

This issue

National Tourism

Week: This is National Tourism Week.

Everyone should do their part to promote Tourism and its impact on the economy. (Page 1).



Tech Talk: An investment in video devices can help you spread the message about your tourism offering. (Page 3).

Tourism Award Winners: Awards were presented as part of this year's state tourism conference in Minot. Who were the winners? Find out. (Page 2).



Mark's at Parks:

Former outdoor recreation manager Mark Zimmerman has been named North Dakota Parks and Recreation Director,

ending a 10-year run at North Dakota Tourism. (Page 4)

Legendary Industry: The Tourism industry is a big part of North Dakota's healthy economic climate. (Page 4).

Where Am I?

Did you guess where I was last month? Don't say, 'In a fog, as usual.' Where Am I this month. (Page 4)



In the News: North Dakota was in the news in April. (Page 3).



It's National Travel and Tourism Week



North Dakota has contests galore during National Travel & Tourism Week. Promote North Dakota, join the fun, win a T-shirt and give a pat on the back to tourism providers and influencers in your area.

What you can do

The Contest Scoop

- *For Partners:* Win a FREE week of radio advertising – Get your video and/or video slide show online and tell us about it. Contest ends May 16. North Dakota Tourism will produce your radio spot and buy one week in-state air time of your choice. Every submission wins an I Am Legendary T-shirt. For details: <http://www.ndtourism.com/industry/national-tourism-week/>.



- *For Anyone:* Win a Trail of Legends Tour for 2 – Share your legendary North Dakota travel stories (with photos and/or videos) at <http://www.rulegendary.com/>. Contest press release and details at: <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=357>. Contest ends May 16.

- *For Amateur Photographers:* Cash, publicity and a one-year basic AAA membership – Online submission of photos will now be accepted. Submissions due by Sept. 8. Details at: <http://www.ndtourism.com/news/latest-news/>.

Join the Fun

- Virtual rally on social media sites at 11 a.m. (central) on May 11 – Join the event on facebook: <http://www.facebook.com/#!/event.php?eid=114215288614085>. Twitter users are asked to reference this link with posts on the virtual rally: <http://bit.ly/cZVeEz>

- An oovoo.com press conference will be taking place across the state at 11 a.m., May 11. Thank you to Fargo-Moorhead, the International Peace Garden, Minot, Fort Stevenson State Park and Medora for joining in this fun, new effort. Video from the press conference will be posted at NDtourism.com afterwards.

Last Minute Ideas

- Letters to the editor and guest editorials in local newspapers are a great way to thank businesses, legislators and other influencers of tourism. State statistics on North Dakota's tourism industry are available at: <http://www.ndtourism.com/industry/research/>.
- Host an open house, rally, or "thank you" party for your community – this is a great time of year to get your community thinking about tourism and visitors!
- Cookies, donuts and other modest refreshments are allowable "thank you" to TSA staff at airports and border-patrol staff. Let's send out a thank you to those places that impact thousands of travelers.

2010 awards presented

The North Dakota Tourism Conference was recently held in Minot, during which eight Governor's Awards for Travel and Tourism were presented. The awards recognized outstanding leaders in North Dakota's tourism industry. North Dakota Lt. Governor Jack Dalrymple and ND Department of Commerce Commissioner Shane Goettle provided opening remarks at the awards luncheon, while Tourism Director Sara Otte Coleman and DMAND President Sheri Grossman presented the awards.



Attraction of the Year

Ronald Reagan Minuteman Missile State Historic Site, Cooperstown; Mark Sundlov, director



Frontline Employee

Pat Kiamis, El Rancho Hotel, Williston



Tourism Industry Leader

Carla Borlaug, Hazen Convention & Visitors Bureau (CVB)



International Tourism Award

Cole Carley, President of Fargo-Moorhead Convention and Visitors Bureau (CVB)

Nominate now for 2011

Now is the time to start nominating your local tourism heroes for a statewide Governor's award.

Awards are given in nine categories, including Organization of the Year, Event of the Year, Attraction of the Year, Package of the Year, Behind the Scenes Tourism Employee and Front Line Tourism Employee, International Tourism Marketer and the Travel and Tourism Industry Leader award.

In 2009, a new award was added to the Governor Awards roster. The award was named in honor of Wade Westin, the long-time Medora Musical performer and marketing and public relations director for the Theodore Roosevelt Medora Foundation. This award will be given to a standout effort in marketing. The honor may go to a marketing project, a specific campaign, a marketing team or cooperative projects, or to a marketing guru who uses innovative ideas to attract more attention and thus visitors to North Dakota. This award will be given on merit as warranted rather than annually.

So start your nominations now and don't be shy. We have great marketers touting tourism opportunities in North Dakota! <http://www.ndtourism.com/industry/2011-nd-tourism-conference/governors-awards-for-travel-and-tourism/>.



Tourism Organization of the Year

Bismarck-Mandan Convention and Visitors Bureau (CVB)



Best Package

Becoming an Outdoors-Woman; Terry Steinwand and Nancy Boldt, North Dakota Game and Fish Department



Event of the Year

The Sam McQuade Sr./ Budweiser Charity Softball Tournament, Bismarck; Dee Wetch.

Behind the Scenes Tourism Employee

Jim Cote, Park Superintendent, Williston Parks and Recreation

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.

Using Video

The Tourism Conference featured a new theme this year which has gotten some great reviews: Tech Tuesday. Break-out sessions all revolved around social media, emerging technology and using technology to boost marketing and sales.

Several presenters talked about the power of video, (Sandy McMerty shared that YouTube is the second most-used search engine) and how easy it is to capture, edit and share video. North Dakota Tourism is currently promoting two video contests (one for partners and one for everyone), so now is the time!

Several presenters advocated the Flip cameras, which consumers can buy for as little as \$150 and are plug-into-computer ready. <http://www.theflip.com/en-us/>

Brian Matson, marketing director of the Fargo-Moorhead CVB, has provided resources and recommendations for his “Slick Little Set Up” for HD Video. Brian’s investment was “about a grand” and for examples of his video use, check out the F-M CVB’s YouTube channel: <http://www.youtube.com/user/fargomoorheadcvb>

Camera

Kodak Zi8 HD Video Camera http://store.kodak.com/store/ekconsus/en_US/pd/Zi8_Pocket_Video_Camera/productID.156585800

Cost: \$250 (You need to purchase the SD Card Separately). Key Feature: Mic input for external microphone use. Takes both video and LR 72dpi photos. No software to buy. It is all pre-loaded.

Accessories

- Kodak Zi8 Remote/Cost \$10-20 <http://www.amazon.com/Kodak-Remote-Control-PlaySport-Cameras/dp/B002FECHQ4>
- Microphone: Galaxy Audio Any Spot Wireless Lav System / Cost \$350 (Rechargeable Batteries NOT included) <http://www.guitarcenter.com/Galaxy-Audio-Any-Spot-Lavalier-Wireless-Camera-Kit-270634-i1397878.gc> Key Feature: Battery Operated, no corded power supply needed.

Mobility.

- Tripod/Cost \$100-250
Any will do better than nothing. But get a mid range one. The construction and stability are worth the extra money.
- Lighting System: Westcott uLite 3 Light Video Lighting Kit/Cost: \$250 http://www.bhphotovideo.com/c/product/610081-REG/Westcott_403_uLite_3_Light_Video.html Key Features: Portable, Inexpensive, gets the job done.

The investment according to Brian: “Approximately \$1,000 for 1080p HD resolution video with professional sound and lighting. Not too shabby. Also, hit up YouTube for tutorials on how to do-it-yourself. There are a lot of great step-by-step guides to shooting video, lighting and proper sound engineering. You CAN create quality user-generated video yourself.”

In the News

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



North Dakota Tourism in the news in April

April 1: Spring is a feast for the senses – from the smell of thawing earth to the sound of migrating geese – and this April the sensory thrills are not limited to nature.

<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=349>

April 8: North Dakota freelance writers are invited to attend at no cost the annual freelance writers retreat hosted by North Dakota Tourism on April 26 in Minot.

<http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=350>

April 19: As spring fever sets in, challenge yourself to experience as much of North Dakota as you can. Whatever the challenge, we dare you to become legendary in North Dakota and share your experiences with us at RULegendary.com. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=351>

April 19: Minnesota’s hikers, mountain bikers, campers and horseback riders seeking a new challenge and fresh scenery will want to attend various Minneapolis sports shows April 23-25 to learn about North Dakota’s epic Maah Daah Hey Trail. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=352>

April 22: The Minot Convention & Visitors Bureau, in conjunction with the Destination Marketing Association of North Dakota, and the North Dakota Tourism Division are pleased to announce the 2010 North Dakota Tourism Conference, Free to be ND: Create, Celebrate, Captivate. The event will take place in Minot, April 26-28 at the Holiday Inn Riverside. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=355>

April 29: Eight Governor’s Travel and Tourism awards, recognizing outstanding leaders in the tourism industry, were presented at the 2010 North Dakota Tourism Conference in Minot by North Dakota Lt. Governor Jack Dalrymple and Dept. of Commerce Commissioner Shane Goettle. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=356>

Mark Zimmerman named Parks and Rec Director

North Dakota Tourism’s very own Mark Zimmerman has moved across the hall to take the helm at the North Dakota Department of Parks and Recreation.



Director Doug Prchal retired May 1, after 26 years of service in state government.

Zimmerman served as the outdoor recreation specialist for ND Tourism since 2000, working with numerous local and state partners and outdoor/niche media. Prior to joining North Dakota Tourism, Zimmerman was the Constituent Services Director for Gov. Ed Schafer.

As Parks and Recreation Director, Zimmerman will oversee the administration

of the North Dakota State Parks System, state-wide outdoor

Prchal Retires

The staff at North Dakota Tourism bids farewell to long-time Parks and Recreation Director Doug Prchal. A native of Killdeer, Prchal served as director of the North Dakota Parks and Recreation Department since 1994.

As director, Doug served on the State Historical Board, Little Missouri Scenic River Commission, Department of Transportation - Director's Task Force and the Capitol Grounds Planning Commission. He also has served on the board of directors for the National Association of State Park Directors.

“I want to thank Doug for his many years of outstanding service to the Parks and Recreation Department and to North Dakota,” Governor Hoeven said in a release last month, “Under his stewardship, our 12 state parks have become national and international destinations of choice for thousands, contributing greatly to North Dakota’s quality of life and economy.”

The team at tourism wants to thank Doug for his years of service in helping provide millions with legendary adventures in North Dakota and wish him the best in his retirement.



Legendary Feature: Industry

The Tourism Division has been promoting National Travel and Tourism Week, but what you may not realize is that it’s also North Dakota Tourism Week – proclaimed by Governor John Hoeven for the week of May 8-16.

Tourism in North Dakota is pretty darn legendary. It’s the third-largest industry in the state, contributing \$4.13 billion to the state’s overall economy in 2008. More than 31,208 jobs in North Dakota are supported through tourism, generating a payroll of \$760 million.

In 2009, North Dakota had 881 accommodations, 609 attractions, 353 events, 106 vacation packages and 71 education vacation opportunities. Tourism impacted every county in the state. According to 2008 numbers, visitor spending at the county level grew by 11.5% since 2006.

Last year, while visitor spending and traffic significantly slowed in other states, North Dakota saw increased park visitation, business-leisure travel, hotel profitability and airline boardings. THANK YOU for being advocates, providers, entertainers, servers and personnel in North Dakota’s tourism industry. **YOU make North Dakota legendary!**

For more stats and figures on 2009 tourism in North Dakota, see the annual report online at <http://www.ndtourism.com/uploads/resources/793/2009-annual-report-for-web.pdf>

recreation programs, planning and development and oversight of the State’s Nature Preserves Act.

“Mark’s outdoors expertise has been a great benefit for North Dakota, which will continue in his new role. We look forward to continuing to work with him, in partnership with North Dakota Parks and Recreation,” Tourism Director Sara Otte Coleman said.

Where Am I?



April’s question was virtually impossible, but four people tried their best to place me in the ever-present fog (On I-94 at Painted Canyon Rest Area). All four will receive Legendary items for trying. This month, I’m at the former dwelling of a legendary North Dakota figure. Are you ready to guess? Uh one, and uh two ... Send your answers to jpursley@nd.gov by May 26. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.



North Dakota on the Wheel

North Dakota was the answer to a question appearing on the April 13 airing of the game show Wheel of Fortune.

Group Travel Update

Tourco Firstline Tours held its second annual "Tourcorama" consumer travel show in Turtle Lake, Wis., on April 14. This travel show highlights Tourco's tours to North Dakota and surrounding states along with a cruise company.

Tourco Tours highlighted the Norsk Hostfest and the Medora Musical tours for 2010. Guests stopped at each exhibit to learn more about the area and were able to sign up at the travel show and receive additional discounts. Group Travel Marketing Manager Deanne Felchle, had a booth display and held a presentation on "Tours to North Dakota, What You Will See and Do."

Going Green

North Dakota Tourism will be adding a Green Tourism column to its monthly newsletter beginning in June. It will offer resources on green business practices, traveler trends, the economics of going green, and more. To get started, you can find some information on Ecotourism on the Tourism Division Web site at: <http://www.ndtourism.com/industry/ecotourism/>. If there are specific questions you'd like to see addressed in this column, please e-mail suggestions to hlemoine@nd.gov.

Marketing Roundup

North Dakota Tourism participated in the Rocky Mountain International (RMI) Roundup held in Great Falls, Mont. in April.

During the three days of meetings, International Marketing Manager Fred Walker had 36 quality appointments with 27 international tour operators, five RMI country reps, one airline and three receptive operators. ND Tourism also assisted in bringing two Scandinavian tour operators to the region for the show and two tour operators to North Dakota before or after the show on a FAM.



Rene Christensen of Denmark and Lars Bjorkman of Sweden at Marketing Roundup in Great Falls, Mont.



The Press Run: Featuring North Dakota

North Dakota in the news: First quarter 2010

- ☐ Destination Discovery, January 2010: Splendid Plains
- ☐ Sports Illustrated, January 2010: House of Hockey
- ☐ American Road, Spring 2010: North Dakota Editorial
- ☐ Midwest Living, January-February 2010: Hot Spots to Eat, Play and Stay; Maah Daah Hey II; Greenway Ski Days; Heritage Outbound, Devils Lake, Stanton
- ☐ Courier, February 2010: New, Renovated North Dakota
- ☐ Canadian Traveler, February 2010: Legendary Adventure
- ☐ American Heritage, Spring 2010: Undying Fame
- ☐ Escape Destination, April 2010: New slant on Native American way of life
- ☐ Family Fish and Game, January-February 2010: Devils Lake
- ☐ Western Group Tour, Spring 2010: Itinerary North Dakota; Peace Garden
- ☐ Asian Restaurant News, January 2010: China Inn in Good Harmony, Bottineau

Cultural Heritage Grants Awarded

The State Historical Society of North Dakota has awarded \$134,000 in Cultural Heritage Grants. Awarded projects include:

- **Bagg Bonanza Farm Historic Preservation Society, Wahpeton** – Replacement of the Main House foundation - \$20,000
- **Barnes County Historical Society, Valley City** – Exhibit enhancement and archival supplies - \$2,000
- **Bismarck-Mandan Historical and Genealogical Society** – Initiatives in French Midwest Conference - \$1,850
- **Bowman County Historical Society, Bowman** – Pioneer Trails Museum website development - \$4,775
- **Cass County Historical Society, West Fargo** – Trangsrud House and Elevator installation - \$10,750
- **Dickinson Museum Center, Dickinson** – Textile re-housing project - \$785
- **Divide County Historical Society and Museum, Crosby** – Collections reorganization and protection project - \$4,500
- **Emmons County Historical Society, Linton** – Roof repairs to the Emmons County Museum - \$9,025
- **Fort Seward Interpretive Center, Jamestown** – Interactive Media Exhibit - \$2,500
- **Grand Forks Masonic Center Preservation Association, Grand Forks** – Survey and repair of stage drops - \$9,015
- **Griggs County Courthouse, Cooperstown** – Planning and assessment of the Griggs County Courthouse - \$7,500
- **Griggs County Historical Society and Museum, Cooperstown** – Entry way and lighting updates to museum - \$10,000
- **Hebron Historical and Art Society in conjunction with Morton County Historical Society, Almont Historical Society, Flasher Historical Society, New Salem Historical Society, Glen Ullin Historical Society** – Historical Heritage Initiative - \$2,100
- **James Memorial Preservation Society, Williston** – Photograph exhibit and archives - \$671
- **Lisbon Park Board in conjunction with Jacob Gallagher** – Log cabin restoration Eagle Scout project – \$4,220
- **Mental Health America of North Dakota** – North Dakota State Hospital Museum Intern, Jamestown - \$5,000
- **Museums in North Dakota in conjunction with TRACES Center for History and Culture** – North Dakota World War II Traveling Exhibit - \$8,135
- **New Salem Historical Society, New Salem** – Daily life in North Dakota documentary - \$5,000
- **Ox Cart Historical Society, Drayton** – Archival supply purchase - \$1,000
- **President’s House Preservation Society, Valley City** – Refinish wood floors at the former Valley City State University President’s House - \$3,085
- **Save Coghlan Castle, Inc., Rolla** – Coghlan Castle education workshop - \$5,000
- **Standing Rock Sioux Tribe, Fort Yates** – Standing Rock Sioux Tribe Museum exhibit project - \$10,220
- **The Railroad Museum of Minot** – Purchase collections software and exhibit project - \$1,790
- **Williston Area Chamber of Commerce, Williston** – Archival organization of the William “Bill” Shemorry Collection - \$5000

Tourism Quarterly Report

Area of Travel	2010 First Quarter	2009 First Quarter	Percent Change 10-09
State Park Visitors	64,280	56,117	15%
National Park Visitors	10,760	6,492	66%
Web Site Page Views	388,271	394,602	-2%
Web Site New Visits	86,069	66,117	30%
Major Attractions	724,046	685,286	6%
Local Visitor Centers	6,289	6,064	4%
Cumulative Lodging Tax	\$905,836.15	\$833,695.07	9%
Canadian Border Crossings	130,873	115,400	13%
N.D. Airport Passengers	193,893	172,236	13%
Statewide Hotel Occupancy Rate	Jan.: 50.4% Feb.: 60.2% Mar.: 63.6%	Jan.: 54.6% Feb.: 57.3% Mar.: 58.1%	Jan.: -7.6% Feb.: 5.1% Mar.: 9.4%
Statewide Average Room Rate	Jan.: \$71.83 Feb.: \$73.08 Mar.: \$74.48	Jan.: \$68.61 Feb.: \$68.23 Mar.: \$67.75	Jan.: 4.7% Feb.: 7.1% Mar.: 9.9%
RevPAR	\$42.48	\$38.63	10%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$14,580,169 1st Quarter 2010	Arts, Entertainment Recreation \$14,685,455 1st Quarter 2009	-7%
	Food Services, Accommodations \$293,348,967 1st Quarter 2010	Food Services, Accommodations \$287,430,343 1st Quarter 2009	2%

State Parks: Beaver Lake, Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Indian Hills, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, and Beaver Lake.

National Parks: Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union.

Major Attractions: Alerus Center, Bismarck Civic Center, Bison Sports Arena, Chahinkapa Zoo, Dakota Gasification, Antelope Valley, Coteau, Fargo Air Museum, Fargo Civic Center, FargoDome, Fargo Theatre, Former Governors Mansion, Fort Totten, Gateway To Science, Heritage Center, Historical & Cultural Society of Clay County, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, ND State Capitol, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, Prairie Fire Pottery, North Dakota State Fair Center, North Dakota Museum of Art, Ralph Engelstad Arena, Red River Zoo, Toy Farmer Museum

Local Visitor Centers: Bismarck, 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 (ITD (State of North Dakota Information Technology Dept.) 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 should 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.