

november 2005

this issue

- International Marketing
- What's New
- In the News
- Third Quarter Stats
- Where's Scooter

Norsk Høstfest brings royalty, Scandinavians to North Dakota

North Dakota Tourism is big on group and international travel. Both are considered valuable markets for the state.

That's one reason the Norsk Høstfest in Minot is more than just a little blip on the radar at the Tourism offices.

In October, Group Travel Marketing Director Deanne Keller and International Marketing Director Fred Walker double-teamed the Høstfest, spending five days making contacts and making sure those already in attendance are ready to come back.

"Norsk Høstfest is a great opportunity to showcase the relationship North Dakota Tourism has with the international community," Walker said. "We have a chance to plant a positive



seed with thousands of international ambassadors."

One such ambassador is Knut Vollebaek, Norwegian Ambassador to the United States. Vollebaek accompanied Norwegian Princess Martha Louise to the Høstfest where they stopped by the North Dakota Legendary booth to pose for photographs.

Keller offered group photos to operators bringing tour groups by the Tourism booth. Many tour groups took Keller up on the offer.

"It really was a great way to make new contacts and create friendships within the group travel industry," Keller said. ●



Top: An artist works with leather at a display at the Norsk Høstfest in Minot. Above, North Dakota Tourism International Marketing Director Fred Walker meets Norwegian Princess Martha Louise. ●

Happy Thanksgiving



division of tourism

North Dakota
LEGENDARY

commerce matters

Tourism selling unique travel product abroad

North Dakota is the No. 5 international travel destination for Norwegians, behind Washington D.C., New York, California and Minnesota, and Fred Walker is trying to keep it that way.

Walker, international marketing director for North Dakota Tourism, joined representatives from Montana, Wyoming and South Dakota – along with RMI's Barbara Stafford – to visit 11 tour operators throughout Denmark and Sweden and offer training sessions for key USA sales staffs.

Tourism hosted a media event at the U.S. Embassy in Copenhagen and took part in a VISIT-USA Workshop in Gottenborg, Sweden. The group met with more than 100 travel agents at the VISIT-USA event.

In 2006, North Dakota Tourism will host media representatives and tour operators from Denmark and Sweden on familiarization tours of North Dakota. ●



North Dakota Lane.

AGLOW partnerships highlight N.D.

Tourism industry partners from all corners of the state recently hosted a "North Dakota Lane" during breakout day at the Association of Great Lakes Outdoor Writers (AGLOW) conference.

Representatives from North Dakota visited with staff and freelance writers from AGLOW about the great story ideas and opportunities in North Dakota. This was the first time North Dakota hosted a booth at this conference. Tourism and its partners look forward to working with writers, film crews and others on their story ideas and adventures. ●



What's new ...

Williston gets new Web site, logo

The Williston Convention and Visitors Bureau recently unveiled a new logo and Web site. In addition to information on attractions, events, accommodations and services, the new site allows visitors to register for conventions and events on-line.



For more information, go to the new Web site at www.willistonndtourism.com.

2006 Tourism Event Grant recipients

Dickens Village Festival, Garrison; Scheels Marathon, Fargo; Goose Fest, Kenmare; Birding Drives Dakota, Jamestown; Praise on the Prairie, Hazen; Lewis and Clark Days, Washburn; Roughrider Fine Art Show, Williston; Wells County Fair, Fessenden; Carousel Days, Wahpeton; Grand Rapids Pioneer Days; Jamestown Culture Fest; Lewis and Clark Days, New Town; Langdon Music Fest; Sullys Hill Nature and Birding Festival, Devils Lake; Roughrider Days Concert, Dickinson.

2006 Tourism Marketing Grant recipients

Ransom County, Lisbon; Crosby Area; Steele Project; National Park Service Partnership, Williston; gardendwellers Farm, Churches Ferry; Turtle Mountain Tourism, Bottineau; Cowboy Hall of Fame International Project; Wahpeton Visitors Committee; Minnewaukan Guide; North Dakota Motorcycle Guide; Eddy County Brochure, New Rockford; Visitors Guide, Medora.

Historical Society grant available

The State Historical Society of North Dakota has grant money available during the 2005-07 biennium in the following programs:

Cultural Heritage Grants – \$200,000 is available in matching grants. A maximum of \$5,000 and a minimum of \$500 is available per grant, with an equal match requirement. That match may be either in cash or in-kind services. There are five grant categories: Exhibits, Special Projects/Events, Education, Collections, Capital Improvements.

Heritage Training Scholarships – \$25,000 is available, with up to \$1,000 for out-of-state and \$500 for in-state, per individual per event. Recipients must attend training relevant to the operations of their historical society's operations. There is no match requirement. Grants will be awarded throughout the biennium until funding runs out.

Museum Assessment Grants – \$100,000 will be available for this program, with details to be completed and information distributed later this year.

Contact the Historical Society for more information at 701-328-2666. ●

Partner with Tourism at sport shows

From established hunting and fishing shows at Milwaukee and Minneapolis to the new cycling and fitness show and outdoor shows in Minneapolis, tourism partners from across North Dakota have the opportunity to be part of the booth display and brochure distribution efforts of North Dakota Tourism.

However, time is running out for registration and participation. Levels of participation range from distribution of material at any one or all sport shows to having staff from your community, organization or business in the booth promoting the entire state of North Dakota as well as your community. Please contact Mark Zimmerman at 701-328-2509 or by E-mail at mzimmerman@state.nd.us for more information. ●

Travel expenditures on the rise

Dr. Suzanne Cook told delegates to the Travel Industry Association of America (TIA) Marketing Outlook Forum in Seattle that U.S. travel expenditures are expected to rise 8 percent in 2005 to more than \$645 billion, with leisure travel increasing 4 percent in 2005 and 2 percent in 2006.

North Dakota Tourism Marketing Director Heather LeMoine attended the conference, which concluded with a travel forecast report from Cook, TIA senior vice president of research.

According to her research, business travel will likely be constrained in the short term, up 1 percent in 2005 and 1 to 2 percent in 2006. In 2005, international inbound travel is expected to approach 2000 levels with a forecast of more than 49 million international arrivals. Despite this growth, the U.S. has lost ground in recent years in worldwide market share.

Air travel and hotel occupancy rates have returned or are exceeding pre-2000 levels. However, low air fare rates are to blame for fiscal losses in the aviation industry. Travel is expected to continue next year, however, due to bankruptcies, no growth is expected in aviation.

Cook reported that consumer confidence is at a two-year low due to natural disasters, gas prices, and the U.S.'s foreign and political involvement. This consumer confidence is expected to impact car travel and the number of nights stayed away from home. Cook described the outlook for leisure travel as cautious.

More information on the marketing outlook forum will be available on-line at www.tia.org. ●

Into the Canadian market

North Dakota Group Travel Marketing Director Deanne Keller attended Addison Travel Show Series 5, which included stops in Winnipeg, Regina and Saskatoon.

This exclusive trade event welcomes all travel professionals. Addison focuses on key Canadian markets. Discussion included high interest in golfing, shopping and accommodations. All North Dakota materials in the booth disappeared in the hands of the travel agents and tour operators. It was North Dakota's first time at the show. ●

Pitt and Norton take on Lewis and Clark

Actors Brad Pitt and Edward Norton are teaming with HBO and National Geographic for a 10-part miniseries about the Lewis and Clark Expedition.

Norton will direct at least one episode and share executive producer duties with Pitt,



Daily Variety reported.

The miniseries is being adapted from Stephen Ambrose's book, *Undaunted Courage: Meriwether Lewis, Thomas Jefferson and the Opening of the American West*, which was optioned by National Geographic years ago, Variety said.

Norton told Variety the story more than justifies 10 hours worth of TV time.

"Lewis and Clark's expedition is as great a story as you could ever hope to tell, and like so many people, Brad and I have both been drawn to it for years," Norton said. "We both always agreed that compressing that story into a feature-length film ruined the spirit of it ... so we sat down and said, 'How can we really do this justice?'" ●

Christmas Sale Dec. 7-8

Looking for the perfect gift? One that says North Dakota all over it?

If so, North Dakota Tourism will hold its annual Capitol Christmas Sale Dec. 7-8 in the West Wing of the State Capitol building (ground floor).

Hours will be 8 a.m.-5 p.m. on Wednesday and 8 a.m.-4 p.m. on Thursday.

Look for some great new items to hit the shelves, and don't forget the special deals on a few clearance items. ●

Tourism Quarterly Report

| Area of Travel | 2005 Third Quarter | 2004 Third Quarter | Percent Change 05-04 | 2005 Year to Date | Percent Change YTD 05-04 |
|--------------------------------|--|--|---|-------------------|--------------------------|
| State Park Visitors | 456,970 | 476,723 | -4% | 780,179 | -4% |
| National Parks | 310,464 | 310,110 | 0% | 467,522 | 4% |
| Web Visits | Web stats are incomplete due to changes made by the state Information Technology Department on our Webtrends reporting. Updates will be released when they become available. | | | | |
| Major Attractions | 443,618 | 465,607 | -5% | 719,614 | -6% |
| Local Visitors Centers | 63,652 | 61,645 | 3% | 113,600 | 4% |
| N.D. Airport Passengers | 158,272 | 151,664 | 4% | 456,227 | 5% |
| Cumulative Lodging Tax | \$683,776.66 | \$658,978.64 | 4% | \$1,795,726.77 | 12% |
| 1 percent Lodging Tax | \$397,401.14 | \$406,392.56 | -2% | \$1,045,068.94 | -22% |
| Statewide Hotel Occupancy Rate | July: 75.5% Aug: 73.9% Sept: 63.0% | July: 75.2% Aug: 74.9% Sept: 66.4% | July: 0.4% Aug: -1.3% Sept: -5.1% | 60.0% | -3.5% |
| Statewide Average Room Rate | July: \$59.94 Aug: \$58.32 Sept: \$56.04 | July: \$56.41 Aug: \$55.17 Sept: \$52.69 | July: 6.3% Aug: 5.7% Sept: 6.4% | \$56.59 | 6.2% |

The following chart shows the visitation stats for Third 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 Abraham Lincoln, Beaver Lake, Little Missouri.

National Parks: Theodore Roosevelt National Park, Fort Union.

Major Attractions: Bonanzaville USA, Chateau de Mores, Custer House/On-A-Slant Indian Village, Dakota Dinosaur Museum, Fargo Air Museum, International Peace Garden, Knife River Indian Villages, Lewis and Clark Interpretive Center/Fort Mandan, Lewis and Clark Riverboat, Lawrence Welk Birthplace, Medora Musical, Missouri Yellowstone Confluence Interpretive Center/Fort Buford, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, Three Affiliated Tribes Museum, Yunker's Farm/Children's Museum.

Local Visitor Centers: Beach, Bismarck, Bowman, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County Tourism, Minot, Rosebud Visitor Center, Rugby, 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. ●



Susan Ebert of Cowboys & Indians Magazine and Shannon Tompkins of the Houston Chronicle view the Walter Piehl Exhibit at the Lewis & Clark Interpretive Center.

FAM tour of North Dakota

North Dakota Tourism hosted Susan Ebert of Cowboys & Indians Magazine and editor of Western English Today for a FAM tour in October.

Susan spent time hunting at North Winds Lodge near Medina, touring This Old Hat in Mandan, Cross Ranch Nature Conservancy, Lewis & Clark Interpretive Center, Fort Mandan, and Knife River Indian Villages National Historic Site and visiting Missouri River Lodge. ●

Advertising partnerships available

November 1 was the deadline for partners to return their cooperative advertising reservations to North Dakota Tourism. Reservation forms were available at the back of the 2006 Media Plan released to stakeholders at the end of September.

All half-page advertising slots in the Canadian/secondary market newspaper insert are reserved, and only one half-page advertisement remains in the U.S. market insert.

The USA Weekend Travel Service is still available and provides all advertisers with the opportunity to submit a 150- to 200-word story and photo that would be edited into a major story on North Dakota.

Advertising partnerships are available on a first-come, first-served basis. If you have not yet submitted your reservation forms, contact Heather LeMoine at North Dakota Tourism at 701-328-2526 or hlemoine@state.nd.us. ●

In the News

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



North Dakota Tourism was in the news in October

Oct. 3: Fun Fall Festivals: Crisp, cool days and beautiful fall colors mark the changing seasons as communities all across the state celebrate bountiful harvests and our rich historical, artistic and cultural heritage. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=403>

Oct. 14: Halloween Things to Do: Halloween Fun in North Dakota. Have some spooky, scary family fun at these events across North Dakota. For more information on fun things for your family to do this Halloween, visit the North Dakota Tourism web site at www.ndtourism.com. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=406>

Oct. 17: State Leaders Attend Tourism Summit: More than 380 of the nation's cultural, heritage and tourism leaders recently met in Washington, D.C., for the U.S. Cultural & Heritage Tourism Summit. Governor Hoeven appointed Tourism Director Sara Otte Coleman, State Historical Society of North Dakota Director Merl Paaverud, and Executive Director of the North Dakota Council on the Arts Jan Webb, as North Dakota's delegates to the Cultural & Heritage Tourism Summit. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=407>

Oct. 20: Rustic Comfort at North Dakota Lodges: Whether you're looking for a great place to go hunting, birding, have a quiet family getaway or a corporate retreat, these North Dakota lodges offer cozy accommodations, great food, beautiful scenery and a variety of activities. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=408>

Oct. 28: Craft Shows and Holiday Events in November: Enjoy arts and crafts, professional performances and holiday fun all across North Dakota in November. Fall craft shows are a great opportunity to find one-of-a-kind items for your holiday gift or decorating list. Theater fans can enjoy a world-class ballet, and for music fans, November's concerts include classic hits and holiday favorites. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=409> ●

WHERE'S SCOTER?

Ancient monument or North Dakota's newest attraction?

Jim Smith of Bismarck is a baseball fan. He correctly placed me at the Roger Maris Museum at West Acres last month and will receive a gift from the Tourism office.

This month, I turned to an ancient calendar to set my clock back. Where am I?

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



You don't have to go to England to see an ancient calendar at Stonehenge. Where am I?