

september 2007

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North Dakota
LEGENDARY

division of tourism

commerce matters

Amber Waves of Grain

What's 10 minutes on the Today Show worth to North Dakota?

For starters, a million dollars or so in air time, plus a boatload of requests for information that North Dakota Tourism hopes will lead to visitors.

On August 9, North Dakota Tourism received 10 minutes of coverage on the popular morning television show that boasts 5 million viewers. One segment was called "America the Beautiful."

In that segment, North Dakota was selected as the No. 6 U.S. destination as part of a feature titled "Amber Waves of Grain." Michele Kozinski reported live from Stark County for this piece.

The second segment featured the North Dakota State Fair, where Giada De Laurentiis from the Food Network experienced all that she could for under \$50. The advertising dollar value of these segments combined was \$1.36 million and the editorial impact was \$6.8 million. The number of visitors to the North Dakota Tourism Web site more than tripled after the Today Show aired. The site received 1,488 hits between 8-9 a.m., compared to about 400 per hour on a comparable day.

North Dakota also has three pages of print on MSNBC.com that has been available since August.

"We've been pitching a variety of North Dakota stories to the Today Show for the past two years," said Sara Otte Coleman, director of North Dakota Tourism. "It's exciting to see results and the great coverage of our beautiful state." ●

<http://www.msnbc.msn.com/id/20180273/>

2007 Governor's Photo Contest

Any amateur photographer living 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.

Photographs will be judged on their ability to showcase North Dakota as a Legendary destination in the following categories: spring, summer, fall or winter scenery, people, outdoor adventure and activities, attractions and events.

The deadline to enter is Sept. 7. Entries should be mailed to North Dakota Department of Commerce, Tourism Division, Attention Heather LeMoine, P.O. Box 2057, Bismarck, ND 58502-2057. Entered photographs will not be returned. Complete contest rules can be found at www.ndtourism.com. ●

Grant deadlines draw near

The deadline to apply for 2008 matched grants and infrastructure and expansion grants is fast approaching.

2008 Matched Grant Program

The Matched Grant Program has funds available for experiences, communities and events wanting to promote regionally in 2008. The deadline for applications is September 7.

Tourism Infrastructure and Expansion Grant

The Tourism Infrastructure and Expansion Grants support new or expanding tourism or recreation facilities or designated development areas primarily through infrastructure projects. The application deadline for this grant is September 15.

If you have additional questions on the grant programs, contact Fred Walker at fwalker@nd.gov or 800-435-5663. ●

Register, post and you might be going to Mexico!

North Dakota Tourism is encouraging all partners to use the partner access features at <https://www.ndtourism.com/industry/partner-access/> to enter and manage attractions, accommodations and event listings. Plus, partner access makes it possible to upload photos of attractions, post press releases to the official North Dakota Tourism site and even access high-resolution photos for your own promotional efforts.

Information shared through partner access will be visible on www.ndtourism.com – which receives more than 47,000 visits each month from potential visitors. Plus, this information may



be used in the 2008 Travel Guide

and be selected for other promotional efforts, like newspaper inserts included in 2.5 million newspapers!

If all that wasn't reason enough to register for partner access, you could also win an all-inclusive trip for two to Las Brisas Resort, Huatulco, Mexico!

Each entry made through partner access for accommodations and attractions will be entered into the drawing for this seven-night trip for two at the all-inclusive Las Brisas Resort and includes airfare from Regina, Saskatchewan. Those entering events that meet Tourism guidelines before Sept. 28 also will be entered in the drawing for the trip, an incentive offered by Canadian television network CTV. The trip takes place February 20-27, 2008.

Drawing will take place at North Dakota Tourism's annual Stakeholder's Meeting, 1:30 p.m., Wednesday, October 3.

Register now, post your listings, and you might be going to Mexico! Check out the resort at <http://www.las-brisas-huatulco.com> ●

2007 Stakeholders Meeting

Tourism partners are encouraged to attend the 2008 Stakeholders Meeting on Wednesday, October 3, at Century Center in Bismarck. The Stakeholders Meeting will begin at 1:30 p.m. North Dakota Tourism will unveil its 2008 Media Plan and cooperative advertising and highlight new research.

This joint advertising program brings partners the chance to stretch their marketing dollars, increase their visibility and create a larger North Dakota presence. All partners are encouraged to attend. The session provides valuable information for those planning marketing budgets. ●

Great American Road Show

The Great American Road Show, August 19-21 in Chicago, presented a new format. On Sunday, the niche travel and event showcase held an open trade show format for industry leaders. Monday and Tuesday were filled with scheduled seven-minute appointments with tour operators and group travel leaders.

Sylvia Garcia of Fargo-Moorhead CVB and Deanne Felchle of North Dakota Tourism Group Travel attended the show. ●

Travel Guide advertising

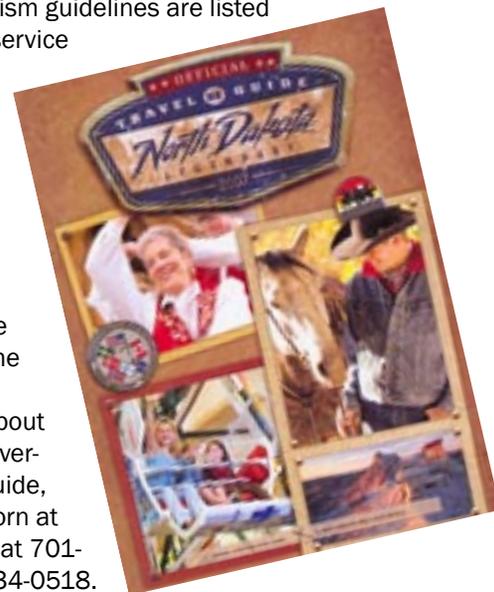
North Dakota Tourism is in the process of creating the 2008 Travel Guide. Attractions, accommodations and events meeting Tourism guidelines are listed free-of-charge as a service to our tourism partners.

However, those partners wanting more exposure could choose to buy larger display ads in the travel guide. The full-color ads are placed throughout the guide.

To find out more about buying additional advertising in the travel guide, contact Clark Van Horn at North Dakota Living at 701-226-3521 or 800-234-0518.

Also, anyone wishing to advertise in the 2008 Hunting and Fishing Guide should contact Heidi Wieland at Forum Printing at 701-476-2003.

Act soon as deadlines are approaching. ●



Ducks Unlimited show a success

Mark Zimmerman, outdoor promotions director for North Dakota Tourism, recently attended the annual Ducks Unlimited Great Outdoor Festival in Oshkosh, Wis.

The show featured both indoor displays and numerous outdoor activities and attracted more than 50,000 outdoor enthusiasts.

Tim Frantz, Coteau Lodge, was a partner in the booth and helped answer numerous questions and inquiries on waterfowl and upland game hunting opportunities in North Dakota. They also fielded strong interest in fishing trips to the state, as well as other general hunting and outdoors questions.

It was a great way to get the word out on the outdoors of our state!

If you are interested in partnering in any of the sport and travel shows North Dakota Tourism attends each year, please give Mark Zimmerman a call at 701-328-2509 or E-mail him at mzimmerman@nd.gov.

Dates for 2008 shows are being reserved right now and partners are welcomed. ●





Numbers on the Maah Daah Hey Trail continue to climb.

Maah Daah Hey Trail numbers surge

In the most recent issue of Turtle Tracks -- newsletter of the Maah Daah Hey Trail Association -- the association reported trail use numbers for 2006 at 6,034, compared to 5,117 in 2005. Trail use numbers for this year are 6,011 and growing.

Two-thirds of the trail users are mountain bikers, one-third are horseback riders and less than 5% are hikers. The trail has had major work completed this year, including a wooden bridge over the wash of Magpie Camp and graveling of several miles of trails in the Buffalo Gap and Cottonwood trails areas.

Also, the Summit Trail is now complete. It is a four-mile single track trail from the Forest Service's Summit Campground to the Maah Daah Hey Trail. According to Curt Glasoe, U.S. Forest Service, it is a great trail with spectacular vistas across the Badlands. ●

Most successful ESTO

The 2007 annual Educational Seminar for Tourism Organizations (ESTO) was the best attended in the event's 24-year history. The three-day program brought top-level speakers, professional development sessions and networking opportunities to almost 500 destination marketing professionals in attendance.

Cole Carly of the Fargo-Moorhead CVB and Sara Otte Coleman and Kim Schmidt of North Dakota Tourism attended the event. Through dynamic presentations, panel discussions, interactive break-out sessions, travel education meetings and peer networking, ESTO provides a wealth of actionable advice and proven information to address the specific challenges and concerns

of these industry segments. It is the only national forum where professionals from urban and regional destinations come together with their peers from state tourism offices.



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In the News

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



North Dakota Tourism was in the news in August

August 2: North Dakota hosts a myriad of cultural and heritage events from Scandinavian festivals and American Indian powwows to reenactments and music festivals. They honor those who came before us, influence our life today, and recognize the diversity of our state. Whether you prefer to celebrate your heritage and culture or your love of music, there are countless festivals for you to experience. So, grab a friend and join in the festivities. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=171>

August 9: North Dakota was featured on the Today Show's "America the Beautiful" series. "Amber Waves of Grain: Discover America's farms," highlighted North Dakota's scenic and bountiful wheat fields and was selected as the series' sixth special location. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=172>

August 9: The North Dakota State Fair was highlighted in the 'Today' show's coverage of "America the Beautiful" series. Food Network star Giada De Laurentiis visited the North Dakota State Fair, a signature summer event in our state. Giada ate traditional fair food, including Kettle Corn, Indian Tacos and Apple pie from local vendors. She also played games, enjoyed rides and braved the bull, showing how far \$50 would go at the state fair. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=173>

August 23: September is full of competitive racing and festive events throughout the state. You can walk, run, ride or dance your way across North Dakota, then catch your breath by enjoying some of the harvest and cultural activities in the area. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=180>

August 27: Amateur photographers who live in North Dakota have until September 7 to submit their photo entries for the North Dakota Governor's Photo Contest. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=181> ●

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"The general sessions featured experts on a variety of subjects from web analytics to right-brain thinking for today's economy," said Otte Coleman, North Dakota Tourism Division Director. "But much of the value comes from frank discussions with colleagues from around the country."

The conference includes specific tracks on public relations, marketing, research and visitor centers, along with the Tourism Industry of America's official councils: The National Council of Destination Organizations and the National Council of State Tourism Directors, which also holds annual meetings and daily sessions at this summer gathering.

North Dakota Tourism Public and Media Relations Director Kim Schmidt said: "I found the networking opportunities with tourism entities from across the country invaluable." ●

Partner Access

More than 500 users have registered, and are using, the enhanced partner access. Many more will be getting letters to sign up and enter events for the Web site and 2008 Travel Guide. Deadline for Travel Guide entries is Sept. 28.

Only one login and password is needed by each partner, regardless of the number of entries being submitted. ●

Trips to Go

Visitors to www.ndtourism.com continue to take advantage of a service that provides a one-stop pre-planned vacation itinerary.

Since the program was launched in May, visits to the site have risen dramatically. In May, 524 guests checked on Trips to Go. That number climbed to 2,328 in June and to 2,656 in July.

More vacation packages are needed. Enter yours today. ●

Webtrends update

Further analysis of Webtrends numbers for North Dakota Tourism's Web site reveal a boost in the number of visits and unique visits over numbers previously released.

Early reports for www.ndtourism.com showed numbers nearly the same as those reported year-to-date in 2006. The new numbers indicated an increase of 8% in year-to-date visits.

Also, unique visits are up from 187,748 to 225,890 in year-to-date 2007. Unique visits are described as first-time visitors to the state tourism Web site. ●

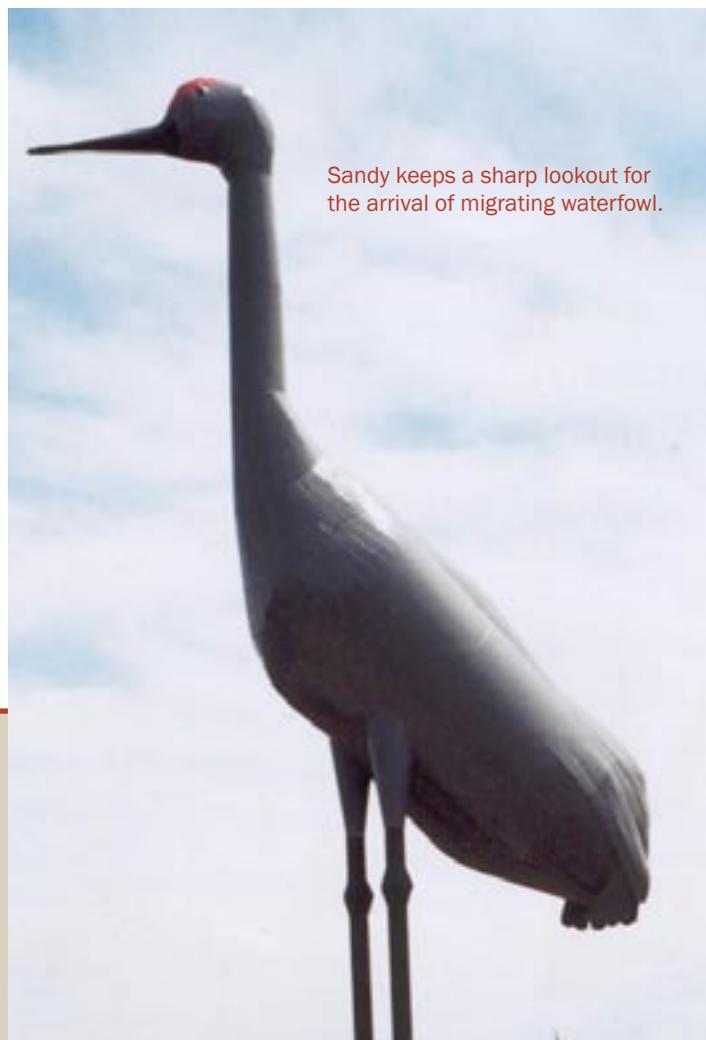
State reaches PLOTS milestone early

Governor John Hoeven and State Game and Fish Director Terry Steinwand have announced that North Dakota has reached a goal of more than 1 million acres of public access hunting land through the Private Land Open to Sportsmen (PLOTS) program two years ahead of its target date.

In 2003, Hoeven set the goal of 1 million acres by 2009.

"Four years ago we set an ambitious goal to make one million acres of public hunting land available to sportsmen and women by the year 2009," Hoeven said during a dedication event at a PLOTS area north of Sterling. "Reaching our goal two years early is a real credit to the great partnership between our Game and Fish Department, landowners, farmers, sportsmen and all who worked to expand public access to North Dakota's rich outdoor heritage."

The PLOTS program, identified in the field by inverted triangular yellow signs, is a Game and Fish initiative to secure public hunting access to private land. It was originally designed to develop more public access on Conservation Reserve Program land in the state's primary pheasant ranges. ●



Sandy keeps a sharp lookout for the arrival of migrating waterfowl.

Where's Scooter?

Candace Philipson of West Fargo correctly placed me at White Butte near Amidon last month. This month, I'm in the Central Flyway getting ready for the great migration. Where am I? Please E-mail your answers to jpursley@nd.gov by September 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. ●