

february 2008

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North Dakota
LEGENDARY

division of tourism

commerce matters

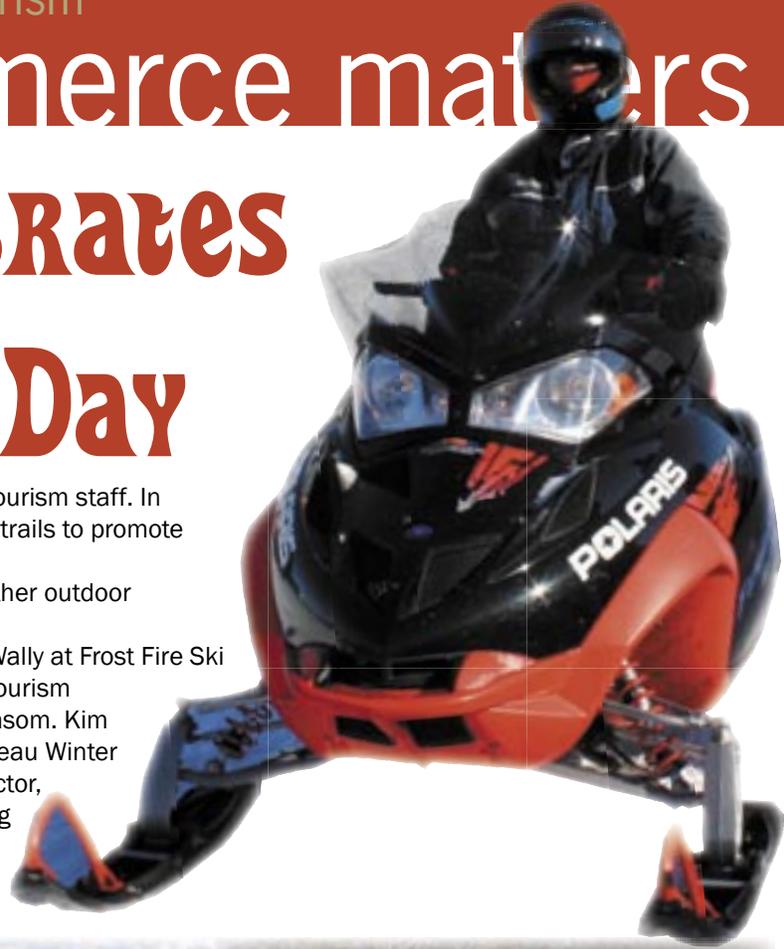
TOURISM CELEBRATES Winter Fun Day

If anyone knows how to have fun in the winter, it's the North Dakota Tourism staff. In January, staff members took to the state's ski resorts and snowmobile trails to promote Winter Fun Day, January 19, as proclaimed by Gov. John Hoeven.

Staff members spread out across the state to meet with media and other outdoor enthusiasts.

State Tourism Director Sara Otte Coleman (pink hat) hooked up with Wally at Frost Fire Ski Area near Walhalla. Annette Schilling (red coat), cultural and heritage tourism marketing director, went to Bears Den Mountain Ski Area near Fort Ransom. Kim Schmidt (blue coat), public and media relations director, went to Bottineau Winter Park. Deanne Felchle (on the snowmobile), group travel marketing director, took part in Snowjam '08 near Casselton. International Travel Marketing Director Fred Walker was at Huff Hills south of Mandan.

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Otte Coleman said Tourism wanted to use this day to promote the great outdoor recreational opportunities available in North Dakota in the winter.

“In every region of North Dakota you can find a place that celebrates winter fun,” Otte Coleman said. “We have family-friendly downhill skiing. We have snowboarding, tubing, ice fishing and snowmobiling festivals. Miles of cross country ski trails can be found at your local golf course or state park. Winter fun is everywhere in this state.” ●

Buffalo City Tourism Foundation honored

The Buffalo City Tourism Foundation received the North Dakota Chamber of Commerce Tourism and Recreational Development Award during Jamestown’s Chamber of Commerce annual banquet on January 24.

The prestigious statewide award acknowledged the tourism revenue and recognition the Buffalo City Tourism Foundation has brought to North Dakota. Dave MacIver, president of the North Dakota Chamber of Commerce, made the presentation.

Since the inception of the Buffalo City Tourism Foundation, a high priority has been placed on preserving and improving how tourism currently exists in the Jamestown area while exploring and adding attractions for new and seasoned tourists to enjoy. Some of the Foundation’s past accomplishments include the revitalization and continuation of the Fort Seward Wagon Train and the creative community ownership for each of the 15 historic buildings at the Frontier Village.

The Foundation has also actively revived a more interactive tourism Web site, modified its marketing materials, expanded staffing for tourism locations throughout the Jamestown area and established a new tourism information center at the Frontier Village. These and other efforts have resulted in an increase of tourism traffic to the Jamestown area. ●



The Buffalo City Tourism Foundation has helped Jamestown promote its events and attractions, like the world’s largest buffalo statue.

In the News

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



North Dakota Tourism was in the news in January

January 3: North Dakota

Tourism unveiled its freshly designed 2008 marketing materials today. The 2008 Travel Guide and Hunting & Fishing Guide are some of the tools North Dakota Tourism uses to entice travelers to visit North Dakota. They also serve as a resource to help travelers plan their trip and make their stay more enjoyable once they are here. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=218>

January 19: Gov. John Hoeven officially proclaimed January 19 as “Winter Fun Day,” prompting Tourism officials to shush down the slopes and rev up their snowmobiles at downhill ski resorts and winter events across the state today. The goal is to showcase the many winter activities, events and opportunities that can be found in every part of North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=219>

January 23: Need some time away from the emails, carpools and crazy schedules that make up your life? Take advantage of the many vacation packages North Dakota offers, and plan a trip with friends right now or for this summer, at one of North Dakota’s most legendary places. Men can bond with the guys by taking in a “mancation”. Ladies can relieve some stress with a little pampering, fresh air, shopping and relaxation during a girlfriend getaway. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=220>

January 29: Bundle up this February and head to one of the many events in North Dakota. Cheer on the Sioux Hockey team, listen to jazz while enjoying authentic Cajun food, or sing along to your favorite song from Disney’s High School Musical. Women can embrace the outdoors with classes at Lake Metigoshe and later join the family to watch the awe-inspiring performances of the aerialists and contortionists from Cirque Dreams. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=221> ●

New border crossing rules

On January 31, the United States began enforcing a law that requires U.S. citizens to possess either a passport or a photo ID and birth certificate to re-enter the country via automobile when traveling between the U.S. and Canada.

U.S. officials also are asking Canadian citizens to bring the same documentation when they travel to the U.S., including North Dakota's ports of entry.

U.S. and Canadian citizens 19 years and older who enter the U.S. at land and sea ports of entry from within the Western Hemisphere will need to present government-issued photo ID, such as a driver's license as proof of identity, along with proof of citizenship, like a birth certificate or naturalization certificate, or a passport.

Children age 18 and under will be able to enter with proof of citizenship, a birth certificate, naturalization certificate or a passport. **Verbal claims of citizenship and identity alone will NOT BE SUFFICIENT** to establish identity and citizenship for entry into the United States. ●

Tourism Congress to convene in March

The North Dakota Tourism Alliance Partnership, Destination Marketing Association of North Dakota and North Dakota Department of Commerce Tourism Division will convene a Tourism Congress in March with statewide industry stakeholders to develop initiatives for advancing the tourism industry.

The Congress consists of eight regional meetings March 4-6 and 11-12. Stakeholders will come together at the meetings to discuss tourism's economic impact on the state, identify industry challenges and growth opportunities, develop strategies for growth and prioritize programs and action items for the 2009 Legislative Session.

Pre-registration is required by Feb. 22.

Visit <https://registration.ndtourism.com> to register or contact Tammy Backhaus at 701-328-2526 or tbackhaus@nd.gov.

Regional meeting schedule:

March 4: Minot, 3 p.m. CST, Grand International

March 5: Williston, 10 a.m. CST, El Rancho Motor Hotel; Dickinson, 2 p.m. MST, Dickinson City Hall

March 6: Bismarck, 3 p.m. CST, Doublewood Inn

March 11: Devils Lake, 9 a.m. CST, Lake Region State College; Grand Forks, 3 p.m. CST, Alerus Center

March 12: Fargo, 9 a.m. CST, Doublewood Inn; Jamestown, 3 p.m. CST, Gladstone Inn & Suites ●

Northern Plains Heritage Area

A Senate committee has approved legislation making a free-flowing stretch of the Missouri River below Garrison Dam the Northern Plains Heritage Area.

The designation allows communities to partner with the National Park Service to draw tourists and preserve an area's heritage.

The bill was authored by U.S. Senator Byron Dorgan and co-sponsored by Sen. Kent Conrad.

The bill now goes to the full Senate for consideration. ●

Tourism Quarterly Report

Area of Travel	2007 Fourth Quarter	2006 Fourth Quarter	Percent Change 06-07
State Park Visitors	75,459	76,906	-2%
National Parks	49,247	41,981	17%
Web Visits	81,370	68,900	18%
Unique Web visits	72,941	79,134	-8%
Major Attractions	1,187,907	1,218,739	-3%
Local Visitors Centers	14,510	14,034	3%
N.D. Airport Passengers	168,469	166,375	1%
Cumulative Lodging Tax	\$1,028,994.24	\$883,802.16	16%
Statewide Hotel Occupancy Rate	Oct: 74.7% Nov: 63.4% Dec: 48.4%	Oct: 66.4% Nov: 53.7% Dec: 46.3%	Oct: 12.5% Nov: 18.1% Dec: 4.5%
Statewide Average Room Rate	Oct: \$64.71 Nov: \$64.07 Dec: \$63.98	Oct: \$60.34 Nov: \$58.29 Dec: \$58.18	Oct: 7.2% Nov: 9.9% Dec: 9.5%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$26,070,725 (3Q) Food Services, Accommodations \$287,371,856 (3Q)	Arts, Entertainment Recreation \$23,621,459 (3Q) Food Services, Accommodations \$265,202,836 (3Q)	10% 8%

The following chart shows the visitation stats for fourth quarter 2007. Listed below are the participating entities:

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 and Sully Creek.

National Parks: Theodore Roosevelt National Park, Fort Union, Knife River Indian Villages.

Major Attractions: Alerus Center, Arrowwood NWR, Bismarck Civic Center, Bison Sports Arena, Bully Pulpit Golf Course, CANDISC, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, 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 Air Museum, Fargo Civic Center, Fargodome, Hawktree Golf Course, Heritage Center, Heritage Hjemkomst Interpretive Center, Mandan Municipal Golf Course, Prairiewest Golf Course, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, Norsk Hostfest, 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 Museum of Art, Papa's Pumpkin Patch, Prairie Knights Casino and Resort, Ralph Engelstad Arena, Red River Zoo, Roosevelt Park Zoo, Superslide Amusement Park, Toy Farmer Museum, Childrens Museum at Yunker Farm

Local Visitor Centers: Bismarck, 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 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. ●

North Dakota Tourism seal of approval

North Dakota Tourism is putting its "seal of approval" on several Web sites offering free listings for destinations, events, attractions and more. Partners are encouraged to take advantage of these sites – upload videos and/or content and expand their online presence. The sites are:

www.triporia.com – Upload destination/attraction videos for free. E-mail the video to stephen.schaffer@triporia.com or mail video to: Triporia Travel Information Inc., 468 De La Seigneurie Blvd., Winnipeg, Manitoba, Canada R3X 2E3. www.traveltidingsusa.com – 2.5 million visitors a year and praised by USA TODAY.

www.travelscribbles.com – This new site attracts more than 400,000 unique visitors per year. Listings are free, ads displayed on the front page are \$20/month.

http://video.travelwizard.com – Upload videos free of charge at the site, or mail to Bob McMillen, 100 Smith Ranch Road, Suite 110, San Rafael, CA 94903.

www.wegoplaces.com – Upload hotel and attraction information free-of-charge. Monthly newsletters also provide with reports on how many times each listing is visited.

www.villagerv.com – Free listings of events.

www.cheapflights.com – Free linking to your site with reciprocal linking

www.travelwebdirectory.com – Free submissions to the travel directory with a reciprocal link. ●

Pheasant Fest 2008

The recent Pheasant Fest show in St. Paul drew just more than 29,000 interested outdoor enthusiasts.

North Dakota's booth was well received by folks looking for information on pheasant hunting, as well as waterfowl-ing, fishing and general outdoor information. Rodger Affeldt, Garrison, Devon and Paul Jespersion of The Ridge Outfitters and John Starkey of the Napoleon Pheasants Forever Chapter helped staff the booth. ●

2008 Tourism Conference

The 2008 North Dakota Tourism Conference is quickly approaching. Register now and reserve your place as we delve into "The Tourism Puzzle: What's your piece?"

The 2008 conference will be held April 20-22 at the Seven Seas Hotel and Water Park in Mandan. For just \$109 (prior to April 1 registration), benefit from four influential keynote presentations, eight breakout sessions, industry exhibitors, networking with colleagues and much more! The conference hotel rate is \$69 per night. Call 1-800-597-7327 for reservations.

For information on the agenda, speakers, scholarships, registration and more, visit: <http://www.northdakotadestinations.org/ndtourismconference.htm>



Baker

The 2008 Tourism Conference keynote speaker is Bill Baker, who is internationally recognized for his work in branding and marketing destinations and communities. One of his most successful branding campaigns included Australia's highly acclaimed "Shrimp on the Barbie," which he directed for seven years.

Baker has more than 30 years experience in more than 25 countries. He produced tourism strategies for the 2000 Sydney Olympic Games, and his worldwide strategic counsel has not only included the USA and Australia, but also Hong Kong, Guam, India, Macau and Saudi Arabia. ●



Late Pre-historic Plains Indian petroglyphs carved into two granite boulders probably representing the Thunderbird.



Where Am I?

Mike Fladeland of Bismarck correctly placed me at the National Buffalo Museum in Jamestown last month. This month, I looked into ancient carvings and wondered what the artists were drawing a long time ago. Where am I? Please E-mail your answers to jpursley@nd.gov by February 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. ●