

June 2007

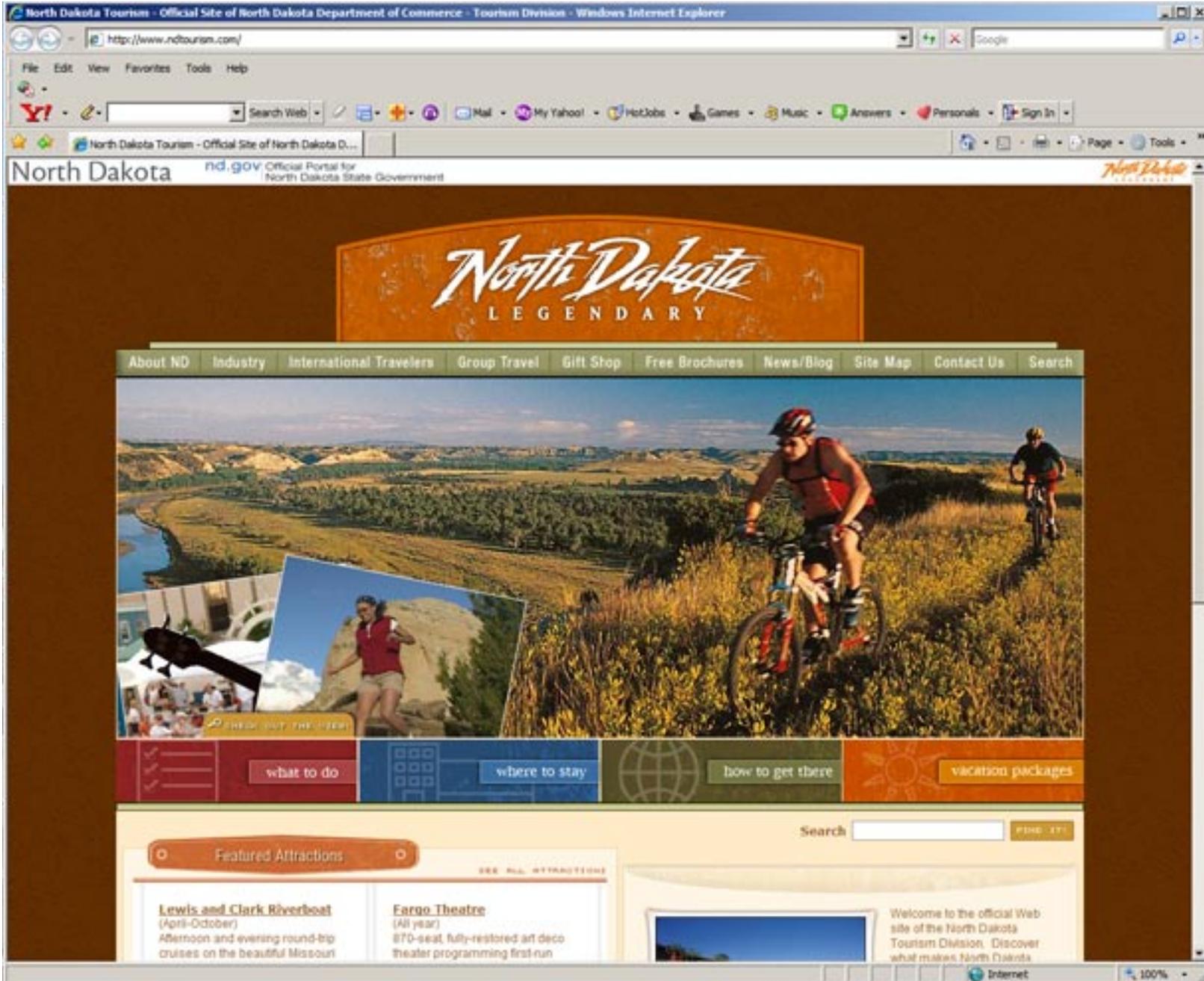
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North Dakota
LEGENDARY

division of tourism

commerce matters



Tourism launches enhanced Web site

As more and more people look to the Internet for information to help them plan their vacations, North Dakota Tourism needed to enhance its offerings on the Web.

In May, the division launched an enhanced version of its site in an effort to make it easier for

travelers to locate information that might persuade them to visit. The site, www.ndtourism.com, was developed by INet Technologies in cooperation with the state Information Technology Department and has received positive reviews within the tourism industry. More on Page 2.

Web site features

Easy partner access: More people than ever are using the partner access feature (Page 2).

On-line photo request: People are now able to download hi-resolution images for promotional purposes (Page 2).

Web site enhancements

North Dakota Tourism Division's enhanced Web site has several functions that make it easier for potential visitors to plan their trips to North Dakota and for tourism industry partners to get the word out about their offerings.

The site still has areas where guests can find out about the great things to see and do in North Dakota. But it also has areas for **blogs**, **packages** and **easy-to-use partner access** that allows industry people to take ownership of their listing.

It seems like everybody is blogging, and Tourism now has a site for people to tell others about their experience in North Dakota.

Travel industry partners can use a new one-page partner access form to get access to their accommodation, attraction, event or travel packages.

Did you know ...

At the launch of the enhanced Tourism Web site, 58 partners were registered with partner access. One month after launching the enhanced site, there are 86 users registered with partner access and the number is growing daily. Don't get left behind. Register today.

If you have not logged in, please do so now and update your current listing.

Web site listings will be used in the 2008 travel guide, so you are encouraged to update your information as the deadline is approaching.

Another handy tool is the news and blog area that helps potential visitors keep abreast of the

latest tourism-related news and happenings.

Also, industry partners, such as convention and visitors bureaus, have an area on the site where they can post their own news releases regarding tourism-related news and activities.

And the winner is ...

Congratulations to Jill Shaw of the Fargo Holiday Inn. Shaw was the first tourism partner to register and use partner access to update her listing on the Web site.

The online photo gallery is a work in progress. Tourism will be adding photos to this weekly, so be sure to stop back often to see the expanded images of North Dakota.

Users can submit their own photos when they send in their attractions, events, accommodations and packages and they will appear with each entry.

The new high-resolution gallery will enable media to download files directly from Tourism, rather than waiting for a CD to be burned and delivered. Tourism will continually add to the site.

The 300-dpi images are for promotional use only. They can be used in materials and publications to promote your offering, but they cannot be used commercially for items like postcards or shirts, etc. ●



A mountain of direct mail pieces arrives at the North Dakota Tourism office following the latest direct response blitz. All are requesting information about things to see and do in North Dakota.

Direct response postcard a hit

North Dakota Tourism recently mailed direct response postcards to people who had requested travel information in the past, but had not done so this year.

The response has been tremendous. More than 1,820 cards have been returned in three weeks.

The Tourism Division mailed 50,000 pieces, according to marketing director Heather LeMoine. ●

Great Outdoors Month proclamation

Governor John Hoeven has proclaimed June 2007 Great Outdoors Month in North Dakota.

North Dakotans are urged to take advantage of the month to get out and enjoy the great recreational opportunities found in the state, whether it's biking, hiking, birding, boating or any other great activity. ●

Travel Guide deadlines

North Dakota Tourism has already started work on the 2008 Travel Guide.

The Travel Guide is the division's largest printed piece with 350,000 copies produced and distributed worldwide.

Over the next few months, Tourism will be collecting updated information from the Web site listings to use in next year's guide.

Those who already have listings should register with partner access and update your information as soon as possible.

Final notices will go out to CVBs June 29 and need to be returned by July 13. These are for CVBs to update their contact information.

Accommodation and attraction final notices go out Aug. 3 and are due back by Aug. 17.

Event final notices for 2008 events will go out Sept. 7 and are due back by Sept. 28.

However, you may update your information before the deadline by using partner access. ●



The Canusa travel office in Hannover, Germany, is adorned with a seat from an airliner and a poster from North Dakota.

Tourism attends TIA Powwow in Anaheim

North Dakota Tourism saw an increase of 230% in the number of leads generated at this year's TIA Powwow in Anaheim.

Terry Harzinski from the Bismarck-Mandan CVB, Barbara Stafford of Rocky Mountain International, Fred Walker of North Dakota Tourism and Cole Carley of Fargo-Moorhead CVB staffed the booth throughout the TIA Powwow.

This year, Tourism generated 69 leads (230% increase from last year's total of 30) and the quality of the meetings was outstanding. A percentage of these meetings can be attributed to the Media Market Place (35% or 22 leads).

Powwow is a show that we can't live without. Although exhausting, we had more appointments than we could handle, keeping in mind that the maximum number of meeting slots available during Powwow is 44. ●

Great place to work

The Bismarck-Mandan Young Professionals Network recently named the North Dakota Department of Commerce (which includes the Tourism Division) as one of the top 10 places in the community to work.

Criteria included innovation, benefits and inclusion of young professionals in the workplace.

Other aspects that young professionals sought in employers were competitive pay, flexible hours, training, advancement and positive work environment.

Commerce was chosen because "The senior staff members have a commitment to understanding what is important to young professionals who currently live and work in North Dakota, as well as those who aspire to return to the state. Their commitment is demonstrated by ongoing employee surveys, high standards for job performance and implementation and/or validation of opinions and feedback they receive. Most importantly ... the DOC offers something very important to many of us young professionals: a positive, fun, purposeful and exciting place to work." ●

In the News

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



North Dakota Tourism was in the news in March

May 1: The school-year may be winding down, but new opportunities for hands-on fun and learning are just a weekend away. Combining vacation with education, learning based vacations offer unforgettable ways for families of all generations to expand their horizons. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=152>

May 11: Gov. John Hoeven and the North Dakota Tourism Division have kicked-off North Dakota Tourism Week, May 12-20, by announcing the North Dakota Governor's Photo Contest. Any amateur photographer who lives in North Dakota is invited to submit entries to the Governor's Photo Contest. Winning photographers will receive a \$100 cash prize and their entry will be featured in North Dakota Tourism's marketing materials. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=153>

May 14: Getting people to visit North Dakota is the goal of the North Dakota Department of Commerce Tourism Division. And the tools to do it - an enhanced Web site along with new television ads - were unveiled today to kick off National Tourism Week. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=154>

May 24: There's nothing quite like hopping on a mountain bike or lacing up your hiking shoes to explore nature. From serene to extreme, North Dakota's hiking and biking trails offer a real-life adventure for all levels. Whether you're looking for a challenge of a lifetime or just an afternoon outside to revel in North Dakota's fresh air, blue skies and pristine scenery, you'll discover a trail perfect for you. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=156>

May 25: With beautiful weather upon us, it's the perfect opportunity to enjoy the countless activities scheduled throughout the state. From art fests and rib fests to fossil digging and more, take your pick; there's sure to be an activity for everyone in the family to enjoy. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=157> ●

State parks enhancements for biennium

The 60th Legislative Assembly approved funding for a variety of major construction projects in select state parks.

■ Expansion of Pioneer Heritage Center, Icelandic State Park (Cavalier). Construction of the existing building, including exhibits, was funded entirely by the Northeastern North Dakota Heritage Association, a private non-profit organization affiliated with the park since 1987. For the expansion project, the state will be picking up 75 percent of the cost with the association raising 25 percent of construction costs.

■ Campground Water and Electrical Improvements, Fort Stevenson (Garrison), Lake Sakakawea (Pick City) and Turtle River (Arvilla) state parks. Campground water/electrical improvements at Fort Stevenson and Lake Sakakawea state parks will be completed this fall. At Fort Stevenson, the second phase of the new north campground loop includes installation of sewer hookups along with water/electrical for 15 additional sites. The campground project at Turtle River State Park is scheduled to be bid later this summer with construction starting late fall or next spring.

■ Trail Projects, Fort Abraham Lincoln (Mandan), Fort Stevenson (Garrison) and Lewis & Clark (Williston) state parks. A five-mile single track trail for hikers, mountain bikers and horse riders opened June 1 at Fort Abraham Lincoln State Park. In addition, a five-mile trail at Fort Stevenson is designed and ready to be bid, with construction starting mid-summer. A two-mile hard surfaced, wheelchair accessible trail at Lewis and Clark State Park is scheduled for construction in late summer of 2007.

Other major state park construction projects includes a new deepwater marina at Fort Stevenson State Park that is being designed, funded and supervised by the U.S. Army Corps of Engineers. Construction is expected throughout the 2008 season, and is expected to open for public use in 2009.

A new visitor center has opened at Turtle River State Park. Exhibits about the Civilian Conservation Corps will be installed later this summer. Also in the works is expansion of the Cross Ranch State Park River Peoples Visitor Center to include additional classroom and exhibit space. ●



Karen Kouba, left, and Bonnie Gion of Regent vote during southwest North Dakota tourism strategic plan input meeting in Regent.

Southwest tourism strategic plan

Marketing topped the tourism opportunities to be addressed in southwest North Dakota by nearly two to one in a series of tourism input meetings held in the eight-county region. Nearly every person voted for some marketing aspect.

Deb Kantrud, a community planner with Roosevelt-Custer Regional Council in Dickinson, is facilitating a southwest North Dakota tourism strategic plan. As part of the planning process, input meetings were held in Medora, Killdeer, Dickinson, Bowman, Hettinger and Regent. The planning process is funded by grants from the Economic Development Administration and Southwest Rural Economic Area Partnership.

"The goal of the planning process is to create a plan that identifies ways to expand and create economic opportunities in the region," Kantrud said.

More than 70 people attended the meetings, and they identified marketing as a top opportunity to be addressed. ●



Summer is almost here, and between spring rain showers I had plenty of time to relax and fish on the lake.

Where's Scooter?

There's just something about sunrise and sunset in the Badlands. Marty Mulder found me last month at the overlook in the north unit of Theodore Roosevelt National Park. This month I headed east for some more rest and relaxation. Where am I? Please E-mail your answers to jpursley@nd.gov by June 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. ●