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Take a bow North Dakota!

State bucks national trends

North Dakota continues to be a lone bright light on the map of the U.S. travel industry. This reality became obvious during the U.S. Travel Association's annual Marketing Outlook Forum, a conference of tourism's economic forecasts and trends.

Held October 26-28 in Little Rock, Ark., the Marketing Outlook Forum consolidated presenters and information on leisure travel, business travel, the international outlook and travel niches. Many sessions continued to advocate the importance of social media and online marketing.

Economists seem to agree that there will be a "new normal" with consumers saving more and spending less, and at least two years before spending shifts to pre-recession levels.

One highlight of the conference was a general session appearance by Jerry Jones, owner of the Dallas Cowboys. A tourism believer, Jones talked about building the new \$1.2 billion Dallas Cowboys stadium and the more than 3,000

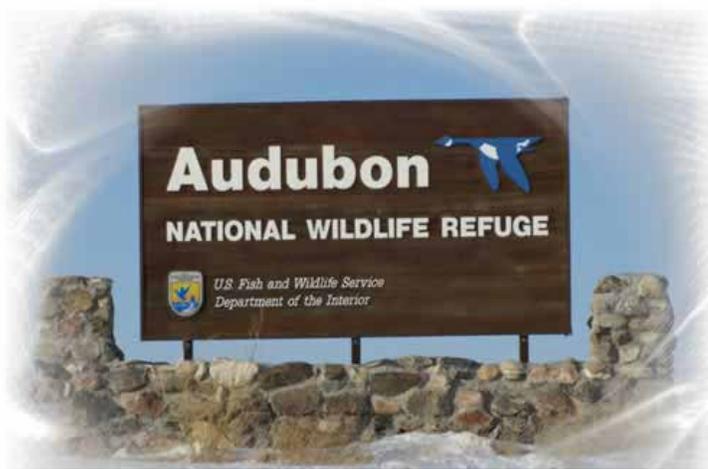
North Dakota remains the lone bright light on the U.S. travel map. How it stacks up.



National Industry and Outlook	North Dakota
Worst Recession since the 1930s is almost over	North Dakota's defiance of the economic downturn, evident in the business-climate, employment and state budget surplus, has been reported by the New York Times, Washington Post, Forbes and countless national headlines.
New normal takes hold, consumer confidence is tepid	According to Gallup, residents of North Dakota are the least economically discouraged of any state.
Declines in travel are bottoming out	ND Tourism Division measures inquiries, lodging demand and visitation via participating partners. Inquiries have been solid in 2009. According to Smith Travel Research, North Dakota is the only state to have a positively performing lodging RevPar (revenue per available room). And visitation as reported by the North Dakota national park sites, state parks and numerous attractions has been up. Canadian border crossings are down compared to 2008, which was a record year for inbound traffic.
Transportation demand rising, hotel demand improves slowly, global tourism still declining	North Dakota's transportation industry has posted impressive gains, with an 18.7% growth in air transportation from 2006 to 2008 and continued gains reported in 2009.
Leisure travel still outperforms business travel	North Dakota's travel market grew 2.5% from 2006-2008 with notable gains in the marketable pleasure trip experience.
Business trips are under siege	The 2008 Visitor Study showed a 3% statewide increase in North Dakota's business travel; increases were noted in both the eastern and western regions.
Light on the horizon: Collapse leads to modest recovery	
Wild cards (H1N1, climate change legislation) will keep industry on its toes	The 2010 Tourism Conference will offer a pre-conference workshop on Green Tourism. Consider attending this to learn about making your business more environmentally viable.
Be creative, nimble and fail fast	As recommended by Outlook presenters: Take chances, try new opportunities and keep moving. We know North Dakotans are skilled at this - evident by businesses on major lakes and waterways who have continually reinvented themselves!
Researchers in 2010	North Dakota Tourism research is available at: www.ndtourism.com/industry .

visitors who tour each day, adding to the economic impact of the greater Dallas area.

In the Outlook Forum's closing session, Dr. Suzanne Cook summarized 10 points from the conference. Italicized are notes regarding North Dakota's contrasted industry performance.



Audubon refuge to get \$6 million

The Interior Department says North Dakota's Audubon National Wildlife Refuge is getting \$6 million in federal stimulus money for an energy-efficient visitor center and administrative office.

A statement from the office of Interior Secretary Ken Salazar says the new center will be finished by November 2010, and its builders will strive to use solar energy, vertical axis wind generation, geothermal heating and cooling, and recycled material.

Refuge manager Lloyd Jones says the visitor center will focus on the importance of wetlands and grasslands to wildlife. An exhibit hall will have dioramas, murals and other features. Officials say the refuge draws 29,000 visitors each year and has more than 300 species of wildlife.

Motorcoach visits equal \$\$\$

The American Bus Association recently released data on the economic impact of motorcoaches. A one-day visit by a motorcoach group leaves from \$2,536 to \$4,563 in a destination's economy. When the trip becomes an overnight, the impact can range from \$5,094 to \$11,264. Learn more about the impact of motorcoaches at <http://www.buses.org/node/222>

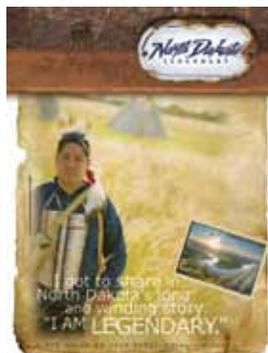
2010 North Dakota Tourism Conference

"Free to Be ND – Create, Celebrate, Captivate" is the theme of the 2010 North Dakota Tourism Conference April 26-28 at the Holiday Inn in Minot. One exciting addition to the conference is the option to add a pre-conference workshop on Green Tourism. This session will be led by Jane Eckert, who was a popular speaker at the 2005 ND Tourism Conference. Eckert will provide tips on saving money while reducing your carbon footprint and going green to attract more visitors.

The good news and bad news: We're out of '09 Travel Guides!

Due to increased inquiries and better-performing rest area brochure programs, the North Dakota Tourism Division has exhausted its supply of 2009 Travel Guides.

North Dakota Tourism cut its print quantity of the official Travel Guide back to 325,000 copies in 2009, due to national trends away from printed guides and forecasts for a national slowdown in travel. With delight, our 2009 inquiries are 32% higher (YTD) than 2008, and due to improvements of the in-state rest area brochure program, 13% more Travel Guides were distributed through October. North Dakota Tourism is asking businesses and partners to check their supply of Travel Guides and return any unused cases to the Tourism Division so incoming inquiries can be fulfilled with the most current information available. Shipments and questions should be directed to Jessica Fretty at 701-328-7265 or jfretty@nd.gov.



State's Legendary outdoors is a hit

From blogs to phone calls to newspaper columns, North Dakota's legendary hunting is being talked about.

We've been reading in-state and out-of-state columns, including those printed in the Duluth News Tribune and St. Paul Pioneer Press. Some authors praise the abundance of wildlife. Others talk about the availability of public land and the hospitality found in North Dakota.

This is a tremendously popular season in North Dakota. According to our 2008 Visitor Study, outdoor trips were the top purpose for a North Dakota marketable overnight trip. Fourth-quarter visitation stays strong with hunting as a prime sports and recreation experience.

Be sure to promote your hunting packages and destinations with NDtourism.com and remember that cooperative promotional opportunities at regional sport shows are also available. The show schedule is listed under the Outdoor Promotions section on pages 11 & 12 of the 2010 Media Plan, online at <http://www.ndtourism.com/industry/references/media-plan/>.

Missile site has big first season

More than 4,000 people – from all 50 states and from 14 countries – toured the Ronald Reagan Minuteman Missile State Historic Site near Cooperstown in its first three months of operation.

"We're extremely pleased with those numbers," site manager Mark Sundlov told the Grand Forks Herald. "We didn't have any concrete goal for the number of visitors when we started, but we're very satisfied."

The Ronald Reagan Minuteman Missile State Historic Site consists of the Oscar-Zero Missile Alert Facility (where ticketing and tours take place) and the November-33 Launch Facility. At the beginning of November, the historic site began operating a by-appointment schedule, until the end of February.

Posts about the historic site are some of the most-read on Tourism's blog at <http://legendarynd.wordpress.com>.

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.

With thanks to several presenters at this year's Marketing Outlook Forum, the following is a potpourri of tips and recommendations on social media.

Five Ways to Improve Your Social Media Strategy

1. Define your definition of success. What is your intention online? Do you want to increase sales, build brand awareness, engage in online customer service? Figure out your purpose, then work to meet it.
2. Send ripples, not broadcasts. Engage in the communities your business identifies with as a means to understand and speak to your consumer.
3. Make it compelling and easy to share content. Video sites are becoming popular search and referral engines. Make sure your content sends the message you want to convey.
4. Cross promote all channels. If you have a presence on facebook, twitter, YouTube and more, make it easy for fans to find you on all sites.
5. Measure with a dashboard. New technologies for measuring social media are becoming available, some paid, some free. Google analytics is the most popular source for measuring website performance.

Four Social Media Strategies

Marketers and business owners can barely open a newspaper or watch their favorite television program without being directed to facebook or twitter. Social media continues to intertwine with "traditional" media to form a potent part of a businesses' marketing mix. Here are four social media strategies, as offered by Geoff Ramsey, CEO and founder of eMarketer <http://www.emarketer.com/>

1. Look, listen, lounge and learn. "You are not what you say you are, you are what others say you are."
2. Join the conversation in the relevant communities for your brand. In social media, it's important to match your strategy with how the audience wants to be communicated with.
3. Recruit from your core. Advice from friends and relatives continues to be a primary motivator in travel. Let your advocates be your advertisers.
4. Target the coveted influentials. Who helps drive traffic to your site? Who helps boost your business? Those influentials should be part of your strategy.

3rd China-US Tourism Directors Summit 中美省州旅游局长合作发展对话

North Dakota Tourism Director Sara Otte Coleman and representatives from most states and all 31 Chinese provinces participated in the third annual China-US Tourism Director Summit in Orlando, Fla., October 22-23. Although this is the third exchange, it is the first time North Dakota has attended.

During the summit, leading tourism officials from both countries signed a Memorandum of Understanding as part of an ongoing initiative to build strategic cooperation in tourism. The first summit, in October of 2007, served as the catalyst for the first official Chinese tour group visit to the United States the following June. Representatives of the two countries' travel industries also discussed current issues in the travel sector that affect both countries, from the H1N1 flu to the Shanghai World Expo 2010, and examined travel trends in the U.S.-China market.



Shao Qiwei, Chairman of the China National Tourism Administration said, "Please be kindly informed that the establishment of the China-US (31+50) Tourism Directors Summit has been listed as one of the important outcomes of the 20th China-US JCCT meeting. I am convinced that with our combined effort, the tourism exchanges and cooperation between China and the US will be even more productive."

"Although China is not a target market for ND Tourism, international marketing the sheer numbers of potential travelers makes it an important market to track," Otte Coleman said.

Nearly 500,000 citizens of Mainland China traveled to the United States in 2008. China is the only inbound travel market projected to see double-digit, year-over-year growth in inbound tourism over the next four years. Visitors from China tend to come frequently and spend an average of 23 nights when they travel to the United States. They are also the highest spending of any other inbound international group, averaging \$7,200 per person, per trip.

The biggest obstacle to Chinese traveling to North Dakota is the language barrier and the distances between major attractions. Very few in the delegation from China could even understand a few words in English, which precipitated the need for interpreters throughout the summit. On a side note, one of the seven interpreters (all from China but now living in the US) provided for the conference graduated in May from Dickinson State University.

Cultural Heritage Grants Awarded

The North Dakota's State Historical Society has awarded more than \$307,000 in Cultural Heritage Grants for the coming year to 40 eligible organizations throughout the state. A detailed press release with awarded grants, amounts and project description is available at <http://www.history.nd.gov/pressroom/culturalheritagegrantsaward-ed09.html>

Tourism Quarterly Report



Sheyenne River Valley Byway receives national award

The 2009 Scenic Byway Awards honored nine recipients, including the Sheyenne River Valley National Scenic Byway. A winner in the category of "Interpretation," the Sheyenne River Valley was recognized for 40 interpretive panels and 10 attraction kiosks which tell of the people and the land.

The panels span topics from Ice Age glaciers to early churches and each panel is unique. A map indicates the panel's location along the byway. Written of the winning interpretation: "All the signage and marketing components complement the project's design standards."

Cooperative advertising deadline approaching

November 13 is the deadline for reserving space in North Dakota Tourism's cooperative advertising program – including newspaper inserts, direct mail, e-mail and in-state radio program.

These campaigns have the potential of reaching more than 3 million households. Tourism Division has earmarked \$141,000 to match partners in three new cooperative opportunities. These opportunities are laid out in the cooperative advertising plan, online at <http://www.ndtourism.com/industry/references/media-plan/>. Questions should be directed to Heather LeMoine at 701-328-5372 or hlemoine@nd.gov.

Area of Travel	2009 Third Quarter	2008 Third Quarter	Percent Change 09-08	2009 Year to Date	Percent Change YTD 09-08
State Park Visitors	593,645	449,774	32%	968,003	21%
National Park Visitors	326,110	278,629	17%	522,507	17%
Web Views (www.ndtourism.com)	69,841	54,221	29%	185,555	-14%
Major Attractions	1,514,091	1,473,918	3%	3,255,398	-2%
Local Visitor Centers	47,837	45,299	6%	74,857	2%
Cumulative Lodging Tax	\$1,243,398.97	\$1,121,382.52	11%	\$3,062,477.89	7%
Canadian Border Crossings	217,923	251,299	-13%	478,613	-20%
N.D. Airport Passengers	192,880	173,399	11%	536,582	6%
Statewide Hotel Occupancy Rate	July: 79.2% August: 79.6% Sept: 74.9%	July: 77.1% August: 80.5% Sept: 71.9%	July: 2.8% August: -1.2% Sept: 4.2%	68.6%	2.2%
Statewide Average Room Rate	July: \$74.03 August: \$73.17 Sept: \$72.37	July: \$71.38 August: \$71.14 Sept: \$69.07	July: 3.7% August: 2.8% Sept: 4.8%	\$70.59	3.9%
RevPAR				\$48.43	6.2%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$21,464,762 2nd Quarter 2009 Food Services, Accommodations \$299,303,956 2nd Quarter 2009	Arts, Entertainment Recreation \$23,238,757 2nd Quarter 2008 Food Services, Accommodations \$293,398,508 2nd Quarter 2008	-8% 2%		

State Park: Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Indian Hills, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Beaver Lake, Little Missouri and Sully Creek.
National Park: Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union.
Major Attractions: Alerus Center, Arrowwood NWR, Badlands Trail Run, Bismarck Civic Center, Bismarck Marathon, Bison Sports Arena, Bonanzaville USA, Camp Hancock, CANDISC, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Gasification, Antelope Valley, Coteau, Leland Olds Station, Dakota Territory Air Museum, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Des Lacs NWR, Fargo Air Museum, Fargo Civic Center, Fargodome, Former's Governor's Mansion, Fort Abercrombie SHS, Fort Clark SHS, Gateway to Science, Gingras Trading Post, Heritage Center, Historical and Cultural Society of Clay County, International Peace Garden, L&C Interpretive Center/ Fort Mandan, L&C Riverboat, Lawrence Welk Home, Medora Musical, National Buffalo Museum, North Dakota Museum of Art, ND State Capitol, Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair, Prairie Fire Pottery, Prairie Village Museum, Raging Rivers Waterpark and Speedworld, Ralph Engelstad Arena, Red River Valley Fairgrounds, Red River Zoo, Red Trail Vineyard, Three Affiliated Tribes Museum, Toy Farmer Museum, Whitestone Hill Battlefield SHS, Childrens Museum/ Yunker Farms
Local Visitor Center: Beach Information Center, Bismarck, Bowman Information Center, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Rugby, Wahpeton, and Williston.
 The statewide hotel occupancy rate is measured by Smith Travel Research.
 North Dakota Tourism uses Google Analytics to gather visitor data from www.ndtourism.com. State of North Dakota Information Technology Dept. (ITD) has recently selected Google Analytics as its new web analytics tool. Google uses cookies to track users where Webtrends utilized log file. Causing the numbers and percentages to change in our reporting method.
 If you have any questions, or would like to be included in the survey, please contact Tricia Miller, Data Coordinator, North Dakota Tourism, 1-800-435-5663.

North Dakota logo news

The seven-year-old North Dakota logo has officially been trademarked. Agencies and businesses using the graphic North Dakota logo are required to update with the registered trademark-logo. Logo graphics are available from Scooter Pursley at jpursley@nd.gov. A black-and-white logo is available for download from the high-res gallery at <http://www.ndtourism.com/smartmail/high-res-images/>.



2010 Tourism Matched Grants

North Dakota Tourism has awarded its marketing and event grants for 2010.

Twenty entities will be receiving matched dollars for tourism-related events, attractions, destinations, packages or tours.

This year's recipients of North Dakota Tourism matched grants:

Marketing Grants: Beach Information Center; Brad Durick Outdoors, Grand Forks; Dakota Sun Gardens, Carrington; Devils Lake CVB; Divide County Visitor Guide, Crosby; Golf the Heartland; Lewis and Clark Golf Trail; Medora Stampede; McHenry County Day Trips; The Opera House, New Rockford; and the Triple Challenge Golf Package.

Event Grants: 111th annual August the Deuce, Mountain; Dickens Village Festival, Garrison; Earth Lodge Village Summer Festival, New Town; Extreme North Dakota Adventure, Grand Forks; Fort Lincoln Festival, Mandan; Fiber Arts Festival, West Fargo; Missouri River Bluegrass Festival, Center; North Dakota State Fair, Minot; and Snow Jam 2010, Casselton.



Where Am I?



Doug Prchal of Bismarck correctly placed me at Oscar Zero near Cooperstown last month. This month, I checked out one of the newest attractions at Lake Sakakawea. Where am I? Send your answers to jpursley@nd.gov by November 25. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

In the News

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

North Dakota Tourism in the news in October

October 8: It's a colorful time of the year. Summer's greens are giving way to fall's browns, reds and yellows. Soon, they'll all give way to black and orange of Halloween, and eventually, the whites of winter. Don't miss out on a mosaic of colors and fun; get out and scare up a good time this October in North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=330>

