

may 2007

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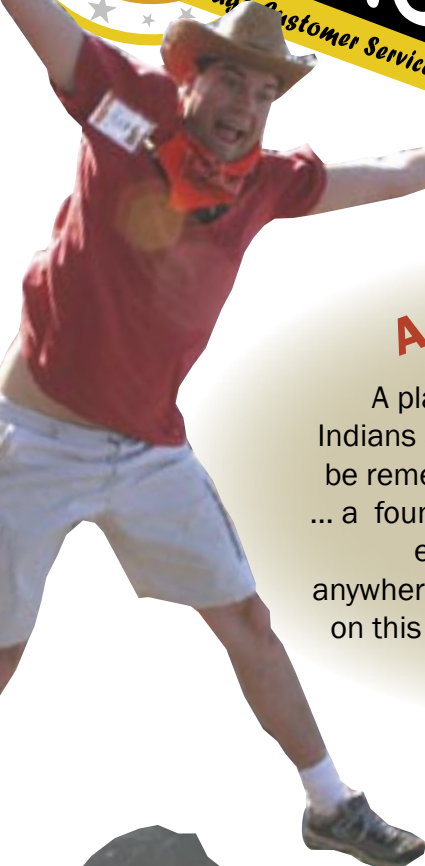
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# North Dakota

LEGENDARY

division of tourism

# commerce matters



## And the winners are ...

A place where cowboys, ranchers, American Indians and even their legendary stock will forever be remembered ... the best Juneberry pie around ... a foundation that honors the greatest adventure ever ... and some of the best golfing anywhere. Look inside for award winners and more on this year's state tourism conference in Fargo.



## Spread the word

Here are ways to promote tourism in your community during National Tourism Week, May 12-20:

- Have local businesses use their marquees to say: "See North Dakota" or "Tourism Works for ND = \$3.6 billion".
- Distribute promotional materials to local gas stations, restaurants and hotels.
- Conduct community presentations on "What to see and do in North Dakota."
- Honor front line hospitality employees for the contributions they make welcoming visitors.
- Host a community/region FAM tour for front line employees.
- Do guest appearances on radio shows, TV noon shows, or newspaper letters to the editor on how tourism is impacting our state's bottom line.
- Visit local schools to talk about tourism opportunities in North Dakota. ●

### Long session comes to an end

The legislative session has ended and tourism has made some strides.

HB1018, the Department of Commerce appropriations bill, includes a slight increase in the tourism portion of the bill. The 2007-2009 budget for the tourism division is at \$8,262,064, up slightly to accommodate some new legislative-driven programs and administrative costs.



The big change in the budget is the source of funding. Since the 1% lodging tax collected at hotels and motels will sunset on June 30, this portion of the marketing will now come from the

state's general fund. This increase of more than \$3 million is the largest general fund increase in the history of North Dakota Tourism.

Other tourism bill highlights:

● **Tourism Enhancements/Product Development**

HB 1009 – North Dakota State Fair Appropriation (passed) included \$250,000 for the planning of a new grandstand

HB 1027 – Business Congress and Interim Economic Development Committee (failed)

HB 1258 – Tourist-Oriented Directional Signs (passed)

HB 1388 – Blue Logo Signs (failed)

HB 1329 – Historic Cold War Missile Site (failed and moved into SB 2018)

HB 1473 – Historic Site Marketing (failed and moved into SB 2018)

SB 2018 – State Historical Society of North Dakota Appropriation (passed) included \$250,000 general funds for the historic cold war missile site near Cooperstown, and an additional \$50,000 for operations if private fundraising falls short, \$75,000 to market historic sites.

SB 2019 – State Parks and Recreation Appropriation (passed) provides \$3.4 million for the International Peace Garden.

SB 2341 – Heritage Center Expansion Project (passed) provides \$1.5 million in matching state funds for planning the expansion once \$1.5 million of the private sector money has been spent.

SCR 4026 – International Peace Garden Passport Exemption (passed)

SB 2246 – State Employees' Room Rate Allowance (passed)

● **Hunting and Fishing**

HB 1240 – Waterfowl Possession Limit (withdrawn)

SB 2332 – Nonresident Fishing Fee (failed)

● **Post – Labor Day School Opening**

HB 1438 – Post Labor Day School Opening (failed)

● **Liability and Insurance Issues**

HB 1322 – State Indemnification (passed) ●

### Tourism Quarterly Report

Area of Travel	2007 First Quarter	2006 First Quarter	Percent Change 2007-2006
<b>State Park Visitors</b>	54,889	58,744	-7%
<b>National Parks</b>	7,229	7,829	-8%
<b>Web Visits</b>	272,391	174,981	56%
<b>Unique Web visits</b>	86,644	76,170	14%
<b>Major Attractions</b>	759,515	797,519	-5%
<b>Local Visitors Centers</b>	8,905	8,507	5%
<b>N.D. Airport Passengers</b>	162,712	165,391	-2%
<b>Cumulative Lodging Tax</b>	\$677,324.70	\$524,011.51	29%
<b>1 percent Lodging Tax</b>	\$335,127.77	\$285,116.04	18%
<b>Statewide Hotel Occupancy Rate</b>	Jan: 48% Feb: 53.6% March: 59.8%	Jan: 45.3% Feb: 51.3% March: 55.3%	Jan: 6.0% Feb: 4.5% March: 8.1%
<b>Statewide Average Room Rate</b>	Jan: \$58.84 Feb: \$59.97 March: \$60.99	Jan: \$56.39 Feb: \$58.23 March: \$59.37	Jan: 4.3% Feb: 3.0% March: 2.7%
<b>Taxable Sales and Purchases</b>	<b>Arts, Entertainment Recreation</b> \$13,495,170 4th Quarter 2006	<b>Arts, Entertainment Recreation</b> \$13,455,886 4th Quarter 2005	.29%
	<b>Food Services, Accommodations</b> \$249,035,149 4th Quarter 2006	<b>Food Services, Accommodations</b> \$233,503,696 4th Quarter 2005	6.65%

The following chart shows the visitation stats for 1st Quarter 2007. Listed below are the participating entities.

**State Parks:** Beaver Lake, Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Fort Lincoln.

**National Parks:** Theodore Roosevelt National Park, Fort Union, Knife River Indian Villages

**Major Attractions:** Alerus Center, Bismarck Civic Center, Bison Sports Arena, Dakota Gasification, Dakota Wizards, Antelope Valley, Coteau, Fargodome, Fargo Air Museum, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Pioneer Trails Regional Museum, North Dakota State Fair Center, Plains Art Museum, Prairie Knights Casino and Resort, Ralph Engelstad Arena, Red River Zoo, Skydancer Hotel and Casino, Toy Farmer Museum, Yunker Farm/Children's Museum, Confluence Center/Fort Buford.

**Local Visitor Centers:** Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, Minot, Rugby, Valley City, Wahpeton, and Williston.

North Dakota Tourism uses Webtrends to gather visitor data from www.ndtourism.com. The statewide hotel occupancy rate is measured by Smith Travel Research. If you should have any questions, or would like to be included in the survey, please contact Tricia Miller at North Dakota Tourism, 1-800-435-5663. ●



Outstanding leaders in North Dakota's tourism industry were recognized at the North Dakota Tourism Conference. Department of Commerce Commissioner Shane Goettle, Tourism Director Sara Otte Coleman, and Teri Onsgaard, Destination & Marketing Association of North Dakota president, awarded seven Governor's Travel and Tourism awards.

Awards were given to: **Cole Carley**, Fargo Moorhead Convention and Visitors Bureau, Travel and Tourism Leader Award; **Analene Torgerson** of Ray and Lund's Landing Lodge, Frontline Tourism Employee Award; **Chester Reiten** of Minot and Norsk Hostfest, International Tourism Award; **Donna Schouweiler** of ND Parks and Rec, Behind-the-Scenes Tourism Employee Award; **North Dakota Cowboy Hall of Fame** in Medora, Tourist Attraction of the Year; **Grand Cities Art Fest** in Grand Forks, Event of the Year; and **Lewis & Clark Fort Mandan Foundation** in Washburn, Tourism Organization of the Year.

**Southwest North Dakota Golf Getaway** in western North Dakota was organized by Dickinson CVB and named North Dakota Package of the Year.



Tourism award winners, from left: Cole Carley, Travel and Tourism Leader Award; Analene Torgerson, Frontline Tourism Employee Award; Chester Reiten, International Tourism Award; Darrell Dorgan of the North Dakota Cowboy Hall of Fame, Tourist Attraction of the Year; Amy Braun of Dickinson CVB's Southwest North Dakota Golf Package; Donna Schouweiler, Behind-the-Scenes Tourism Employee Award; Kristie Frieze of Lewis & Clark Fort Mandan Foundation, Tourism Organization of the Year; Laurel Bartlett and Traie Dockter of Grand Cities Art Fest, Event of the Year.



One of the many centerpieces given out after the conference. This centerpiece represented the Hot Air Balloon Festival in Medora.



North Dakota Tourism Division staff embraces the event theme.



Bill Geist, right, and Captain James T. Kirk of the starship Enterprise gave a presentation on Web site marketing.

Park River artist Jason Lindell designed the glass awards presented to Tourism Award winners at the state conference. Lindell owns Sundog Glass Design. He is a founding member and vice-chair of New Bohemia, ND, and serves on various committees as a liaison between the arts and economic developers.

## In the News

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

### North Dakota Tourism was in the news in April

**April 17:** Mark Zimmerman, outdoor promotions director with North Dakota Tourism, and several tourism industry partners, represented North Dakota at eight shows throughout the upper Midwest. North Dakota was promoted to more than 270,000 outdoor enthusiasts. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=552>

**April 19:** North Dakota Tourism's advertising campaign, marketing the state as a tourist destination, is gearing up for the summer tourism season. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=553>

**April 30:** Outstanding leaders in North Dakota's tourism industry were recognized at the North Dakota Tourism Conference. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=554> ●



## Governor's Photo Contest

Amateur photographers are being called to enter the 2007 Governor's Photo Contest.

North Dakota Tourism hosts the annual contest. Winning photos will be used in the 2008 North Dakota Travel Guide, the 2008 Hunting and Fishing Guide and/or the North Dakota Tourism Web site.

Photo entries will be judged on their ability to showcase North Dakota as a Legendary destination in the following categories: scenery, people, outdoor adventure, attractions and events.

Photos need to be submitted on disc and accompanied by 5x7 or 8x10 hard copy, by Sept. 7, 2007. E-mailing of digital files will not be accepted.

The following information must be clearly labeled on the back of the photo: entrant's name, address, telephone number, title of photo, location in state where photo was taken and date photo was taken.

Entries will be judged on originality, interest of the subject matter, and visual appeal and consistency with the category theme.

Entered photos will not be returned and there is no limit to the number of entries allowed per photographer. Only color photographs are eligible and photographs cannot be digitally altered.

Submission of the photo and entry form is the guarantee that the photographer is the author and copyright holder of the photo. By entering the contest, photographers agree to have their submitted photograph displayed in the 2008 North Dakota Travel Guide, 2008 Hunting and Fishing Guide and/or Web site, [www.ndtourism.com](http://www.ndtourism.com). North Dakota Tourism will have exclusive ownership rights to all winning photographs. ●

## Outdoor recreation plan needs input

North Dakota residents are invited to attend regional meetings to gather citizen input about the state's outdoor recreation needs and future priorities. The North Dakota Recreation and Park Association is hosting the meetings to assist the North Dakota Parks and Recreation Department in completing its 2009-2013 State Comprehensive Outdoor Recreation Plan (SCORP). All meetings begin at 6:30 p.m.

**May 14:** Grand Forks, Purpur/Gambucci Arena, 1122 7th Ave S

**May 15:** Devils Lake, Devils Lake City Offices, 423 6th St

**May 22:** Bismarck, Frances Leach High Prairie Arts & Science Complex, 1810 Schafer St.

**May 24:** Minot, Municipal Auditorium Room 201, 420 3rd Ave SW ●



There is nothing like a sunset in the great outdoors

## Where's Scooter?

James Martens of Fargo correctly placed me at Fort Abraham Lincoln State Park near Mandan last month. This month, I took in the sunset from a great vantage point. Where was I? Please E-mail your answers to [jpursley@nd.gov](mailto:jpursley@nd.gov) by May 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. ●