

TOURISM DIVISION



Tourism notes

Show schedule set

Mark Zimmerman, Outdoor Promotions Coordinator, has announced the following schedule for upcoming sport shows. Tourism staff will be manning the booths for these shows, but local CVBs and communities may wish to partner with Tourism in working the booths.

Please call Mark at 328-2509 or e-mail him at mzimmerman@state.nd.us or mail to: PO Box 2057, Bismarck, N.D., 58502-2057 for more information.

The schedule:

- Omaha Sport Show: Feb. 26-March 2
- Red River Valley (Fargo): Feb. 27-March 2
- Northwest (Minneapolis): March 4-9
- Empire Sport Show (Sioux Falls, S.D.): March 6-9
- Milwaukee Sport Show: March 14-23

Visitor center racks

North Dakota Tourism and the North Dakota Department of Transportation are combining efforts to place and stock display racks in the state's visitor centers. Progress continues on the logistics of acquiring and stocking the racks with travel brochures and publications.

The racks are being constructed and should be ready for placement later this year. Following is a list of the locations of racks:

- Hailstone Creek (west of New Salem): East- and west-bound lanes.
- Apple Creek (east of Bismarck): East- and west-bound lanes.
- Crystal Springs: East-bound lane.
- Medina: West-bound lane.
- Jamestown: East- and west-bound lanes.
- Oriska.
- Edgeley (on highway 281).
- Lake Agassiz (2 miles north of South Dakota border on I-29): North-bound lane.
- Elm River (south of Hillsboro): North- and south-bound lanes.
- Alexander Henry (south of Drayton).
- Larimore.



A birding guide produced by the Steele Betterment Group gives some insight on birdwatching in the area.

Birding drives arrive in state

Birders got a treat on September 20, when the kickoff was held for the first routed and published birding drive in North Dakota.

The Steele Birding Drive is, in actuality, three separate drives: Long Lake Route, Chase Lake Route and Slade Lake Route. A bus load of birding enthusiasts enjoyed a sample of the drive as guided by Paul Konrad of Wildlife Adven-

tures. The community of Steele has undertaken this project with great support and enthusiasm. The drive guides are available at Steele merchants as well as www.BirdingDrives.com or by calling 701-475-2133.

Look for additional birding drives to be announced soon in the Jamestown and Carrington areas.

- Mark Zimmerman

Promoting outdoors

Tourism continues to work with a number of print, broadcast, and television media in the promotion of outdoor recreational opportunities in North Dakota.

From covering the PWT national finals in Bismarck in mid-September to producing or preparing stories on dove, grouse, pheasant and duck hunting, there is a continued strong interest in telling the story of the natural bounty of this state.

Several video crews have spoken of their intention to produce

stories of more than the actual hunt, focusing instead on the human interest stories of the citizens and landowners, hunters and small town residents, as well as conservation and habitat improvement efforts. A father/son team from an outdoor program in Michigan was here to cover the PWT. Both left with great footage of the Missouri River as well as what the two described as a terrific show on dove and grouse hunting and a desire to return to North Dakota.

- Mark Zimmerman

Director leaving Tourism Division

Pursuing other opportunities

Tourism Division Director Allan Stenehjelm announced Sept. 16 that he will be leaving the division on Nov. 1 to pursue other, unspecified, opportunities in the private sector.

Stenehjelm, who was appointed to the position in January of 2001, said he felt the time was right to look at other professional possibilities.



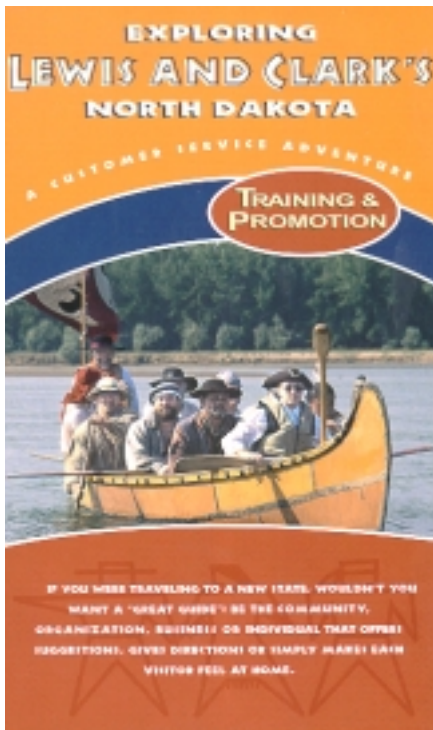
Stenehjelm

The search for a successor has begun.

Tourism became part of the Commerce Department in 2001. Tourism is the second-leading industry in North Dakota and visitation numbers have steadily increased since the falloff following the September 2001 terrorist attacks on New York.

One of the first things Stenehjelm did after joining the Tourism Division was launch the Spotlight on Tourism program in which Tourism Division staffers spend two to three days on the road each month of the summer seeing sites around the state and holding meetings with tourism partners. The program has been highly successful.

- Scooter Pursley



Training program expanding

The Lewis & Clark Hospitality Training Program is branching out through North Dakota. The program was launched in March of 2002 through the North Dakota Tourism Division and Bismarck State College Continuing and Corporate Education. Over 20 training sessions have been held throughout North Dakota already. We encourage all North Dakota communities and hospitality businesses to offer this training in 2003 and 2004. The program will be available through 2006.

The program is now available through other workforce training centers in Williston, Devils Lake and Wahpeton. "Having the training available in other areas of the state is a great way for us to offer the program in more locations. More trainers spread throughout the state increases availability and saves on trainer travel costs," said Rachel Retterath, training program coordinator for the North Dakota Tourism Division.

There are also *Train the Trainer* sessions available for anyone interested in learning the skills to offer this Lewis & Clark training. Several *Train the Trainer* sessions are being planned throughout the next year. Please call Carrie Wagner at Bismarck State College for more information regarding booking a training session or attending a *Train the Trainer* session at 701-328-9866.

- Rachel Retterath

Media plan unveiled

Cooperative marketing will help partners get the word out

Looking for a way to get the word out about your tourism-related attraction?

If so, join forces with North Dakota Tourism in its cooperative marketing partnership, which is part of the division's 2003 media plan.

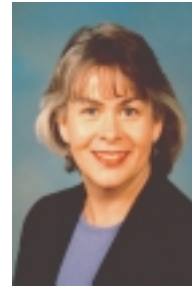
Cooperative advertising allows the state to reinforce its brand message, increase the frequency and reach of the messages, extend the budget and highlight specific attractions across the state.

It will allow CVBs and attractions to be included in publications that they may not have otherwise had the budget to have a presence.

The presence of each partner is strengthened by the placement of ads together. Print ads will have the Legendary brand message with a Lewis and Clark emphasis.

"We're excited," said Tourism Deputy Director Joanne Olson, "This is the first time we have offered a cooperative marketing program."

Publications chosen for advertising are Home and Away, American Heritage, Reader's Digest Midwest Vacation Directory, USA Weekend Travel Service, American Profile Travel Program, Friendly Exchange Magazine, Good Housekeeping and Midwest Living.



Olson

In those that North Dakota Tourism has taken full-page ads, there will be room to add two partners, with Tourism picking up 60 percent of the cost and the partners 20 percent each. In half-page ads, there is room for one partner with Tourism picking up 70 percent of the cost and the partner 30 percent.

"This cooperative marketing opportunity is a great way for all of us to leverage our marketing dollars to expand our message of North Dakota as a tourism destination in the most efficient way," Olson said.

The advertisements will appear in the spring when travelers are busy making summer travel arrangements.

Contact Joanne Olson, deputy director of the tourism division, for information on cooperative advertising. Her phone number is 328-3505.

- Scooter Pursley



Mark it down!

The 2003 North Dakota Tourism Conference "Blaze a New Trail, Lewis & Clark: Destination North Dakota" will be held March 2-4, 2003, at the Radisson Hotel in Bismarck.

Nordic media and tour operators visit Fort Mandan during a recent tour of North Dakota.

A taste of North Dakota

Nordic media, tour operators get look at North Dakota product during recent visit

The Division of Tourism, along with private sector partners, hosted two six-day international familiarization tours in September.

The first tour consisted of media from various areas of Sweden. They will chronicle their experiences in North Dakota in their respective publications. This will hopefully generate desire among readers in the Nordic countries to book vacations to North Dakota.

The second tour consisted of tour operators from Norway, Finland and Denmark. They were here to get a better understanding of the product North

Dakota has to offer. Once tour operators experience what consumers could experience, it gives them an idea as to what product they can sell as a North Dakota vacation.

Bringing in tours from the Nordic countries is a result of the significant interest we are seeing from the tour operators and media, as well as airlines that fly into our region. We have had success in getting North Dakota product included in Norway and Sweden and will be expanding that further to other Nordic countries.

The familiarization tours experienced things such as ranch vacations, Theodore Roosevelt National Park, Medora Musical, United Tribes International Pow Wow, sailing, and a portion of the Lewis and Clark Trail.

-Marcia Slag