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division of tourism

commerce matters

Tourism quartet a hit in D.C.

Four North Dakota tourism advocates hit our nation's capitol last week, singing the same song as tourism officials from 26 other states. The group organized by TIA (Travel Industry Association) joined forces to help advance tourism to and within America.

The timing for the rally and delegation visits was perfect, as the Travel Promotion Act was in a position to be voted on in the U.S. House the same day.

"The U.S. House of Representatives took decisive action today to jump-start America's struggling economy and create thousands of new jobs by passing the Travel Promotion Act," said Roger Dow, President and CEO of the Travel Industry Association. "We now call on the U.S. Senate to act quickly to reverse the decline in overseas visitation to the United States and utilize the power of travel to strengthen the American economy."

The Travel Promotion Act (H.R. 3232) introduced by Representatives William Delahunt (D-MA) and Roy Blunt (R-MO) and co-sponsored by 243 additional members of the House of Representatives, establishes a public-private partnership to promote the United States as a premier international

travel destination and communicate U.S. security and entry policies. The bill specifies that travel promotion would be paid for - at no cost to U.S. taxpayers - by private sector contributions and a modest fee on foreign travelers who do not pay \$131 for a visa to enter the country.

The North Dakota delegation included Terry Harzinski of the Bismarck Mandan CVB, Cole Carley of the Fargo Moorhead CVB, Wendy Howe of the Minot CVB and the Destination Marketing Association of North Dakota, and Sara Otte Coleman, director of the state tourism division. They met with members and staff of the North Dakota delegation in regards to the Travel Promotion Act, as well as other travel issues facing North Dakota.

Senator Dorgan, a co-sponsor of the Senate version of the bill, spoke to all summit participants on his work on the bill and the probability of the bill passing the senate and becoming law this session.

The Senate version of the bill was more aggressive and provided

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Governor's Photo Contest winners



[Winning entries Page 3](#)

Stakeholders to gather in Bismarck

Do you have a stake in the tourism industry in North Dakota? If you do, you don't want to miss North Dakota Tourism's annual marketing planning meeting Thursday, October 9 at 1:30 p.m.

The session will be held at Century Center, 1600 East Century Ave., in Bismarck. This meeting will highlight North Dakota Tourism's 2009 advertising plan, cooperative advertising options and other opportunities for tourism partners to tie into state marketing programs.

Find out how you can work with the Tourism Division to effectively market and promote your tourism-related offering.

And don't forget, a drawing will be held to award two trips to Mexico as thanks to those who participated in the partner access program. ●

DC, from Page 1

funding for a secretary level position. Last word upon leaving Washington was that key Senators were working on getting the House version of the bill through the Senate.

Travel issues affecting North Dakota were also discussed at the meeting, including: keeping adequate and affordable in-bound air service, providing friendly and efficient border patrol officials at the land crossing along the Canadian border, the need for maintaining transportation infrastructure in North Dakota and the documentation required for land entries into the U.S. from Canada.

"The meetings went very well," said Harzinski. "The issues that are important to tourism in North Dakota are also being worked on in Washington by senators Dorgan and Conrad and Congressman Pomeroy. These meetings are a good opportunity for North Dakota to join our counterparts from across the country to advocate for tourism." ●

Otte Coleman earns Governor's Award

Tourism Director Sara Otte Coleman was one of five state employees receiving the Governor's Award for Excellence in



Public Service for dedication and contributions to the people of North Dakota. The awards were presented by Governor John Hoeven during a luncheon at the Capitol in Bismarck.

Otte Coleman is credited with expanding the North Dakota Legendary brand to more media, more countries,

more partners and more travel and trade shows than ever before. In 2007, under her leadership, Tourism had a profitable advertising campaign, visitation to the state grew, as did visitor spending, and a successful new e-marketing program was launched. ●

In the News

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



North Dakota Tourism was in the news in September

September 9: Sara Otte

Coleman, Director of the North Dakota Department of Commerce Tourism Division, recently was elected to the board of directors of the National Council of State Tourism Directors (NCSTD). <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=272>

September 10: State and local levels tourism officials attended the Travel Industry Association's (TIA) 25th annual Educational Seminar for Tourism Organizations (ESTO) in August. Sara Otte Coleman, Director, and Kim Schmidt, Public and Media Relations Director attended from the North Dakota Tourism Division. They were joined by Cole Carley and Brian Matson from the Fargo-Moorhead Convention and Visitors Bureau. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=273>

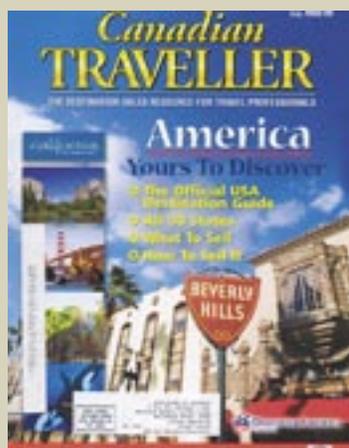
September 17: Two North Dakota events have garnered a repeat selection to an international "Top 100" event listing. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=274>

September 29: As temperatures cool across the state, North Dakota has hot attractions. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=275> ●

The Press Run: Featuring North Dakota

North Dakota in the news: Third quarter 2008

- ▣ St. Paul Pioneer Press, August 22: Midwest Fall Colors
- ▣ The Oklahoman, August 31: Artist's Powwow Work
- ▣ Star Tribune, September 11: North Dakotans More Affable
- ▣ USA Today, September 26: Outside Magazine 50 Places to Get Away From It All
- ▣ Packaged Travel Insider, July-August: Hiking, Biking
- ▣ New York Times, June: Back to Nature in the Great Plains
- ▣ Canadian Traveler, July: North Dakota - Peace Garden State
- ▣ Midwest Living, Best of the Midwest: Medora, Williston, Jamestown, Valley City, Bismarck, Fort Union, Fargo
- ▣ Midwest Golfing: Golf That's on the Marck!
- ▣ Boat USA, August: Sailing on Lake Sakakawea ●



2008 Governor's Photo Contest

Hundreds of photos poured in from all across the state for the 2008 Governor's Photo Contest. After going through all of the entries, representatives from the Tourism Division and the

Governor's office selected a dozen pictures in six categories. The winners are displayed here and will be used on the Tourism Web site and in other printed marketing materials.



Wildlife: Dancing grouse (Dance Off), Chad Hanson, Bismarck



Event: North Dakota State Fair kids (The Genesis), Joleyn Larson, Mandan



Attraction: Buffalo and statue (Gifts From the Gods), Nina Schneider, Jamestown



Event: Horse jumping (Flying Colors), Twila Moser, Bismarck



Scenery: Lewis and Clark statue at Sunset (Winter Cold Steel), Art Mues, Bismarck



Outdoor Adventure: Child ice fishing (Fishing In Fashion), Lydia Thomas, Tappen



Scenery: Red River (Red River: Wild and Calm), Christopher DeVries, Wahpeton



Wildlife: Winter Waxwing (Winter Waxwing), Gene Narum, Walhalla



Attraction: Fort Abercrombie (Fort Abercrombie After Dark), Ron Strand, Wahpeton



Scenery: Killdeer Mountain Harvest (Killdeer Mountain Harvest), Fayleen Fischer, Killdeer



Attraction: Bison at visitor center (Welcoming Committee), Lisa Tupa, Watford City



People: Powwow dancer (Native Pride), Ken Yetter, Bismarck

E-blasts help your business

Need another reason to post your information on ndtourism.com? How about 14,800 reasons!

That's the number of subscribers to North Dakota Tourism's e-newsletters. Events and press releases that partners submit via online partner access are used as content for many of these "e-blasts." This year, dozens of e-blasts have been sent to subscribers. Make sure you're tapping into every opportunity to boost your business – participate in partner access. <https://www.ndtourism.com/industry/partner-access> ●

Nominate a national scenic byway

The Federal Highway Administration (FHWA) has announced the sixth National Scenic Byways Program nomination cycle.

All nomination applications must be completed online and submitted both electronically and as a signed hard copy. The hard copy should include the corridor management plan, route map, digital photos, and letters of support. The deadline is December 17, 2008. The FHWA has produced several documents to help potential nominees prepare their nomination at <http://www.bywaysonline.org/nominations>. ●

Hospitality Career Showcase at NDSU

An upcoming NDSU Hospitality Career Showcase plans to connect 200 students majoring in Hospitality and Tourism with part-time and full-time jobs, as well as internships.

The Career Showcase will take place November 4. To participate, contact Kara Wolfe, the HTM program coordinator (Kara.Wolfe@ndsu.edu or 701-231-8224) or Elisabeth Knapp, President of HSA (Elisabeth.Knapp.1@ndsu.edu) by October 5. ●

CVB director posting

The Devils Lake Area Chamber of Commerce has posted a full-time CVB director position. The director is responsible for the management of the city lodging and restaurant tax budget



What a catch.

and reports to the Chamber president. Requirements include public speaking ability, writing skills, financial management skills and leadership and motivation experience. Benefits include negotiable salary, health and dental insurance, retirement and organizational memberships. Send current resume and cover letter to: Devils Lake Chamber CVB Director Search, PO Box 879, Devils Lake, ND 58301. Screening begins October 13. ●

North Dakota is the 'Friendliest'

The University of Cambridge, UK, has released results from a "personality map" of the United States showing that North Dakota is the friendliest state in the U.S.

According to the report, North Dakota was the highest-scoring state in Extraversion (sociable, energetic and enthusiastic) and Agreeableness (warm, compassionate, co-operate and friendly). The friendly buzz has been getting some great media, including: The Wall Street Journal, Star Tribune, Grand Forks Herald and The Marquette (Wisconsin) Tribune. ●

Pet friendly?

Are you a pet-friendly accommodation? According to TripAdvisor, 61% of American pet owners take the pet when

More from TripAdvisor

A fall travel survey of more than 1,900 indicates:

- 82% plan to travel this autumn
- 25% said they plan to take more car trips than they would have if gas had remained at its record-high prices from over the summer
- 17% of worldwide travelers plan to go somewhere to see the fall foliage, 33% plan to visit a beach, 35% plan to go to a city, and 25% to a historic site.
- 29% are planning a romantic getaway, 23% a weekend break, and 21% a family adventure.

they travel. Polling indicates that 44% of all travelers think hotels should be more pet friendly and 17% would like hotels to have a kennel. Six percent of pet owners have even obtained a pet passport. If your accommodation is pet friendly, be sure to indicate that in your partner access listing. ●

Direct flight to Orlando

Allegiant Air has added nonstop jet service from Fargo to Orlando, beginning Nov. 21. The new flights to Orlando will operate twice weekly, with service Monday and Friday. ●

Where Am I?

Vicki Jackson of Valley City correctly placed me at the Peace Towers in the International Peace Garden last month. This month I went fishing in a really weird place. Where was I? Please E-mail your answers to jpursley@nd.gov by October 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota item. ●