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Going green: Like much of the world these days, tourism is going green. (Page 1).



Tech Talk: Foursquare is one of the the newest hi-tech mobile way to share your tourism information quickly to the masses. (Page 2).

Canadian traffic is up: Inquiries by Canadians have been exceptionally strong during the first half of 2010. Through June, inquiries from potential Canadian visitors are up 469% over last year. (Page 2).



Legendary logo usage: If you serve, host and entertain visitors in North Dakota, you're a member of the travel industry and encouraged to use the North Dakota Legendary logo. Contact Tourism to get the new trademarked logo. (Page 3).



Where Am I? Roll out the paper towels. This was messy, but oh so good. Where was I? (Page 4).



In the News: North Dakota was in the news in June. (Page 2).

Tourism is Going Green

Jane Eckert, CEO of Eckert AgriMarketing

In order to understand the new travel niche called "green" tourism, we first need to understand the green movement that is rapidly growing in our economy and which thankfully shows absolutely no signs of slowing down.

As consumers, we are now being bombarded with messages about "going green" and "living" a green lifestyle. While this type of lifestyle certainly began many years ago, it is now growing in popularity and catching on with all demographics of consumers—from our young children, to teens, families and seniors. Who has not heard about the benefits of recycling newspapers and cans? Most of us are more conscientious of turning off the lights to save electricity when we leave a room. And I'm hearing of more and more people that use recycled paper or used both sides of paper for copying their materials.

Many of us have adopted these and other types of environmentally and energy conscious activities to not only save money and protect our environment, but to preserve more of our limited energy resources for our grandchildren and generations to come.

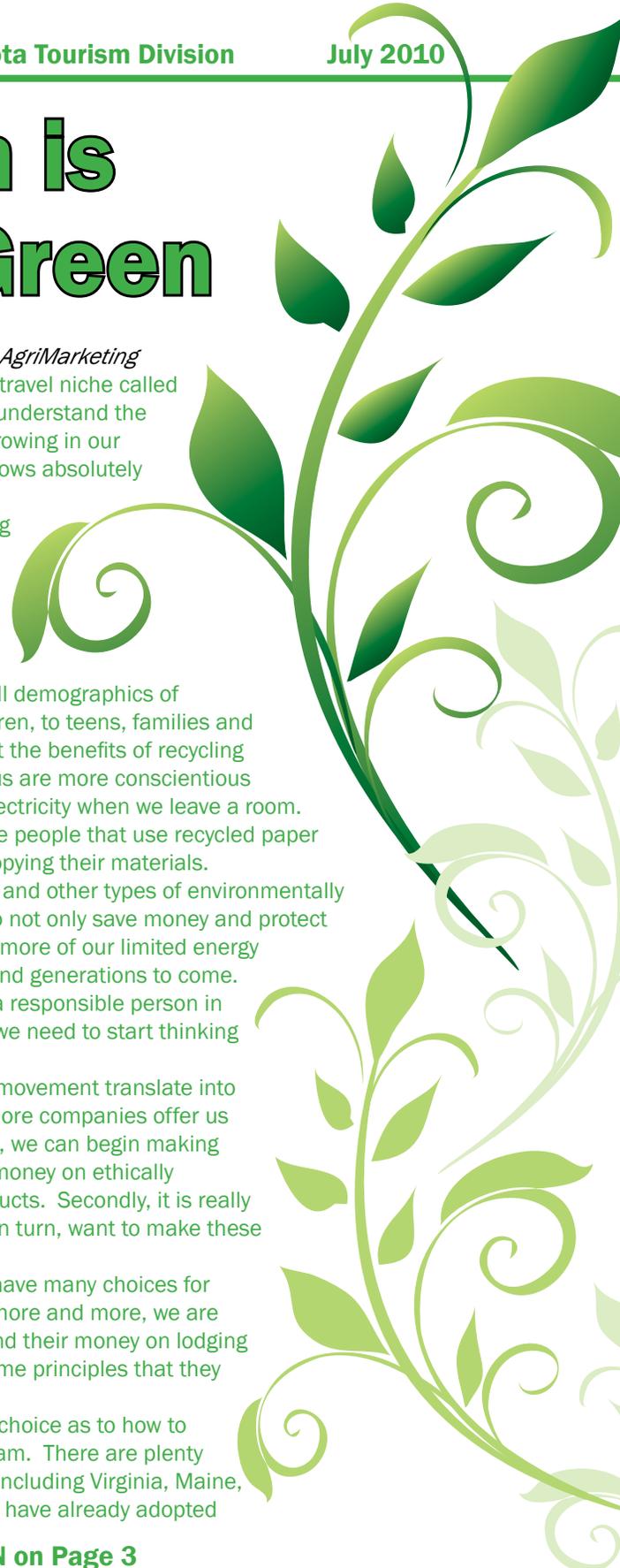
The time is now. Clearly, to be a responsible person in North Dakota and of this planet, we need to start thinking green.

So how does the "green living" movement translate into "green tourism?" First of all, as more companies offer us eco-friendly products to purchase, we can begin making choices about how to spend our money on ethically produced and energy saving products. Secondly, it is really no surprise that our consumers, in turn, want to make these same choices when they travel.

We know that travelers always have many choices for spending their leisure time, and more and more, we are seeing travelers that want to spend their money on lodging and attractions that follow the same principles that they do at home.

As a travel industry, you have a choice as to how to implement a green tourism program. There are plenty of resources, and many states — including Virginia, Maine, Wisconsin, Vermont and others — have already adopted

See more on GOING GREEN on Page 3



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.

Tech Tip: What is foursquare?

Have you heard of foursquare yet?

This mobile-phone based social media company is one of the fastest growing Internet companies – gaining more than 1.5 million users just in the first-half of 2010.

Foursquare can be accessed on smart phones, although it's easier to set up your account by going to www.foursquare.com. It's primarily used for letting your friends know where you are and for figuring out where they are. As you check-in at locations you visit, you collect points and potentially prizes or coupons.

In a way, foursquare works like any points-based member loyalty program. If you operate a hotel or a restaurant, you could give a coupon or discount for frequent visits. Mobile advertising is expected to soar in the U.S. According to market researcher BIA/Kelsey, mobile advertising totaled \$320 million in 2009 and is expected to grow to \$3.1 billion in 2013.

Driving the growth are smart phone sales, which are expected to account for a majority of phones in the U.S. by the end of 2011.

And when it comes to any type of social media, your business/organization is probably being talked about and represented whether you are a part of the conversation or not. Searching foursquare showed there are 11 hotels in Bismarck listed and being "checked into." One visitor to the Howard Johnson Inn in Fargo posted a tip about his stay – similar to reviews on TripAdvisor.com.

North Dakota Tourism is on foursquare. If you are too, connect with Kim Schmidt and Heather LeMoine.

Canadian inquiries up strongly

How is North Dakota doing this summer? Is the advertising making an impact? Through May – the month in which most advertising goes into full-swing – total inquiries (requests for the Travel Guide) were down 9%. But the new digital travel guide had been accessed 7,413 times and website visits were up 26%.

Inquiries by Canadians have been exceptionally strong during the first half of 2010. Through June, inquiries are up 469% over last year. Border crossings have improved over 2009 in every month reported.



In the News

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



North Dakota Tourism in the news in June

June 10: International

interest in North Dakota

as a travel destination, specifically for adventure and western attractions, continues to accelerate, according to Fred Walker, international travel marketing manager with North Dakota Tourism. Since January, Walker has attended international travel shows in Norway; Sweden; Denmark; Switzerland; Germany; Australia; Great Falls, Mont.; and Orlando, Fla. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=365>

June 11: By now, you've experienced a month's worth of legendary North Dakota events and activities in June. But the month is only half over. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=366>

June 15: A summer trip to North Dakota resulted in more than great memories for a Nebraska man. North Dakota Tourism recently awarded the prize for its Travel North Dakota. . . IMRU? virtual contest to Richard Gramh of Lincoln, Neb. The Travel North Dakota. . . IMRU? contest, sponsored by North Dakota Tourism, was part of North Dakota Tourism Week in May. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=367>

June 28: There are plenty of reasons for celebration in July in North Dakota. America celebrates its 234th birthday, Hebron and Emerado throw 125th birthday parties and New Leipzig, Pettibone and Robinson commemorate their 100th birthdays. Come to these other uniquely North Dakota festivals, fairs and fireworks in early July. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=368>

June 20: There literally are thousands of ways to experience North Dakota this summer. The challenging part will be finding enough time to squeeze in all of these activities. It's worth a try. Go ahead, take the challenge. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=369>

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statewide initiatives. In addition, the large lodging chains and many of the major attractions, have individually embraced green practices, realizing both economic benefits, and the benefit of positive public relations. These and other ideas are currently being discussed at your state tourism office. Next month, you can read my column to learn how you can implement green practices at your own tourism site.

National speaker Jane Eckert, CEO of Eckert AgriMarketing, spoke at our 2010 Tourism Conference on "Green Tourism Brings More Guests." Jane can be reached by phone 314-862-6288 or at jane@eckertagrimarketing.com

Watch your in-box

North Dakota Tourism is currently working on surveys to gauge the interests and steps taken to make tourism experiences in North Dakota environmentally friendly. Different surveys will be sent to accommodation providers, attractions and organizations. We expect to make this a brief, annual survey to track the eco-friendly progress being made by the travel industry.

International travel to increase

The U.S. Department of Commerce is expecting a five percent increase in international visitor traffic this year, followed by five to seven percent annual increases through 2014. It added that it predicts the record for total arrivals to the U.S. will be broken for each of the years 2010-2014 with international arrivals expected to reach almost 72 million.

Contact Fred Walker at fwalker@nd.gov or 701-328-3502 for information on North Dakota's overseas marketing efforts and how you could be involved.

Legendary logo usage

If you serve, host and entertain visitors in North Dakota, you're a member of the travel industry and encouraged to use the North Dakota Legendary logo. Please note, the logo is a registered trademark and many organizations are using the logo



without the registered trademark icon.

To update your logo, please contact Scooter Pursley at jpursley@nd.gov and let him know the color, size and file/program type you need the updated logo.

Carley re-elected to post

Congratulations to Cole Carley, president/CEO of the Fargo-Moorhead CVB, who was recently reelected to a second 3-year term on the Board of Director of the Midwest Society of Association Executives (MSAE).

Special Article

Look in our Backyard for Free Professional Assistance By Mort Sarabakhsh, Associate Professor, Jamestown College

Colleges and universities across the United States are interested in developing partnership with local businesses from manufacturing to the hospitality and tourism service industry. These educational institutions are fulfilling this goal through their academic curricula. Most college curriculums currently require students to complete courses from community volunteer services, practical experience or internship, class assignments, capstone course, to free consulting services as a requirement for graduation. Students today understand that gaining hands-on experience in a business environment is an important tool for getting recruited by companies. Most recruiters are also interested in hiring students with academic degrees and real business experience.

Hospitality and tourism owners and operators in North Dakota should take advantage of these free services for business planning, marketing and sales promotion, marketing research, web design, human resources management, branding, budgeting and more. College students can be a great source for helping with your business challenges. They are motivated and experienced with computer information technology.

At Jamestown College, we have helped a large number of local businesses by offering free business, management, marketing services and hospitality consulting through the Community Alliance for Management Consulting (CAMC) Program, Strategic Marketing Course and Internship Program. CAMC is a unique and innovative partnership between Jamestown College and Jamestown community, providing free consulting services to businesses, including non-profit organizations. Students benefit from the hands-on practical experience and businesses benefit from free consulting services provided.

Hospitality and tourism businesses that have received free consulting services so far through the CAMC Program are Gladstone Hotel, Two Rivers Inn, Birding Drives Dakota, Jamestown Regional Airport and Buffalo City Tourism Foundation.

Contact your local colleges and universities and talk with Business and Computer Technology Department chairs, directors or faculty and ask about their internship, class projects or free consulting services. Please take the first step and contact your nearby institutions and solve your business challenges through college students at no cost to you.

Contact Dr. Mort Sarabakhsh at 701-252-3467, ext. 5582 or msarabak@jc.edu.

German website presence

Last month we reported on North Dakota’s online presence on a website in the Netherlands. This month we have a German website to share, courtesy of a partnership between North Dakota Tourism and beLocal. Check it out at:

http://www.belocal.de/north_dakota/index,61913.html

If you click on the top/right on “English” you will get the English version of beLocal, find articles in the category “Reportage.”

Get your FREE Travel Guide listing

North Dakota Tourism is inviting providers in the state to update or send us your listings and information for 2011 attractions, events and accommodation providers. This is your chance to be listed in the 2011 North Dakota Travel Guide. Listings are free, but limited to 20 words. Not all events or attractions are eligible for inclusion in the Travel Guide, although they may be posted on the website. For more information on promotional guide listings, please visit <https://www.ndtourism.com/industry/partner-access/> or contact Scooter Pursley (jpursley@nd.gov) or Tricia Miller (tamiller@nd.gov).

Upcoming deadlines for partner access submissions:

Attractions	July 23
Accommodations	July 23
Events	September 1



Legendary North Dakota events

Summertime in North Dakota is filled with events – fairs, festivals, ribs, rodeos, races and so much more. If there’s one thing North Dakotans know how to do it’s put on a good show. Recently, it was announced that the Fargodome’s income was exceeding its budget. Last year’s State Fair set record attendance numbers and with the new grandstand and packed entertainment line-up, expectations are high for 2010. In fact, Norsk Hostfest has a number of its concerts sold out already for the early October festival.

Rumor has it that in an economy where concerts are not doing well in other parts of the U.S., promoters want to bring tours to North Dakota.

To get the most out of your events, make sure you post them on NDtourism.com. Your listing is free AND increases the chance that your event will also be promoted through the Tourism Division’s monthly “What To Do” press releases, e-newsletters to subscribers, blog and social media posts and more. Remember that YouTube.com is the second most active search engine and videos go a long way to showcase events and attractions.

Don’t forget to cross-promote events and attractions in your town and surround areas. Packaging works too! Together we make North Dakota Legendary.

Where Am I?

Last month, Sheila Sandness correctly placed me at the Roughrider Hall of Fame at the Capitol. This month, I got my fingers dirty and toes tapping. Where was I? Send your answers to jpursley@nd.gov by July 26. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

