

August 2007

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North Dakota
LEGENDARY

division of tourism

commerce matters

Tourism greets the Posse

One by one they trudged in off the hot, dusty trail, leaving their mounts outside to slake their thirst in the Medora Community Center.

The Posse, 475 strong, picked the hottest days of the year to make a three-day stop in North Dakota. They were in serious need of water, and North Dakota Tourism was there with liquid refreshment.

The 2007 Harley-Davidson Posse Ride from Wilmington, Delaware, to Portland, Oregon, took riders across the Northern Plains during its two-plus-week coast-to-coast run. Riders from as far away as England and Japan, and as young as 18 years old, took part. Riders were impressed with the hospitality and the people of North Dakota. North Dakota Tourism's Deanne Fehle and Scooter Pursley braved 106-degree temperatures to see to it that the group had all of the water and travel information our guests could use. ●



Golfweek raters tee off in N.D.

We could tell golfers around the nation about North Dakota's great courses, and they might be inclined to believe us.

Or we could show 42 golf raters some of our courses and let them tell the masses. North Dakota Tourism is doing both.

Forty-two golf raters from 27 states came to North Dakota in July for Golfweek magazine. They called their four-course stop the Prairie Dog Tour.

Raters chose the courses they wished to play, and North Dakota Tourism helped arrange schedules, tee times and side

trips to a number of attractions and scenic sites.

Golfweek magazine does about six trips every year and it has a panel of about 400 active raters.

The out-of-state players golfed Hawktree Golf Club in Bismarck, Bully Pulpit at Medora, the Links of North Dakota near Ray and Williston and Minot Country Club.

Governor John Hoeven met the group and played a round with the raters at the Minot Country Club course. ●



Did you know?

Randall Travel Marketing said a recent study of workplace habits shows 49 percent of workers in the United States gets more than two weeks vacation, personal and sick days, but 30% will use less than half their paid time off in 2007.

Also, 20% won't take a full vacation, but will use days off for long weekends.

Aftenposten

Aftenposten, the largest newspaper in Norway, recently polled its readers to find out where in the world they should send their travel writers.

Wild West USA, which includes North Dakota and the surrounding region, was third on the list. Leading the way was The Unknown India and Easter Island.

North Dakota Tourism has hit the Scandinavian travel markets hard in recent years, and the results can be seen in increased visitor traffic, as well as FAMS.

Tourism International Marketing Director Fred Walker attends several travel shows each year from Iceland to Sweden to Germany. He has been successful in lining up media FAMS that result in pages of editorial and advertorial content in European publications.

Tourism Quarterly Report



The North Dakota Cowboy Hall of Fame is a recent recipient of a Tourism Infrastructure and Expansion Grant.

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

Reporting

The accompanying chart shows the visitation stats for Second Quarter 2007. Listed below are the participating entities:

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

Major Attractions: Alerus Center, Arrowwood NWR, Bike the Border, Bismarck Civic Center, Bison Sports Arena, Bonanzaville USA, Bully Pulpit Golf Course, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Dinosaur Museum, Dakota Gasification, Antelope Valley, Coteau, Leland Olds Station, Dakota Wizards, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Des Lacs NWR, Fargo Civic Center, Fargodome, Heritage Center, Heritage Hjemkomst

Interpretive Center, L&C Interpretive Center/Fort Mandan, King's Walk, L&C Riverboat, Lawrence Welk Home, Medora Musical, National Buffalo Museum, ND State Capitol, Painted Canyon Visitor Center, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Prairie Knights Casino and Resort, Raging Rivers Waterpark and Speedworld, Ralph Engelstad Arena, Red River Valley Fairgrounds, Red River Zoo, The Links of North Dakota, Three Affiliated Tribes Museum, Toy Farmer Museum, Childrens Museum at Yunker Farm.

Local Visitor Centers: Beach, Bismarck, Bowman, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Rugby, Wahpeton and Williston. ●

Area of Travel	2007 Second Quarter	2006 Second Quarter	Percent Change 07-06	2007 Year to Date	Percent Change YTD 07-06
State Park Visitors	269,908	289,765	-7%	324,797	-7%
National Park Visitors	Data Not available	Data Not available	Data not available	Data not available	Data not available
Web Views (www.ndtourism.com)	112,791	116,721	-3%	200,883	0%
Unique Web Visits	98,811	133,257	-26%	185,455	-11%
Major Attractions	907,188	874,772	4%	1,686,465	-1%
Local Visitor Centers	23,950	22,997	4%	32,705	5%
N.D. Airport Passengers	156,737	161,840	-3%	319,449	-2%
Cumulative Lodging Tax	\$658,374.79	\$568,446.40	16%	\$1,335,699.91	22%
1 percent Lodging Tax	\$404,549.06	\$368,575.34	10%	\$3,063,642.39 (biennium)	23% biennium
Statewide Hotel Occupancy Rate	April: 55.8% May: 59.5% June: 72.5%	April: 52.9% May: 56.2% June: 67.5%	April: 5.5% May: 5.9% June: 7.4%	58.3%	6.2%
Statewide Average Room Rate	April: \$59.24 May: \$59.21 June: \$62.64	April: \$57.50 May: \$56.95 June: \$59.18	April: 3.0% May: 4.0% June: 5.8%	\$60.35	3.9%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$13,951,449 First Quarter 2007 Food Services, Accommodations \$233,984,107 First Quarter 2007	Arts, Entertainment Recreation \$12,809,647 First Quarte 2006 Food Services, Accommodations \$222,156,884 First Quarter 2006	9% 5%		



STATE HISTORICAL SOCIETY OF NORTH DAKOTA

Cultural Heritage Grants to be awarded

Anyone applying for a Cultural Heritage Grant from the State Historical Society of North Dakota (SHSND) is reminded that they have until April 30, 2009, to complete projects.

The deadline to apply for the grants was July 31, and grants will be awarded by August 31. There is \$250,000 available for the matching grants.

Grants will be awarded in five categories:

- Exhibits - Presentation of ideas and/or collections to interpret and provide a meaningful experience. Exhibits can be two-dimensional or three-dimensional, including structures or environments. They may also include traveling exhibits.
- Special Projects/Events: Professional development of an organization's staff, festivals, lecture series, publications, etc.
- Education: Programs or school-related activities that present ideas or enhance an exhibit, event or theme. Examples may include theatre performances, publications, tours or electronic formats.
- Collections: Materials owned by an organization that illustrate and interpret the mission of that institution. Materials include items such as photographs, books, manuscripts, film, artifacts, archaeological, biological and geological specimens. Funded projects may include cataloging, collections care, research and computer software purchases.
- Capital Improvements: Construction of new buildings or remodeling or preservation of existing structures or historic sites. Routine upkeep and maintenance are not considered capital improvements. ●

DMAND offering scholarship

Destination Marketing Association of North Dakota (DMAND) members planning to attend the 2007 Upper Midwest Convention and Visitors Bureau's fall conference Sept. 16-18

in South Sioux City, Neb., can apply for a scholarship to cover registration costs.

The event, which covers such topics as sales, marketing and sports, will be held at the Marina Inn Conference Center. Keynote speakers include Bill Geist, Tom Miller and Steve Siemens.

DMAND is offering scholarships to help ease the cost of attending the meeting. For more information, contact DMAND President Teri Onsgard at the Fargo-Moorhead Convention and Visitors Bureau. Her phone number is 701-282-3653 and her E-mail is teri@fargomoorhead.org.

Deadline for submitting an application is August 8.

For more information on DMAND or to get a scholarship form,

In the News

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



North Dakota Tourism was in the news in July

July 5: What better way to cool off from a hot, sunny North Dakota summer than with some outdoor water recreation. From lakes to rivers and streams, North Dakota's waters are as diverse as the state itself and are great places for fishing, water skiing, canoeing and kayaking. Grab your oars, fishing rod or water skis, and check out these summer water recreation opportunities. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=161>

July 6: The sweet sound of music brings people together, and that's exactly what happens in late July. Enjoy beautiful summer evenings and live entertainment while walking through a fair, or take the family to a musical. Compete in a talent contest, watch a gospel act or take in a concert featuring nationally known recording artists. If hands-on activities or action events are more your style, you'll find some of that throughout North Dakota, too. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=161> ●

go to the Web site www.northdakotadestinations.org. Once there, click on the North Dakota Tourism Conference link and then on the link for future conferences. Scroll down to to UMCVB fall conference scholarship. ●



Did you know?

The leisure and hospitality industry in North Dakota has grown steadily throughout the last decade. In 2006, the industry gained more than 400 jobs, generating 31,573 total jobs with a payroll of \$338,509,491. Total wages grew by 5.4%.

Hutmacher Farm

Preservation North Dakota's July cleanup at the Hutmacher farm northwest of Manning was so successful that the site is now open to visitors, according to executive director Dale Bentley.

According to the Preservation North Dakota Web site, "The Hutmacher farm is a one-of-a-kind treasure of immigrant architecture and time capsule of the history of one of the last settlement periods in North Dakota's history. The site was in many ways ahead of its time, in terms of conservation, green-architecture and eco-friendly construction techniques ..."



A building at the Hutmacher Farm. Photo courtesy Preservation North Dakota.

The farm, which has six buildings, was built in 1928, but had fallen into disrepair. Volunteers in July stabilized the area so that work could be done in August and September.

Bentley said dates for those volunteers efforts haven't been set. Also, the Heritage Conservation Network is scheduling two work sessions for people around the world in May and June of 2008.

Bentley said the site is open to tourists, but they are asked not to enter any of the structures at this time.

For more information, go to www.prairieplaces.org, or call 701-663-2763 or 701-764-2763. ●

Temporary travel flexibility

The U.S. Departments of State and Homeland Security has announced that U.S. citizens traveling to Canada, Mexico, the Caribbean and Bermuda, and who have applied for but not yet received passports, can temporarily enter and depart from the United States by air with a government-issued photo identification and Department of State official proof of application for a passport through Sept. 30, 2007.

The federal government is making the accommodation



Work at the new interpretive center at the Chateau de Mores State Historic Site in Medora is progressing. The chateau is framed in the background by the higher tops on the interpretive center buildings in the foreground.

for air travel due to long processing times for passport applications.

Western Hemisphere Travel Initiative (WHTI) requirements took effect January 23, 2007.

Adults who have applied for but not yet received passports should present government-issued photo identification and an official proof of application from the U.S. Department of State. Children under the age of 16 traveling with their parents or legal guardian will be permitted to travel with the child's proof of application.

Travelers who have not applied for a passport should

not expect to be accommodated. U.S. citizens with pending passport applications can obtain proof of application at the U.S. Department of State Web site.

The departments will begin to implement WHTI at land and seas ports of entry as early as January 2008. ●

Passports issued

2006:	12,133,537
2005:	10,123,424
2004:	8,825,410
2003:	7,300,667
2002:	7,001,482
2001:	7,119,506
2000:	7,292,182
1999:	6,722,198
1998:	6,539,864
1997:	6,295,000
1996:	5,547,693



I can't see seven states from here, but I'm still head and shoulders above everybody else in North Dakota

Where's Scooter?

Ken Hiltner found me holed up at Colter Cabin in Cross Ranch State Park last month. This month, I'm making my way toward the heavens. Where am I? Please E-mail your answers to jpursley@nd.gov by August 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.