

december 2007

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*North Dakota*  
LEGENDARY

division of tourism

# commerce matters

**Coming soon!**  
**Look for the 2008**  
**Travel Guide in January**

The North Dakota Tourism Division will begin distribution of its 2008 marketing materials in January, including the 2008 Travel Guide and Hunting and Fishing Guide.

The Tourism Division prints the materials annually. So be sure to contact the tourism office with your needs right after the first of the year. That way you'll be able to plan your legendary trip through North Dakota and have new materials to share with visitors.



Mark your calendars and make your reservations for the 2008 North Dakota Tourism Conference. "The Tourism Puzzle: What's Your Piece" will feature renowned speaker Bill Baker and his session, "Destination Branding for Small Cities."

Additional Conference sessions include agritourism, research, making your destination group friendly and much more.

The 2008 North Dakota Tourism Conference will be held April 20-22 at the Seven Seas Inn and Conference Center in Mandan. Call 701-663-7401 for reservations. Online registration will open Dec. 8 at <http://registration.ndtourism.com>. ●



### Knife River Indian Villages NHS ornament displayed at White House

The Knife River Indian Villages National Historic Site ornament is prominently displayed on this year's official White House Christmas Tree. The tree is the centerpiece of elaborate decorations celebrating the theme "Holiday in the National Parks."

"It is an amazing honor for the National Park Service to be selected as the theme for the White House holiday decorations by the President and Mrs. Bush," said National Park Service Director Mary A. Bomar.

The tree, located in the Blue Room, is adorned with handmade ornaments representing the country's 391 National Park Service sites.

Stanton resident and artist Pam Platz designed the Knife River ornament. The ornament has three hand-tooled leather panels surrounded by bison leather and pheasant feather inserts. One panel depicts the earthlodge, one depicts Sakakawea, and another the name of the park. ●



North Dakota Tourism's Outdoor Promotions Director Mark Zimmerman visits with guests at a recent "Experience North Dakota" show in Denver. As part of the Department of Commerce, Tourism is included in the shows that are designed to attract people - including former citizens - to North Dakota.

### International marketing

North Dakota Tourism Director Sara Otte Coleman and International Marketing Director Fred Walker will participate in a number of international shows beginning in January.

Each show introduces both the public and travel providers to North Dakota.

North Dakota Tourism has been active in the Scandinavian and European markets for many years.

For the first eight months of 2007, U.S. visitations from around the world are up 9.4 percent over 2006.

Western Europe is showing great strength this year, tracking above average at 11.1 percent better than 2006 and 17.5 percent better for August.

Germany is the No. 2 market in Europe-to-U.S. travel.

Most other European countries are showing double-digit increases in travel to America, with Sweden having a particularly good run.

Swedish traffic to the U.S. continues to grow, up almost 20 percent in August. That is a full 12 months of consecutive growth from the prior year for Sweden-to-U.S. travel.

Sweden has already surpassed the 200,000 threshold for U.S. visits this year, an almost 30-percent jump since 2004.

North Dakota Tourism international shows for 2008:

**January 8-13, 2008:** Reiseliv Travel and Trade Show, Oslo, Norway

**January 14-15, 2008:** Discover America Stockholm, Sweden

**February 6-11, 2008:** Icelandair Mid-Atlantic Seminar and Workshop, Reykjavik, Iceland

**February 22-March 1, 2008:** Australian Sales Mission, Brisbane, Melbourne, Sydney, Australia

**March 3-10, 2008:** ITB Travel and Trade Show, Berlin, Germany

**April 8-12, 2008:** RMI Roundup, Casper, Wyo.

**May 31-June 4, 2008:** International Powwow, Las Vegas ●

### In the News

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



#### North Dakota Tourism was in the news in November

**November 2:** November is not only the time to celebrate life's abundances, but also a time to enjoy the richness of activities throughout North Dakota. Savor a new dish at a wild game feed, pay tribute to North Dakota's veterans, or do some holiday shopping at a Dakota made showcase. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=195>

**November 9:** Before the hustle and bustle of the holiday season sets in, make room in your schedule for holiday concerts and parades. Enjoy professionally-produced holiday shows, music, and even the ballet. Or, watch floats adorned with sparkling holiday lights brighten the prairie sky. All events are a sure-fire way to get into the holiday spirit and provide perfect family entertainment. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=196>

**November 15:** North Dakota Tourism Marketing Director Heather LeMoine was among 600 travel and industry leaders attending the Travel Industry Association's annual Marketing Outlook Forum recently held in Charlotte, N.C. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=202>

**November 27:** Take time to enjoy this festive season by checking out a holiday event. Travel to the past and learn how early settlers celebrated or go to a craft show to finish your Christmas shopping. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=207> ●

### N.D.-S.D. cooperative effort

North Dakota and South Dakota have teamed up for a tourism program called North American Journeys.

The two state tourism offices, who have worked on joint projects previously, have developed a cooperative itinerary to showcase the two-state region to tour operators.

The program allows tour operators to look and buy packages, and to see photos of what North Dakota and South Dakota have to offer.

North American Journeys sponsors not only this Web site and clearing house but two shows yearly.

North Dakota Tourism Group Travel Marketing Director Deanne Felchle will be attending the western show in Los Angeles in February. ●

### Industry research is available

The North Dakota Tourism Division is providing industry research to state partners. Highlights from this research were covered at the annual stakeholders meeting. More detailed reports can be viewed at the Tourism Web site at

[www.ndtourism.com/industry/research](http://www.ndtourism.com/industry/research).

“Research identifies the traits of our visitors and shapes our strategies,” Tourism Division Director Sara Otte Coleman said.

The Tourism Division has contracted for research services through 2010. This includes research on visitors, the state’s economic base, the impact of tourism on the state and counties, and the return on investment (ROI) for the Division’s advertising and marketing campaigns.

“This information should be especially helpful to tourism partners who are currently planning their 2008 budgets and marketing plans,” Otte Coleman added.

For more information on research methodologies, contact Marketing Director Heather LeMoine at 701-328-5372 or [hlemoine@ndtourism.com](mailto:hlemoine@ndtourism.com). ●

### Tourism officials attend convention

North Dakota Tourism Group Travel Marketing Director Deanne Felchle was part of a group of state tourism officials that attended the National Tour Association convention Nov. 2-7 in Kansas City, Mo.

The association’s destination pavilion enhanced the buying, selling and networking features of the convention. The regionally focused event was attended by members and non-member tour operators, travel agents and affinity groups.

Individuals had two hours to visit the pavilion, where they met with states/DMO’s, attractions and accommodation members, picked up materials and/or scheduled appointments for more details.

Seminars included “New Rules for Selling and Marketing to Boomers,” “Generations, New Dynamics in Travel & Tourism,” “How to Blog” and “Change, Choice, and Champions – Winning

vs Hoping Not to Lose.”

Attending from North Dakota: Sheri Grossman, Bismarck-Mandan Convention and Visitors Bureau; Sylvia Garcia, Fargo-Moorhead Convention and Visitors Bureau; and Deanne Felchle, North Dakota Tourism.

The convention dates for 2008 are Nov. 15-19 at Pittsburgh, Pa.

For questions, or more information about becoming a member of NTA, call Felchle at 1-800-435-5663 or E-mail her at [dfelchle@nd.gov](mailto:dfelchle@nd.gov). ●

### So you want to be a writer

Budget Travel’s 10th anniversary is coming up and to celebrate, it is inviting readers to write stories and take photographs for the June Issue. Learn how you can contribute as a travel photographer or travel writer at [www.BudgetTravel.com/10](http://www.BudgetTravel.com/10).

So you want to be a travel writer...

Readers will get to report a big story. If you think you have the best story suggestion ever, send Budget Travel a pitch. It can be anywhere in the world as long as the idea behind the trip is unique. Include some background on what makes the destination special (is it a place people don’t know about? Is something happening that Budget Travel should know about?), why you think other people would care, and why you’re the person to write it.

For inspiration from the pros, read these feature stories for Budget Travel: Hush-Hush Europe: La Cerdanya, Got Stress? Puerto Vallarta, and Bermuda: Third Time’s a Charm.

The submission deadline is Dec. 31, 2007; only one submission per person. Budget Travel won’t be able to include every submission, and it reserves the right to edit for length and clarity. Once you send in your story or photograph, it becomes property of Budget Travel – intellectual and otherwise. ●



### Where Am I?

Kristin Mueller of Valley City correctly placed the Tourism staff at Rydell High School on Halloween day. With all the fresh snow this month I took off for a little downhill excitement in the hills. Where am I? Please E-mail your answers to [jpursley@nd.gov](mailto:jpursley@nd.gov) by December 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. ●

You Are  
Invited

## Southwest North Dakota Tourism Conference

*Learn how to create the layers of a superb  
tourism experience for North Dakota's guests*



Tuesday,  
Jan. 29  
8:30 a.m. to 4 p.m.



*Where:* Days Inn – Grand Dakota Lodge  
532 15th Street West, Dickinson

*Sponsored by:* Roosevelt-Custer Regional Council  
200 Pulver Hall, Dickinson, ND 58601

*Phone:* (701) 483-1241

*Email:* kantrud@rooseveltcuster.com

Watch for Conference Brochure and Registration Form  
coming in January