The Weather Channel crew films at Fort Mandan.

the Corps of Discovery when it traveled through present-day North Dakota 200 years ago; Knife River Indian Villages National Historic Site was home to approximately 5,000 Mandan, Hidatsa and Arikara Indians until the 19th century; The state's 60-plus wildlife refuges are premier vacation places for birds and birders; and working ranch vacations are popular in the western North Dakota.

For more information, and a complete schedule on the Road Crew program, check online at <http://www.weather.com/newscenter/road-crew/>. ●



This big boy would put up a fight no angler would ever forget. Who is this, and where is it located?

WHERE'S SCOOTER?

Hook, line and sinker

Bob Martinson of Bismarck knows his wheels and his lucky stars. He correctly placed me in April at the Medicine Wheel in Valley City.

With the weather slowly warming up to spring, I figured it was time to do a little fishing. After seeing this, I took a line from the movie "Jaws." Remember: "I think we're gonna need a bigger boat."

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