

July 2007

this issue

- OWAA coming
- E-Blasts
- Press Run
- In The News
- Where's Scooter

North Dakota LEGENDARY

division of tourism

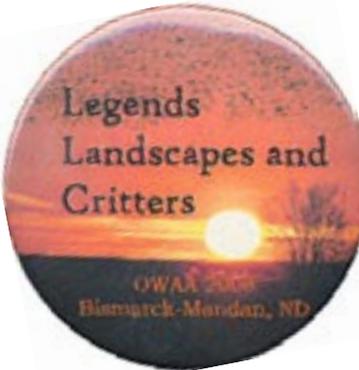
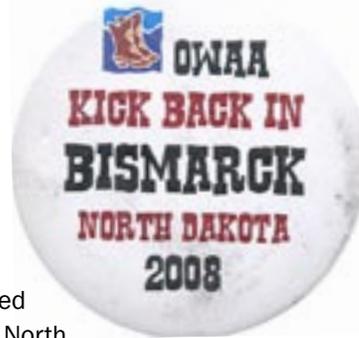
commerce matters

National OWAA event coming to Bismarck

The nation's largest professional organization of outdoor writers, photographers, radio and television

producers, editors and representatives of supporting outdoor related industries are coming to North Dakota in 2008.

Bismarck-Mandan Convention and Visitor's Bureau and North Dakota Tourism will host the Outdoor Writers Association of America June 21-24.



Tourism honored

OWAA recognized North Dakota Tourism for two decades of membership and service to the organization. Tourism Director Sara Otte Coleman accepted the award.

OWAA was in Bismarck-Mandan in 1992, experiencing the legendary outdoors and hospitality of our state which resulted a couple hundred articles and shows on North Dakota.

Pre- and post-conference trips for attendees are being planned in several areas of interest, as OWAA members often wish to take in more of the area when attending the conference. It is a great opportunity to bring media and supporting industry members to North Dakota. ●

Zimmerman moderates OWAA discussion



Zimmerman

Mark Zimmerman, outdoor recreation promotion director for North Dakota Tourism, moderated a panel at the recent OWAA conference.

Titled "Working with Tourism Agencies to Get the Best Stories," the panel included members of a

local convention and visitors bureau, regional tourism agency and a state agency.

The event was a great opportunity to visit with outdoors media about the ways to work with tourism agencies to secure the best story possible to the benefit of all parties. ●

E-Blasts blasting off

North Dakota Tourism, in conjunction with the development of an enhanced Web site, has been working on a comprehensive E-marketing program.

When potential visitors request travel information, they also can provide their E-mail addresses and select areas to receive future information E-mailed to them. The first three E-blasts were sent on the topics of Family Fun, General News and Information and Theodore Roosevelt National Park/Badlands/Medora.

Visitors can also request information on biking, birding, camping/outdoors, city scene, golfing, historic sites, hunting/fishing, learning based vacations, RVing, state parks, scenic drives and winter activities.



U.S. Senate considering national promotional campaign

Legislation has been introduced in the U.S. Senate to create the first-ever substantial and sustainable funding for a promotion campaign to market the U.S. as the world's leading destination.

This quick action demonstrates what we

can accomplish when we speak as an industry with one voice and devote the resources to getting our voice heard.

North Dakota Tourism joins partners at the Travel Industry Association of America thanking our principal allies in the Senate:

Daniel Inouye of Hawaii and Byron Dorgan of North Dakota. They understand the importance of the travel industry in the U.S. as well as the potential to improve the U.S. image around the world by bringing more visitors to the U.S.

Summer's here and the buzz is hot

North Dakota Tourism's advertising campaign shifted into high gear last month.

Broadcast television started running in 11 markets. Direct response television continued in 15 markets. Print advertising has been seen in 28 publications and North Dakota



Newspaper Association partners. Online advertising is on 10 sites. A direct mail postcard immediately generated almost 2,000 requests for information and an online golf promotion had 7,161 entries with an additional 1,250 requests for Travel Guide. And we're only getting started! Expect airwaves to be buzzing in July when cable television advertising starts running in Minneapolis and Sioux Falls. And radio joins the mix in four Canadian markets and five border-U.S. markets.

Plus, 2.5 million newspaper inserts will be delivered July 14-15 in the U.S. and Canada.

All of this is targeted to bring our partners more visitors. ●

A buffalo in Times Square

The 60-ton buffalo statue in Jamestown was spruced up with help from a project to renovate landmarks around the country.

Hampton Hotels selected the Jamestown buffalo monument for its "Save-A-Landmark" campaign and provided a grant of more than \$16,000 to repair the buffalo, said Nina Sneider, executive director of the Buffalo City Tourism Foundation.

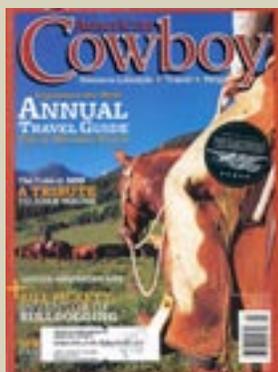
The effort has drawn the attention of national media. In addition to appearing in New York's Times Square (right), pictures have also been seen on the front page of the Tampa, Fla., newspaper and Jamestown, Va., which E-mailed for photos to use at its upcoming city anniversary celebration. And live radio ran all day in markets throughout the U.S. ●



A buffalo in Times Square? You bet. The announcement was part of a display detailing the renovation project call 'Save-A-Landmark.' The World's Largest Buffalo in Jamestown got a facelift.

The Press Run: Featuring North Dakota

North Dakota in the news: Second quarter 2007



- AAA Living, March-April: The Perfect Round, Hit the Links
- Midwest Living, March-April: Bismarck Heritage Center, Knife River Indian Villages, Fort Union, Calendar, Fargo Film Festival
- American Cowboy, March-April: Ashley Andrews, Across the Missouri
- Cabin Life, April: Paleontologists at Public Fossil Dig
- Group Travel Leader, Spring: Learning Based Vacations
- Delta Waterfowl, Spring: Sight-Locke Ted Upgren
- Montana Sporting Journal: An Appreciation of our Great Freedoms
- Upland Almanac, Spring: Chickens and Cakes
- Great Escapes, Minneapolis-St. Paul, April: Maah Daah Hey Trail
- History Channel Magazine, May-June: Pease is Abloom ●



Submit photos to TODAY

Starting in July, TODAY's new series "America the Beautiful" is on a hunt to list the top 10 most beautiful places in the United States.

This is your opportunity to let TODAY know what you think is North Dakota's most mesmerizing location! It doesn't have to be a well-known tourist hotspot — it could be your local lake, a state park or even your backyard. Send in your photo or video footage and TODAY might broadcast from your spot!

<http://today.msnbc.msn.com/id/19444493/>



Fort Abercrombie had groundbreaking

Groundbreaking ceremonies for a \$1.3 million interpretive center for visitors at Fort Abercrombie State Historic Site near Fargo and Wahpeton were held June 22. The facility is scheduled for a grand opening in May 2008.

The site is managed and maintained by the state's history agency, the State Historical Society of North Dakota (SHSND).

The new interpretive center will feature an exhibit gallery about the history of Fort Abercrombie, a museum store, observation deck, office space, storage and work spaces, and public restrooms. Designed by the architectural firm of Lightowler Johnson Associates in Fargo, the 3,800-square-foot facility will incorporate some of the fort's features, including a central "blockhouse" section modeled after the blockhouses



that helped defend the site. It will be located just outside the palisade on the north-west corner of the fort site.

"The new interpretive center will be a major

addition to the area, telling the important story of Fort Abercrombie and its era in an exciting, state-of-the-art approach," said SHSND Director Merl Paaverud. "It is an outstanding example of what can be accomplished through partnerships at the local, state and federal levels."

Funding for the interpretive center has been provided through a combination of local, state and federal money. This includes \$1.1 million from the North Dakota Legislative As-

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 25: As June comes

to an end and we head into July, North Dakota is filled with activities galore, providing momentum to get into that patriotic spirit. Attend a centennial celebration, watch the sky light up with fireworks at a Fourth of July event or take in one of the many other happenings during this time. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=160> ●

sembly, and a \$200,000 match grant from the federal Save America's Treasures program. The expansion builds on the \$500,000 development project completed at the site in 2002, which included reconstruction of the fort's blockhouses, guardhouse, and part of the stockade. New text panels were also installed in the blockhouses in 2005.

Though Fort Abercrombie was not actually built until 1858, the U.S. Congress authorized its construction in 1857. Located 37 miles south of Fargo and 15 miles north of Wahpeton, Fort Abercrombie State Historic Site is one of 55 sites managed by the SHSND. The fort began operations in 1858; the last soldiers were withdrawn in 1877. It was the first permanent U.S. Army fort established in what is now North Dakota and was besieged by the Dakota (Sioux) during the Dakota Conflict of 1862. ●

North Dakota Chamber awards

North Dakota Tourism encourages everyone to take the opportunity to nominate someone for one of the North Dakota Chamber's statewide awards, including the prestigious Greater North Dakotan award.

Of the many people you know, which ones have distinguished themselves with industry, state or national activities that are too great to go unnoticed? Help us honor them with the recognition they deserve. Deadline for nominations is July 31, 2007.

The Greater North Dakotan Award will be presented during the North Dakota Chamber of Commerce event. The other awards will be presented at events in the recipients' communities this fall.

To obtain a nomination form and list of past recipients, call 701-222-0929 or 800-382-1405; or E-mail laura@ndchamber.com.

Please specify which award form you need. Nomination forms can also be downloaded from or submitted online at http://ndchamber.com/about/awards_list.asp?ID=1. ●

High-resolution image gallery growing

North Dakota Tourism has high-resolution photos for use in your marketing projects.



To access the picture, go to www.ndtourism.com, click on the industry button and the high-resolution photo link at the left.

Once your request for photos is approved, you will be able to download high-resolution images directly

through the Internet. No more waiting days for a CD to be delivered.

Remember, the images are not to be used for commercial purposes like hats, T-shirts, etc. They are for promotion of North Dakota only.

Tourism will continually add to the gallery. ●

Infrastructure and expansion grants

The second round of Tourism Infrastructure and Expansion Grants will be awarded this fall, with applications due September 15. The grants support new or expanding tourism or recreation facilities. Funds can only be used for buildings and equipment. They cannot be used for marketing or ongoing operation expenses. Projects will involve an attraction that among other things has the ability to attract visitors from a minimum of 50 miles and retain them in the area for at least three hours.

Any organization is eligible to apply if they are officially recognized by the IRS as having a non-profit status.

The grants require a 2:1 cash match. For every two dollars of grant money being requested, the sponsor must provide one dollar. The grants can range from \$5,000-\$24,000 in any given year.

For a complete overview of the program or to print off an application, go to <https://www.ndtourism.com/industry/nd-tourism-grants/> ●

International visitation is up

Numbers released by the U.S. Department of Commerce show worldwide visitation to the United States was up 13% for March 2007.

Total visitation for the first quarter was up 9%, and overseas markets have grown for six consecutive months.

Group tour media event in Regina

The first combined media and group sales mission to Regina, Saskatchewan was held June 25-27.

The event was held at the La Bodega Tapas Restaurant where tour operators, travel agents, independent travel planners and media gathered to hear about North Dakota travel opportunities. In addition, we were featured on two radio stations where North Dakota was promoted as a 2007 Canadian travel destination.

"This event provided the perfect networking opportunity and also insight on marketing to the Canadian traveler," said Amy Krueger of Williston CVB.

North Dakota partners included Sandy Dobmeier of Greater Grand Forks CVB, Camie Lies of Bismarck-Mandan CVB, Jan Dodge of McKenzie County CVB, Amy Krueger, of Williston CVB, Wade Westin of Theodore Roosevelt Medora Foundation and Kim Schmidt and Deanne Felchle of North Dakota Tourism. ●

2 Nation Tour FAM trip

North Dakota and South Dakota joined together for 2007's 2 Nation Tour. The familiarization tour featured "Western Heroes-Great Adventure."

Six tour operators from New Mexico, Illinois, Georgia, and New York relived the American West. They stepped back in time with the Marque De Mores in Medora and First Sergeant Major Johnson at Fort Abraham Lincoln. They were very pleased to experience buffalo parading around the green grasslands of Theodore Roosevelt National Park and also seeing the wild horses run across the hills. Each tour operator expressed accolades on the experience they had in North Dakota and the people they met along the way. Thank you to the partners, who made this 2 Nation Tour FAM trip a success. ●



A cabin in the woods.

Where's Scooter?

Gabe Sattler found me last month pulling up to the dock at Woodland Resort on Devils Lake. This month, I'm in a state park log cabin that was named after a Lewis and Clark Expedition member credited as being the first white man to visit the geysers at Yellowstone National Park. Where am I? Please E-mail your answers to jpursley@nd.gov by July 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. ●