

July 2005

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division of tourism

commerce matters



HAPPY

BIRTHDAY

USA



North Dakota Tourism hopes everyone had a safe and pleasant Fourth of July holiday. Don't let the rest of the summer pass you by. Get out and see what North Dakota has to offer.

Outdoor writers national convention in Bismarck in '08

It's Ours

A coalition of North Dakota writers, hospitality reps and North Dakota Tourism successfully bid for, and was awarded, the 2008 Outdoor Writers Association of America national convention.

The effort, spearheaded by the Bismarck-Mandan Convention and Visitors Bureau, proved invaluable as a tool for generating a variety of story ideas. Attendees to the conference in Madison, Wis., brought with them a variety of interests, and



OWAA, Page 2 ➔

She's one of us now

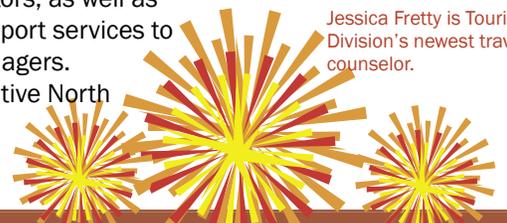
Jessica Fretty is the newest member of the North Dakota Tourism staff.

Fretty joined the division in June as a travel counselor after a stint in the Attorney General's Consumer Protection Division. Her responsibilities include fulfilling requests for information and providing travel counseling services to potential visitors, as well as providing support services to program managers.

Fretty is a native North Dakotan. ●



Jessica Fretty is Tourism Division's newest travel counselor.



What's new ...



The Cowboy Hall of Fame in Medora is open to visitors. Work is ongoing on the project and should be completed shortly, but many items have been placed in the new facility.

■ **COWBOY HALL OF FAME:** The North Dakota Cowboy Hall of Fame in Medora has opened its doors.

Although work inside the museum is ongoing, several items have already been placed for display, including this Sitting Bull headdress (right).

The museum details the history of the horse culture on the Northern Plains and includes inductees whose contributions to that culture distinguished them from others.

The 15,000-square-foot facility also includes a 45-seat theater and a patio that seats 200. ●



OWAA, from page 1

North Dakota can expect an equally large and varied audience.

The conference will bring an estimated 650 outdoor journalists and suppliers to North Dakota in June of 2008.

Pre- and post-conference tours will be offered to route attendees around North Dakota.

North Dakota Tourism is a supporting member of the OWAA. ●

Arts conference slated

Attend a conference for the adventurous July 19-20 sponsored by New Bohemia, ND in Rugby. Discover how art and economic development are as compatible as butter and bread, as summer sunshine and green grass. Join us for two days of education, demonstrations, workshops, performances, shows and more. tors and more.

For more information or to register, call 701-776-7655 or 1-888-708-2582 or write to: Rugby JDA PO Box 136, Rugby ND 58368 or visit www.rugbynorthdakota.com. ●

Coalition concerned about passports

In a continued show of broad industry unity, all 36 members of the Travel & Tourism Coalition, along with the 16 member CEOs of the International Council of Cruise Lines, signed letters that were sent to Secretary of State Condoleezza Rice and Secretary of Homeland Security Michael Chertoff voicing concerns over the proposed new Western Hemisphere Travel Initiative (WHTI).

The initiative would require visitors and U.S. citizens returning from Canada, Mexico and the Caribbean to use a passport or other secure document to enter the U.S. The letter raises objections to the phased implementation of the WHTI because it will have an immediate negative impact on 2006 travel to Central and South America, the Caribbean and Bermuda by not providing

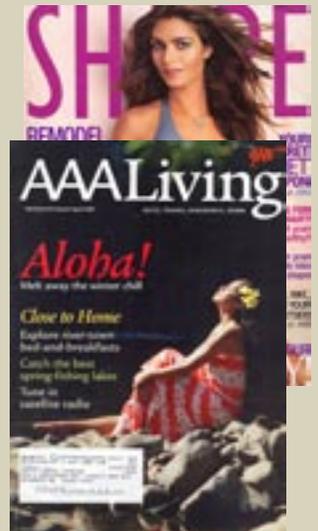
Passports, Page 3 ➡

The Press Run: Featuring North Dakota

North Dakota in the news. Second quarter 2005:



- ▣ Noblesville (Ind.) Daily Times, April 2: More Than Lewis and Clark
- ▣ USA Today, April 12: Best Place to Touch America
- ▣ Washington Times, May 7: Exploring North Dakota
- ▣ Leisure Group Travel Magazine, April 5: Event Listing for Medora Musical
- ▣ Destinations Magazine, April 5: Lewis & Clark Riverboat, Little Missouri State Park
- ▣ Midwest Living Magazine, March-April: Widman's Chocolates, N.D. Events; May-June: Maah Daah Hey Trail, Skydance Sakakawea, Birding; July-August: Turtle Mountains, Champion's Ride, Fourth of July
- ▣ Shape Magazine, June 1: Theodore Roosevelt National Park, Winter Show, Fort Mandan, Confluence Center.
- ▣ Trailer Life Magazine, June 1: Theodore Roosevelt in the Badlands
- ▣ AAA Living Magazine, March-April: Lewis and Clark Trail, Medora, Lewis and Clark at Home.
- ▣ AAA Ohio Home and Away: March-April: Four-state trek of I-94
- ▣ SeaRay Magazine, Spring 2005: High Plains Drifting, Hard Day of Play on the Missouri River in North Dakota
- ▣ Weather Channel, April 16-18: Birding, Ranching, Lewis and Clark Trail ●



Tourism planning under way

Staff members of North Dakota Tourism, Odney Advertising and Longwoods International gathered in June to begin planning marketing strategy for the upcoming biennium.

The in-depth strategic planning session ran for two days at Eagle Ridge Lodge near Medora.

North Dakota Tourism and Odney received and studied marketing information supplied by Longwoods, and

got a jump on where and how best to market everything the state has to offer. The final research will be completed in the fall.

The sessions identified areas in which North Dakota Tourism needs to make a bigger push, and also pointed out the positives in the ongoing Legendary marketing campaign. ●

The staff of North Dakota Tourism and its agency of record, Odney Advertising (right), held an in-depth strategic planning session at Eagle Ridge Lodge in Medora.



In the News

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

Varied events on tap

(June 10)

Whether you're on the seat of a covered wagon, a bicycle or the Tilt-A-Whirl, there's a variety of fun events across the state over the latter part of June. From fairs to concerts and birding tours to wagon rides, there's plenty to see and do close to home.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=377>



Summer theater offers great entertainment

(June 16)

It's time to check out the local talent. Summer theater productions fill the calendar across the state with plays and musicals at a number of indoor and outdoor theaters. The shows vary from Broadway-style productions to melodramas. Some are popular plays while others are humorous adaptations. Here's a look at some of the summer schedule.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=380>

Fourth of July events scheduled across the state

(June 24)

From small towns to larger cities, Independence Day brings out the best in things that go boom, bang and pop. Fourth of July celebrations are scheduled in numerous towns across North Dakota. You can check them out online at www.ndtourism.com.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=381>

Events worthy of their own fireworks

(June 30)

When you think about activities in July, Independence Day often is the first thing that comes to mind. And, yes, there are plenty of Fourth of July events across the state (www.ndtourism.com) Aside from the fireworks and celebrations associated with July 4, there's plenty of other stuff happening in North Dakota in early July.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=382> ●

Passports, from page 2

sufficient time for new and already booked air and cruise travelers to obtain a passport.

North Dakota Tourism, as part of Travel Industry of America, supports TIA's legislative effort. In a letter to Rice, TIA stressed the review of the proposed passport rule within North America.

"In addition, with less than half the Canadian population possessing a passport we are very concerned that the WHTI (Western Hemisphere Travel initiative) could impact significantly the prospects for inbound travel from our largest international market. They, too, should provide sufficient time to obtain a passport or a NEXUS card for entry into the U.S.

"With regard to American travelers, we believe it is worthwhile for the administration to explore the option of issuing a less expensive, secure document that allows for travel within the Western Hemisphere.

"The Travel & Tourism Coalition supports a common implementation deadline of December 31, 2007, for all WHTI countries and all border crossings in the interest of fairness and equity..." The last paragraph deals with the different dates for people entering the US via ships, planes and cars. ●

More FAMS in the offing

2 Nation Tours is only one way North Dakota Tourism uses FAMS to spread the word.

Currently, Tourism is working with a group from the Finnish magazine Retki in touring ranches and cities in North Dakota. Also, a group of German legislators will be arriving shortly, and writers from the German magazine "American Journal" will tour the state.

Three other media FAMS are scheduled for July. They are Midwest Living, Golden West Radio of Canada and Delaware County Daily Times.

The FAMS are paying off. ●

Travel guide deadlines

The deadline for getting information in the 2006 Travel Guide is August 12 for accommodations and attractions. Forms have been sent. If you have not received one, call Tricia Miller at 800-435-5663 or contact her at tamiller@state.nd.us.

The event letter will be sent the first week of August and is due back September 9. ●

ESPN stopping in Oakes

ESPN's "SportsCenter Across America Tour" 50-States-50 Days Across America will be filming the opening ceremonies of the Cal Ripken Midwest Regional tournament in Oakes July 23 at 5 p.m.

Oakes will be the seventh stop on ESPN's tour which will include a variety pack of summer sports activities from the Red Sox game at Fenway park to pie eating in Maine to a prison rodeo in Oklahoma.



The Cal Ripken Midwest Regional 11-year-old tournament will host teams from seven states and an Oakes host team July 22-27 at Westside Complex

in Oakes, North Dakota. The state champions from Colorado, Iowa, Kansas, Minnesota, Missouri, Nebraska and North Dakota will participate in the Babe Ruth baseball tournament.

The tournament will begin with a kickoff welcome barbecue July 22 in Hockenberry Park at 6:30. The teams and their families will have an opportunity to tour the unique treasures in Oakes and the surrounding areas during their visit to southeast North Dakota. ●

Urban Harvest launched

A new market-festival will materialize on Fourth Street north of Broadway this summer in Bismarck.

Urban Harvest will be an outdoor street event on Thursdays from 8 a.m.-8 p.m. beginning July 7.

Urban Harvest will include various artisans. There will be music, fresh baked pastries, farm vegetables, fruits and flowers and demonstrations of art, jewelry and cooking. The music picks up after 5 p.m. and you could be dancing in the street until 8 pm. Every Thursday will offer something different as the talent and artisans change, chefs add new treats and as farm produce matures.

For more information, go to the event Web site at <http://www.bismarckurbanharvest.org/> ●

2 Nation familiarization tour

Several travel groups took part in the "Legends, Landscapes and Lewis & Clark" FAM tour hosted by North Dakota and South Dakota June 2-9, 2005.

Eight companies with 14 representatives from New York, Wisconsin, Ohio, Illinois and Minnesota took part in the tour. Their days and nights were filled with activities and attractions that led them to Bismarck, Washburn, Stanton, Hazen, the Enchanted Highway, Dickinson, Medora, Bowman and Mandan before heading off to South Dakota.

Familiarization tours are the perfect way to co-op with North Dakota Tourism Division. The object of a FAM tour is to invite tour operators, group tour planners and media from the United States or international markets to North Dakota to experience our attractions, accommodations, food and outdoor activities. In turn, they take that experience and share it with their business constituents and book return tours to North Dakota or feature North Dakota in editorial coverage.

The next scheduled 2 Nation familiarization tour will involve North Dakota and Manitoba with August dates in 2006 and North Dakota and Minnesota in 2007. ●

We like it too

Praise for the state map:

"We just wanted to compliment the cartographers who made your map. We are land surveyors, cartographers, a map curator and technical photographer who travel the U.S. and Canada. Before we work/travel, we contact various states we will travel through and request their guide book and map. So far, your state map is the best in the Union & Canada!!!"

Reasons why

- 1) Historic and Archaeological Info. 2) latitude and longitude.
- 3) distance to town on border of map !!!!!!! 4) color on map does not conflict - even if someone is color blind the colors compensate for the difference. 5) paper type durability. 6) font readable and clear. Thank you and please pass on our compliments."

Star Hicks, Robert Hicks, Darrell Fullerton ●



WHERE'S SCOOTER?

Friendly waters

Dorine McNary of Williston is obviously familiar with all of North Dakota. She correctly guessed I was a whole state away at the home of Carl Ben Eielson in Hatton in June.

This month I thought it would be nice to visit one of our hidden jewels, one that we share with our neighbors to the north. 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. ●



North Dakotans not only share a common border with their neighbors from Canada. They also share lakefront property here. Where am I?