

november 2007

this issue

- Outlook Forum
- By the Numbers
- In the News
- Infrastructure Grants
- Where's Scooter

North Dakota
LEGENDARY

division of tourism

commerce matters



And the winners were ...

When Jeanette Tschosik of Linton logged on to the North Dakota Tourism Division Web site's partner access to enter Lawrence Welk's Birthplace into attractions, it turned out she also won a vacation to Mexico.

At the recent stakeholders meeting, Tschosik was a first-draw winner of a seven-day all-expense-paid trip for two to Las Brisas Resort in Huatulco, Mexico. Allison Suko of Buffalo City Tourism Foundation had her name drawn when the other original winner couldn't take the trip.

The vacations were presented to North Dakota Tourism by Canadian television CTV in response to the state's purchase of advertising time on the network.

Tourism offered its partners the trips as incentives for using partner access to update or add attractions, events and accommodations through the Web site, or those who provided quarterly visitations numbers.

Winners were selected through a random drawing of approximately 1,300 entries.

The winners' only expenses will be for travel to, and lodging in, their departure city of Regina, Saskatchewan.

The Tourism Division is making a strong push in the Canadian market. ●

Travel industry growing 5% annually

North Dakota Tourism Marketing Director Heather LeMoine and Trish Helgeson of Odney Advertising were among 600 travel and industry leaders attending the Travel Industry Association's annual Marketing Outlook Forum October 22-25 in Charlotte, N.C.

The group took a critical look at the industry's performance, consumer and market trends, forecasts, strategies and marketing intelligence.

"The underlining message in all of the trends and forecasts is that there is growth in the U.S. travel market," LeMoine said. "The U.S. industry is growing 5 percent annually and



there is potential with international inbound travel, primarily from Canada and Mexico."

Analysts see recovery in business travel and stability in leisure travel. Consumers remain relatively confident, but spending growth is slowing. We will likely see air carriers maintain rates and profitability.

Smith Travel Research estimates growth with steady and competitive pricing. Its West North Central Region, which includes North Dakota, will have the highest percentage of

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From Page 1

supply-demand growth in accommodations. Niche marketing becomes increasingly important, as consumers identify with lifestyles. Several growing niches include geotourism, girlfriend getaways, mancations, voluntourism, pet travel and increased interest in gambling and the performing arts.

Geotourism is on the rise. Currently eight of every 10 travelers consider themselves environmentally conscious.

Online travel planning will continue to grow in popularity. Consumers are looking for hassle-free options and booking.

“Travelers have increasing demands for their time,” LeMoine said. “The bottom line is that any business catering to tourism needs to have attractive and updated Web sites and packages to make vacation planning hassle-free.” ●

Co-op deadline November 16

North Dakota Tourism unveiled its 2008 cooperative advertising program at the annual stakeholders meeting last month. The division’s goal is to create a cooperative program that is accessible and cost-effective for industry partners. It allows the state to leverage its brand and increase the visibility of individual attractions.

“Cooperative advertising gives us an opportunity to buy advertising in publications we otherwise couldn’t afford, like Family Circle, Ladies Home Journal and Midwest Living,” said Wendy Howe, executive director of the Minot Convention and Visitors Bureau.

The 2008 Cooperative Advertising Plan, as well as the 2008 Media Plan, is under the

Tourism Quarterly Report

Area of Travel	2007 Third Quarter	2006 Third Quarter	Percent Change 07-06	2007 Year to Date	Percent Change YTD 07-06
State Park Visitors	467,515	482,281	-3%	816,872	-4%
National Park Visitors	293,563	284,131	3%	449,588	3%
Web Views (www.ndtourism.com)	118,736	71,390	66%	320,682	17%
Unique Web Visits	97,831	104,302	-6%	285,579	-9%
Major Attractions	1,283,578	1,206,748	6%	3,087,852	2%
Local Visitor Centers	45,265	47,717	-5%	77,970	-1%
N.D. Airport Passengers	164,322	168,831	-3%	483,771	-2%
Cumulative Lodging Tax	\$965,606.96	\$860,606.96	12%	\$2,370,087.99	12%
Statewide Hotel Occupancy Rate	July: 76.7% Aug: 79.6% Sept: 72.7%	July: 72.6% Aug: 72.9% Sept: 64.5%	July: 5.6% Aug: 9.2% Sept: 12.7%	64.4%	7.3%
Statewide Average Room Rate	July: \$65.90 Aug: \$64.77 Sept: \$62.82	July: \$62.49 Aug: \$59.73 Sept: \$59.13	July: 5.5% Aug: 8.4% Sept: 6.2%	\$62.05	5.1%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$20,096,174 Second Quarter 2007 Food Services, Accommodations \$259,289,085 Second Quarter 2007	Arts, Entertainment Recreation \$20,413,812 Second Quarter 2006 Food Services, Accommodations \$243,078,793 Second Quarter 2006	-2% 7%		

State Parks: Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Indian Hills, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Fort Lincoln, Beaver Lake, Little Missouri, Sully Creek.
National Parks: Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union.
Major Attractions: Alerus Center, Arrowwood NWR, Badlands Trail Run, Bismarck Civic Center, Bismarck Marathon, Bison Sports Arena, Bully Pulpit Golf Course, CANDISC, 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 Territory Air Museum, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Des Lacs NWR, Fargo Air Museum, Fargo Civic Center, Fargodome, Heritage Center, Heritage Hjemkomst Interpretive Center, L&C Interpretive Center/Fort Mandan, L&C Riverboat, Lawrence Welk Home, Medora Musical, National Buffalo Museum, ND State Capitol, Painted Canyon Visitor Center/Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, North Dakota State Fair, Prairie Knights Casino and Resort, Raging Rivers Waterpark and Speedworld, Ralph Engelstad Arena, Red River Zoo, Riverwood Golf Club, Tom O’Leary Golf Course, Pebble Creek Municipal Golf Course, Roughrider Days, The Links of North Dakota, Three Affiliated Tribes Museum, Toy Farmer Museum, Children’s Museum at Yunker Farm
Local Visitor Centers: Beach Information Center, Bismarck, Bowman Information Center, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Rugby, Wahpeton and Williston. The statewide hotel occupancy rate is measured by Smith Travel Research. North Dakota Tourism uses Webtrends to gather visitor data from www.ndtourism.com.
 If you should have any questions, or would like to be included in the survey, please contact Tricia Miller, Data Coordinator, North Dakota Tourism, 1-800-435-5663.

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From Page 2

“Marketing and Media Resources” link of the “Industry” section at <https://www.ndtourism.com/industry/references/>. Partners should review the information as they plan their advertising buys. In most cases, partners should contact the publications directly to confirm and place their advertising. The Tourism Division has a November 16 deadline for space in both the Border Strategy and Legendary Strategy newspaper inserts. ●

2007 Tourism grants awarded

Seven North Dakota tourism entities received 2007 Tourism Infrastructure and Expansion Grants from the North Dakota Department of Commerce. These grants support new or expanding tourism or recreation facilities or designated development areas primarily by funding infrastructure projects.

2007 Grant winners

Williston Convention and Visitors Bureau for a new visitor center.

Sully’s Hill for a North Dakota habitat diorama.

Theodore Roosevelt Medora Foundation for the new Amphitheater Welcome Center.

Save Coghlan Castle for seed money to begin preserving the building to be used as a future attraction.

gardendwellers FARM for the FARM classroom harvest house addition.

Lewis and Clark Interpretive Center to interpret North Dakota’s agriculture heritage.

Chahinkapa Zoo for a new orangutan habitat.

Shane Goettle, Commissioner for North Dakota Department of Commerce, said, “This new program has provided an opportunity to combine Economic Development and Tourism Division dollars to enhance the state’s tourism attractions, thus drawing more visitor dollars to North

Dakota.”

Grant recipients can use the funds to remodel or preserve existing tourism and recreation attractions, historic sites and artifacts. Funds may also be used to build or purchase new attractions, historic sites and artifacts and purchase equipment.

Qualifying attractions include recreation, historical sites, festival and cultural events, lodging and food services that are singularly and uniquely related to historical, cultural or recreational tourist attractions and guide services. They must have the ability to attract a visitor 50 miles one-way and retain a visitor for at least three hours.

“These grants are important to not only our industry partners who receive the funds, but to the state’s Tourism industry as a whole,” said Sara Otte Coleman, director of the North Dakota Tourism Division. “These funds allow our industry partners to improve the experience visitors have at

In the News

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



North Dakota Tourism was in the news in October

October 12: The North Dakota Department of Commerce Tourism Division recently announced the winners in this year’s Matched Grant Program and Events Grant Program. Fourteen tourism-related entities received awards, totaling \$63,000. The grant programs were created to develop partnerships and promote tourism-related sites, events, and programs throughout North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=187>

October 12: Nine winning photos were recently announced in the 2007 North Dakota Governor’s Photo Contest. Winning photographers receive a cash prize for their photos, which will be featured in North Dakota Tourism’s marketing materials. The winners were chosen from more than 2,000 photo entries in the contest, which kicked off in May. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=186>

October 16: Whether you enjoy a good scare or are just in it for the candy, North Dakota has events to meet all Halloween needs. Listen to ghost stories, tour haunted houses or dress up in your most creative costume and check out the trick or treat parade. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=188>

October 25: Seven North Dakota tourism entities received 2007 Tourism Infrastructure and Expansion Grants from the North Dakota Department of Commerce. These grants support new or expanding tourism or recreation facilities or designated development areas primarily by funding infrastructure projects. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=194> ●

their attractions by improving the site itself.”

The Tourism Infrastructure and Expansion Grants are matching grants requiring the sponsor to provide one dollar for every two dollars of grant money being requested. The total amount of grant dollars awarded for this program is \$103,000. ●

Schilling to speak at national conference

Cultural and Heritage Tourism Director Annette Schilling will present North Dakota Tourism's Learning Based Vacations program at the ninth annual Cultural & Heritage Tourism Alliance Conference.



Schilling

After attending the National Conference in 2006, a member of the National CHTA Steering Committee contacted Schilling and urged her to apply for a position representing the Midwest on the planning committee, stating that North Dakota was an emerging leader in cultural and heritage tourism.

"Following our first steering committee meeting, I was invited to be a conference speaker on the topic of product development and the Learning Based Vacations Program," Schilling said. "It's really an honor to have a North Dakota Tourism program featured as a national leader and success story in the cultural and heritage tourism industry. The program is still growing and changing, but we're very proud of the national recognition the program has already received." ●

North Dakota featured in Prisma

Prisma Magazine, a weekly magazine style supplement in approximately 60 daily newspapers in Germany, recently

ran a cover story and front page art on the Bodmer Exhibit at Lewis and Clark Interpretive Center in Washburn.

The piece detailed the 175th anniversary of a trip made by the Swiss artist and Prince Alexander Philipp Maximilian, ruler of the state of Neuwied, Prussia (now in Germany) to document American Indian tribes encountered by the Corps of Discovery on its journey to the Pacific Ocean and back.

Prisma has weekly circulation of 4.5 million and readership of 5.5 million. ●



Amtrak ridership sets record

Amtrak announced ridership in Fiscal Year 2007 increased to 25.8 million, marking the fifth straight year of gains and setting a record for the most passengers using Amtrak trains since the National Railroad Passenger Corporation started operations in 1971.

This total, for the period Oct. 1, 2006-Sept. 30, 2007, topped the 24,306,965 for the previous 12 months and is greater than the passenger count of 25.03 million reached in 2004, before Amtrak transitioned some services to a commuter rail operator.

The Empire Builder, which runs daily from Chicago through North Dakota to the West Coast, saw ridership increase 1.6 percent in the last year.

"Our record setting ridership and ticket revenue in FY07 indicate the stage is set for Amtrak to take on a role as not only a contributor to the nation's transportation network, but as a leader among modes," said Alex Kummant, President and CEO of Amtrak. ●

Where Are We?

Jim Gapp of Burnsville, Minn. correctly placed me at Icelandic State Park. This month, the Tourism staff found itself back in high school for Halloween – as the cast of Grease. So let's change things up, what was the name of our high school in the movie? Please E-mail your answers to jpursley@nd.gov by November 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. ●



North Dakota Tourism staff, from left, Annette (Patty) Schilling, Jessica (Sandra Dee) Fretty, Heather (Marty) LeMoine, Scooter (Danny) Pursley, Sara Otte (Sandy) Coleman, Mark (Coach) Zimmerman, Tricia (Frenchy) Miller, Kim (Jan) Schmidt, Tammy (Rizzo) Backhaus, Cheryl (Pink Lady) Purdy, Deanne (Pink Lady) Felchle, Fred (Kenickie) Walker.