

January 2006

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North Dakota

LEGENDARY

division of tourism

commerce matters

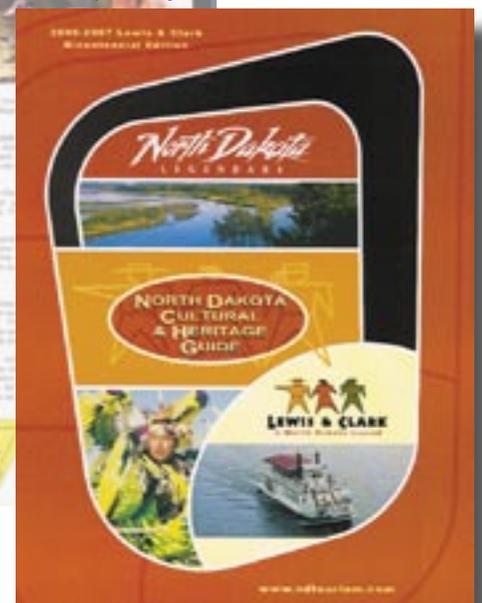
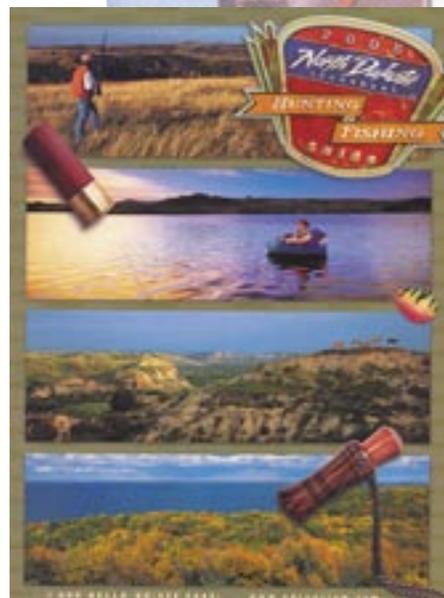
2006 Marketing tools are unveiled

Tourism is the state's second-largest and fastest-growing industry, contributing \$3.2 billion to the state's economy, according to economic researchers at NDSU.

North Dakota's advertising and marketing tools play a part in the tourism industry growth. The new 2006 tools were unveiled today, January 10, by North Dakota Tourism Director Sara Otte Coleman. The tools include a new print ad campaign as well as the 2006 Travel Guide, Hunting & Fishing Guide and Cultural & Heritage Guide.

The 2006 print ads target three different major markets: U.S. primary

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*Tourism
Director
Sara Otte
Coleman*

North Dakota Tourism unveiled the 2006 marketing materials today with a media briefing.

We are always excited after months of work to see the Travel Guide and Hunting & Fishing Guide arrive boxed and ready to distribute. This year's Travel Guide, Hunting & Fishing Guide and print ad campaign all use a "making memories" theme, with the finished product looking like a memory book filled with photos of fun experiences and memorabilia from around North Dakota.

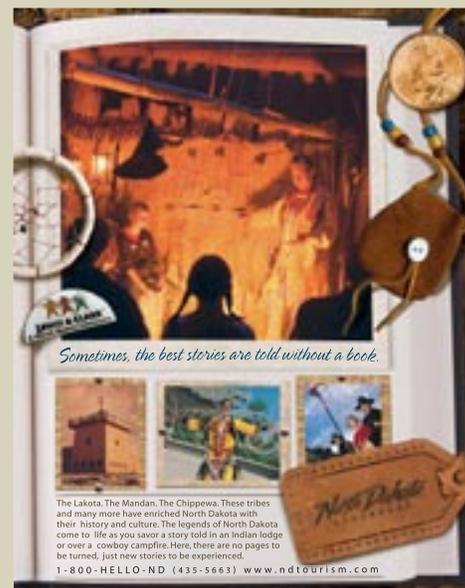
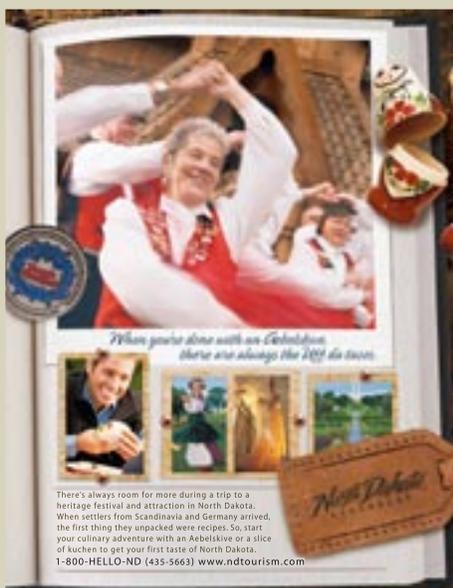
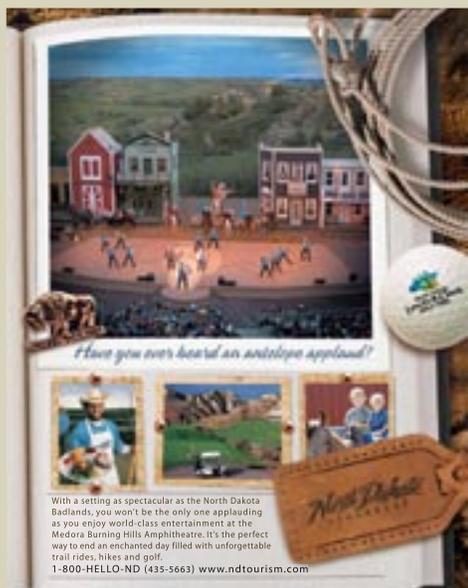
The Travel Guide's 137 pages allow us to use the theme to sell attractions, outdoor recreation, events and festivals, arts, entertainment and accommodations. New photos from around the state are used to sell a variety of these experiences.

The Hunting & Fishing Guide uses strong horizontal images to entice outdoor enthusiasts into the guide. Once inside, not only will readers see the variety of options available in North Dakota but they also will see

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The Press Run: Featuring North Dakota

2006 print ad campaign



North Dakota in the news: fourth quarter 2005



- AAA Living, Nov.-Dec.: Outdoor Wonderland, Winning Hands, Heritage Holidays, Rails to Pails
- Midwest Living, Oct.-Nov.: Fall events in North Dakota, Best Sandwich in North Dakota
- Packaged Travel Insider, Sept.-Oct.: Lewis & Clark Trail, Heritage and Heroes
- American Road Magazine, Oct.: Lewis & Clark Trail
- Family Motorcoach Magazine, Oct.: North Dakota Motorcoach Event
- GRIT Magazine: Louis L' Amour feature
- Trailer Life, Dec.: Enchanted Highway
- Fed Gazette, Dec.: Lewis & Clark Trail
- Sioux Falls Argus Leader: Midwest Events
- Golf Digest, Jan: Best Courses 2005 - Bully Pulpit at Medora rated No. 1 Best New Affordable Course ●



What's new ...

Snowmobile trail map for Grand Forks

The city of Grand Forks now has an on-line map showing the city's 2005-2006 snowmobile trails.

To see the map, go to http://www.grandforksgov.com/2006_Snowmobile_map.pdf.

Inspirations from the Forest

The North Dakota Forest Service will host a Smithsonian traveling exhibit entitled "Inspirations from the Forest" as part of its centennial celebration in Bottineau from July 14-16, 2006. The exhibition will travel to a variety of venues around the country next year, but this is the only North Dakota showing scheduled. The event is free.

The exhibit will demonstrate how forests and nature serve as inspirations for creating works of artistic and musical expression.

A variety of local artists will also be on hand at the exhibition demonstrating their woodworking, painting and musical skills. Many will have their products available for sale to the public.

The exhibit will be open 9 a.m.-6 p.m. on Friday and Saturday, and from 1-4 p.m. on Sunday at the North Dakota Forest Service Field Office at 1037 Forestry Drive. ●

Director, from page 1

the need to pack a camera on their next trip to our state.

The print ads have more variations than in the past in order to communicate the "Legendary" message in our primary markets and a city experience appeal in our secondary markets in Canada and communities closer to our borders. The series includes six ads focusing on different themes and showcasing unique experiences most likely to motivate travelers to our state. The ads will run in publications like Midwest Living, Better Homes and Gardens, Good Housekeeping, AAA Living, Family Circle, Ladies Home Journal, Style Manitoba, RV Lifestyle - Canada and West World Saskatchewan. The same themes are carried into the ads we will run in group travel, international and public relations publications. The memories theme also is used in the print niche ads for the golf, birding and mountain biking markets.

Overall, the ads work together very well telling a unique part of the North Dakota story. The advantage to having two creative strategies for different targets is that no one ad has to try to sell all North Dakota has to offer, which we all know is impossible.

So here they are ... after months of sifting through all the options, now we sit back and wait (holding our breath) for the phone to ring and for the Web inquiries to pour in.

Best wishes for a new year filled with record-breaking attendance and sales. ●

Guides, from page 1

markets, Canadian and bordering-state markets and niche markets.

The Tourism Division printed 350,000 of the new 137-page Travel Guide and will place them in rest areas and visitor centers, as well as sending them to potential visitors.

Tourism printed 50,000 copies of the 40-page Hunting & Fishing Guide, which will be distributed at sport shows in the region and to anyone requesting this type of information.

The 12-page Cultural & Heritage Guide tells the story of Lewis and Clark in North Dakota, lists attractions along the Lewis and Clark Trail, and describes other historic, cultural, and ethnic attractions across the state.

Copies of the publications can be obtained by calling 800-435-5663 or 701-328-2525, completing the request form at www.ndtourism.com, or visiting the Tourism office at 1600 E. Century Ave., Suite 2, Bismarck. ●

Bully Pulpit No. 1 in U.S.

North Dakota's newest golfing destination is also the nation's best new affordable course, according to Golf Digest magazine.

Bully Pulpit, a 7,166-yard layout with several holes tucked in, around and over some of the toughest Badlands anywhere, was recently chosen the No. 1 Best New Affordable Public golf course in America by the magazine.

It's easy to see -- even before arriving on the course -- what it is that makes this course different from others. The ride out is dramatic, as are many of the sites you'll see playing the 18 holes.

Three holes playing entirely within the Badlands buttes have captured the attention on a great number of golf writers and enthusiasts.

The course was designed by Michael Hurdzan. According to a story written by Ron Whitten and posted Golf Digest Web site, Hurdzan thought the site was "the best site he'd ever seen without ocean views." ●



Tourism conference dates

Hustle over to the calendar and reserve April 30-May 2 to attend the 2006 North Dakota Tourism Conference at the International Inn in Minot.

The conference, "Marketing Madness 2006," is being held later in the spring than usual to avoid conflicting with the North Dakota Legislative Session.

The conference's keynote speakers will be Don McEachern, Destination Branding; Roger Brooks, 10 Immutable Rules of Successful Tourism; and Steve Jermanok, Working With Travel Writers. ●

In the News

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

North Dakota Tourism was in the news in December



Dec. 1: Attracting North Dakotans to Minnesota a Team Effort <http://www.ndtourism.com/secondary/viewArticle.asp?ID=416>

Dec. 15: The holidays are a great time for activities with your children, and museums all across the state offer a wide variety of exhibits, programs and activities for kids of all ages.

These are just a few of the museums your family can enjoy visiting over the holidays. For more information, go to www.ndtourism.com or call (800) 435-5663 or (701) 328-2525.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=417>

Attracting Minnesotans to state is a team effort

Ten partners from across the state joined North Dakota Tourism Nov. 14-16 to meet with Minnesota tour operators and travel agencies in Moorhead, Minneapolis, Rochester, Eden Prairie, Marshall and Willmar.

"Selling North Dakota as a group of partners, rather than as individual towns and cities, benefits tour planners that could bring tours to North Dakota," said Sara Otte Coleman, director of the North Dakota Tourism Division.

Participants included Sandy Dobmeier, Grand Forks Convention and Visitors Bureau; Sylvia Garcia, Fargo-Moorhead Convention and Visitors Bureau; Mary Lee Nielson, Valley City Rosebud Visitor Center; Rita Horner, Bismarck-Mandan Convention and Visitors Bureau; Michelle Kallberg, Garrison Area Improvement Association; Joan Zimmerman, Washburn Convention and Visitors Bureau; Wendy Howe, Minot Convention and Visitors Bureau; Doug Jensen, Theodore Roosevelt Medora Foundation; Deanne Keller, North Dakota Tourism Division; and Tammy Weiler, Dickinson Convention and Visitors Bureau.

Researchers at George Washington University have found that one overnight visit by a motorcoach group can contribute between \$5,000 and \$11,000 to the local economy from lodging, meals, shopping, and other activities. ●

National parks plan unveiled

New National Tourism Director for the National Park Service (NPS), Dean Reeder, outlined his goals for the NPS Tourism Office during the December Partners in Tourism Committee meeting at TIA's offices in Washington, DC.

Among his top priorities are increasing visitation to lesser known treasures and spreading visits more evenly throughout the calendar year. ●

Finding Sacagawea symposium planned

The Bismarck-Mandan Lewis & Clark Bicentennial Committee, along with Amy Mossett and Clay S. Jenkinson, will host "Finding Sacagawea: A National Symposium on an American Phenomenon" May 25-28, 2006.

For more information, please feel free to contact Camie Lies with the Bismarck-Mandan Lewis & Clark Bicentennial Committee at camie@bismarckmandancvb.com. ●

Story ideas needed

Do you have any unique outdoor story ideas?

North Dakota Tourism is always searching for new or unique story ideas to pitch to top-notch freelance and assignment writers, as well as television and radio producers.

Submit your outdoor ideas to Mark Zimmerman at mzimmerman@state.nd.us or Rachel Retterath at rretterath@state.nd.us. ●



Regardless of the season, the stars come out to play here.

WHERE'S SCOOTER?

Shining bright

Kari Presler correctly placed me in Medora for Cowboy Christmas in December. She will receive a gift from us soon.

In the meantime, I found a place where the stars shine bright on winter nights. Where am I? Please E-mail your answers to jpursley@state.nd.us by January 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. ●