

June 2005

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North Dakota
LEGENDARY

division of tourism

commerce matters

It's the buffalo

North Dakotans choose design for state quarter

North Dakotans voted by nearly a 2-to-1 margin to recommend adoption of the buffalo design for the state's new quarter.

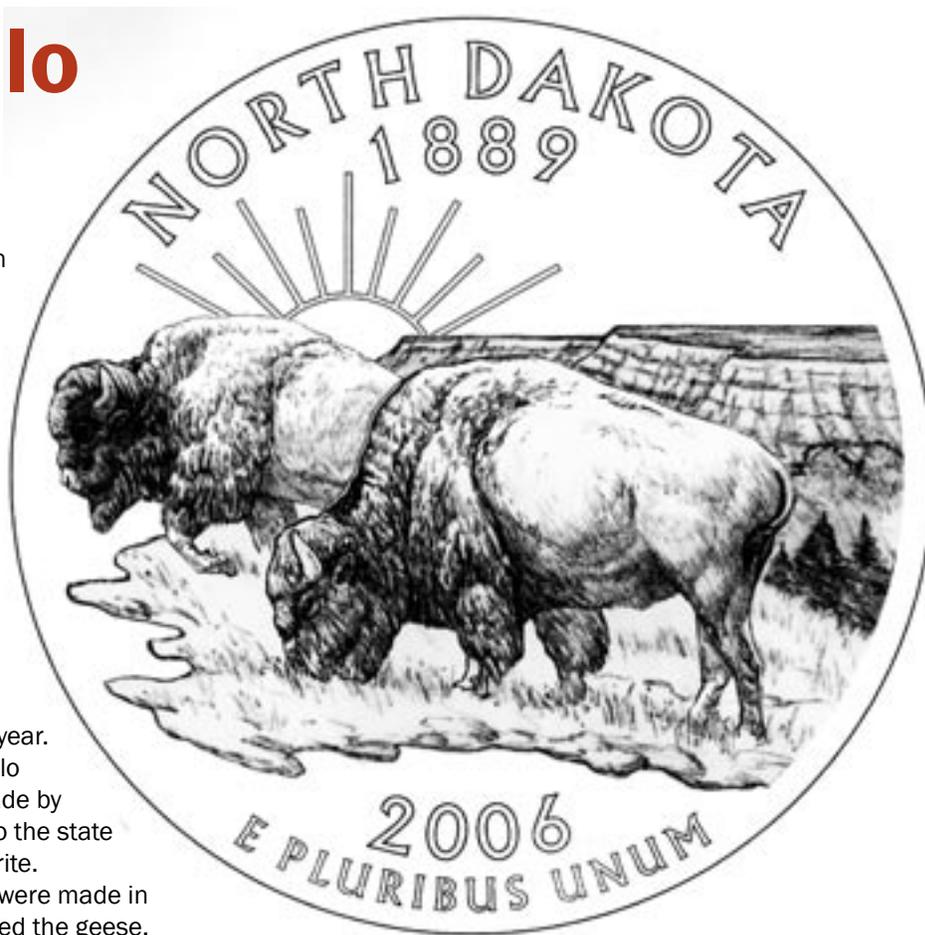
Residents chose the buffalo, long a symbol of power and perseverance on the Northern Plains, over a design featuring a flock of Canada geese on wing.

The recommendation was sent to the nine-member advisory board appointed in April 2004 by Governor John Hoeven, which, in turn, passed its approval on to Hoeven. Hoeven then sent the recommendation to the United States Mint.

The new quarter, one of a set that will include a design from all 50 states, is scheduled to go into circulation late summer or early fall of next year.

North Dakota's advisory board chose the buffalo and geese from the many recommendations made by state residents. The finalists were then posted to the state Web site where citizens could vote for their favorite.

Lt. Gov. Jack Dalrymple said 2,860 comments were made in support of the buffalo design, while 1,655 favored the geese.



SEE **NORTH DAKOTA**
WEEK

Directors hit the road to promote tourism in state

Tourism makes a significant impact on the economy as the state's second-largest and fastest-growing industry.

Tourism Division Director Sara Otte Coleman and Communications Director Rachel Retterath spent tourism week on radio and television talk shows to hammer home the benefits of tourism on a statewide level.

"North Dakota's Legendary history, culture, scenery, outdoor adventure and fun things to see and do continue to attract visitors," Otte Coleman said. "We must

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What's new ...

■ **HERITAGE OUTBOUND:** Registration slots are still available for the summer Heritage Outbound Adventure Trip on August 13-14. The event offers an exciting outdoor heritage experience for adults and families, emphasizing the Lewis and Clark Expedition's time in what is now North Dakota.

Participants will paddle a 26-foot replica of a voyageur canoe from the fur trade era, retracing the Missouri River experience of Lewis and Clark with the Mandan and Hidatsa as the explorers made their trip through present-day North Dakota.

To register or for more information, call administrative assistant Kiri Stone with the State Historical Society of North Dakota at 701-328-2799, E-mail at kstone@state.nd.us or visit the Society's Web site at www.DiscoverND.com/hist. ●

Tourism partners bulk up at Presort Plus

North Dakota Tourism appreciates the efforts made by partners to pick up brochures and travel guides when they are in Bismarck. Each time a partner picks up materials, it saves significant shipping costs.



In the future, please pick up items at Presort Plus, 2355 Vermont Ave. The Tourism division stores its materials in bulk at this facility.

A one-day advance call

to our office will ensure that your materials will be waiting for you when you arrive at Presort Plus. Call our office at 800-435-5663 for directions to Presort Plus or any questions. ●

Tourism Week, from page 1

continue to stay competitive with other states by continuing our commitment to tourism promotion."

Otte Coleman made it a point to emphasize cross-selling the state. While in the east, she discussed the many things to see and do in the west. In the west, she pointed out the many attractions and events in the east.

"It's important that people all across the state know of the many things we have to see and do right here in North Dakota," Otte Coleman said.

Retterath, meanwhile, attended the North Dakota Newspaper Association conference where she networked with editors from across the state.

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.

Nationally, TIA has found that the average American pays nearly \$900 less in taxes every year because of tourism. ●



According to recent marketing surveys, America's national parks - like North Dakota's Theodore Roosevelt National Park - are gaining even more popularity as vacation destinations.

National parks gaining in popularity

Memorial Day weekend was the traditional start of the summer travel season, and if past trends are any indication, America's national parks should see tremendous numbers of visitors this summer.

The 2005 National Leisure Travel Monitor survey shows that 66 percent of Americans consider national parks their number one dream destination. The parks beat out the Hawaiian Islands, Honolulu and the Florida Keys.

Visitation to Theodore Roosevelt National Park in the first quarter of 2005 was slightly up from 2004 despite higher gas prices.

The park continues to be a big draw for international and domestic travelers and FAM groups visiting North Dakota. ●

Does your business rent camping gear?

We are looking for North Dakota providers that rent out camping gear. We will supply this list to a media publication that is doing a story on camping at a North Dakota location. Please let our office know as soon as possible at 800-435-5663 or via E-mail at rretterath@state.nd.us. ●



Tourism spreads the word at TIA event

Fred Walker, North Dakota Tourism, Terry Harzinski, Bismarck-Mandan CVB and Barbara Stafford, Rocky Mountain International, recently attended the TIA International PowWow in New York City.

While there, Walker attended the Media Marketplace for the first time and met with numerous international and domestic media, many of which stopped by the North



In the News

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

Vacation memories

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." <http://www.ndtourism.com/secondary/viewArticle.asp?ID=367>



Governor's Photo Contest

As part of Tourism Week May 7-15, North Dakota Tourism released details of the second installment of the North Dakota Governor's Photo Contest.

Gov. John Hoeven proclaimed May 7-15 Tourism Week, highlighting the economic importance of tourism as one of the state's largest sectors.

One way Tourism promotes the state is through photos that were entered in last year's Governor's Photo Contest. Winners of this contest, which is open to any amateur photographer who lives in North Dakota, will receive a \$100 cash prize and be featured in North Dakota Tourism's marketing materials.



The deadline to enter is Sept. 1. Entries should be mailed to North Dakota Department of Commerce, Tourism Division, Attention Rachel Retterath, P.O. Box 2057, Bismarck, ND 58502-2057. Entered photographs will not be returned. Photos that are E-mailed will not be accepted.

Complete contest rules can be found on the Tourism Division Web site at www.ndtourism.com. For more information, contact the Tourism Division at 701-328-2525.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=368>

State represented at travel event

Three tourism officials attended an international travel event in New York City in an effort to create interest in North Dakota as a travel destination.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=371>

Spring brings a variety of travel treats

The start of the summer season means a variety of events are on tap across the state in early June. From birding adventures to rib feasts, from classic cars to art festivals, there's a bit of everything on the schedule. Following is just a sample:



<http://www.ndtourism.com/secondary/viewArticle.asp?ID=372> ●



Dakota booth on the show floor. We were able to speak with many from Scandinavian countries and others working in the domestic market. All are very interested in the new attractions and updated sites throughout the state.

The Travel Industry Association of America estimates that more than \$3 billion in travel to the U.S. over the next three years will result from contracts negotiated at the show.

North Dakota had 39 meetings, met 13 media members, 20 tour operators, two airline representatives and four other contacts. ●

Tourism passed over in interim

The Legislative Council's Interim Committee has decided not to study the level of tourism marketing spending in the interim between legislative sessions.

Tourism Division Director Sara Otte Coleman saw the decision as a positive sign that the legislative leadership is satisfied with the return it sees on the state's investment in tourism.

"The feedback I'm getting from the legislature was positive and not opposed to our funding," Otte Coleman said. "The leadership did not think an in-depth study was needed."



Tourism makes a significant impact on the economy as the state's second-largest and fastest-growing industry. Tourism contributes \$3.2 billion each year to the state's economy, according to economic researchers at North Dakota State University. Also, more than 20,000 jobs in the state are tied to tourism.

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. ●

North Dakota featured in Shape Magazine

Shape Magazine recently ran a feature on the outdoor adventures in the Badlands and the Maah Daah Hey Trail.



The writer, Michael DiGregorio, visited several prominent outdoor areas in North America and included North Dakota along with other outdoor destinations like northern Ontario and North Carolina's Outer Backs. Shape Magazine has a circulation of 1.6 million readers. The value of the editorial space received by

North Dakota Tourism is \$106,000. ●

Hoggin' the Custer Trail

There was recently a new animal on the Custer Trail in North Dakota.

The horses of the famous 7th Cavalry were replaced by hogs as part of a History Channel presentation called History Hogs.

Two riders, Stan Ellsworth and Curtis Nysmith, tackled the trail

from Fort Abraham Lincoln in Mandan to the Little Bighorn on motorcycles; Ellsworth on a Harley Deuce and Nysmith on a Ducati Multistrada.

The History Channel description for the program read, in part: *"And though*

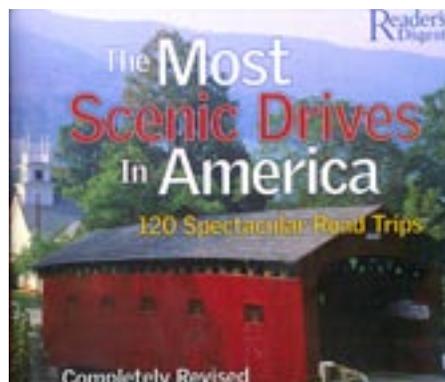
their attitudes are as different as their bikes, Stan and Curtis share a common trait - neither is afraid to speak his mind, leading to lively and irreverent conversation on the road."

The pair tooted around Bismarck and Mandan while visiting with local interpreters like Mark Kennewig at Fort Lincoln. They also visited with the American Indians building the statue that now stands in Keelboat Park. They then headed west, following



the trail the 7th Cavalry took to Montana.

The program aired on the History Channel in May. ●



Reader's Digest chose a "North Dakota Sampler" for its scenic drive in North Dakota. The route would take visitors from Mandan through Bismarck, Washburn, Stanton, Garrison, New Town, Williston, Watford City, Belfield and Medora.

Scenic North Dakota in Reader's Digest

Reader's Digest just published a new book titled "The Most Scenic Drives in America," a compilation of 120 of the top scenic drives in the nation.

Each state has at least one scenic drive, and North Dakota's entry offers 14 stops beginning at Fort Abraham Lincoln near Mandan and ending at Theodore Roosevelt National Park and Medora. ●



WHERE'S SCOOTER?

Home of the Aviator

Scott Wild of Bismarck correctly placed me at Wahpper the Catfish in Wahpeton. For that, he will receive a shirt from North Dakota Tourism.

This month I moved north, not as far north as the gentleman who lived in this house. He even has an Air Force base named in his honor and this house serves as a museum, complete with newspaper clippings and items that once belonged to the legendary aviator. Where am I?

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



The "Father of Alaskan Aviation grew up in this house. What is it and where is it located?"