

January 2009

this issue

- Legislature
- Hospitality Training
- Press Run
- In the News
- Where's Scooter

North Dakota
LEGENDARY

division of tourism

commerce matters

Legislature convenes

The Tourism Division's first budget hearing will take place during the Department of Commerce's budget hearing January 16 from 8:30-11:45 a.m.

This hearing will take place in front of the Senate Appropriations Committee in the Harvest Room at the State Capitol. Tourism partners are encouraged to provide written or oral testimony on Tourism's budget after the Department of Commerce provides testimony, if time allows.

The 61st Legislative Assembly convened in regular session on January 6.

Tourism, as a division of the Department of Commerce, will have its first budget hearing on January 16. For up-to-date information on bills, resolutions and committee hearings, visit the Legislative Web site at: <http://legis.nd.gov/>.

The 2009 Tourism Day at the Legislature will take place on March 16. More information will be provided by the Tourism Alliance Partnership (TAP) and available on the Destination Marketing Association of North

Dakota site: <http://www.northdakotadestinations.org/legislate.htm>. ●



Put it on the ...

Calendar

January 13: Nature & Rural Tourism Association Conference – Bismarck Civic Center

January 13-14: Marketplace for Entrepreneurs – Bismarck Civic Center

January 29: Gateway to Opportunity Conference – Dickinson Days Hotel, www.dickinsonstated.edu/gto

January 29: Hospitality Training Program – Dickinson Elks Lodge

● For inclusion on the industry calendar, e-mail industry events to hleoine@nd.gov.

A New Year's Resolution Resolve to complete Hospitality Training

As you are probably already aware, the ND Tourism Division released a new statewide Hospitality Program in June of 2008. The program was developed to help educate front-line service employees about the impact and value their job has on retaining dollars in your community.

The DVD, titled, "North Dakota: Legendary Hospitality" features the history and attractions in North Dakota, customer service in the tourism industry and the resources and materials available.

The DVD comes with an accompanying self-tutorial "playbook" (also available on NDTourism.com under the Industry tab) and is designed to

More on TRAINING, Page 2

Tourism Technology

Each month, the Tourism Division Newsletter will feature technology tips or best-practices for utilizing new tools and Web 2.0. Please share your success stories, or your questions and suggestions, via e-mail to hlemoine@nd.gov.



Online photo and video sharing

Flickr. YouTube. These are two Web sites that are beginning to have common names for photo and video sharing.

Flickr is an online photo management and sharing site: www.flickr.com. It allows users a place to file their digital photos, and share them if they choose. Tourism partners can make their photos of their destinations visible to the world, only to friends and family or completely private.

Some partners link a Flickr account to their Web site as a means of having a photo gallery for their destination. The Big Rack Hunting Shack near Walhalla did just that – linking its Flickr account to its NDtourism.com accommodations listing: <https://www.ndtourism.com/wherestay/accommodations/accommodation-details.asp?AID=914>.

Another way to utilize Flickr is to upload high-resolution photos and allow media, or tourism partners, to download these photos for promotional purposes. The Fargo-Moorhead Convention and Visitors Bureau is doing this. Its Flickr “photostream” (as it’s called) can be viewed at: <http://www.flickr.com/photos/fargomoorheadcvb/>.

YouTube is arguably the most popular online site for video sharing at www.youtube.com. It allows users to upload videos and create a “channel” online, or to integrate video onto the user’s Web site. The Greater Grand Forks CVB is doing both of these, by maintaining a YouTube.com channel: <http://www.youtube.com/user/VisitGrandForks> and by embedding those videos on their own Web site.

By using YouTube, a user doesn’t need to go through the extra work of uploading video multiple places, they can simply create links to access their videos. <http://www.visitgrandforks.com/main.php/videos>. The advantage to offering video on your Web site or through a YouTube channel is to give potential guests a first-hand look at your destination.

YouTube has a page that explains how video can be added to business and personal Web sites: <http://www.youtube.com/youtuveyoursite>. ●

TRAINING, from Page 1

work together as one instructional piece. The program is in a chapter format, so it can be stopped and resumed if needed. Since the DVD can be viewed on a



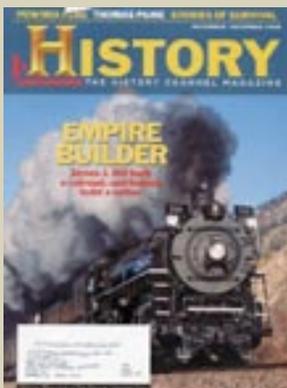
computer or television, it should accommodate most businesses and employees.

It’s a great time to introduce the training program to new employees, volunteers, seasonal employees, or to use as a refresher for those who have been with your organization for a while.

As an extra incentive to dust off your Hospitality Training Kits, the ND Tourism Division will have a drawing for participants who have completed the training program. Participants will find the directions on how to claim their certificate of completion (strategically hidden somewhere within the training program!) and upon requesting the certificate, will automatically be entered into the prize drawing. The drawing will be held in March.

The training program is free to tourism industry partners and employees. Your local CVB or Chamber of Commerce may also have a copy of the program that’s available to check-out.

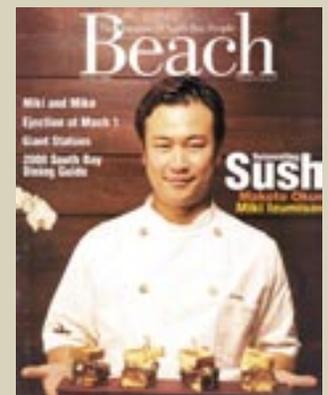
Contact Annette Schilling at aschilling@nd.gov or at 701-328-3505 for more information about the program and drawing. ●



The Press Run: Featuring North Dakota

North Dakota in the news: Fourth quarter 2008

- ▣ Billings Gazette, October 2, Maah Daah Hey offerings
- ▣ Billings Gazette Magazine, Nov. 2: Where in the World is Billings?
- ▣ ABA Magazine, October: Top 100 Events, Medora Musical, Norsk Hostfest
- ▣ Package Traveler Insider, November-December: Passing Through
- ▣ Destinations, December: Travel Resource
- ▣ History, November-December: Empire Builder
- ▣ South Central Golf Magazine, October-December: Northern Exposure
- ▣ Beach, October: Giant statue road trip ●



Industry News



The Williston Convention and Visitors Bureau recently moved into a new facility.

TIA name change

The Travel Industry Association (TIA) officially became the U.S. Travel Association as of January 1. The name change follows a year-long brand review to best position the national organization to have a bigger voice in Washington and reflect the breadth and scope of one of America's largest and most important industries. For more information on the U.S. Travel Association, visit: <http://www.tia.org/index.html>.

Johnsrud takes over in Devils Lake

Congratulations to Sue Johnsrud the new executive director of the Devils Lake Area Convention and Visitors Bureau. Her e-mail is sgj@devilslakend.com. Some may remember Johnsrud, who worked in tourism for many years in McKenzie County. ●



The pioneer story is told here.

In the News

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



North Dakota Tourism was in the news in December

December 17: Annette

Schilling, Cultural and Heritage Tourism director with North Dakota Department of Commerce Tourism Division, recently attended the tenth annual Cultural and Heritage Tourism Alliance (CHTA) Conference in Florida. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=284>

December 17: Deanne Felchle, group travel market-

ing director with North Dakota Department of Commerce Tourism Division, recently attended the National Tour Association (NTA) Conference in Pittsburgh, Pa. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=285>

December 29: The best way to avoid the post-holiday

season blahs is to stay busy. Get up, get out and get to the nearby arena where you'll find an assortment of sports shows, ag shows, basketball or hockey games and even a Broadway play or two. With so much to see and do, it'll seem like the month flies by. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=286>

December 30: Don't look at winter as a reason to

stay inside and pass the time. Instead, look at it as a chance to get outside and do things you can't do nine months out of the year. Whether you like snowmobiling through forested hills, swooshing down the slope or just dropping a line in the ice house, there are so many things to do in North Dakota when the weather turns cool. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=287> ●

Where Am I?

Loren Yellow Bird Sr. of Trenton correctly placed me at the Old Scout's Cemetery near White Shield last month. This month I headed north to a park to learn about pioneer settlements in the Red River Valley. Where Am I? Please e-mail your answers to jpursley@nd.gov by January 23. In the event of a tie, a drawing will be held to determine who receives the North Dakota item. ●