

TOURISM DIVISION

Tourism: Same faces, new places



Tourism notes

Publications coming

The North Dakota Department of Commerce Tourism Division is finishing production of three publications designed to make it easier for travelers coming to North Dakota.

The division has developed three pieces in an effort to better fit the needs of travelers interested in North Dakota as a destination.

An image piece will be the main piece sent to travel shows. It contains a call to action for requesting the 2003 Travel Guide or Lewis and Clark Trail Guide.

The Travel Guide is streamlined and easier to handle, while still including contact information about travel sites throughout North Dakota.

The third piece is a hunting and fishing guide to satisfy the needs of those who want to experience that legendary part of the North Dakota.

All three pieces should be available by the end of the month.

How to reach us

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The faces are the same, but their places within the North Dakota Department of Commerce Tourism Division are changing.

A Tourism director will soon be named. The Governor's office is currently reviewing approximately 50 applicants for the job previously held by Allan Stenehjelm.

A decision is expected soon. In the meantime, the division has begun to make staff changes to better meet the needs of the people of North Dakota.



Zimmerman Keller

Deanne Keller has been named group tour marketing director. Formerly a travel counselor within the division, Keller has an extensive knowledge of the travel industry in North Dakota. She has been with the division for four years.

Keller will work closely with tour operators, regional travel agencies and on the Two-Nation Vacation program.

Outdoor Promotions Director Mark Zimmerman will continue in that role and also take over work in the film commission office. His duties in that position will be to assist production crews while in North Dakota as well as providing information to companies considering North Dakota as a site for possible films.

Matched grants awarded

The North Dakota Department of Commerce Tourism Division has named the recipients of 12 grants to help promote tourism in North Dakota in 2003. This is the first year of the Tourism Division's Matched Grant Program, which encourages regional partnerships and promotes tourism-related events in the state.

"This is one of the things we are doing that is new," said Joanne Olson, deputy director of the North Dakota Department of Commerce Tourism Division. "We are doing things differently and we believe that developing regional partnerships offers a strong draw for people who are vacationing or are looking for a fun weekend.

"We had some excellent proposals," added Olson. "I'm excited about the potential for growth in the tourism industry."

In all, \$50,000 in matched grants was available for the upcoming year. The selection committee was made up of five people from the Tourism Division and convention and visitors bureaus.

Recipients

\$5,000 grants:

Fort Abraham Lincoln Foundation, Bismarck-Mandan Birding Drives Dakota: Carrington, Jamestown, Steele Williston Convention and Visitors Bureau Sakakawea South Shore: Three Affiliated Tribes—Twin Buttes; and Mercer, Dunn and Oliver counties Birding Opportunities, Devils Lake Turtle Mountain Winter Games, Bottineau Sheyenne River Valley National Scenic Byway, Valley City

MIND (Museums in North Dakota), Statewide Dunn County Jobs Development Authority Tourism Committee, Killdeer

\$2,000 grant:

First Night, Grand Forks

\$1,500 grants:

Benson County Tourism Association, Maddock Roar, Soar, and Explore, West Fargo



Just a friendly reminder

Tourism partners, don't forget to mark the 2003 North Dakota Tourism Conference on your calendars.

This year's event, "Blaze a New Trail, Lewis and Clark: Destination North Dakota" will be held March 2-4 at

the Best Western Ramkota Inn (formerly the Radisson) in Bismarck. The event gets under way with a brochure swap on

March 2 and includes Tourism Day at the Legislature March 4.

Make plans to attend.

Train-the-trainer sessions to aid tourists

Across the state, people are preparing to offer legendary hospitality and show off the state during the Lewis & Clark Bicentennial, which officially kicks off in January 2003. Hospitality training, which has been taking place since May, is now expanding to Wahpeton and Williston.

"We're expecting thousands of visitors and we want to offer them the best in customer service," said Rachel Retterath, Lewis and Clark coordinator for the North Dakota Department of Commerce Tourism Division. "To prepare, we are hosting train-the-trainer sessions. The trainers go back to their local communities and train business people, multiplying the number of Lewis and Clark experts we have promoting the bicentennial. So far we have trained 575 people."

The statewide enthusiasm for the bicentennial is indicated by the fact that representatives of the far

corners of the state plan to attend the next training session Dec. 4 at Bismarck State College. Participants will be from Wahpeton, Fargo, Jamestown and Williston. Colleges in Williston and Wahpeton will be able to hold training sessions as soon as the Dec. 4 training is completed.

"People will be visiting all parts of the state, not just the Lewis & Clark Trail," said Carla Braun-Hixson, dean of Continuing Education at Bismarck State College. "It's a great opportunity for businesses to promote other points of interest in the state, along with Lewis and Clark. Everyone needs to be a tour guide like Sakakawea."

Jennifer Peterson is a workforce training specialist at Williston State College who will train people in a 10-county area of northwestern North Dakota. "It's a very worthwhile program because it gets people the information they need when visitors

ask about Lewis & Clark activities at a gas station or restaurant or other business."

At the other end of the state, Dale Knutson, who heads workforce training for a 15-county region at North Dakota State College of Science at Wahpeton, says that customer service is a key component of the training they provide businesses.

The training for trainers takes five hours. The training sessions they conduct in their local areas run from one to three hours. Participants learn an overview of the Lewis & Clark Expedition and its importance to North Dakota, how to promote individual communities or attractions across the state, and where to find available resources.

For more information on the hospitality training, call Carrie Wagner at Bismarck State College at 701-328-9866 or 800-852-5685.

New maps designed to aid with park, bike trails

You want maps? We've got maps to help make your trail riding or hiking in North Dakota a little more pleasant and a lot more informed.

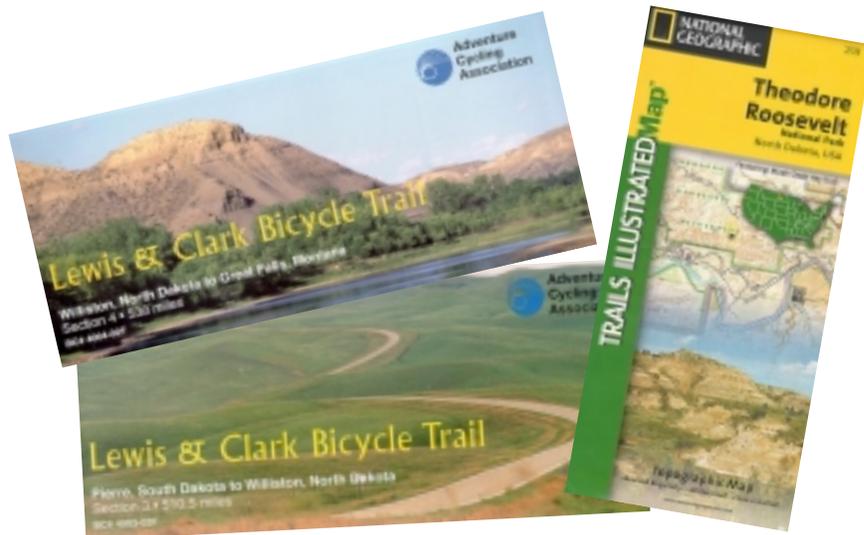
Two such maps recently hits the shelves: The Theodore Roosevelt National Park trails map and the Lewis and Clark Bicycle Trail maps.

The Theodore Roosevelt National Park trails map is a terrific new full-color and topographic map of all units of the park and the nearby national grasslands. It features the Maah Daah Hey Trail, showing the established campgrounds along the trail as well as the Buffalo Gap Trail loop around the south unit of the park.

A wealth of information on the national park - including its trails, camping areas and outdoor activity safety information - is also included. You may order this map by going online at: www.nationalgeographic.com or calling 1-800-962-1643.

The Lewis and Clark Bicycle Trail is a new trail recently unveiled by the Adventure Cycling Association of Missoula, Mont. It publishes a comprehensive set of maps of cycling routes, historic sites, campgrounds, road conditions and other important factors for cyclists traveling our state.

Most cyclists would already have this map when they cycle through North Dakota. However, you may wish to order a copy of the map to familiarize yourself and your community with what is of interest to the touring cyclist. You can order the map by



calling Adventure Cycling Sales Department at 1-800-721-8719

In addition to the individuals or small groups riding either the entire trail or parts of it throughout the next several years, Adventure Cycling is leading

two organized rides along the trail from June through August of 2003. Cyclists will definitely be coming to North Dakota to enjoy the legendary sites, sounds and trails of the Corps of Discovery, let's make sure we are ready.

Tourism makes headways in Scandinavian market

North Dakota Tourism is making progress in the Nordic countries and working to expand its marketing efforts in an increasingly lucrative market. Marcia Slag, International Marketing Director for the Tourism Division, and Barbara Stafford of Rocky Mountain International, recently returned from a week of workshops and a travel show in Denmark and Sweden.

"We had the opportunity to get started in the Danish market by meeting with tour operators, media, the Danish Visit USA Committee and U.S. Embassy staff," Slag said. "The Danes have come to the point now where they are a very significant part

of the touring market, and with the success we've had in the other Nordic countries, this just makes sense for us to be in this market."

Targeting the media will play an important role, especially for the next few years. After a meeting with the producer of TV Denmark, we now have a commitment from him to come to North Dakota to film two segments for the station's prime time travel show. This will be a great way to introduce North Dakota to the Danes.

North Dakota was also one of the featured states to give a presentation at a travel agent workshop in Malmö, Sweden. It was attended by

over 75 travel agents from throughout the southern region of Sweden. In Stockholm, Sweden, North Dakota Tourism hosted a media reception for invited media to discuss future stories and familiarization tours, and was a part of the USA Pavilion at the travel show, Resmässen.

Overall, the trip was very effective in allowing us to gain further exposure in the Swedish market and tip-toe into the Danish market. Having the opportunity to participate in the Visit USA Committee's events subsidized promotional efforts and was a very cost-effective way to continue our efforts in the Scandinavian market.