

july 2008

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North Dakota

LEGENDARY

division of tourism

commerce matters

OWAA

"We had a wonderful time and want to thank you for all you did to connect us with people and places that will provide us with material for several columns and articles in the coming months." - Gary and Linda Moore



North Dakota a hit with outdoor writers

The easiest way to get stories about North Dakota into print is to get the media to North Dakota.

That's the main reason North Dakota Tourism and the Bismarck-Mandan Convention and Visitors Bureau recently hosted the Outdoor Writers Association of America annual conference in Bismarck.

More than 400 outdoor writers, photographers and exhibitors from across the United States and Canada spent several days touring the state before, during and after the conference.

This was the first time in the OWAA's 81-year history that it ever returned to a destination. The 1992 event also was in Bismarck.

"It took a lot of hard work and effort by many people and entities, but we were able to convince them that this is a destination they needed to return to," said Terry Harzinski, Bismarck-Mandan CVB executive director.

More than 200 stories were published after the 1992 conference. We anticipate this conference will surpass that number. ●



Top: Vendors set up in Pioneer Park; left: Bismarck-Mandan Convention and Visitors Bureau Director Terry Harzinski; top right: Writers try out the shooting range near Moffit.

People Magazine features Walkers

The most recent edition of People Magazine included an article on workplaces that allow new parents to take their youngsters to their offices.

The issue focused on the North Dakota Health Department and several others making use of the program.

The article included a photo of Michelle Walker, in pink shirt holding baby, Norah, along with another health department co-worker.

Walker is the wife of North Dakota Tourism Division's International Travel Marketing Director Fred Walker. Norah has also graced the Tourism Division office on days when Fred holds down parental duties and a workload that keeps him in the office. ●



Use Partner Access for chance to win vacation

North Dakota Tourism is making two trips for two to Iberostar Paraiso Del Mar resort on the Mayan Riviera of Mexico on Feb. 21-28, 2009, available to you.

The Tourism Division was given the trips as a bonus for its promotional efforts with the Canadian television network CTV. North Dakota Tourism is making the trips available to lucky partners. The only requirement for entry is that you use Partner Access to enter or update your current attraction, accommodation, event or package at www.ndtourism.com.

The information will be used on the Web site and in the 2009 travel guide. Each entry you submit adds to your chances of winning the all-inclusive trip. As last year's winner, Allison Suko, said: "Partner Access is a fantastic tool North Dakota Tourism has developed to give all of us complete and immediate control over how our events, attractions and accommodations are listed in promotional materials. You can submit press releases, update information instantly, and even post pictures to your listings so the hundreds of thousands of people who use ND Tourism to plan their North Dakota vacations see the best you - and our state - have to offer. Not only does Partner Access make life simpler and more efficient, it even sent me to Mexico!"

The drawing for this year's trips will be held at the stakeholder meeting in October. ●

In the News

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



North Dakota Tourism was in the news in June

June 6: A delegation of North Dakota travel and tourism officials represented the state at key industry events that connect leading international and national tour operators with representatives from travel destinations. One event was a first-time appearance for North Dakota at an international-focused group travel show. Overall, North Dakota travel and tourism representatives garnered a combined total of more than 500 appointments at these events. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=253>

June 9: Skip the tie this year, and make a memory instead with a great Father's Day outing. Take dad fishing on the big water at Lake Sakakawea or Devils Lake, grab your bike and hit the trail, or kick the tires at some car shows. Choose one or more of these top 10 ideas and make this Father's Day a great time for a good guy. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=255>

June 10: Summer is in full swing with festivals, tournaments and more! Have a "whopper" of a good time at an annual fishing tournament or dance in your seat while watching the "Greatest Show in the West." <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=254>

June 25: The Fourth of July is a time to celebrate our country's independence, history and traditions and what better way to do so than create lasting memories at events across the state. Many of North Dakota's cities are celebrating their birthdays from Jamestown's 125th to Hague's centennial. So pick a spot right here in North Dakota and enjoy the sights and sounds of the Fourth of July. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=256> ●

Americans not flying as much due to frustration

Long lines, flight cancellations and delays, hassles with security, lost luggage and other airport problems appear to be deterring many Americans from using air travel, a new report has found.

It appears that airport annoyances are starting to impact the way people travel more and more, as the Travel Industry Association (TIA) finds that Americans are turning away from traveling by plane.

"The survey results show that air travelers avoided 41 million trips in the last 12 months ... because of the hassle of flying," said Roger Dow, TIA President. "That's 100,000 trips a day and the cost impact to the US economy is a whopping 26.5 billion dollars (in revenues)."

North Dakota remains primarily a drive-to destination, and most visitors arrive in their own vehicles. Many find the convenience and the cost of their stay worth the extra time it takes to get to their North Dakota destination. ●

Hotels buck trend, show strong numbers

While most hotels in the country have seen visitation numbers slumping, North Dakota establishments report a surge in occupancy rates.

Nationally, occupancy rates dropped 2.5 percent in May from the same month last year. North Dakota, on the other hand, reported a whopping 14-percent increase. The state also fared much better than other West North Central states, which reports a 1-percent decrease.

Year-to-date hotel occupancy in North Dakota is up 10.1 percent over 2007.

North Dakota's average daily rate is also up, leading to stronger revenue for the state's hoteliers. ●

Tourism attends Legislative Forum

North Dakota Tourism Director Sara Otte Coleman and Group Travel Marketing Director Deanne Felchle presented a power-



The Medora Musical Welcome Center has opened in Medora. ●

point presentation on 2 Nation Tours to the eighth annual Legislative Forum in Bismarck. Legislators and Canadian provincial leaders from North Dakota, South Dakota, Minnesota and Manitoba, Canada, gather each year to learn about shared issues, receive updates and discuss future issues that affect the region. 2 Nation Tours was established by this committee in 2001. ●

Hospitality training kits available

North Dakota Tourism's Legendary Hospitality Training kits are now available. Attendees to the state tourism conference should have already received a training kit. Training kits include a DVD, a Leader's Guide and a Playbook. Additional Playbooks can be printed from the Tourism Division Web site under the Industry section and Hospitality Training Program.

The program is designed to enhance any current new employee or volunteer orientation programs for those businesses or

The Press Run: Featuring North Dakota

North Dakota in the news: Second quarter 2008



- ☐ AAA Living, May-June: Education Vacations
- ☐ Bank Travel, March-April: Ethnic Festivals
- ☐ Country Home, April: Top 10 Wind Power, Small Cities
- ☐ Sports Travel, April: Greater Grand Forks CVB
- ☐ True West, April: Bookin' It - Fort Yates, N.D.
- ☐ National Geographic, May: Letters
- ☐ Western Group Tour, Spring: N.D. - American Legacy
- ☐ Midwest Living, May-June: Medora Musical, Buggies-n-Blues, Sullys Hill Nature Festival
- ☐ CAA Magazine, May: Over the Border
- ☐ Golf Odyssey, June: N.D. - New Destination to Golf Trip Wish List ●



organizations in the hospitality industry, such as hotels, event sites and attractions, restaurants, convenience stores or retailers.

The kits are free and can be requested from Annette Schilling at aschilling@nd.gov or by calling 1-800-435-5663. ●

French media, travel industry reps tour N.D.

North Dakota Tourism International Travel Marketing Director Fred Walker spent eight days guiding French media and travel representatives around North Dakota in late June.

The group included a reporter, a photojournalist and representatives from Aventura of Marseille, Boomerang Voyages of Nice and Duxin Marketing.

Walker escorted the group from Bismarck to Medora, Watford City, Williston, Minot, Rugby, Carrington and Washburn. Each day included stops at several places of interest in between. ●

North Dakota Tourism on YouTube

Everyone has heard of YouTube. Millions of people are using it every day to learn more about the things and places they are interested in. Millions more are sharing their stories, uploading their adventures and promoting their ideas. North Dakota Tourism has launched a YouTube Channel and it is time for you to get involved. In a few easy steps you can share the unique experiences available to visitors at your attraction, city or event with the rest of world. In just a few minutes you can be up and running.

YouTube Instructions

1) Register

First of all, you will need to register with YouTube and create an account. Simply visit <http://www.youtube.com/signup>.

2) Setting up your Preferences

To set-up the look and feel of your page you will have to change some settings. To make changes simply click on your account name at the top of the main page after signing in. Within the "Edit Channel" button you can select colors, place an image or logo, etc. You can also organize your favorite videos and uploaded videos. You can also create welcome messages and a lot more.

3) Start Building the Network

Once you are signed up, signed in & have set up some of the



Members of the French media and travel representatives pause by the Little Missouri River and buffalo herd in the Badlands during a whirlwind eight-day familiarization tour with North Dakota Tourism.

basic preferences for your page the next thing you will need to do is go to <http://www.youtube.com/legendarynd>. You are going to want to become a "friend" of LegendaryND. After all, it will serve as the central hub for North Dakota's YouTube content.

4) Explore

Next, take a few minutes to explore YouTube's vast amount of content. You might be surprised to find already existing videos featuring your attraction, city or event. Once you find something just add it your favorites.

5) Create your own content

Once you have your account, and a few videos marked as favorites you should start creating your own content for the site. This is where things can get really fun. Videos can be created with still images or video files. Some digital cameras or web cams have a "movie mode." Even cell phones have cameras capable of shooting and saving data (although not of the best quality) so make sure to check out the devices you have and find out what their capabilities are. ●



You came close, but no one guessed I'd be a little northwest of Jamestown looking at birds

Where Am I?

Nobody guessed my location last month, so I'm staying for another month. It's not so bad here at the refuge in the Central Flyway. Where am I? Please E-mail your answers to jpursley@nd.gov by July 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota Legendary item. ●