

august 2008

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North Dakota
LEGENDARY

division of tourism

commerce matters

Message from the Director



The Tourism team has had a busy summer hosting writers, conferences, photographers, production crews and tours.

The statewide hospitality training DVD was also completed and distributed. I encourage everyone to use it and pass it on. The chapter format makes it easy for tourism businesses to use the segments to train frontline staffers. If used consistently, the program will help keep visitors longer showing our legendary hospitality.

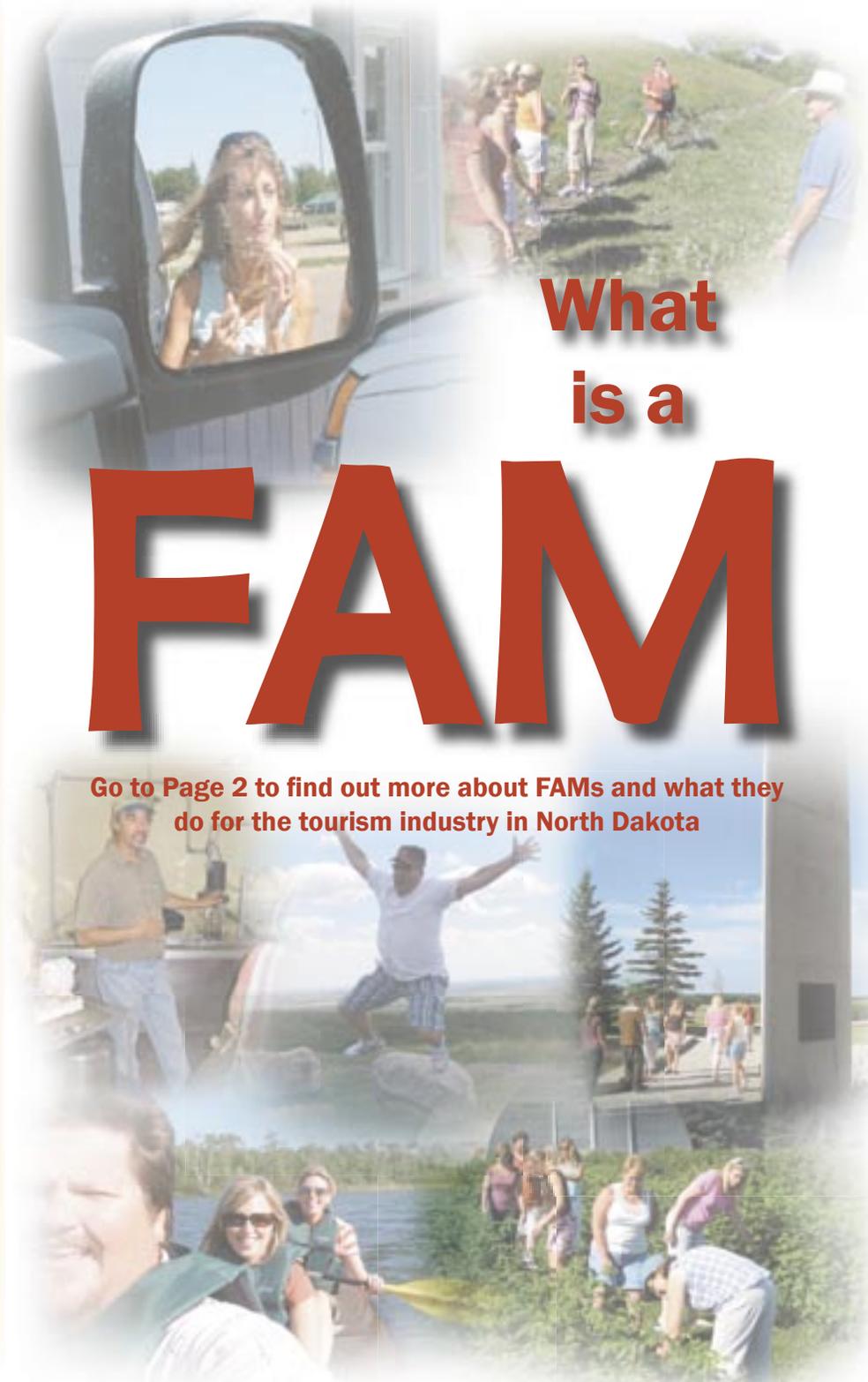
Thanks to Governor John Hoeven for taking time to tape a segment, Agency MABU in Bismarck for the production work and Annette Schilling and staff for managing the project. If you need additional copies, please call or E-mail us.

Tourism Congress report

The Tourism Congress Report is available online on the industry section of our Web site: www.ndtourism.com/uploads/resources/622/tourism-congress-report-web-file.pdf

Thanks again to all the participants and entities that made the meetings possible, and specifically the Tourism Alliance Partnership (TAP), Destination

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Go to Page 2 to find out more about FAMs and what they do for the tourism industry in North Dakota

Governor's Photo Contest

Spread the word – the 2008 Governor's North Dakota Photo Contest ends September 8.

North Dakota Tourism is currently accepting photographs showcasing the state as a Legendary destination in the following categories: attractions, events, outdoor adventure, people, scenery, and wildlife. Winning photographers will receive a \$100 cash prize and their entry will be featured in North Dakota Tourism's marketing materials.

Entries should be mailed to the North Dakota Department of Commerce, Tourism Division, attention Heather LeMoine, PO Box 2057, Bismarck, ND 58502-2057. Complete contest guidelines and rules can be found online at: <http://www.ndtourism.com/uploads/resources/611/2008-photo-contest-rules.pdf>. ●

FAMs necessary to promote North Dakota

By now, just about all North Dakota Tourism Division partners have become familiar with the term "FAM." Those who haven't, should be.

"FAM," or familiarization tours, are used by North Dakota Tourism to gather information on places to see and stay and things to do around North Dakota. They give staff members a first-hand look at offerings and point out things that may help draw guests.

The Tourism Division has taken FAM trips to every corner of North Dakota and has been welcomed by partners whose participation is vital to the program. This year's FAM took the staff to north-central North Dakota, including the areas of Bottineau, Belcourt, Carbury, Velva, Fessenden, Bowdon, Rugby, the Peace Garden and Harvey.

Often, Tourism Division staff members line up media FAMs in which writers and photographers tour North Dakota and return to their home states or countries to write stories about our tourism offerings.

"FAMs are the best way for our partners to showcase what they have, and do so in their comfort zone," International Travel Marketing Director Fred Walker said. "They are invaluable." ●

TIA Travel Leadership Summit

TIA's third annual Travel Leadership Summit will be held Sep. 24-25 in Washington D.C. The 2008 event will mark the third time a North Dakota delegation has joined tourism colleagues from across the country in Washington to help educate our lawmakers and congressional staffers about the impact tourism has on each state's economy.

This year the North Dakota group will not host a formal dinner or reception but will continue to use the opportunity to reach out to Senator Byron Dorgan, Senator Kent Conrad and Rep. Earl Pomeroy.

"We are fortunate to have a delegation that understands how important tourism is to the nation's economy – and especially North Dakota," Tourism Director Sara Otte Coleman said. "Senator Dorgan is also in a leadership position on a committee charged with several tourism initiatives."

In the News

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



North Dakota Tourism was in the news in July

July 10: Great adventures are heating up this July. Make yours legendary with a dip in one of our many lakes or rivers, spend an afternoon with the family, or take time to learn about North Dakota's outlaws and western heroes. Choose one or more of these ideas or contact North Dakota tourism for more activities. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=260>

July 10: The North Dakota Tourism Division has seen "smashing success" at international travel shows this year, with interest in adventure and western attractions at an all-time high, according to Fred Walker, International Travel Marketing Director. Since January, Walker has attended international travel shows in Norway, Sweden, Iceland, Germany, Casper, Wyo., Las Vegas, and, for the first time, Australia <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=261>

July 17: North Dakota is blazing with activities this July. Check out a rockin' music fest, browse for treasures at an open market or celebrate Christmas in July. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=263> ●

Registration will include a breakfast session on September 25, with briefing sessions from TIA and other national tourism organization and political insider speakers. Don't forget, participants must register by August 25 to ensure the \$95 early bird registration fee. After August 25, the fee increases to \$135.

Simply click on the link below to access online registration: <http://tia.org/govtaffairs/summit/index.html> ●

Pageant money available

The North Dakota Department of Commerce Tourism Division was appropriated \$10,000 in this budget cycle for grants to assist national pageant title winners with expenses incurred promoting North Dakota while out-of-state.

If you know of any title holders that would be eligible for the grants, contact Sara Otte Coleman at socoleman@nd.gov for more details. ●

Continued from Page 1

Marketing Association of North Dakota and the host CVBs. The report, compiled by TAP from 138 identified challenges and more than 60 initiatives, will be useful in identifying future priorities. In fact, many of the initiatives helped define budget priorities, as well as our tourism staff's goals. Our new performance-based system is in its second year and not only were the 2008-09 staff goals tied to some of these initiatives, so, too, was the strategic plan within the Department of Commerce.

Summer traffic report

So how is summer visitor traffic? The jury is still out, but so far, occupancy rates and lodging taxes are showing strong growth for the hotel sector. North Dakota hotel occupancy is up 8.1% year-to-date compared with the national average decline of 2.6%. Major attraction visitation is up slightly through June, while boardings at our airports also are increasing. Border crossings continue to grow, with a 17% increase through May (thank you Canadians)! While our requests for mailed information are down 16% over last year, unique visitors to our Web site are up a substantial 36%.

Pressing on

We have a month of summer left and we all need the full-court press. Keep the brochure shipments going out to the "new and improved" rest area racks. Just the other day, I glanced into a car parked next to me at an attraction and to my delight saw our travel guide lying open marked in red, while partner brochures cluttered the rest of the seat. The plate, I noticed, was from Saskatchewan. Keep your Web sites fresh and keep reminding the media there is still time for visitors to become legendary in North Dakota. ●

Tourism Quarterly Report

Area of Travel	2008 Second Quarter	2007 Second Quarter	Percent Change 08-07	2008 Year to Date	Percent Change YTD 08-07
State Park Visitors	297,334	308,164	-4%	356,158	-2%
National Park Visitors	154,050	139,828	10%	161,609	10%
Web Views (www.ndtourism.com)	126,562	113,854	11%	229,356	14%
Unique Web Visits	154,531	101,104	53%	255,871	36%
Major Attractions	1,028,147	966,756	6%	1,840,841	3%
Local Visitor Centers	22,025	23,950	-8%	30,902	-6%
N.D. Airport Passengers	165,419	156,737	6%	331,990	4%
Cumulative Lodging Tax	\$928,341.12	\$745,660.01	24%	\$1,704,744.07	21%
Statewide Hotel Occupancy Rate	April: 66.0% May: 67.2% June: 72.9%	April: 54.4% May: 58.9% June: 72.1%	April: 21.3% May: 9.1% June: 1.2%	62.1%	8.1%
Statewide Average Room Rate	April: \$66.30 May: \$65.40 June: \$67.36	April: \$59.17 May: \$59.97 June: \$62.84	April: 12.1% May: 9.1% June: 7.2%	\$66.21%	9.5%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$12,118,140 First Quarter 2008 Food Services, Accommodations \$257,035,877 First Quarter 2008	Arts, Entertainment Recreation \$13,957,274 First Quarter 2007 Food Services, Accommodations \$236,057,290 First Quarter 2007	-13% 9%		

The accompanying chart shows the visitation stats for Second Quarter 2008. Listed below are the participating entities:

State Parks: Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Fort Lincoln, Beaver Lake, Indian Hills, Sully Creek and Little Missouri.

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

Major Attractions: Alerus Center, Arrowwood NWR, Bike the Border, Bismarck Civic Center, Bison Sports Arena, Bully Pulpit Golf Course, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Dinosaur Museum, Fargo Air Museum, Dakota Gasification, Antelope Valley, Coteau, Leland Olds Station, Dakota Territory Air Museum, 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 Civic Center, Fargodome, Gateway to Science Center, Heritage Center, Heritage Hjemkomst Interpretive Center, International Peace Garden, L&C Interpretive Center/Fort Mandan, King's Walk Golf Course, L&C Riverboat, Lawrence Welk Home, Medora Musical, National Buffalo Museum, ND State Capitol, Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Ralph Engelstad Arena, Red River Valley Fairgrounds, Red River Zoo, The Links of North Dakota, Three Affiliated Tribes Museum, Toy Farmer Museum, Trellis Valley Marathon, Childrens Museum at Yunker Farm.

Local Visitor Centers: Beach Information Center, Bismarck, Bowman Information Center, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Rugby, Wahpeton, and Williston. ●

North Dakota Tourism on YouTube

Kudos to Brian Mattson of the Fargo-Moorhead Convention and Visitors Bureau for drafting the instructions and helping North Dakota Tourism get the word out about the state's new site on YouTube.

The site, which came to be through a Tourism Congress initiative, is already drawing viewers and contributors.

In a few easy steps, you can share the unique experiences available to visitors at your attraction, city or event with the rest of the 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 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 to 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



YouTube page featuring North Dakota.

have and find out what their capabilities are. ●

Governor's Rural Community Summit

Tourism representatives are encouraged to attend the Rural Community Summit Aug. 26-27 at the Ramkota Hotel in Bismarck.

The summit will include nationally recognized community development speakers, a forum focusing on the impact of federal and state policies on rural communities, national and local best practices and innovative ways to grow North Dakota.

Scheduled speakers expected are U.S. Secretary of Agriculture Ed Schafer, Governor John Hoeven, under Secretary for Rural Development Thomas C. Dorr and author Jack Schultz.

Don't miss this opportunity. For more information, go to www.commerce.nd.gov/events/detail.asp?eventID=109. ●

UMCVB scholarships available

Destination Marketing Association of North Dakota (DMAND) is currently offering three, \$250 scholarships to cover registration costs towards attending the Upper Midwest CVB Conference. The scholarship application can be accessed online at <https://www.ndtourism.com/industry/regional-tourism-conferences/> and faxed to Sandy Dobmeier at 701-746-0775. The UMCVB is being held Sept. 21-23 in St. Cloud, Minn. www.umcvbfallconference.com. ●



It's like a small town within a town. And it's practically in the middle of everywhere.

Where Am I?

Andrew Beck of Mandan finally placed me at Arrowwood National Wildlife Refuge. This month I was about equal distances from everywhere in the U.S. and Canada. Where was I? Please E-mail your answers to jpursley@nd.gov by August 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota item. ●