

december 2008

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North Dakota
LEGENDARY

division of tourism

commerce matters

Governor releases budget recommendations



Governor Hoeven addressed the Legislature on Wednesday as he outlined his budget recommendations for the 2009-2011 biennium.

Governor Hoeven presented an overview of his budget priorities to a joint session of the North Dakota legislature on Wednesday. The complete budget can be found on-line at: <http://www.nd.gov/fiscal/docs/budget/execbudgetsummary2009-11.pdf>.

The Department of Commerce total budget was increased by 7.1% to \$88.2 million. Areas of increased emphasis include energy programs, community service programs, Innovate ND, the ND Trade Office, workforce enhancement funds, operation intern and childcare facility grants.

The Governor also recommended a 12% (\$912,000) increase in tourism division funding. The increased budget will allow the Tourism Division to sustain

Governor Hoeven's budget recommends a 12% increase in tourism funding to sustain marketing programs.

current marketing programs.

Tourism Division Director Sara Otte Coleman said the cost of both traditional and electronic media, printing, IT, travel and postage has increased dramatically and the additional money budgeted by the Governor would allow the tourism division to continue its marketing presence.

Additionally, the Governor budgeted dollars for adding and improving tourism

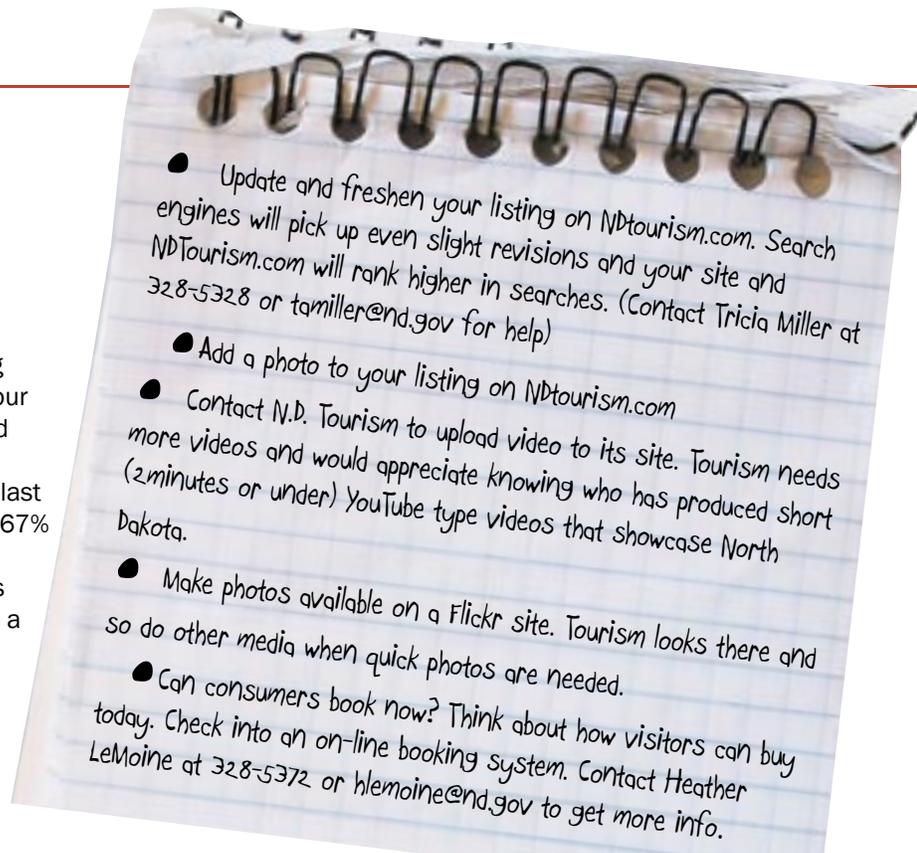
More on BUDGET, Page 4

Don't let winter slip away, take advantage of time

Winter is a great time to look at your on-line marketing efforts and free listings to make sure you are keeping your information in front of the millions of travel planners and bookers who do their research on-line.

New research shows that 71% of people who traveled last year researched their destination on-line and a growing 67% booked their trips on line.

North Dakota Tourism is working to make sure there is rich North Dakota content available on the Web through a number of programs in both marketing and public relations. But we need your help. Each month you will find tips on how to improve on-line content. At right is a checklist of five basics to do in December. ●



- Update and freshen your listing on Ndtourism.com. Search engines will pick up even slight revisions and your site and NDTourism.com will rank higher in searches. (Contact Tricia Miller at 328-5328 or tamiller@nd.gov for help)
- Add a photo to your listing on Ndtourism.com
- Contact N.D. Tourism to upload video to its site. Tourism needs more videos and would appreciate knowing who has produced short (2 minutes or under) YouTube type videos that showcase North Dakota.
- Make photos available on a Flickr site. Tourism looks there and so do other media when quick photos are needed.
- Can consumers book now? Think about how visitors can buy today. Check into an on-line booking system. Contact Heather LeMoine at 328-5372 or hleinoine@nd.gov to get more info.

North Dakota Tourism goes social

Just when you thought a Web site was all you needed to be online, once again the industry is changing and the latest trends are in Web 2.0 and social media.

Bloggging and other online social mediums are driving everything from news and reviews to video and photo sharing. The term "Web 2.0" is used to represent the change of information super-highway into more of a two-way dialogue. It symbolizes both the development of sites and the usage that is more social, with communication between users.



Examples of social networking sites are LinkedIn, MySpace and Facebook. YouTube is popular for video sharing, as Flickr is for photo sharing. There is Blogger for offering thoughts and views,

and countless others.

North Dakota Tourism, along with many of its partners statewide, are evolving and expanding into the Web 2.0 world.

The 2009 North Dakota Tourism Conference will feature a general session on Web trends in marketing. Check the newsletter for upcoming dates and times, and save the date for the 2009 Conference, April 27-29 in Grand Forks.

If you'd like some examples of Web 2.0, without having to create user accounts or sign up for anything, go to the North Dakota Legendary YouTube channel to see videos: <http://www.youtube.com/user/LegendaryND>. The Fargo Moorhead CVB also has a page: <http://www.youtube.com/user/fargo-moorheadcvb>.

Flickr is a site for photo sharing, which the Fargo Moorhead CVB is using as well; visit at: <http://www.flickr.com/photos/fargomoorheadcvb/>.

If you Facebook, be sure to befriend Travel North Dakota, Red River Valley Fair, Maple River Winery, Medora Musical, Greater Grand Forks Convention and Visitors Bureau and Fargo Moorhead. ●

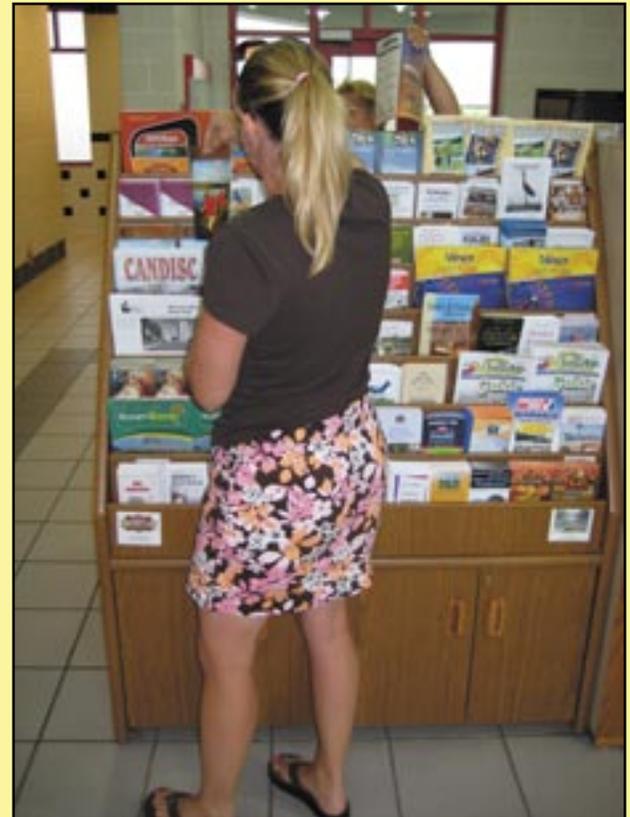
2009 Tourism Conference

The 2009 Tourism Conference will be held April 27-29 at the Alerus Center in Grand Forks. Get ready to "Start Thinking inside the Box" with an Innovation theme and speakers geared towards new technology, inventive business practices, attracting a talented workforce, motivation and much more. To pre-register, visit: <https://www.ndtourism.com/industry/2009-tourism-conference/>. ●

Online booking engines survey

Thank you to the many partners who went online and answered the survey regarding online booking engines.

Currently, 30% of respondents reported their organization is offering online booking. Half of those partners who do not currently offer online booking are interested in making this



Literature Rack Program deadline

Anyone wishing to participate in the Literature Rack Program for 2009 needs to sign up before the deadline of January 6. If you miss the deadline, you will not be allowed to distribute your brochures and other literature in the state rest areas and participating vendors.

feature available.

Based on feedback, North Dakota Tourism will be working with its Web site designers in having a "Book It Now" button on the listings of those partners who support online booking. It will also be looking into companies who can make online booking easy and affordable, and may consider endorsing a company for our industry use. ●

Polling you

North Dakota Tourism is seeking your input on our newsletter, e-blasts and the content shared with partners. Please take our nine-question survey to help improve communication: http://www.surveymonkey.com/s.aspx?sm=K0mlNaDZQ_2bDihnSxHnrmXw_3d_3d. ●

Legendary Christmas items

Can't find anything special for the "legendary" loved one? Don't fret, just go to your computer and do your Christmas shopping online at NDtourism.com. ●

What's all the green buzz about?

Eco-tourism, green travel, carbon footprint ... It seems everything you read in the industry these days is about being environmentally friendly. In fact, there's a growing trend in not only being an environmentally-friendly business, but also offering "green" vacations. And consumers are starting to expect it.

We want to hear from you

Are you green? Are you hearing interest from travelers in eco-tourism?

We especially want to hear from those of you with "green" certification. Please e-mail your replies to hlemoine@nd.gov.

North Dakota Tourism Director Sara Otte Coleman, along with colleagues at Odney Advertising and throughout the industry, recently attended TIA's Travel Outlook Forum conference in Portland which carried a green

theme. Speakers addressed the subject of sustainability throughout the conference, showcasing case studies that ranged from simple strategies to corporate divisions whose sole purpose is to prioritize their businesses' environmental responsibility.

TIA will continue to communicate strategies that will encourage the tourism industry to make sustainability part of standard operating procedures. Ideas on how to implement "green tourism" initiatives that help both our environment and your bottom line can be found at: http://www.tia.org/industry-meet/mof/sustainability_08.html#Education. ●

National Tour Association Conference

One of the interesting notes to come out of the National Tour Association Conference, Nov. 15-19, in Pittsburgh, Pa., was the acknowledgement of the surge in faith-based tourism.

Kevin Wright, president of World Religious Travel Association, stated that faith tourism is on the rise with more than 300 million people spending \$18 billion on pilgrimages, leisure vacations, conventions, concerts, overseas trips, retreats, missions, adventure trips, cruises and more. It also includes money for faith-based music, movies, books and travel. Read more at www.religioustravelassociation.com.

The conference was for tour operators, motorcoach industry, destination marketing organizations, lodging, restaurants, attractions and other tourism industry partners. This event provided networking opportunities, prescheduled, open-book and pavilion appointments, plus industry educational sessions.

North Dakota attendees included Sylvia Garcia, FM CVB; Terry Harzinski, Bismarck-Mandan CVB; Kristen Davis, Theodore Roosevelt Medora Foundation and Deanne Felchle, North Dakota Tourism. They garnered more than 70 prescheduled appointments. Tammy Rohde and Myra Bitterman, "Tour Operators" Satrom Travel and Tours, had a full book with 178 appointments over four days.

In the News

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



North Dakota Tourism was in the news in November

November 7: Next summer's U.S. visitors to the International Peace Garden will have an easier return to the U.S. from the International Peace Garden, thanks to new entry requirements announced by U.S. Customs and Border Protection last week. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=280>

November 17: North Dakota Tourism Director Sara Otte Coleman was among 600 travel and industry leaders attending the Travel Industry Association's annual Marketing Outlook Forum recently held in Portland, Ore. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=281>

November 25: 'Tis the season for holiday giving. As you size up your holiday gift list, remember that gifts come in all shapes, sizes and types. From the gift of spending time with loved ones and the gift of aide to the gift of experiencing someone's artistic talents, North Dakota has many events that celebrate this giving season. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=282>

November 26: The holiday season is just around the corner and what better way to get into the spirit by celebrating at one of North Dakota's many holiday-themed events. From concerts to outdoors snow activities to historical Christmas celebrations and "Old West" cowboy celebration, make this holiday season extra special. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=283> ●

If you have questions about NTA or group travel, please e-mail Deanne Felchle at dfelchle@nd.gov or call 701-328-2502. ●

New marketing materials

We are only a few weeks away from the official unveiling of the state's newest marketing materials. Beginning in January, potential visitors to North Dakota will have access to the 2009 travel guide, hunting and fishing guide, cultural and heritage tourism guide, group travel guide and state map. ●

Outdoor partnerships

Mark Zimmerman, outdoor recreation promotions director, attended the Outdoor Adventure Expo in Minneapolis in late November.

It was a new show for North Dakota Tourism and the interest in all things outdoors in North Dakota was high.

The main emphasis was on the Maah Daah Hey Trail, but questions also came up on canoeing, cross country skiing, camping, birding and other outdoor pursuits.

A Saturday evening Maah Daah Hey Trail presentation attracted more than 70 people.

Tourism has a full slate of shows lined up in 2009 and there is still time for you and your organization or community to be involved in the sport and travel show season.

Check out the listing of scheduled shows. For \$75 per show, you can have your brochures distributed. And for \$250, you can partner in the booth with the opportunity for banner displays and staffing of the booth. ●

Kansas City, Jan. 7-11: A five-day show with general interest in hunting and fishing.

Quad Cities, Davenport, Iowa, Jan. 15-18:

A new show for North Dakota Tourism that taps into the Iowa and Chicago suburban market.

Minneapolis/St. Paul RV, Vacation and Camping Show, Feb. 5-8:

A four-day show with a strong emphasis on camping and general travel. Good show for the family type vacation.

Pheasants Forever, Pheasant Fest, Madison, Wis., Feb. 6-8:

A great show for pheasant hunting enthusiasts, but also good for fishing, waterfowl hunting and other outdoor activities.

Rockford, Ill., Feb. 19-22:

A new show for North Dakota Tourism. Suburban Chicago show that draws folks from the surrounding area.

Omaha Boat Sports and Travel Show, Feb. 26-March 1:

Four-day show with special interest in fishing Devils Lake and Sakakawea.

Milwaukee Journal Sentinel Sport Show, March 4-8:

Five-day show still draws close to 100,000. Strong interest in hunting (waterfowl, pheasants and prairie dogs), fishing and western ND family travel.

Winnipeg RV Show, March 5-8:

Partnering with North Dakota Parks and Recreation Department. Canadian travelers know North Dakota for camping, fishing and general vacationing.

Northwest Sport Show, Minneapolis, Minn., March 11-15:

Four-day show. Corner double booth for great exposure and great traffic. Good interest in western part of the state for hunting, especially pheasants.

Great Outdoors Festival, Oshkosh, Wis., August 28-30:

Strong and growing interest in North Dakota as destination for hunting and fishing.

2009 Sports Show Schedule



Monument to service.

BUDGET, From Page 1

infrastructure. The parks and recreation budget included \$1.2 million for extraordinary repairs, \$2.6 million for capital projects and an additional \$737,000 for operations grants for the International Peace Garden.

The executive budget also funded \$17 million for a new grandstand on the State Fairgrounds.

The State Historical Society's budget allows an additional \$288,416 for the operation of the Cold War Missile

site, provides \$1.6 million for one-time extraordinary repairs and capital projects, provides a one-time general fund appropriation of \$75,000 for marketing efforts and signage improvements and provides \$30 million (\$18 million from the general fund and \$12 million from special funds to be raised by the agency) for construction of an addition to the North Dakota Heritage Center. The legislature will begin work on the budget and the agency bills on January 3. ●

Where Am I?

What? Nobody knew where I was last month. Scout around on the map near White Shield. You'll find me at the site that pays tribute to ancestors who provided a valuable service to the military. Where was I? Please E-mail your answers to jpursley@nd.gov by November 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota item. ●