



Room G3, General Session
8:30-8:45 a.m.: Welcome/Kickoff, Fran Brummund

Track 1, Room G2
Get Your Business Started

8:45-10 a.m.: The ABCs of a Business Plan, Jim Lees/SBDC
10-10:45: Finding Funding \$\$, Fay Behm/ECND
10:45-11: Break
11-noon: Finding Funding \$\$ Part 2, APUC Grants, Jeff Weispfenning/ND Ag Department; Guaranteed to Make a Buck, Bobby Koeplin/Valley City

Track 2, Room G1
The Next Step for Your Business

8:45-9:45 a.m.: Brand Identity and Marketing, Mitch Griess and Bob Upgren/Artech Design
9:45-10:45: Marketing Your Business on the Internet, Scott Wild/INet Technologies
10:45-11: Break
11 a.m.-noon: Partnering and How to Develop and Price Packages, Fred Walker/ND Tourism

Room G2, General Sessions

Noon-1 p.m.: Using the ND Tourism Web Site (www.ndtourism.com) to Market Your Business, Sara Otte Coleman and Scooter Pursley/ND Tourism
1:15-2:45: Doing it Right -- Insurance, Larry Maslowski/ND Insurance Commission; **Health,** Frank Baumgartner/ND Department of Health; **Tax Department,** TBA
2:45-3: Break
3-4: Share Your Success Stories -- Agri-Tourism, Ann Hoffert/Pipestem Creek, Carrington; **Retail,** Cheryl Kelly/Hodenatte's, Lisbon; **Community Event,** Lori Carlson/Sheyenne Valley Arts and Crafts Association
4-4:30: Social sponsored by Buffalo City Tourism

How to Register

You can register for the conference in any of four ways: Go to the event section at www.ndsbdc.org to register on-line; call Kim Murray at 701-252-8060, ext. 10; E-mail kimmur@csicable.net; or mail your registration to SBDC, PO Box 903, Jamestown, ND 58402. Deadline is Feb. 8.

Name(s): _____

Company: _____

Address: _____

City: _____ Zip: _____

Phone: _____ E-Mail: _____

Amount Enclosed: \$ _____

Cost: \$15 per person, \$25 for 2 people (Make checks payable to SBDC)



Tourism Fourth Quarter Report



In the News

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

Jan. 5: January offers indoor and outdoor fun in North Dakota <http://www.ndtourism.com/secondary/viewArticle.asp?ID=419>

Jan. 6: Downhill skiing in North Dakota? Absolutely! <http://www.ndtourism.com/secondary/viewArticle.asp?ID=420>

Jan. 10: ND Tourism Division unveils 2006 marketing tools <http://www.ndtourism.com/secondary/viewArticle.asp?ID=421> ●

Reiseliv Travel Show

Interest in North Dakota remains strong in Lillestrom, Norway.

Many attendees to the Reiseliv Travel and Trade Show stopped either to say they were in North Dakota in 2004 or 2005 or that they will be coming in 2006.

North Dakota was represented by Lois Wanner, Knife River Ranch Vacations; Terry Harzinski, Bismarck-Mandan Convention & Visitors Bureau; Fred Walker, North Dakota Tourism Division; and Barbara Stafford, Rocky Mountain International. ●

Area of Travel	2005 Fourth Quarter	2004 Fourth Quarter	Percent Change 05-04	2005 Year to Date	Percent Change YTD 05-04
State Park Visitors	85,256	102,167	-17%	922,434	-5%
National Parks	49,834	54,993	-9%	517,356	15%
Web Visits	Web site statistics will be released in the North Dakota Tourism Division Annual Report, which will be available in early March.				
Major Attractions	61,167	72,455	-16%	786,565	-6%
Local Visitors Centers	16,636	19,883	-16%	130,236	1%
N.D. Airport Passengers	160,650	156,860	2.4%	616,877	4%
Cumulative Lodging Tax	\$723,694.67	\$660,689.98	10%	\$2,519,421.44	11%
1 percent Lodging Tax	\$389,240	\$379,936.82	2%	\$1,434,309.54	8%
Statewide Hotel Occupancy Rate	Oct: 65.9% Nov: 52.3% Dec: 46.0%	Oct: 68.2% Nov: 52.6% Dec: 47.6%	Oct: -3.4% Nov: -0.6% Dec: -3.4%	58.6%	-3.5%
Statewide Average Room Rate	Oct: \$57.32 Nov: \$55.51 Dec: \$55.60	Oct: \$55.33 Nov: \$52.60 Dec: \$56.82	Oct: 3.6% Nov: 5.5% Dec: -2.1%	\$56.53	5.3%

This chart shows the visitation stats for Fourth 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, Indian Hills and Little Missouri.

National Parks: Theodore Roosevelt National Park and Fort Union.

Major Attractions: Bonanzaville USA, Chateau de Moers, Custer House/On-A-Slant Indian Village, Heritage Hjemkomst Interpretive Center, International Peace Garden, Knife River Indian Villages, Lewis and Clark Interpretive Center/Fort Mandan, Missouri Yellowstone Confluence Interpretive Center/Fort Buford, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum and Yunker's Farm/Children's Museum.

Local Visitor Centers: Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County Tourism, Minot, Rosebud Visitor Center (Valley City), 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.

Comings and goings



New passport rules are coming. Are you or your visitors ready?

Those of you heading to Cancun or Flin Flon take note: A border travel card, called "PASS" or People Access Security Service, is being proposed for U.S. citizens heading to Mexico or Canada. The new travel card is being developed as an alternative to the passport for crossing the border.

The cost of the PASS, which will be wallet size, will be around \$50, compared to \$97 for a new passport. Information needed and the process requirements for the travel card will be similar to that of the passport.

The Department of Homeland Security is hoping for a launch date by the end of 2006. In the future, the card may contain all biometric information similar to the new phase of passports. The timeline:

December 31, 2006 – Requirement applied to all air and sea travel to or from Canada, Mexico, Central and South America, the Caribbean and Bermuda; **December 31, 2007** – Requirement extended to all land border crossings, as well as air and sea travel. ●

US-VISIT

US-VISIT currently applies to all visitors (with limited exemptions) entering the United States. This includes visitors traveling under the Visa Waiver Program (effective Sept. 30, 2004).

Foreign visitors traveling to the United States have their two index fingers scanned and a digital photograph taken to match and authenticate their travel documents at the port of entry. The US-VISIT requirements do not replace visa requirements for entering the United States.

Other passport issues

Here are the details on who needs what type of passports to get into the U.S.:

1. Anyone with a machine-readable passport issued prior to Oct. 26, 2005, will not have to get new passports until theirs expires.
2. Anyone with machine-readable passports issued between Oct. 26, 2005-Oct. 25, 2006 must also have a digital photograph printed on the data page or integrated chip imbedded.
3. All machine-readable passports issued after Oct. 26, 2006 must have integrated chip imbedded with information from data page.

Tourism at Marketplace

North Dakota Tourism hosted a booth at the Nature and Rural Tourism Conference at Marketplace 2006 in Fargo.

Mark Zimmerman, outdoor recreation promotions for Tourism, participated in the events at the Fargodome Jan. 17-18.

Tourism made available copies of the travel guide, hunting and fishing guide and the cultural and heritage guide. Information on learning based vacations and opportunities in this emerging market was also distributed. Director Sara Otte Coleman spoke about 2005 Tourism Division programs and the 2006 media campaign. ●

DOC quarterly meetings

The Department of Commerce will begin hosting introductory sessions each quarter for statewide personnel who have a vested interest in our various programs. Setting quarterly meetings facilitates better planning and scheduling.

In prior years, these sessions were hosted only for new economic development personnel. The focus now will change to include new personnel from various organizations. Please mark your calendars with the following dates. All meetings

will be at Century Center, 1600 East Century Ave., Bismarck: *Thursday, February 23; Thursday, May 11; Thursday, August 10; Thursday, November 2.* Here is our tentative schedule:

8:45 a.m.: *Shane Goettle, DOC; 9:* *Linda Butts, ED&F; 10:15:* *Sara Otte Coleman, Tourism; 11:30:* *Lunch; 1 p.m.:* *Jim Hirsch, Workforce Development; 2:15:* *Paul Govig, Community Services Division; 3:* *Office building tour.* ●



I can see the past as well as the present here.

WHERE'S SCOOTER?

Footsteps of the past and present

Kim Syth of Fairview, Mont., knows the Northern Lights Tower at Rugby when she sees it. She correctly placed me there last month.

This month I again looked to new heights while finding out a little about the geological history of the state. Where am I? Please E-mail your answers to jpursley@state.nd.us by February 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. ●