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North Dakota Tourism needs your help pointing your location for Google mapping. See what you can do. (Page 2).



Where Am I? One day, I could wind up here. Not. At least I can see those who did make it. Where Am I? (Page 4)

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Co-op ad campaign, media buy gearing up for 2011 season

As the 2010 advertising campaign goes into full swing, North Dakota Tourism looks ahead to 2011. The 2011 media buy will be finalized in September. For organizations budgeting early and interested in cooperative opportunities, be sure to view this year's Media Plan and Cooperative Advertising Plan – it will give insights into opportunities for next year. <http://www.ndtourism.com/industry/references/media-plan/>



Richard Graham is legendary, RU?

Congratulations to Richard Graham of Lincoln, Neb., the winner of a Trail of Legends Tour for two in North Dakota. Richard shared his photos and North Dakota vacation story on flickr and then linked to us at www.RULegendary.com during National Tourism Week. See his photos at <http://www.flickr.com/photos/lincolnlog/sets/72157619832891832/>

Buyer Beware! Not all travel guides are the 'Official' North Dakota Travel Guide

It has recently been brought to our attention at the ND Tourism Division that some tourism providers in the state are being contacted for advertising in a North Dakota Travel and Recreation Guide. There has been some confusion about this guide being an "official" guide for North Dakota. It is our understanding that this guide is being produced for-profit by an organization based in Idaho and it is not the official North Dakota Travel Guide. If you have questions, please contact Heather LeMoine at 701-328-5372 or hlemoine@nd.gov.

2011 ND Travel Guide

Clark Van Horn will again be representing the North Dakota Travel Guide for advertising sales in the 2011 guide. Contact Clark for rates and information at 701-663-6501 or cvanhorn@ndarec.com. Circulation number will remain the same at 325,000.



2011 ND Hunting and Fishing Guide

North Dakota Tourism has contracted with Armor Interactive (formerly Artech Design) for advertising sales in the 2011 North Dakota Hunting and Fishing Guide. Advertising information is available from Mike Pugh at 701-221-0948 or mike@armorinteractive.com. The Tourism Division expects to print 50,000 guides next year.



Congratulations TRMF

The Theodore Roosevelt Medora Foundation was the winner of one free week of in-state radio promotion. Foundation personnel created an Animoto slide show and uploaded it to YouTube in order to enter the contest. The Tourism Division provided the creative, production and placement of the 60-second spot in the market of the Foundation's choice.



See the video at http://www.youtube.com/watch?v=8tH7ip63UVY&playnext_from=TL&videos=x6la14Qe47Y

ND Tourism welcomes Kayla Garrett



Tourism professionals around North Dakota may be hearing from Kayla Garrett this summer. Kayla is interning with the Tourism Division, and will be instrumental in social media efforts, marketing and special projects. Kayla is originally from Hillsboro and the internship is the last piece in her Tourism and Hospitality Management degree from North Dakota State University. She also minored in business.

Funding, tax credits for hiring summer interns

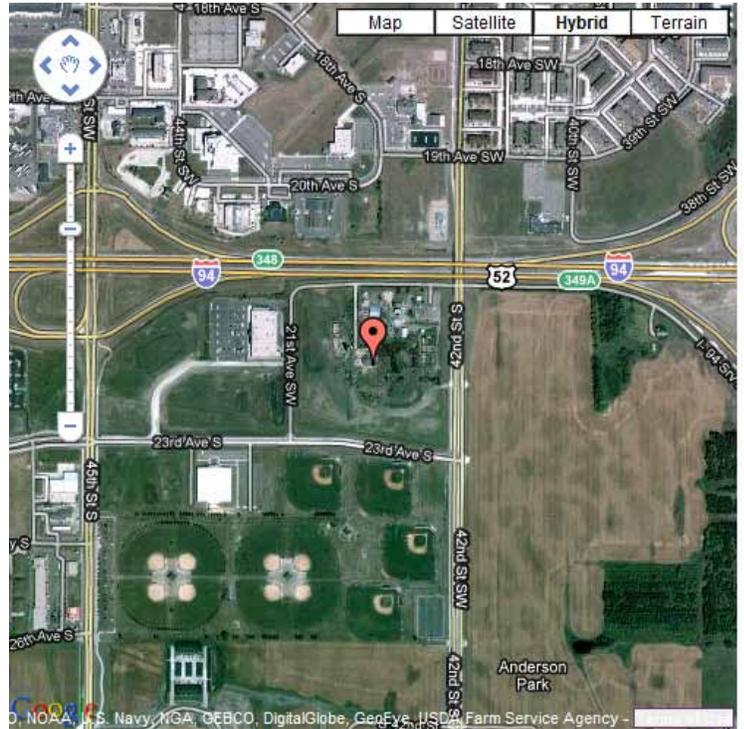
North Dakota businesses looking for summer employees can receive up to \$6,000 in matching funds, plus additional tax credits by tapping an underused pool of candidates: high school and college interns.

Operation Intern, administered by the North Dakota Department of Commerce, is designed to expand the number of new internship, work experience and apprenticeship positions with North Dakota employers. For more information, visit www.operationintern.com.

Survey help needed

North Dakota Tourism and the Destination Marketing Association of North Dakota (DMAND) are asking for your input. Please take these brief surveys online:

- How important and effective are consumer travel shows to your business? Tell us at <http://www.surveymonkey.com/s/7RDHLGR>
- Did you attend the 2010 ND Tourism Conference? If so, tell us what you thought at <http://www.surveymonkey.com/s/395XVRH>



Where are you? Check your map

North Dakota Tourism has a new Google map feature for attractions, accommodations and events listed at NDtourism.com. It's a great feature, but unfortunately, there are numerous errors within the Google system. Partners are encouraged to log into Partner Access and (when you are logged-in to your listing) literally drag the Google map needle to the correct location. Tourism will be using this function for mapping itineraries in the near future and needs to be sure your locations are correct. Problems or questions should be directed to Scooter Pursley at jpursley@nd.gov or 701-328-2874 or Tricia Miller at tamiller@nd.gov or 701-328-5328.

Historic preservation grants available

The State Historical Society of North Dakota (SHSND), through its annual appropriation of Historic Preservation Fund (HPF) money from the National Park Service, is making \$60,000 available to the public for use in the restoration, stabilization and protection of historic and archaeological properties. This money can only be used on properties listed in the National Register of Historic Places.



All applications must be received by the SHSND by Friday, July 16, 2010. For more information and applications, contact Amy Munson, at 612 E. Boulevard Ave., Bismarck, ND 58505-0830, telephone 701-328-3573, fax 701-328-3710 or e-mail amunson@nd.gov. The application is also available on the State Historical Society of North Dakota's web site at <http://www.history.nd.gov>.

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.

More social media

Social media, social media, social media.

What is the GOAL of social media? In tourism, our goal is to help promote – to communicate – about our state. For businesses and tourism marketers in ND, individually trying to promote your own entity comes first, but if you can do that and also help promote a destination as a whole, it becomes win-win.

We are a team in North Dakota as a destination. Visitors may not come to North Dakota to eat at a restaurant, but that may certainly be a component of a visit to a festival, attraction or other activity. Roughly 50% of visitors to North Dakota are visiting friends and relatives, and some of the top information sources used for trip planning are: past personal experience and advice from relatives/friends. This makes cross-promotion vitally important in business.

Cross-promotion is valuable in social media too. Social media has given us a few @ symbols and # tags to make this North Dakota teamwork stronger.

On Facebook and Twitter, you can mention other businesses or experiences by placing an @ symbol in front of their name/user ID. (Ex. When cruising down Broadway, Downtown Fargo don't forget to stop at the @Hotel_Donaldson for rooftop dining.) This allows visitors to connect to another page.

Also, you can join others in North Dakota who are taking part in "Follow Friday" on Twitter. Every Friday, users are promoting other Twitter members by mentioning them in posts, simply by adding that @ symbol in front of their user ID. (Example below).

On Twitter you can also promote yourself (or make yourself more "trackable") by using the pound (#) symbol. It is called "hash-tagging" when using the pound key in front of a word. It also makes a topic (or destination) easily searchable for visitors. (Ex. Have you been to #Medora yet this summer?)

Need more lingo and tips? This is a helpful source for businesses using Twitter: <http://wiredpen.com/2009/04/16/twitter-lingo-a-quick-guide/>



In the News

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



North Dakota Tourism in the news in May

May 6: Bismarck, N.D. – Travelers, residents and fans of North Dakota who share videos or stories with photos of their Legendary North Dakota adventures May 8-16 can win a week-long North Dakota vacation.

<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=357>

May 9: Outdoors is the place to be in North Dakota in May, and it won't be hard to find something to tantalize the senses. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=358>

May 11: To kick off North Dakota's summer travel season, Governor John Hoeven has declared May 8-16 "North Dakota Tourism Week." <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=359>

May 14: Gov. John Hoeven and the North Dakota Tourism Division announce their continued partnership with AAA for the Governor's 2010 North Dakota Photo Contest. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=360>

May 18: The summer travel season is gearing up and communities across North Dakota want travelers to know that hotel rooms are available for this season's travelers. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=361>

May 25: North Dakota Tourism's advertising campaign, marketing the state as a tourist destination, has made its debut for the summer tourism season. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=362>

May 25: You won't have to look far to find fun activities in early June. Run, walk, hike or bike your weekends away. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=363>

May 28: Don't let the summer pass you by. Make 2010 your summer of legendary adventure and extraordinary challenges. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=364>

North Dakota is online in The Netherlands

North Dakota's international marketing just got a little more interactive. Through a partnership with Target Travel in The Netherlands, a new North Dakota promotional page is live and in Dutch. Read it if you can! <http://verkeersbureaus.info/noord-amerika/usa/north-dakota/>

International spending increases

The U.S. Department of Commerce recently announced that international visitors spent an estimated \$10.4 billion on travel to, and tourism-related activities within, the United States during the month of February. This is nearly \$180 million more than was spent in February 2009, marking the first increase in U.S. travel and tourism-related spending in more than 15 months.

Americans are ready to vacation

TripAdvisor recently surveyed 2,300 Americans and found that most are ready to vacation.

- 91% said that they plan to take a leisure trip this summer
- 80% said they plan to go for one full week or more
- 31% said they would spend more on vacations this year than last year

APUC grants

The next round of grants from the North Dakota Agricultural Products Utilization Commission (APUC) will be accepted through July 1. Grants can be used for nature-based agri-tourism businesses. Information on the grants is available at <http://www.business.nd.gov/businessInformation/apuc/>

Vacation packages wanted

North Dakota Tourism is specifically promoting hassle-free planning with vacation packages in 2010 advertising. Don't miss the free opportunity to list and promote your packages online (via partner access) at NDtourism.com.



Cross-selling North Dakota

School is out, and that means families can take time to get out of the house for a weekend or even weekdays! No need to travel far with many attractions that make North Dakota family fun legendary.

From enjoying our beautiful summer weather hiking in state parks to famous attractions like Dakota Dinosaur Museum in Dickinson, families of all sizes can make a perfect summer getaway in North Dakota.



Visitors will find some of the best zoos in the Midwest, more wildlife refuges than any other state, accessible state and national parks, free attractions and events and adventure in the great outdoors.

From America's national pastime (baseball) and the defending Northern League champion Fargo-Moorhead RedHawks, to dinosaur digs, rodeos, recreational lakes and rivers, musicals, golfing and an international garden dedicated to peace, North Dakota truly is a legendary place for family fun.

Where Am I?



Last month, Mary Conrad of Gackle (and lots of other people) knew I stopped at the Lawrence Welk Birthplace site near Strasburg to check out the famous Champagne Music Maker. This month, I checked out other famous North Dakotans. Where am I? Send your answers to jpursley@nd.gov by June 26. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

