

january 2007

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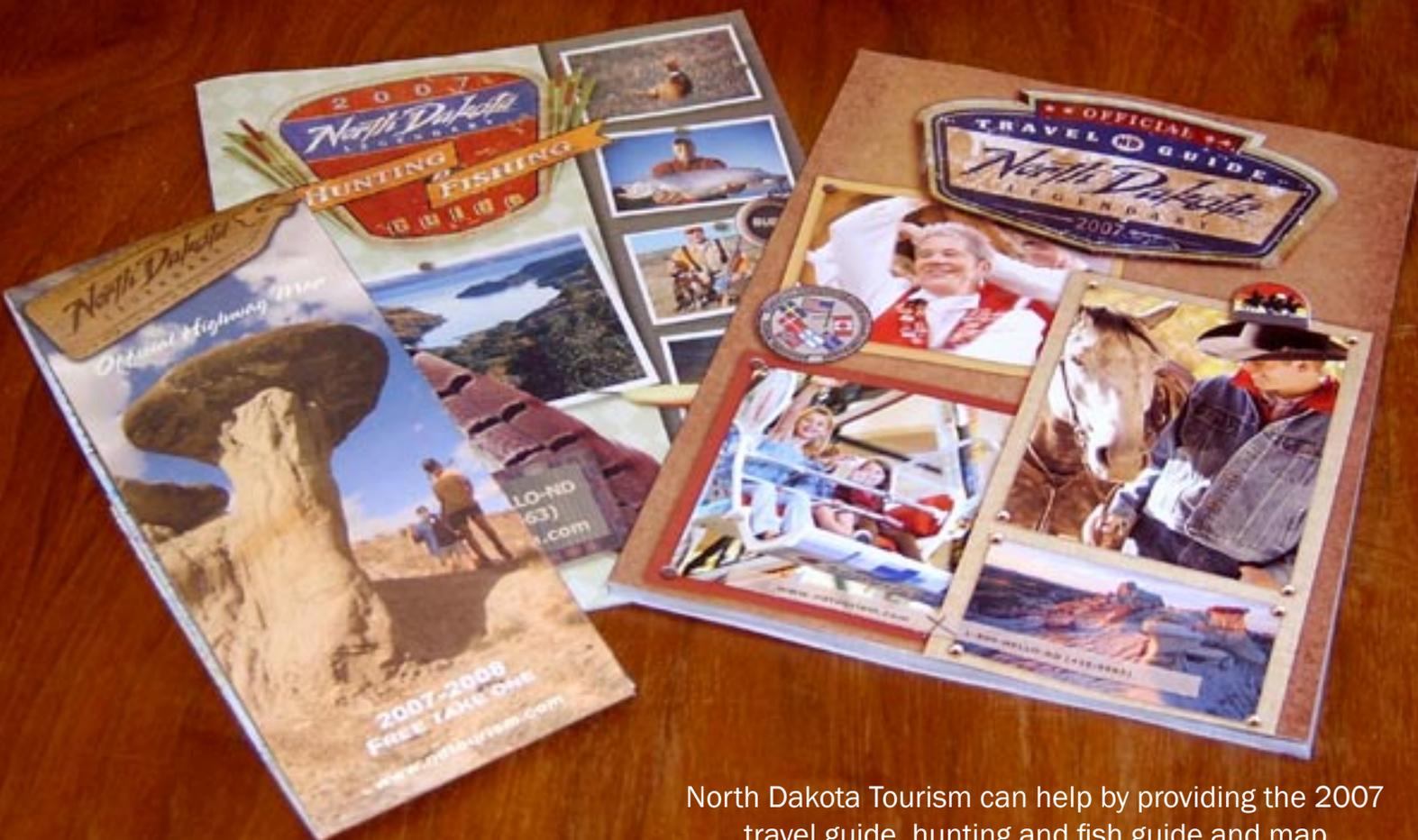
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North Dakota
LEGENDARY

division of tourism

commerce matters

Going somewhere?



North Dakota Tourism can help by providing the 2007 travel guide, hunting and fish guide and map

Message from the Director

Publications ready to sell North Dakota to travelers

North Dakota Tourism's 2007 promotional materials were unveiled today at the Department of Commerce office in Bismarck.

The state's travel guide, hunting and fishing guide and state road map (a joint project with the North Dakota Department of Transportation) were

made available to the public and the media.

Visitor centers around the state also are beginning distribution this week.

The 136-page travel guide is the official state visitors guide and features an image section with fabulous photos from around the

state, as well as narrative descriptions of the many recreational opportunities and listing of festivals, events, accommodations and attractions. One change you will notice is that the section heading pages for attractions, events, accommodations and outdoor

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North Dakota
Tourism Director
Sara Otte Coleman

Guides, from Page 1

recreation have been modified. The full page of photos was eliminated to make room for a wider variety of supporting photos and it allowed us to increase the font size for easier reading. The result is more interesting listings.

The 2007 hunting and fishing guide also is printed and ready for distribution. Tourism printed 50,000 copies that are ready to be shipped to sport shows, outdoor suppliers and rest areas both in the state and beyond. The information contained in the 40-page book highlights the details that anglers and hunters need to plan their outdoor adventures to North Dakota.

We also have a new highway map, which complements the other materials. This year's map features the same vignettes used in the travel guide to pique the interest of travelers looking to take the highway or the roads less traveled. ●

Legislative session kicks off

As we head into another legislative session, we are excited for the opportunity to talk to legislators about the importance of tourism to our economy.

The Governor's budget increased tourism funding again this year, with dedicated general fund dollars pledged to replace tax dollars for tourism marketing. It assured the continuation of Lewis and Clark program dollars to fund a statewide culture and

Hearing date

HB 1018, the Department of Commerce's budget bill, will be heard Jan. 10 at 8:30 a.m. in the Great Plains Room of the Capitol.

heritage tourism program and marketing campaign.

The interim economic development committee has also included some tourism initiatives in HB 1027:

Rural Community Tourism Enhancement Grant Program

The program would be created within the Department of Commerce that is a dollar-for-dollar matching grant program

to improve the marketability of communities to enhance tourism. Individual grants cannot exceed \$10,000 and the total grants awarded cannot exceed \$100,000 per biennium.

Business and Tourism Acceleration Commission

The program establishes a Business and Tourism Acceleration Commission within the Department of Commerce. This Commission is comprised of three members appointed by the Governor and four members appointed by the commissioner.

The Commission may administer grant programs including:

- An innovation grant program
- A tourism grant program
- An international trade grant program

The Tourism Alliance Partnership also has several legislative goals, including a post-labor day school start date bill that has already begun debate in the state's newspapers.

We look forward to telling the tourism story and appreciate all of your help in working with your local legislators. Stay tuned for next month's report, where we will look at the year-end numbers from 2006. ●

Web site aids travelers

Traveler Industry Association of America has launched a new Web site to help eliminate some of the confusion travelers have about passports.

Answers to questions like "who needs one?" and "How and where to get one?" can be found at the new site.

It also has the schedule for when the Western Hemisphere Travel Initiative deadline will take place for those planning international travel by air, sea and land.

The new TIA web site can be found at www.getapassportnow.com and several direct links are imbedded at www.ndtourism.com ●

The Press Run: Featuring North Dakota

North Dakota in the news: Fourth quarter 2006



- ▣ New York Times, September: Under Sail, Under Wraps
- ▣ Star-Tribune, November: Bucks in the Badlands
- ▣ Country Woman Magazine, Sept.-Oct.: Sweet Smell of Success
- ▣ AAA Living Magazine, Sept.-Oct.: Scandinavian by Design, Corridor of Culture, Hit the Marck
- ▣ Road Runner, October: ND Roundtrip, Grasslands, Badlands, Bison
- ▣ Men's Journal, December: Best Epic Bike Rides, Maah Daah Hey Trail
- ▣ Range Magazine, December: Toughing it out on the Knife River
- ▣ Wisconsin Outdoor News, December: Pheasant hunting
- ▣ Adventure Cyclist, Nov.-Dec.: More Maah Daah Hey
- ▣ Courier Magazine, October: Big, Bold, Beautiful
- ▣ Insider Packaged Travel, Sep.-Oct.: Dickinson Tour
- ▣ AAA Living Magazine, Nov.-Dec: Winter's Scenic Rides, Twinkling Traditions ●



Cultural/Heritage Tourism Spotlight

Tourism introduces culture, heritage program

The North Dakota Department of Commerce Tourism Division will present an exciting new idea in cultural and heritage tourism programming to the state's legislators in the 2007 session.



The program breaks cultural and heritage tourism into specific areas of interest for visitors to the state and specialized icons will help visitors plan their travels thematically. Initial plans include displaying icons on state highway signs and maps, retail windows and store fronts and in rest areas.

"We've created unique icons so our guests will be able to easily identify their interests and be able to locate providers," Tourism Director Sara Otte Coleman said. "Visitors will be able to find tours in a particular interest area by finding the icon on a state map. It will enable visitors to customize their trips."

The Cultural and Heritage Program being developed by North Dakota Tourism also offers industry partners a new way to tie into the state's cultural and heritage tourism marketing plan. Partners will need to apply to be part of the

program and if their site is accepted, it will entitle the tourism entity the use of the logo for shopping bags, store-front flags, banners or on other marketing materials.

The new program highlights the following segments of North Dakota's cultural and heritage tourism:

Ranches, Farms & Gardens

The Ranches, Farms & Gardens icon can help visitors find tourism partners in North Dakota's leading industry – agriculture.

Lewis & Clark Trail

Visitors can follow the icons to see all of the sites along the North Dakota section of the Lewis and Clark Trail.

Arts & Entertainment

This section includes sites for public events such as plays, concerts, athletic events, galleries, special events or annual festivals, and interpretive centers.

Heritage & Heroes

This segment of the Cultural and Heritage Program is dedicated to the state's history, including American Indians, members of the U.S. military, railroad workers and European

In the News

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



North Dakota Tourism was in the news in December

December 15: Five North

Dakota tourism partners attended this year's National Tour Association (NTA) Convention in November to promote specialized tours and attractions within the state. In addition, Lewis & Clark Coordinator, Annette Schilling, attended the Eighth Annual Cultural and Heritage Tourism Alliance National Conference. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=521>

December 28: Annette Schilling, Lewis & Clark and Cultural & Heritage Tourism Coordinator for the N.D. Tourism Division, has been selected by the National Cultural and Heritage Tourism Alliance (NCHTA) to represent the Midwest on the 2007 National Conference Steering Committee. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=524>

December 29: Get out and enjoy an abundance of both indoor and outdoor fun. From historical programs at the ND Heritage Center, to the adrenaline rush of "pulling big one through the ice" in a fishing tournament, to great jazz, January offers up a variety of ways to start the year off right. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=525> ●

immigrants and more.

Wildlife & Wonders

North Dakota is famous for wide-open spaces, abundant wildlife and extraordinary scenery. This section of the Cultural and Heritage Program covers many areas, including the state's national park, historic site and grasslands, all state parks, lake regions, scenic drives, backways and byways, wildlife refuges, pothole regions, and forests. It may also include outdoor activities such as mountain biking, hiking, golfing, hunting, fishing, winter activities, water adventures, birding, campgrounds and RV sites and visitor centers. ●

Schilling named to committee

Annette Schilling, Lewis & Clark and cultural & heritage tourism coordinator for North Dakota Tourism, was selected to represent the Midwest on the 2007 National Conference Steering Committee. The selection committee encouraged Schilling to apply for membership stating "North Dakota is an emerging leader in the cultural and heritage tourism indus-

try.”

NCHTA prepares tourism industry case studies, follows industry trends and events, develops cultural and heritage tourism marketing ideas and plans and promotes leadership and professional development.

For more information on the new program, please contact Annette Schilling with the North Dakota Tourism Division at 701-328-3505 or at aschilling@nd.gov. ●

Borlaug receives tourism award

David Borlaug was recently awarded the Greater North Dakota Chamber of Commerce (GNDCC) Tourism and Recreational Development Award.

GNDCC annually bestows awards to eight of North Dakota's industry leaders in various categories. Dave MacIver of GNDCC presented the award to Borlaug in Washburn on December 12. Borlaug will also be recognized at the March 2007 North Dakota Business Conference.

Borlaug, president of the Lewis and Clark Fort Mandan Foundation, was nominated by the North Dakota Department of Commerce Tourism Division for being instrumental in the development of the Lewis and Clark Interpretive Center and the Headwaters Fort Mandan Visitors Center. The interpretive center opened in June of 1997 and the visitor center opened in June of 2006. Borlaug has been credited with leading the endeavor to secure private, state and federal funding for the building and expansion projects.

“David's been a trailblazer in North Dakota's tourism industry. He has worked hard to get projects off the ground and he's helped create attractions that are world renowned,” said Sara Otte Coleman, director of the Tourism Division. “His leadership helped inspire many people in the Washburn community and surrounding areas to make Fort Mandan one of North Dakota's premier visitor destinations. This award is something the whole community can take pride in.”

Borlaug also is past chairman of the Lewis & Clark Fort Mandan Foundation Board of Directors, past president of the National Council of the Lewis & Clark Bicentennial Council and past president of the Dakota Zoological Society. ●

Save the Date

Tuesday,
January 23, 2007

From Gadgets to Gatherings: Make New Alliances

When You Attend the

Southwest North Dakota Tourism Conference

Tuesday, January 23, 2007
9 a.m. to 4 p.m.

Days Inn—Grand Dakota Lodge, Dickinson, ND



- Learn how your tourism business can capitalize on technology & gadgets: Global Positioning System (GPS), Geographic Information Systems (GIS).
- Create hands-on experiences: step-on guides, heritage tourism, packaging.
- Network with federal and state land managers to create better opportunities for your visitors on public lands.

For more information: Call (701) 483-1241 or email: kantrud@rooseveltcuster.com

Roosevelt-Custer Regional Council, 200 Pulver Hall, Dickinson, ND 58601

Marketing trends for 2007

Yesawich, Pepperdine, Brown & Russell is a marketing, advertising and public relations agency specializing in travel and leisure.

It recently listed predictions for travel trends in 2007:

- Demand for leisure travel services will continue to outpace that for business travel services.
- Family travel (adults with children) will continue to grow at a faster rate than all other forms of leisure travel.
- Practically all travel suppliers will attempt to raise fares and/or rates, as demand for travel services continues to grow.
- The role of the Internet will continue to dominate the travel-planning/booking headlines.
- The concept of “inclusive pricing” (one price for a bundle of basic services) will grow in popularity.
- The new .travel Internet domain will continue to grow in popularity.

For a full description of the Top 10, go to http://pr.yppbr.com/agency/pcy/2006/12_06/web/ ●

This park on the Canadian border has over 11 miles of cross country ski trails, snowmobiling, and rental cabins too.



Where's Scooter?

Karen Cicha of Mandan placed me at International Peace Garden's Game Warden Museum last month. This month, I'm at a state park where winter snow is almost guaranteed, even when the rest of North Dakota is dry. Where am I? Please E-mail your answers to jpursley@nd.gov by January 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●