

may 2008

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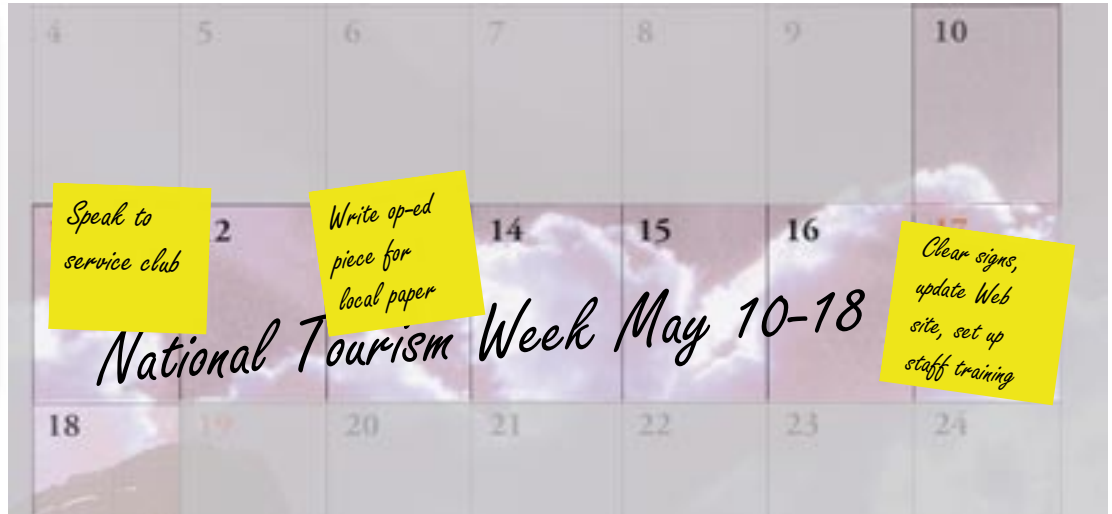
North Dakota
LEGENDARY

division of tourism

commerce matters

Tourism comes up big in N.D.

... North Dakota Tourism helps employ more than 30,200 workers in the state.
 ... Approximately \$733 million in wages and salaries is generated through travel and tourism in N.D.
 ... Tourism contributes \$368 million to the tax base.
 ... If tourism didn't exist, each household would pay an additional \$636 in taxes



These stats, and many more, show the powerful role tourism plays in North Dakota's economy. And there is no better time to collectively sing the praises of tourism than during National Tourism Week, May 10-18.

The national theme for Tourism Week is: "Discover Great American Traditions." And from felfse to powwows, promote the discovery of great North Dakota traditions and great North Dakota communities.

The North Dakota Tourism Division has a one-page handout and a PowerPoint available for partners interested in making local presentations. For copies, contact Heather LeMoine at 701-328-5372; hleoine@nd.gov. For industry research, visit <https://www.ndtourism.com/industry/research/>.

A tool kit has been put together by the Travel Industry Association with sample press releases, logos, national statistics, and examples. Collect all this free information online at <http://www.tia.org/press-media/TWFA/toolkit.html>. ●



North Dakota Commerce Director Shane Goettle addressed the North Dakota Tourism Conference.



'Energized' Tourism conference a success

More than 250 tourism promoters gathered for the 2008 Tourism Conference in Mandan.

"The participants were just that – participants" said Sara Otte Coleman, North Dakota Tourism Division Director. "This year's conference attendees were very engaged. The breakout sessions were full, the working meetings spilled into the evenings and the tourism congress initiative discussions were energized."

General session topics included destination branding, creating customer experiences and changing markets. The speakers' insight and humor were very well received. The breakout sessions were also excellent, providing how-tos for being group friendly, using research to help plan, strategizing your Web presence, the new model for hospitality training, RV travel and re-



For more on the conference, see Page 2

State Tourism Conference



Governor's Travel and Tourism Awards Winners



Recipients of the Governor's Travel and Tourism Awards (from left): Governor John Hoeven; Beth Campbell, North Dakota Heritage Center; Merl Paaverud, North Dakota Heritage Center; Terri Thiel, Dickinson CVB; Steve McCormick, Hawktree Golf Club; Kathy Diekman, Chahinkapa Zoo; Dave Achtenberg, Ramkota Hotel; Karen Meier, Woodland Resort; Bob Wagoner, North Dakota State Fair; Kathy Stremick, Gorge Area Arts and Heritage Council; Tourism Director Sara Otte Coleman; Dr. Harriet Skye, United Tribes International Powwow.

Travel and Tourism Industry Leader: Kathy Stremick, Gorge Arts and Heritage Council

Front Line Employee: Kathy Diekman, Chahinkapa Zoo

International: United Tribes International Powwow

Best Package: Bismarck Awesome Stay and Play Golf Package

Behind the Scenes: Karen Meier, Woodland Resort

Attraction of the Year: North Dakota Heritage Center

Event of the Year: North Dakota State Fair

Tourism Organization of the Year: Dickinson CVB

In the News

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



North Dakota Tourism was in the news in April

April 1: Let it rain or let the sun shine at one of North Dakota's numerous events. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=239>

April 2: Sports lovers need to look no further than North Dakota for a collage of sports activities and events. For a great list of other North Dakota attractions, go to www.ndtourism.com or call 800-435-5663 or 701-328-2525. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=240>

April 2: Unique adventures and beautiful scenery aren't the only things from North Dakota featured in North Dakota Tourism's 2008 advertising campaign, kicking off this week. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=241>

April 23: Eight Governor's Travel and Tourism awards, recognizing outstanding leaders in the tourism industry, were presented at the 2008 North Dakota Tourism Conference in Mandan. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=244>

April 28: Outdoor enthusiasts plan their summer and fall recreation adventures while the snow is still on the ground. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=245> ●



U.S. Senator Byron Dorgan addressed state tourism conference attendees.

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sources available from North Dakota Tourism.

Wendy Howe is president of the Destination Marketing Association of North Dakota, which sponsored the conference. "I am proud to be part of the exciting and growing industry of Tourism in North Dakota," Howe said. "This year's conference was successful in inspiring many."

Dana Bohn, Tourism Alliance Partnership executive director, also was impressed with the excitement and optimism from conference participants during the statewide Tourism Congress meeting.

"Participants reviewed and further developed industry growth initiatives generated at eight

regional Tourism Congress meetings earlier this spring," Bohn said. "The final initiatives were creative, and the participants were enthusiastic about voting for those they thought would have the greatest impact."

Attendees are asked to complete an evaluation survey of the conference at http://www.surveymonkey.com/s.aspx?sm=95x2eH823FSXEm22v5RjIA_3d_3d.

Photos from the 2008 conference will be posted at www.northdakotadestinations.org. Be sure to check the link for future conference dates and mark your calendar. ●

North Dakota: Legendary Hospitality

The North Dakota Department of Commerce Tourism Division is creating a statewide Hospitality Program that will help educate front-line service employees about the impact and value their job has on retaining dollars in their community.

Examples of front-line employees may be those in the hotel, food and transportation services, employees and volunteers at attractions and event sites, as well as members of Chambers of Commerce and Convention and Visitor Bureaus throughout the state.



The DVD, titled "North Dakota: Legendary Hospitality," will feature history and attractions in

North Dakota, customer service in the tourism industry and the resources and materials available to them. The piece is inclusive to all areas of North Dakota, so the video will show a variety of images, including city experiences, historical sites, western heritage and contemporary attractions visitors can experience. The DVD comes with an accompanying self-tutorial "playbook" and will be designed to work together as one instructional piece. The program will be in a "chapter" format, so it can be stopped and resumed if needed.

"We wanted to use the DVD format so the program is available to everyone in any kind of business, at any time of day, as a part of a new employee orientation program and to be used for seasonal employees," Tourism Director Sara Otte Coleman said.

"Since it can be watched on a computer or television, it should accommodate most businesses and employees. As for the viewer, we want to make sure that all of our tourism industry partners recognize how significant their role is in their state and local economies. If they can keep a visitor in their area or the state one day longer, it will make a significant impact. We want front-line and tourism partners to know that we're counting on them and they are part of what makes North Dakota Legendary."

The new program was highlighted at the North Dakota Tourism Conference, and is expected to be available next month. The program kit is free and available to those in tourism related industries.

Contact Annette Schilling for more information at 701-328-3505 or aschilling@nd.gov.

2 Nation Tours receives honorary award

The 2 Nation Tours collaboration between North Dakota Tourism, Travel Manitoba, and Explore Minnesota Tourism has



received an honorary award from the Binational Tourism Alliance. The tour was nominated by Dene' Sinclair of Travel Manitoba. The 2008 tour will take place June 23-28 with the theme "Songbirds

and Scandinavia," and it starts and ends in Fargo.

North Dakota Tourism is represented on 2 Nation Tours by Group Travel Marketing Director Deanne Felchle.

Tourism Quarterly Report

Area of Travel	2008 First Quarter	2007 First Quarter	Percent Change 2008-2007
State Park Visitors	58,824	54,889	7%
National Parks	7,559	7,229	5%
Web Visits	102,794	88,092	17%
Unique Web visits	101,340	86,644	17%
Major Attractions	812,694	821,559	-1%
Local Visitors Centers	8,877	8,755	1%
N.D. Airport Passengers	166,571	162,712	2%
Cumulative Lodging Tax	\$776,402.87	\$658,821.02	18%
Statewide Hotel Occupancy Rate	Jan: 50.2% Feb: 56.7% March: 59.9%	Jan: 47.4% Feb: 52.7% March: 59.1%	Jan: 5.9% Feb: 7.6% March: 1.4%
Statewide Average Room Rate	Jan: \$64.68 Feb: \$66.69 March: \$66.14	Jan: \$58.70 Feb: \$60.14 March: \$61.01	Jan: 10.2% Feb: 10.9% March: 8.4%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$14,053,881 4th Quarter 2007	Arts, Entertainment Recreation \$13,674,869 4th Quarter 2006	2.77%
	Food Services, Accommodations \$274,071,831 4th Quarter 2007	Food Services, Accommodations \$251,327,891 4th Quarter 2006	9.05%

The following chart shows the visitation stats for 1st Quarter 2008. Listed below are the participating entities.

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

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

Major Attractions: Alerus Center, Bismarck Civic Center, Bison Sports Arena, Chahinkapa Zoo, Dakota Gasification, Missouri-Yellowstone Confluence Interpretive Center/Fort Buford, Antelope Valley, Coteau, Leland Olds Station, Dakota Wizards, Fargodome, Fargo Air Museum, Fargo Civic Center, Heritage Hjerkomst, Lewis and Clark Interpretive Center/Fort Mandan, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Pioneer Trails Regional Museum, North Dakota Museum of Art, North Dakota State Fair Center, Plains Art Museum, Prairie Knights Casino and Resort, Ralph Engelstad Arena, Red River Zoo, Toy Farmer Museum, Yunker Farm/Children's Museum.

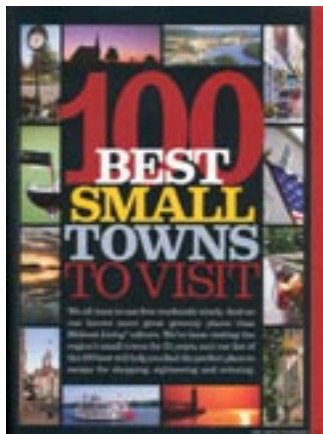
Local Visitor Centers: Bismarck, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rugby, Valley City (Rosebud), Wahpeton and Williston.

North Dakota Tourism uses Webtrends to gather visitor data from www.ndtourism.com. The statewide hotel occupancy rate is measured by Smith Travel Research. If you should have any questions, or would like to be included in the survey, please contact Tricia Miller at North Dakota Tourism, 1-800-435-5663.

North Dakota towns honored

Midwest Living editors recently selected their list of 100 Best Small-Town Getaways. Valley City, Medora, Jamestown and Williston were among the cities of less than 20,000 chosen for the list.

Inclusion on the list guarantees readers will find the perfect place to escape for a little shopping, sightseeing and relaxing.



Since Midwest Living's first issue in 1987, its editors have been on a continual quest to uncover the best cities and towns.

For this official Top 100 list, the editors looked specifically at the 8,500 towns with populations less than 20,000 in the Midwest and added a layer of research that spanned several months and ranked towns in 12 categories: attractions, vibe, scenery, walkability, shopping, dining, lodging, arts scene, outdoor activities, proximity

to major cities, multiday potential and wild card (for special events such as festivals).

The winners, first highlighted in the June 2007 issue, are featured in Best of the Midwest 2008, an annual guide from the editors of Midwest Living to the region's top attractions, now available on newsstands and in book stores and at www.midwestliving.com.

Midwest Living magazine is a regional publication that celebrates the richness of life in the Midwest. The magazine is dedicated to providing its readers a wealth of region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories. Midwest Living magazine reaches 4.1 million readers. ●

Expedited entry through new program

U.S. Customs and Border Protection announced it will begin a Global Entry pilot program that would allow low-risk travelers re-entering the United States to pass through security more quickly.

The program is available for U.S. citizens or lawful permanent residents who are frequent international travelers, provided they have not been found guilty of a criminal offense, charged with a customs or immigration offense, or declared inadmissible to the U.S. under immigration legislation.

Program participants will be able to bypass the regular Passport Control lanes and use dedicated kiosks. At the kiosks, the approved travelers will insert their passport, provide fingerprints electronically, have a digital photo taken and answer CBP declaration questions on the touch-screen.

Applications for enrollment in the program will be available May 12 and CBP hopes to have everything in place at the three test airports — New York City's John F. Kennedy International Airport, Houston's George Bush Intercontinental Airport and Washington, D.C.'s Dulles International Airport — by June 10. ●

Canadian border crossings way up

Canadian border crossings in North Dakota reported a 17 percent increase in first quarter 2008 compared to the same quarter in 2007.

The stronger Canadian dollar has prompted our neighbors to the north to visit, stay and shop in stronger numbers.

In first quarter 2008, 359,663 crossings were reported. In 2007, the number was 308,011.

North Dakota Tourism also increased its marketing in nearby Canadian markets in an effort to attract more visitors. ●

Take a vacation, live longer

Travelers rate their overall health one full point higher (on a scale of 1 to 5) while on vacation. They also get three times more deep sleep after their vacation.

Also, an annual vacation can cut a person's risk of heart attack by 50 percent. ●

This historic site served several purposes on the frontier before its deactivation.



Where Am I?

Debra Walworth of Beach correctly placed me on the Fort Lincoln Trolley in Mandan last month. This month, I'm checking out one of the major outposts on the frontier Please E-mail your answers to jpursley@nd.gov by May 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota Legendary item. ●