

July 2006

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North Dakota

LEGENDARY

division of tourism

commerce matters



Tube Time

New vacation program launched

The North Dakota Tourism Web site features a new tool for vacation planning. The Learning-Based Vacations program was unveiled to media last month and visitors are now using an online database to plan their education vacation.

The Learning-Based Vacation program was designed for groups or individuals wanting to combine learning with fun and adventure. The 2005 legislature earmarked funding so the Tourism Division could create a database that will help visitors customize this unique North Dakota experience.

Visitors can create a custom learning vacation by going online to <http://www.ndtourism.com/LBV/> or by phoning the Tourism Division at 1-800-435-5663. Learning vacations are available on a wide variety of topics, such as agriculture, art, birding, immigrant cultures, paleontology and state history.

North Dakota Tourism is still building a database of providers. For more information on the program, contact the Tourism Division at 1-800-435-5663. ●



Newspaper inserts make impact

The popular North Dakota newspaper insert was distributed through 31 papers in the U.S. and Canada last month. Two inserts were created, one focusing on the Legendary brand message and distributed in newspapers to the primary U.S. markets; the other spotlighting the border/city experience message with a distribu-

Media, Page 2 ➡

Early Show at Fargo



North Dakotans gathered June 16 at the Fargo Air Museum (above) to take part in the CBS Early Show with weatherman Dave Price. The enthusiastic group put their hometown spirit on display for a national audience during the two-hour telecast. The show was part of a nationwide tour of smaller United States cities. Below, a crew from Iowa Public Television did some filming for a project in the state during a recent FAM trip.

Iowa Public Television



Editor scopes out Badlands (Page2)

CBS News' "The Early Show" broadcast live from the Fargo Air Museum June 23. The live broadcast was part of "The Great American Vacation" giveaway.

Sara Otte Coleman, director of North Dakota Tourism said, "The Early Show" was a great opportunity to showcase Fargo and our friendly people."

During "The Early Show" weather segments, CBS cut away to Dave Price as he interacted with the crowd during weather updates. ●

Director, from page 1

tion to Canadian and secondary U.S. markets.

The two inserts had a total circulation of more than 2.5 million, creating awesome impact for North Dakota and drawing attention to a variety of events held throughout the state.

North Dakota Tourism also had an increase in cooperative advertising in 2006. Partners in the insert included Bismarck-Mandan, Dickinson, Fargo, Grand Forks, Jamestown, Minot, Norsk Hostfest, Pipestem Creek and the State Fair. ●

Editor scopes out Badlands

One of the USA's most widely read journalists, Dan Kaercher, editor-in-chief of Midwest Living Magazine, spent three days in June in North Dakota with a film crew from Iowa Public Television.

Dan is working on his next book, DVD and television segments on premier state and national parks in the Midwest.



Dan and the crew spent their time in and around the Theodore Roosevelt National Park's north and south units, Sakakawea State Park and Long Lake National Wildlife Refuge.

Almost 925,000 subscribers and nearly 3.8 million readers in the Midwest enjoy following Dan's travel exploits.

This is the third year that Kaercher has been in North Dakota, featur-

ing must-see destinations and activities. Last year, he took a 12-state, 10,000-mile tour around the Midwest and produced a book, "Taste of the Midwest," that focused on the flavors of the region, featuring foods grown in the heartland, cozy cafes and ethnic foods.

Kaercher and the crew spent two days in North Dakota covering farms, restaurants and attractions in eastern North Dakota. The book is available for sale at this time and DVD and TV segments will begin airing in 2007.

Dan's new book on premier parks will be published early 2007 and the DVD and TV segments will be finished by 2008. ●

Birding series available online

North Dakota Tourism received positive feedback on its 10-part Birding-Based Tourism Series, which wrapped up June 20. The series was offered to partners free-of-charge to inform, inspire and help communities, organizations, businesses, agencies and individuals plan, develop and market birding-based tourism.

The 10-part series is available, in its entirety, through the North Dakota Tourism Web site at: <http://www.ndtourism.com/Resources/viewArticle.asp?choice=&ID=447>. ●

In the News

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



North Dakota Tourism was in the news in June

June 2: From Broadway-style productions to historical one-act adaptations to comedies, North Dakota summer theatres offer something for everyone's tastes. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=465>

June 12: Festivals bring people together and offer an array of entertainment. For a complete listing of events, including more community and centennial celebrations, go to www.ndtourism.com or call 800-435-5663 or 701-328-2525. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=475>

June 19: The North Dakota Department of Commerce Tourism Division has kicked off the new Learning-Based Vacations program for groups or individuals who want to combine learning with fun and adventure. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=477>

June 20: CBS News' "The Early Show" will broadcast live from the Fargo Air Museum June 23. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=478>

June 22: The North Dakota Tourism Division recently sent International Travel Marketing Director Fred Walker to international travel and tourism shows in Sweden, Germany and Florida to increase interest in visiting North Dakota. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=479>

June 23: What's more American than an Independence Day celebration, and who doesn't like great food, fireworks, band concerts, street fairs and general fun in the sun? No matter where you are on July 4, you're within watermelon-seed-spitting distance of a local celebration. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=480>

June 26: Rodeos continue to be a part of North Dakota's western heritage and a symbol of our past. There are many rodeos throughout North Dakota. Here's just a few of them held throughout the summer months. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=481> ●

Matched grant program update

The 2007 Matched Grant Program criteria is available at www.ndtourism.com/Resources/. The submission deadline for the upcoming grant period is September 8 at 5 p.m.

The Matched Grant Program began in 2003 with 12 awards and has continued to grow to 26 awards in 2006. In its four years, the program has assisted 63 destinations and events and awarded a total of \$232,915.

All North Dakota destinations and events are eligible to apply for the Matched Grant Program. The matching dollars are to be used for marketing or promotion of the event or destination during the following calendar year.

The grants may be available for destinations or events more than once, but priority will be given to new applicants each year.

For more information on the Matched Grants Program, visit the Web site, or contact Fred Walker at 701-328-3502 or fwalker@nd.gov. ●

.Travel domain names registered

In 2005, the Tralliance Corporation initiated a plan designed to help identify and distinguish between various businesses that provide travel-related services through a Web site domain name.

The .travel domain name was approved in April 2005 and businesses eligible for a .travel URL include hotels and resorts, travel agents, tour operators, theme parks, camp facility operators, air-, cruise- and rail-lines, visitor's bureaus, and state agencies.

North Dakota Tourism has registered three URLs with the .travel domain name, including:

www.northdakota.travel, www.ndtourism.travel, and www.legendarynd.travel. At present, the registered names are inactive and the www.ndtourism.com site will continue to be the official Web site of the North Dakota Tourism Division. ●



Fourth of July

North Dakota Tourism hopes everyone had a great Fourth of July, keeping in mind the many things about the nation that makes it so special.

Group Travel does TAP Dance

North Dakota Tourism Group Travel Director Deanne Keller attended the first annual TAP Dance 2006 in Little Rock, Ark., June 16-18. Thirty-two tour operators from the United States and Canada hosted the first annual event. Each tour operator invited three suppliers or destination marketing organizations (DMO). North Dakota Tourism Group Travel was invited by Shebby Lee Tours of Rapid City, South Dakota.

Travel Alliance Partners, LLC (TAP) is made up of 32 tour operators that are combining forces to promote and buy into the partners tours and develop more products with guaranteed departures.

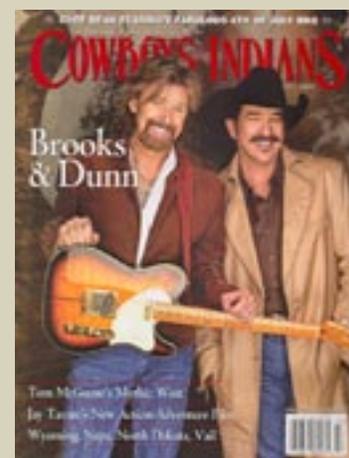
North Dakota Tourism Group Travel was grouped with Marlee Iverson of Montana Tourism and Pam Millard of First Gold Hotel and Gaming. This group met with each tour operator to discuss state and regional information, new themed itineraries, fly-and-ride programs, familiarization tours and package development. ●

The Press Run: Featuring North Dakota

North Dakota in the news: Second quarter 2006



- ❑ Winnipeg Free Press, May 17: Lonesome Cowpoke Town, Old West hides out in N.D.
- ❑ AAA Living, March-April: Birder's Paradise; Lewis and Clark links
- ❑ Nick Junior Magazine, April: Enchanted Highway
- ❑ The Links Magazine, April: Bully Pulpit Golf Course
- ❑ Midwest Living, April: Best of the Midwest 2006
- ❑ Midwest Living, May-June: Roughing it in Style in the Badlands, Trip Tips, N.D. caviar, events.
- ❑ AAA Living, May-June: Mandan Rodeo Days, Lewis and Clark Bicentennial spotlight, International Peace Garden
- ❑ Cowboys and Indians, July: Splendor in the shortgrass, Lewis and Clark
- ❑ Midwest Golfing Magazine, Spring 2006: Unexpected Excellence, N.D. Golf ●





The map above is provided by One Fulfillment, a brochure distribution company working with North Dakota Tourism and its partners. It indicates areas in the United States and Canada that have requested materials about North Dakota.

Online brochure fulfillment

In April of this year, North Dakota Tourism began a partnership with One Fulfillment, LLC for online brochure fulfillment through the Tourism Web site. Just two months into the program, the Tourism Division and participating brochure partners have had great access to online reports showing the numbers of brochure requests, the locations of the requests, and how the requestor heard about North Dakota.

What's more, the One Fulfillment program shows the demographics of age distribution and gender. In the month of May, more than 2,500 state brochure kits were distributed, along with an additional 700-plus western kits and outdoor recreation kits, 600-plus eastern kits, and 500-plus central region packets.

As you can see by the graphic below (map), requests are coming in from coast-to-coast.

For more information on the One Fulfillment brochure program, contact Tammy Backhaus at North Dakota Tourism, 701-328-2526 or tbackhaus@nd.gov. ●

Join Tourism at sport shows

Even though 2007 is still a half year away, plans are under way for the 2007 sport show season. From Pheasants Forever Pheasant Fest in January to the Northwest Sport Show in Minneapolis in late March and early April, North Dakota Tourism is preparing a preliminary schedule of shows.

If your business, organization or community would like to have staff participate in any of the sport show booths, or have material distributed at the shows, contact North Dakota Tourism's Outdoor Promotions Director Mark Zimmerman. Mark has a complete listing of sport shows, dates and venues, and associated fees. Partnering in a booth helps on expenses and is an effective way to get the word out. Mark can be reached at 701-328-2509 or mzimmerman@nd.gov. ●

Getting them here

Mark Zimmerman recently attended the national Outdoor Writers of America Association conference in Lake Charles, La.

Helping promote North Dakota as the site for the 2008 conference was the main focus of the conference presence, but Mark also visited with a number of writers, journalists, and video and broadcast personnel about story ideas in North Dakota.

Several contacts have made the trip to, and written stories about, North Dakota after visits by Zimmerman at previous OWAA national conferences. ●

Where's Scooter?

Aubrey McNary of Williston knows a good garden when she sees one. She correctly placed me last month at the Japanese Garden in Grand Forks. This month I'm getting ready for August's Lewis and Clark National Signature Event. Where am I?

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



This place tells the story of some of the people who befriended Lewis and Clark on their journey to the Pacific and back.