

June 2006

this issue

- New at Tourism
- Summer Fun
- Grant Available
- In the News
- Where's Scooter

North Dakota

LEGENDARY

division of tourism

commerce matters

New at North Dakota Tourism

Jan Leonard Conlin



North Dakota Tourism, in its commitment to growing the new Learning Based Vacations program, has added a staff member to head the effort.

Jan Leonard Conlin joined the Tourism staff on May 12. As the Learning Based Vacation Coordinator, she will work with state partners on the development of their programs, the growth of Learning Based Vacations offerings in the state and help North Dakota travelers find their ideal education vacation.

Conlin has more than 15 years of experience in marketing, advertising, communications, sales support and customer service. A native of Dunseith, she most recently worked for the Dickinson State University Extended Campus.

Conlin has a bachelor's degree in advertising and anthropology from the University of North Dakota. She currently resides in Bismarck with her husband, Pete, and their three children. ●



Go fishing



Play golf



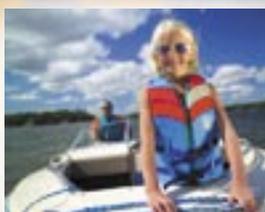
Watch wildlife

Summer blitz

With See America Week and Memorial Weekend being the official kickoff to summer, North Dakota Tourism has been working to get the word out about travel opportunities to North Dakota residents.

In addition to media interviews, bi-weekly news releases and in-state magazine advertising, a cooperative statewide advertising campaign has been launched. North Dakota Historical Society and the North Dakota Parks and Recreation Department have joined forces with North Dakota Tourism in a radio and newspaper advertising campaign.

You may be hearing the radio spots running currently on 12 in-state stations, which will soon be complemented by advertisements in 10 daily and 80 weekly newspapers in the North Dakota. ●



Go boating



Take in a rodeo



Go shopping



Go camping

Preparation under way for 2007 Travel Guide

North Dakota Tourism has begun the process of updating information to be used for the 2007 Travel Guide and on the Web site.

Tourism and travel partners throughout the state should expect mailings the week of June 12. These mailings will ask for updated contact information, as well as information on accommodations, attractions and events.

Forms for accommodations and attractions are due to the Tourism office by August 11.

Forms for events are due by September 8.

For information on advertising in the 2007 Travel Guide, contact Clark Van Horn at North Dakota LIVING, 701-663-6501, or cvanhorn@ndrec.com. ●

HGTV features North Dakota

The Old School Bed and Breakfast of Arnegard, N.D. will be featured in an episode of "If Walls Could Talk," airing on the Home and Garden Television channel.

The episode is scheduled to air at 5:30 p.m. (CST), on Tuesday, June 27. (Premiering at 6:30 p.m., Eastern and Pacific time.) ●

German market grows in U.S.

The United States has seen a significant growth in international travel, and North Dakota continues to be a destination attracting visitors specifically from the Nordic countries of Sweden, Finland, Norway, Iceland, Denmark and Germany.

Visitors from Germany, in particular, are attracted to U.S. destinations. In 2004, there was a 12% increase in German travel to the U.S. over the previous year. Expenditures by German travelers increased by 10%.

Other facts:

- The German employee has on average 6 weeks vacation.
- The German employee receives in the summer a vacation bonus of around 60% of their monthly salary.
- The German traveler spends an average of \$3,125 per person, per trip to the U.S.
- In 2004, there were 1.3 million Germans who visited the U.S. ●



German media meeting with Enchanted Highway sculptor Gary Greff on a recent FAM trip.

What's new ...

Theodore Roosevelt book

A new book about Theodore Roosevelt's time in the Dakota Territory (1883-87) will go on sale June 10.

"Theodore Roosevelt in the Dakota Badlands: An Historical Guide" is an informative and beautifully illustrated 112-page book, written by Dickinson State University (DSU) Theodore Roosevelt Scholar-in-Residence Clay S. Jenkinson.

The book will be available at the Western Edge Bookstore in Medora, at the annual Theodore Roosevelt Medora Foundation (TRMF) Roundup and at the DSU Store. ●

Vacation package loans available

Businesses within the Southwest Rural Economic Area Partnership Zone (Adams, Billings, Bowman, Golden Valley, Hettinger, Slope and Stark Counties) may be eligible for project loans.

The SW REAP Zone is seeking to provide loans to projects that will market and sell vacation packages. Two types of proposals will be considered:

■ **Business Start Ups:** Applicants must have a business and marketing plan and document packaging criteria based on the same criteria used by the North Dakota Tourism Division.

■ **Marketing Partnerships:** Applicants should be a group of existing tourism businesses that seek to establish and market a specific package or variety of packages.

Matching funds will loan no more than 50% or \$5,000 (whichever is less) in any one application. No interest will accrue or be assigned the first three years of the loan.

For more information on the SW REAP Zone loans for vacation packages, contact Shirley Brenthrup at 701-483-1241. ●

Tourism Cares for Tomorrow

Tourism Cares for Tomorrow, the tourism industry's nonprofit organization, awards grants to worthy tourism-related nonprofit organizations worldwide for conservation or preservation of exceptional cultural historic, or natural sites.

Tourism Cares for Tomorrow considers projects or programs with either or both of the following goals: 1) projects that protect, restore, or conserve sites of exceptional cultural, historic, or natural significance; and 2) programs that educate local host communities and the traveling public about conservation and preservation of sites.

Historically, grants have ranged between \$10,000 and \$20,000 each. However, based on merit and availability of funds, grants of up to \$100,000 will be considered.

Visit www.tourismcaresfortomorrow.org for complete program guidelines. ●



North Dakota Tourism is updating its mailing lists to provide partners with the information they need and want. This list is also used for special e-marketing programs, like the birding-based tourism series. Please fill out this form and fax to 328-4878 or E-mail the information to Tricia Miller at tamiller@nd.gov. Thank you.

Please Print.

Name: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail Address : _____

Phone #: _____

Toll Free # _____

Fax #: _____

Mailing Lists:

- Stakeholder
- Coop Marketing Opportunities
 - Unveiling of Media Plan
 - Miscellaneous Updates
- Tourism Master List
- Travel Guide Updates
 - Newsletter
 - News Releases
 - Tourism Industry Event Notices

Special Niches you market to.

- Golfing Birding
- Mountain Biking
- Other _____

To receive updates on program areas, please select:

- International Travel
- Group Travel
- Outdoor/sport/travel show partnership
- Culture/Heritage (formerly L&C)
- Brochure Distribution (Rest Area)
- One Fulfillment

TIA forecasts summer leisure travel

The Travel Industry Association of America (TIA) released their summer leisure travel forecast last month, and predicts volume growth of less than 1 percent this year.

According to TIA's Summer 2006 Forecast, Americans will take 325.6 million leisure person-trips during June, July and August 2006. A person-trip is one person traveling 50-plus miles, one-way, away from home.

Historically high fuel prices and broader economic concerns are named as reasons for the slowdown.

Summer 2006 Highlights:

- Gas prices should cause weaker demand early this summer but demand will grow stronger as the summer wears on and travelers get used to high gasoline prices.

- Air travel and hotel demand will rise even as hotel room rates and air fares go up.

- Forty percent of travelers plan to take children or grandchildren on their longest trip.

- The top three activities planned by summer travelers are visiting friends and relatives (55%), going to a beach or lake (38%), and visiting small towns or rural areas (27%).

- Rounding out the top planned summer travel activities are: visiting cities/urban areas (21%), visiting national or state parks (20%), visiting historic sites (20%), camping, hiking or climbing (16%), fishing (15%), attending a family reunion (14%), visiting a theme/amusement park (15%), visiting a museum (14%), and going to a casino (14%).

- Five percent of summer travelers plan to use an RV.

- International travel to the U.S. will continue to rise as declines in the value of the dollar make the U.S. an international travel bargain. ●

Celebrate '100 Years of Forestry'

The North Dakota Forest Service is celebrating "100 Years of Forestry" with a three-day event at MSU-Bottineau.

The Celebration of Success will take place July 14-16 and include exhibits, a forestry tour, presentations, entertainment and much more.

For the complete schedule of events, visit www.nd.gov/forest and click on "centennial." ●

In the News

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



North Dakota Tourism was in the news in May

May 2: Traveling within the state is a great way to have an incredible adventure. And national tourism week May 13-21 is the perfect opportunity to "See North Dakota." <http://www.ndtourism.com/secondary/viewArticle.asp?ID=367>

May 9: As part of Tourism Week May 13-21, North Dakota Tourism today released details of the second installment of the North Dakota Governor's Photo Contest. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=368>

May 18: 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. Fred Walker, international marketing director for North Dakota Tourism, Terry Harzinski of the Bismarck-Mandan Convention and Visitors Bureau, and Barbara Stafford of Rocky Mountain International attended the marketplace earlier this month. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=371>

May 24: 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 scheduled. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=372>

May 27: Festivals across the state are a staple during the summer. Check out this small sampling of the many festivals scheduled in North Dakota in June and July. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=375> ●

Where's Scooter?

Garden of Eden?

Katy Casler of Williston correctly identified Misty the Mermaid in Riverdale in last month's newsletter. This month, I am enjoying the fruits of cooperation between two nations. Where am I?

Please E-mail your answers to jpursley@nd.gov 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. ●



Delightful garden setting. ●