

This Issue

Legislative Session:

Several pieces of legislation affecting the tourism industry are before the House and Senate. (Page 1, 2)

In the News: The word is getting out. These news releases help the media spread the word about North Dakota. (Page 4)

Tech Talk: Let's use databases (Page 3)

ADDY Awards: Odney Advertising earned three silver awards for its work on North Dakota Tourism projects. (Page 3)

Big gift: Kirk Lanterman gives \$500,000 toward expansion of the

North Dakota Heritage Center in Bismarck (Page 5)

Put it on the ...

Calendar



March 16: Tourism Day at the Legislature – Bismarck

March 27: Agritourism workshop – Watford City <http://www.ndtourism.com/industry/regional-tourism-conferences/>

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

Hearings on the hill

The Department of Commerce Appropriation Bill (SB2018) was heard by the House Appropriations Government Operations Sub-committee on March 3.

Tourism Division Director Sara Otte Coleman testified on the tourism portion of the budget, in which the Governor included a \$912,000 increase for tourism marketing.

Bill Shalhoob, Tourism Alliance Partnership; Terri Thiel, Dickinson CVB; and Terry Harzinski, Bismarck-Mandan CVB, also testified in support of SB2018.

The Senate enhanced SB2018 by adding \$500,000 in additional funding

for tourism marketing. Lewis and Clark Fort Mandan Foundation representatives Dennis Boyd and David Borlaug and T.R. Medora Foundation board member Joel Gilbertson testified in support of infrastructure improvement funding totaling \$2 million, also added by the senate. In addition, Nina Sneider, Buffalo City Tourism Foundation; Julie Rygg, Greater Grand Forks CVB; Kyle Blanchfield, Woodland Resort; Chester Reitin, Norsk Høstfest; Debra Walworth, Prairie West Development Foundation; Jan Dodge, McKenzie County Tourism Bureau; and Virginia Nelson, State Historical Society; provided letters of support to the committee. The committee has many new members this year and is chaired by Rep. Jeff Delzer.

More on **SESSION**, Page 2

See page 2 for more legislation related to the tourism industry



Tourism Day at the Legislature

The Destination Marketing Association of North Dakota (DMAND) is sponsoring Tourism Day at the Legislature, March 16. The event includes breakfast and displays in the Memorial Hall from 7:30-11:30 a.m. DMAND members and tourism businesses and operators are encouraged to attend and show support of North Dakota's second-largest industry. Contact Sheri Grossman at sheri@discoverbismarckmandan.com for display space.

A winning snapshot: AAA and Tourism



Tourism Director Sara Otte Coleman and AAA's Mark Grieb

The 2009 Governor's North Dakota Photo Contest has been announced, along with a new partnership with AAA, new category and increased prize money. Details on the contest, open to North Dakota's amateur photographers, has been added to the NDtourism.com site at: <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=296>. Please share this information in your community.

SESSION, From Page 1**SB2110****Dept. of Commerce
Agency Bill**

SB2110 was heard March 4 by the House Industry Business and Labor committee. The bill was introduced at the request of the department to update the state statute to reflect current operations within the Department of Commerce. The main changes to the tourism portion relate to working with all tourism stakeholders, recognizing that tourism is an image builder for the state, updating the director's job functions and eliminating the office of motion picture development. The committee gave a unanimous (13-0) do pass recommendation.

SB2009**Dept. of Commerce
Agency Bill**

SB2009, the State Fair appropriation bill, was heard before the House Appropriations Committee on Feb. 27. As amended by the Senate, the budget includes one-time funding of \$18 million (\$15 million from the general fund and \$3 million from special funds) for a grandstand construction project.

HB1018**Historical Society
Appropriation**

HB1018 was heard by the Senate Appropriations Committee on March 5. HB1018 is the State Historical Society's appropriation and includes funding of \$288,416 for the Cold War Missile site operation and \$75,000 for marketing efforts and signage improvements. The House included an additional \$129,500 (\$504,500 total) for cultural heritage grants, but reduced the appropriation for one-time extraordinary repairs from \$1.6 million to \$1.4 million. Amendments were also added in the House to include \$16,500 for a sprinkler system in Chateau de Mores, \$5,000 for repairs at the de Mores Memorial Park in Medora, and to remove one FTE archivist position that was added in the executive recommendation. The one-time funding of the Heritage Center addition was removed by the House and placed in HB1481.

HB1481**Heritage Center
Addition**

HB1481 was heard by the Senate Appropriations Committee on March 5. This bill provides \$30 million (\$18 million one-time funding from the general fund and \$12 million from funds raised by the agency) for an addition to the North Dakota Heritage Center. This language was originally in HB1018, the State Historical Society appropriation bill.

SB2264**Nonresident
hunting license**

SB2264 was heard by the House Natural Resources Committee on March 5. SB2264 creates a special season-long nonresident small game hunting license. The current nonresident small game license costs \$85 and allows nonresidents two 7-day periods or one 14-day period per license. Hunters may purchase more than one license per year. SB2264, as amended, would not eliminate this type of license, but would create an additional season-long license that would sell for \$170 (\$40 going to P.L.O.T.S.), removing the need for any nonresident hunter to purchase more than one license in order to hunt longer. Dana Bohn, Tourism Alliance Partnership, and Terri Thiel, Dickinson CVB, presented the committee with written testimony in support of the bill. The North Dakota Game and Fish Department and representatives from wildlife sportsmen groups testified in opposition to the bill.

HB1216**Nonresident
waterfowl hunting**

HB1216 was passed by the full Senate on March 5 in a 28-17 vote. HB1216, as amended, changes the structure of the nonresident small game license and nonresident waterfowl license. Under HB1216, nonresident small game hunters would be able to hunt for three periods of five consecutive days. Nonresident waterfowl hunters would be able to hunt for three periods of five consecutive days, two periods of seven consecutive days, or 14 consecutive days.

Profit from the Prairie Conference

The third annual Profit from the Prairie Tourism Conference will be held April 16 at the Red Willow Bible Camp near Binford. Learn about developing packages, new tourism opportunities, geocaching and more. A conference agenda, and registration forms, can be found at: <https://www.ndtourism.com/industry/regional-tourism-conferences/>

USTA and DMAI Foundations join together

The U.S. Travel Association and Destination Marketing Association International have joined together foundation resources to better serve the interests of destination marketing professionals, and increase visibility for the impact of travel around the world. The new foundation works to offer additional research, education, communications and partnerships.

Tech Talk



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.

You probably keep some customer information, whether it's a guestbook or computerized record. But do you keep a database? A database is a customer record, including name, address, E-mail address and even consumer preferences. Popular software applications for storing this information include Microsoft Excel and Access.

Databases have great applications in tourism because they provide the opportunity to reach out to visitors who have either expressed an interest in you, or have already visited you. Some of the ways databases are used by North Dakota Tourism include:

- Fulfilling visitor requests for information about the state;
- Reaching out to those who have already expressed an interest when new materials or opportunities become available;
- E-marketing;
- Tracking inquiries by advertising referral and demographics;
- Targeted advertising; and
- Surveying

If you haven't started your database yet, block some time and start inputting those addresses. Send new brochures to "old" clients. E-mail a survey to learn what you do well and what needs improving. Some researchers report a 40% likelihood of repeat customers among travelers. If you're not keeping in touch, you could be losing out.

Social media

- Need another reason to get into social media? More than 50% of Facebook users are over 35 years old.

Tourism Conference reminder

The 2009 Tourism Conference is less than two months away. Register before April 1 for the early-bird rate of \$125 and get a bonus rate on additional attendees. The 2009 conference showcases an innovation theme to get you thinking inside the box at the skills, ideas and resources in your own backyard.

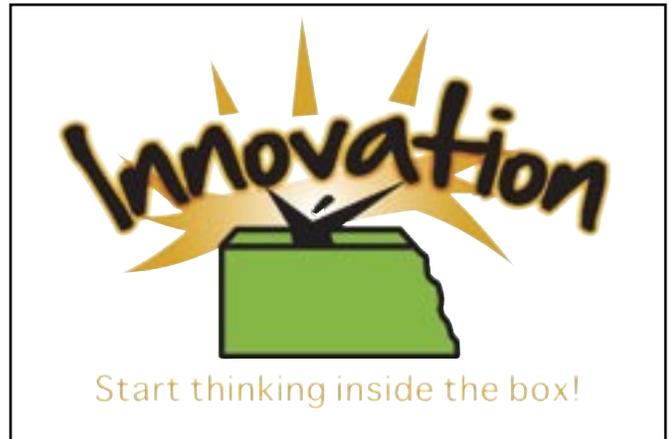
Keynote speakers for the 2009 conference include UND Assistant Professor Jeffrey Stamp. Stamp was the inventor, creator and brand manager of "Baked Lays" for Frito-Lay. He is also the Chair of Entrepreneurship and Innovation for the university.

Learn how to stand out from speaker Larry Mersereau. Mersereau is a nationally-known business development expert with great ideas on sales, marketing and business development.

The popularity of last year's technology break-out session prompted organizers to bring in a general session speaker on internet marketing. Matt Bailey dismantles the intimidation of online marketing and will also have a breakout session.

The President and CEO of Tourism Saskatchewan will host a breakout session to share insight into Canadian markets. Additional breakouts cover the topics of emergency management, tourism employment and hospitality training.

Learn more online, register AND submit nominations for the 2009 Governor's awards for Travel and Tourism. <https://www.ndtourism.com/industry/2009-tourism-conference/>



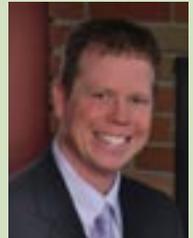
Keynote speakers



Jeffrey Stamp



Larry Mersereau



Matt Bailey



Tourism work receives ADDYs

Odney Advertising received three silver ADDYs from the Bismarck-Mandan Ad-Fed for North Dakota Tourism entries. The Birding print ad, USB media kit, and "Whistlers" TV ad earned awards.

In the News

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

North Dakota Tourism was in the news in February

February 4: On Valentine's Day, take advantage of North Dakota's many unique events and attractions that will make the most romantic day of the year easy on the wallet, but long on memories. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=290>

February 25: There are two places to find the Eagles and the Beatles this month – on the radio and in Fargo. Rain, The Beatle Experience, is a highly acclaimed tribute to the Fab Four, and the legendary Eagles are the real thing, bringing their Long Road out of Eden Tour to the Fargodome. March is in fact, packed with musical offerings, as well as art and culture festivals throughout North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=292>

February 26: There is a reason it's called March Madness. Winter sports touch most North Dakotans in some way. Thousands will attend high school basketball tournaments, college games and professional showdowns. Others will head to arenas for college and junior hockey games, and still others will take up brooms and sliders and take to the ice themselves for a local curling bonspiel. Yep, there's a certain madness to March. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=293>



Time to order summer merchandise

Just a reminder to all gift shop manager's to order your North Dakota Legendary logo items for the summer season. At this time, there are only two vendors who are approved to sell our logo merchandise: CI Sport from Fargo, and Capital Trophy of Bismarck. You can contact Amy Hanson of CI Sport at 800-233-4759 or Marlinda Bender of Capital Trophy at 701-223-5670 ext. 12 to place an order. They will be happy to work with you to get just the right items for your store.

Also, if you are aware of any vendors selling Legendary merchandise wholesale, we would appreciate your letting us know, so we can visit with them about our logo usage policy.

Dickinson Golf Digest package

The Dickinson CVB has helped coordinate a special offer for readers of Golf Digest. As part of North Dakota Tourism's travel directory ad in the publication, readers can go online to request more information about golfing in North Dakota, and enter a contest for lodging and Southwest Golf Getaway package. Thank you Dickinson CVB.

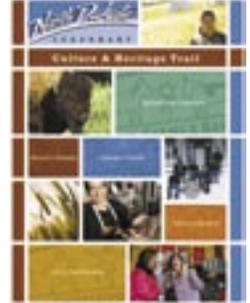
New Culture & Heritage Guide Released

The new North Dakota Culture & Heritage Trail guide was released last week and highlights a variety of attractions, events and scenery of the state.

The guide replaces the 2006-2007 Cultural and Heritage/Lewis & Clark Trail Guide and incorporates fun thematic "trails" to Heritage & Heroes, Arts & Entertainment, Lewis & Clark, Wildlife & Wonders and Ranches and Farms & Gardens. Plus, there is information on Education Vacations; Events, Festivals & Favorites; and Free Things to Do.

Guests will be able to identify icons that direct them to the places that feature attractions or activities in their interest area. Each theme offers a color-coded map to direct them to those sites. These themes are found in the 2009-2010 state map and the Tourism Division's Web site (NDtourism.com) will also be updated with the latest material and will correlate with the newly released guide.

If you'd like to order copies of the guide for your organization, please contact the Tourism Division at 1-800-435-5663.



Partners team up to offer N.D. prize packages

For the past three years, the ND Tourism Division and several industry partners have teamed up to create a Legendary North Dakota vacation prize drawing, available to entrants from an American Automobile Association (AAA) promotion. This year's prize theme is North Dakota's History and Heritage, and includes donations from the following partners:

- Moose Creek Lodge, Langdon
- Totten Trail Inn, Fort Totten
- Knights Lodge, Riverdale
- AmericInn, Medora
- Country Suites, Bismarck
- Lake View Meadow, Jamestown
- Best Western Kelly Inn, Fargo
- One year membership to the State Historical Society of North Dakota Foundation for two (includes passes to all sites and other membership benefits)
 - An annual pass to all North Dakota State Parks
 - Two passes to the Lewis & Clark Interpretive Center & Fort Mandan Visitors Center, the Medora Musical & Pitchfork Fondue, Custer House & On-A-Slant Indian Village, a Lewis & Clark Riverboat excursion, the National Buffalo Museum, Bonanzaville USA, and the Bagg Bonanza Farm



Entrants register online via a customer microsite hosted by AAA. Last year's ranch vacation package garnered 17,897 unique visits and 318,704 page views. The contest began on March 1 and the drawing will be held on April 30. A special thank you to donating industry partners.

Where Am I?



Stories by the fireplace

Darlene Carpenter of Granville became the first two-time winner when she correctly placed me at Dakota Territory Air Museum in Minot last month. Darlene last won in February 2005. This month I went underground to get warm and got a history lesson about famous explorers. Where Am I. Send your answers to jpursley@nd.gov by March 28. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

Lanterman gives gift of \$500,000 for Heritage Center

Bismarck-Mandan native Kirk Lanterman and his wife Janet have given \$500,000 to support the expansion of the North Dakota Heritage Center, and its "Settlement Era Exhibit" in the Inspiration, Opportunities and Innovation Gallery.

Through this gift, the Lantermans are honoring his grandfather, Will Lanterman, and his grandfather's three brothers and sisters, who migrated to Grand Forks and Hillsboro and finally settled in Mandan.

Kirk Lanterman spent most of his working career with the cruise industry and particularly with the Holland America Line-Westours. He became Chairman of Holland America Line in 1988, and served on its board of directors until 2007.

The 2009 Legislative Assembly is examining plans for the proposed \$52.4 million Phase II expansion of the North Dakota Heritage Center, which would be funded by a combination of state and federal funds and private support.



Lt. Governor Jack Dalrymple, Kirk Lanterman, Tourism Director Sara Otte Coleman, State Historical Society of North Dakota Director Merl Paaverud.

New Partner Opportunity with Tourism!

North Dakota Tourism can now help you get more exposure for your press releases. Partners that post their press releases through partners access will also be sent through our RSS feed system, meaning you will capture an additional unique audience at no additional cost to you. Just load your press release through partner access and we will do the rest for you, including posts through our social media sites.



TravelGreen.org

Green travel, eco-tourism, environmental footprint – the buzz-words of being eco-friendly in travel and tourism are everywhere. The U.S. Travel Association has introduced www.TravelGreen.org as the web's most comprehensive site for travel professionals to learn more about travel and environment. Here you will find an enormous number of ways travel businesses are stepping forward to ensure sustainable tourism.

U.S. Travel Outlook

The U.S. Travel Association has revised its travel forecast, and now projects declines of 3.5% in domestic leisure travel and 5.6% in business/convention travel in 2009. They are reporting that leisure travelers' intent to take a trip and the Traveler Sentiment Index turned upward after several quarters of decline in the most recent TravelHorizons survey.

"The Deuce" maps available

The word is getting around about "The Deuce," the long-awaited extension of the Maah Daah Hey Trail through the Badlands of western North Dakota.

Already an IMBA Epic Ride, the Maah Daah Hey Trail is getting longer as it is being extended to the south toward Logging Camp Ranch and Amidon.

With that comes the need for details on the new extension. The U.S. Forest Service has a map of the Little Missouri National Grasslands. That map also includes route information for Maah Daah Hey Trail II, or "The Deuce."

Maps are available from the USFS for \$10.

Felchle looking for Top 100 events

What do the Fargo Airsho, Norsk Høstfest, Mandan Rodeo and Medora Musical have in common? They all have been past winners of ABA's "Top 100 Events In North America!"

Do you have an event in your community or surrounding community that would qualify?

Nominations are officially open for the 2010 Top 100 Events in North America, now in its 28th year. ABA's Top 100 Events in North America recognizes the best group-friendly events for the coming year. Don't miss your chance to showcase the top group tour events in your area.

North Dakota Tourism can submit a maximum of seven nominations. Please note that ABA-member convention and visitors bureaus and private destination marketing organizations are eligible to submit two nominations each year.

Deadline is May 4. Contact Deanne Felchle at dfelchle@nd.gov to receive ABA's Top 100 form or call 701-328-2502.

Area of Travel	2008 1st Quarter	Change 08-07	2008 2nd Quarter	Change 08-07	2008 3rd Quarter	Change 08-07	2008 4th Quarter	Change 08-07	2008 YTD/ Change 08-07
State Park Visitors	58,824	7%	293,686	-3%	449,774	-2%	86,711	15%	888,995 .03%
National Park Visitors	7,559	5%	160,596	10%	278,629	-5%	113,947	131%	560,731 13%
Web views (www.ndtourism.com)	102,794	17%	126,562	11%	116,667	-2%	93,335	15%	439,358 9%
Web site Unique Visits	101,340	17%	154,531	53%	167,838	72%	80,984	11%	504,693 41%
Major Attractions	812,694	-1%	1,052,679	7%	1,323,118	3%	1,010,940	7%	4,199,431 4%
Local Visitor Centers	8,877	1%	22,025	-6%	46,714	-5%	14,198	38%	91,814 0%
Canadian Border Crossings	142,360	27%	201,030	23%	251,299	5%	152,896	-20%	747,585 6%
Airport Passengers	166,571	2%	165,419	6%	173,386	5%	177,287	5%	682,663 5%
Cumulative Lodging Tax	\$776,402.95	18%	\$928,341.12	24%	\$1,124,121.52	14%	\$1,140,804.75	11%	\$3,969,670.34 16%
Hotel Occupancy Rate	Jan: 50.2% Feb: 56.7% Mar: 59.9%	Jan: 5.9% Feb: 7.6% Mar: 1.4%	April: 66.0% May: 67.2% June: 72.9%	April: 21.3% May: 14.0% June: 1.2%	July: 76.9% Aug: 79.8% Sep: 71.8%	July: 0.5% Aug: 0.6% Sep: -0.9%	Oct: 74.7% Nov: 60.5% Dec: 49.1%	Oct: 0.3% Nov: -4.4% Dec: 1.3%	65.6% 3.4%
Average Room Rate	Jan: \$64.68 Feb: \$66.69 Mar: \$66.14	Jan: 10.2% Feb: 10.9% Mar: 8.4%	April: \$66.30 May: \$65.40 June: \$67.36	April: 12.1% May: 9.1% June: 7.2%	July: \$71.30 Aug: \$71.22 Sep: \$68.89	July: 7.8% Aug: 9.4% Sep: 9.2%	Oct: \$69.84 Nov: \$67.99 Dec: \$65.95	Oct: 7.7% Nov: 5.9% Dec: 3.6%	\$67.97 8.3%

Taxable Sales and Purchases Through 3rd Quarter 2008

Arts, Entertainment, Recreation 2008	Arts, Entertainment, Recreation 2007	Change 2008-07
1st Quarter: \$12,136,594	1st Quarter: \$13,957,274	1st Quarter: -13%
2nd Quarter: \$23,234,193	2nd Quarter: \$20,119,573	2nd Quarter: 15%
3rd Quarter: \$25,625,429	3rd Quarter: \$25,769,594	3rd Quarter: -1%
Accommodations, Food Services 2008	Accommodations, Food Services 2007	Change 2008-07
1st Quarter: \$257,335,105	1st Quarter: \$236,005,871	1st Quarter: 9%
2nd Quarter: \$293,350,747	2nd Quarter: \$259,794,892	2nd Quarter: 13%
3rd Quarter: \$312,357,419	3rd Quarter: \$288,274,069	3rd Quarter: 8%

Tourism By The Numbers

2008 YTD	Change 08-07
\$60,996,216	2%
2008 YTD	Change 08-07
\$863,043,271	10%

These numbers can be found in the 2008 Tourism Division Annual Report, which is now available at www.ndtourism.com/uploads/resources/784/annual-report-2008.pdf. "We are very encouraged by the strong numbers. Our regional marketing efforts and focus on value helped fuel growth when many states saw declines," Sara Otte Coleman said.