

June 2008

this issue

- Governor's Photo Contest
- Gas Busters
- Great Outdoors Month
- In the News
- Where's Scooter

North Dakota
LEGENDARY

division of tourism

commerce matters

Hay, Little Buddy?

Governor's Photo Contest under way

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.

"This contest is a great opportunity for amateur photographers in our state to demonstrate their talents, while showcasing North Dakota's legendary people, places, events and natural wonders," Governor John Hoeven said. "I look forward to another exciting contest as our citizens capture the unique things to see and do across our state."

According to Tourism Director Sara Otte Coleman, 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; events; and wildlife. Entries will be judged on originality, interest of the subject matter, visual appearance and consistency with the category theme. Photo entries should be taken within the last three years.

Photographs must be submitted on a disk and include a 5x7 or 8x10 print. Prints need not be mounted or framed. The back of the photo and disk must be labeled with the entrant's name, address, telephone number, E-mail address, contest category and title of photo, and location and date the photo was taken.

Only color photographs are eligible and photographs cannot be digitally altered. There is no limit to the number of entries allowed per photographer.

The deadline to enter is Sept. 8. Entries should be

mailed to North Dakota Department of Commerce, Tourism Division, Attention Heather LeMoine, at P.O. Box 2057, Bismarck, ND 58502-2057. Entered photographs will not be returned. Photos that are E-mailed will not be accepted.

North Dakota Tourism will retain exclusive ownership rights to all winning photographs for use in the 2009 North Dakota Travel Guide, Hunting and Fishing Guide and on the Tourism Division's Web site. Complete contest rules can be found on the Tourism Division Web site at <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=251>. For more information, contact the Tourism Division at 701-328-2525. ●



"Little Buddy" by Bryan Lang was one of last year's Governor's Photo Contest winners.

Gas Buster Packages Wanted

Do you have a special gas-incentive package or travel promotion currently available in your community?

If so, let us hear about it. More on Page 2



Gas Buster Packages wanted

Do you have a special gas-incentive package or travel promotion currently available in your community?

If so, let North Dakota Tourism help you get a little mileage out of the promotion.

North Dakota Tourism has added a "Gas Buster Packages" category to the Vacation Packages section of the Web site in order to help promote these special offers. In addition, ND Tourism will support these offers in news releases, with media and more.

Enter the details of your promotion ASAP on the state Web site. Vacation package categories can be seen here at <http://www.ndtourism.com/vacations/packages/>. Log onto partner access at <https://www.ndtourism.com/industry/partner-access/>.

If you are working on special vacation packages and have questions about components or listing them (for FREE) on the state Web site, contact Annette Schilling at aschilling@nd.gov or 701-328-3505. ●

Gas Cash Rewards Program

The company TPG Rewards is promoting a Gas Cash Rewards Program that can enhance marketing and promotional plans. Gas Cash is a stored-value reward card that can be used toward the purchase of gasoline at just about any gas station in the U.S. The Gas Cash card can be processed with major credit cards, and can be delivered either on-pack or as a mail-in. Details are available online at <http://www.tpgrewards.com/content/view/32/40/>. ●

June is Great Outdoors Month

Governor John Hoeven has proclaimed June 2008 to be Great Outdoors Month.

North Dakotans are encouraged to take advantage of the many recreational opportunities available around the state. That includes wildlife viewing, hiking, biking, photography, fishing, canoeing and camping. ●

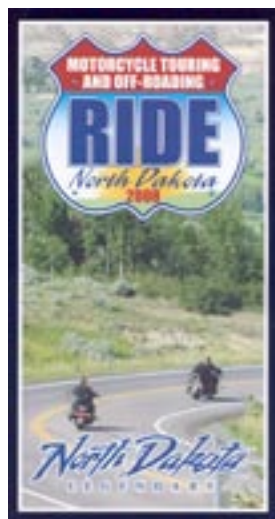
Motorcycle maps available

The newest North Dakota motorcycle map has hit the shelves.

Tourism partners can contact the North Dakota Tourism office for their supply of maps.

The maps show major highways considered good for riding, as well as the distances between major towns.

The maps have been well received by the riding public and those entities marketing to that group. ●



In the News

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



North Dakota Tourism was in the news in May

May 1: Four North Dakota towns, with populations under 20,000, are recognized in Midwest Living's "100 Best Small-Town Getaways" listing and are included in the publication's "Best of the Midwest 2008" guide. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=248>

May 5: For the third year in a row, North Dakota leads the nation as the least expensive place for a family of four to vacation. While AAA recommends travelers budget \$244 per day on national average for 2008 travels, those vacationing in North Dakota have the enjoyment of budgeting much less - approximately \$85 less than the national average. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=249>

May 7: May 10-18 is National Tourism Week, marking the silver anniversary of this annual commemoration. This year's theme, "Discover Great American Traditions," encourages travel to American locales and highlights the role tourism plays in discovering the icons of a destination. Gov. John Hoeven also has declared it "North Dakota Tourism Week," kicking off the start of the summer travel season. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=250>

May 9: Any amateur photographer who lives 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. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=251>

May 23: There's no denying that summer has arrived in North Dakota with the events and activities picking up throughout the state. So, get out and enjoy the weather at a classic car show, birding festival or the acclaimed Red River Valley Fair. There's something for everyone right here in North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=252> ●

Brochure Rack Program update

Tammy Backhaus of North Dakota Tourism reports that the Rest Area Program has been renewed and retooled for 2008.

The program has been up and running well since April in rest areas along I-94. The caretakers are pleased with the results and able to easily monitor their inventories.

Other areas are struggling to find adequate space for brochure racks large enough to handle the number of marketing pieces requested at each rest area. There is a shortage of brochure racks in several eastern rest areas, including Elm River, Alexander Henry and Lake Agassiz on I-29, and Larimore on Highway 2. All have just one four-foot rack.

The North Dakota Department of Transportation, which partners with North Dakota Tourism on the rack program, said it is trying to address the shortage of large brochure racks, and that the problem should be corrected by the middle of July.

In addition, two-foot racks are being built to accommodate travel guides, maps and DOT information.

For more information, contact Tammy at 328-2526. ●

Advertise in the 2009 Travel Guide

With surveys showing more than 2.1 million people in our target markets who intend to take a trip to North Dakota, you can't afford to not advertise in the 2009 North Dakota Travel Guide.

The official North Dakota Travel Guide is more than 148 pages of travel information, including attractions, arts and entertainment, outdoor adventure, special events and accommodations. A total of 350,000 copies are printed and sent to inquiries and distributed at shows, visitor centers information centers, rest areas and more.

Display advertising in the guide ranges between \$855 and \$7,400. There are options to expand accommodation listings and promote packages, too. Space reservation deadline is September 15. Contact Clark Van Horn at North Dakota Living to reserve your ad space, toll-free at 1-800-234-0518, locally 701-667-6436, or E-mail at cvanhorn@ndarec.com.

Free listings for events, attractions, accommodations and events are accepted by entering them via partner access on the Web site at <https://www.ndtourism.com/industry/partner-access/>. ●

Advertise in the 2009 Hunting and Fishing Guide

Due to the popularity of the North Dakota Hunting and Fishing Guide, production is being increased by 40%!

In 2009, 70,000 guides will be printed and sent to inquiries, distributed at sport and outdoor shows, visitor centers, information centers and rest areas.

Display advertising costs range from \$415 to \$4,095. This is a fantastic value with great exposure among one of North Dakota's strongest target markets. To reserve advertising, contact Heidi Wieland at Forum Communications, toll-free at 1-800-765-2937, locally 701-476-2003, or E-mail at hwieland@forumprinting.com. ●

Thank you for your feedback

Thank you to the 108 Tourism Conference attendees who filled out the conference evaluation online.

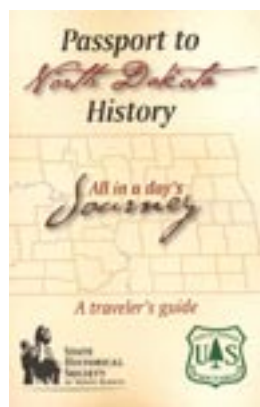


Feedback was incredibly positive with 99% of attendees ranking the conference good-to-excellent. The 2008 keynote speakers received high marks, and we got valuable advice on topics you'd like to see at future conferences.

If you were not able to complete the online survey, but would still like to offer your thoughts and insights on the 2008 Tourism Conference and future conferences, please contact a member of the conference committee:

Amy Braun	amy@dickinsoncvb.com
Sheri Grossman	sheri@discoverbismarckmandan.com
Judy Hoffer	judy@devilslakend.com
Wendy Howe	wendy@visitminot.org
Heather LeMoine	hlemoine@nd.gov
Teri Onsgard	teri@fargomoorhead.org
Sara Otte Coleman	socoleman@nd.gov
Julie Rygg	julie@VisitGrandForks.com
Fred Walker	fwalker@nd.gov ●

Get Your 'Passport to History'



The State Historical Society has produced a "Passport to North Dakota History," a pocket-sized guide highlighting national parks, historic sites, outdoor adventure and 50 pages of fun information.

The Passports are available free-of-charge at North Dakota Tesoro gas stations and at visitor centers throughout the state. You can view, download and print online at <http://www.nd.gov/hist/passport/passport-loader.swf>. ●

TIA Report: Gas prices won't affect most travel

Fifty-nine-percent of Americans planning an auto trip this summer will not change their travel plans even with additional increases in the price of gas. The Travel Industry Association reports that one in six of those expecting a tax rebate as part of the economic stimulus package will spend it on an overnight or day trip for leisure purposes.

Among the 41% of respondents who stated their plans would change if gas prices rise further, the greatest percentage would simply drive a shorter distance to their vacation destination. The TIA report details much of the survey at <http://www.tia.org/pressmedia/pressrec.asp?Item=890>

North Dakota Tourism is again maintaining a Fuel Facts chart showing what fuel-cost differences to points in the state are from a year ago. The chart can be viewed at <http://www.ndtourism.com/>. ●

Angel Investing Funds

Wingspan, an angel investing company, is seeking entrepreneurs who are looking for capital funding for their start-up businesses. Wingspan offers access to marketing and advertising personnel, accounting, legal and IT services, office, warehouse and operational space and executive management resources.

Wingspan has been launched by Brown Corporations of Grand Forks. Entrepreneurs are invited to call Brown Corporations for more information at 701-772-0265. Application information may be found online at www.wingspanbc.com. ●

ND Development Fund Offers \$\$\$\$

The North Dakota Development Fund assists individuals starting or growing a primary-sector business in the state. The fund provides "gap financing" not available from most conventional lenders, and coordinates efforts between all sources of financing, the business and the community.

The Development Fund also administers the Regional Rural Revolving Loan Fund, which provides funding for projects located in rural areas.

Information on the North Dakota Development Fund's tourism program is online at <http://www.growingnd.com/index.asp?Section=Detail&PageID=261>. Visitors will find helpful steps to the application process, listings of projects that have received loans, and much more. ●

International visits remains strong

Why does North Dakota Tourism continue marketing to Sweden and other international markets? Because it makes good business sense.

Overall figures from the U.S. Department of Commerce for January 2008 reflect a worldwide increase of almost 11% over the same period last year, following on the heels of an 11% full-year rise in 2007.

Spending was \$11.4 billion (US), up more than 23% from last year. Spending by international travelers while in the United States, including travel receipts and passenger fares, is defined as a U.S. export. Exports are a critical driver of

Great Ideas in Travel

One of Hotelier's 2008 top 10 Internet marketing resolutions involves use of the Internet for hotel bookings.

In 2008, approximately 40% of all hotel bookings will be generated from the Internet. At least another third of all hotel bookings will be influenced by the Internet, but done offline.

Tourism partners are strongly urged to sign up and use partner access to keep their information current on www.ndtourism.com.

Attractions and accommodations will be receiving letters after June 30 as a reminder to update their listing on the site for use in the 2009 Travel Guide. ●



economic growth in the U.S. economy. In 2007, the United States exported \$1.6 trillion of goods and services — nearly a 13.0 percent increase over 2006.

Germany, the No. 2 market in Europe-USA, was up 13% in January. But, as with 2006 and 2007, it is the smaller Western Sweden traffic to the USA was up 17.5%, to almost 25,000 for the month of January. ●

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 their community.

The DVD is titled "North Dakota: Legendary Hospitality." Contact Annette Schilling for

more information at 701-328-3505 or aschilling@nd.gov. ●



Keep your eyes on the birdie at this prime bird watching location in North Dakota.

Where Am I?

Cole Carley of Fargo correctly placed me on Cavalry Square at Fort Totten last month. This month, I'm birding at one of the state's prime locations. Where am I? Please E-mail your answers to jpursley@nd.gov by June 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota Legendary item. ●