

This issue

Strong numbers: Tourism Director Sara Otte Coleman highlights the good news in second-quarter numbers. (Page 1).



Tech Talk: More and more people are going to the Internet for travel information. Make sure your info is updated regularly. (Page 3).

Rolling Workshops: North Dakota Tourism and partners are presenting a series of Agritourism Rolling Workshops to help answer questions for potential providers. (Page 2).



Legendary feature: Have you been to North Dakota Tourism's facebook site? Check it out and submit some of your photos. You might be lucky enough to win a free T-shirt. (Page 4)



Photo by Kelley Beck

Greening: People are taking more of an interest in the green movement. Jane Eckert explains how travelers and businesses are "going green." (Page 4).

Where Am I? I got a little KISS and saw some neat looking chickens. Where was I? (Page 5)

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Message from Director Sara Otte Coleman

Numbers remain strong

How's the summer traffic? This must be your busy season? Are you attracting as many visitors as you'd like?

These are questions I hear every day from folks wondering about the effects of the national economy, gas prices, the exchange rate, the presumed hotel room shortage, and so on.

My answer, although cliché, is so far so good. I have made numerous calls looking for rooms this summer across the state and our hotel numbers show this strong demand. YTD Rev/PAR (revenue per available room) is up 10.8%. That is on top of an increase of over 5% last year. Our airlines are reporting a 12% increase in boardings, and the number of Canadians crossing over into North Dakota is up a whopping 24% over last year (a down year) and also up 15% over our five-year average.

Parks, visitor centers and attractions are all showing strong growth as shown on Page 2.

The only negative number we have tracked this year is the number of visitors requesting visitor information to be sent to

them, known as our traditional inquiries. This number is down 11%. We believe the interest is still strong with visitors choosing other methods to receive their travel information. Our new digital version of the visitor guide has been extremely popular with more than 13,000 views and 1,398 pages printed from the guide. This new



tool is also a great value ad for advertisers, who receive live links to their sites. The number of guides taken from highway rest areas is also up over last year and our overall new visitors to NDTourism.com are up 31%. The mobile site in its first year is also showing promise.

With weather looking favorable into August, several large events on the calendar and a first-ever late summer newspaper insert dropping in Canada, we expect to see continued visitor traffic through the fall.

The sky is the limit

North Dakota will be featured in the October 2010 issue of Delta Sky Magazine. This in-flight publication reaches an impressive 5.2 million affluent business and leisure travelers each month.

The publication will provide a great opportunity to showcase the beauty, hospitality and genuine Legendary spirit of North Dakota and generate travel to our state.

The North Dakota special section promises to be approximately 20 pages in length with a great portion devoted to North Dakota's tourism industry. The state's economic development, key industries, higher education and overall quality of life also will be featured.

This special section is an outstanding opportunity to promote North Dakota's

attractions, special events, venues, cities and accommodations.

The North Dakota Tourism Division will support this opportunity with advertising and invites industry partners to joining in promotion with us. Carsten Morgan, of Delta Sky Magazine, is the primary advertising contact for full and half-page ads. Reach him by e-mail at cmorgan@deltaskymag.com or by phone at 610-216-2581.

As another option, the North Dakota Tourism Division invites partners to advertise in cooperative efforts. Quarter-page and 1/6-page ads can be accommodated on pages under a North Dakota Tourism banner. Contact Heather LeMoine or Kayla Garrett in the Tourism Division by August 11 for more information and to reserve space (hlemoine@nd.gov or kmgarrett@nd.gov, 701-328-5372).

Agritourism Rolling Workshops

Don't miss the bus! The North Dakota Agritourism Partnership is in the process of organizing the first "Rolling Workshop" for people interested in starting or expanding agritourism businesses.

This workshop experience, conducted by partners from the North Dakota Tourism Division, North Dakota Ag Department and NDSU Extension Service, combines



a bus tour with educational seminars. The environment is tailored to facilitating networking between

agritourism attractions, stimulating idea development and fostering partnership opportunities among peers.

Sites confirmed for the first workshop are Papa's Pumpkin Patch in Bismarck, Riverbound Farm south of Mandan and Rolling Plains Adventures of rural McKenzie, with additional stops to be announced soon. This lineup will give participants access to ideas from a variety of rural attractions and businesses.

Staff members from the partnering organizations will also be on hand to highlight the programs and services available through their respective agencies. Also on board the bus will be people providing information on topics such as liability insurance, taxes, health regulations and licensing.

The first Rolling Workshop will depart from the Bismarck Comfort Suites at 8 a.m. on October 18, returning by 5 p.m. Cost for the workshop is \$50 per person with an additional \$20 for a second partner from your family or business. Registration includes a resource guide and related materials, noon meal and transportation on the bus.

The agritourism series kicks off with a morning session Sept. 27 (Page 3) during Marketplace in Fargo.

Other Rolling Workshops are planned for sites around North Dakota with the next one in the Minot area in the spring of 2011. Watch for further details and registration information which will be available soon.

Tourism Quarterly Report

Area of Travel	2010 Second Quarter	2009 Second Quarter	Percent Change 10-09	2010 Year to Date	Percent Change YTD 10-09
State Park Visitors	337,049	318,242	6%	401,393	7%
National Park Visitors	Numbers not available at time of report				
Website Pageviews	704,619	612,476	15%	1,092,890	9%
Website New Visits	131,725	99,671	32%	217,794	31%
Major Attractions	828,765	769,206	8%	1,552,811	7%
Local Visitor Centers	21,906	20,605	6%	28,195	6%
Cumulative Lodging Tax	\$1,150,269.67	\$985,383.85	17%	\$2,056,105.82	13%
N.D. Airport Passengers	190,054	170,398	12%	383,947	12%
Canadian Border Crossings	191,934	145,028	32%	322,807	24%
Statewide Hotel Occupancy Rate	April: 68.8% May: 71.4% June 76.7%	April: 64.9% May: 66.8% June: 74.8%	April: 6.1% May: 6.8% June: 2.5%	65.2%	3.9%
Statewide Average Room Rate	April: \$72.19 May: \$73.52 June: \$76.15	April: \$68.74 May: \$69.94 June: \$70.80	April: 5.0% May: 5.1% June: 7.6%	\$73.69	6.6%
RevPAR			\$48.06	\$43.39	10.8%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$13,140,902 1st Quarter 2010 Food Services, Accommodations \$280,724,860 1st Quarter 2010	Arts, Entertainment Recreation \$12,470,853 1st Quarter 2009 Food Services, Accommodations \$265,542,237 1st Quarter 2009	5% 6%		

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

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

Major Attractions: Alerus Center, Arrowwood NWR, Bike the Border, Bismarck Civic Center, Bison Sports Arena, Bonanzaville USA, Bully Pulpit Golf Course, Camp Hancock State Historic Site, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Dinosaur Museum, Fargo Air Museum, 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 Civic Center, Fargodome, Fargo Marathon, Fargo Theatre, Former Governor's Mansion, Fort Abercrombie, Fort Clark, Fort Totten, Gateway to Science Center, Gingras Trading Post State Historic Site, Heritage Center, International Peace Garden, L&C Interpretive Center/Fort Mandan, Lawrence Welk Home, Medora Musical, National Buffalo Museum, ND State Capitol, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Prairie Fire Pottery, Ralph Engelstad Arena, Red River Valley Bike Ride, Red River Zoo, Red Trail Vineyard, Three Affiliated Tribes Museum, Toy Farmer Museum, Whitestone Hill Battlefield State Historic Site, Childrens Museum at Yunker Farm

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.

If you should have any questions, or would like to be included in the survey, please contact Tricia Miller, Data Specialist, North Dakota Tourism, 1-800-435-5663.

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.

Have you updated your website lately?

The 2010 North Dakota Travel Guide is being offered in a digital format. It's a really cool feature linked from www.ndtourism.com. Visitors can literally flip through the travel guide on their computer screen and every website link is "hot" – meaning visitors can click from the digital guide to your business or service.

To date, the digital travel guide has been viewed 13,290 times with more than 1,390 pages printed. The most clicked links have been Dakota Dinosaur Museum, Theodore Roosevelt National Park, the Lewis & Clark Riverboat, Knife River Indian Villages, Visit Minot and Fort Union Trading Post, to name a few.

As visitors access your website through advertising and listings, they want your most current events, rates and information. Make sure to review your website on a regular basis and purge out-dated information.

And don't forget to use Partner Access at NDtourism.com to update your listing on the website – which will feed content for the 2011 Travel Guide. Events for 2011 are due by September 24.

Agritourism session at Marketplace

Dr. Steve Burr will keynote a morning program on agritourism development at the 2010 Marketplace of Ideas, September 27 at the Fargodome. Burr is currently an Associate Professor of Recreation Resources Management, Director of the Institute for Outdoor Recreation and Tourism, and Extension Specialist in Outdoor Recreation and Tourism in the Department of Environment and Society at Utah State University. He also serves on the Utah Office of Tourism's Board of Tourism Development and is the board's liaison to the America's Public Land Group. His areas of interest, expertise and research include outdoor recreation and natural resources-based tourism policy, planning, marketing and management; rural and community tourism development; sustainable tourism development; and the human dimensions of natural resources management.

There will also be a preview of the October 18 Agritourism Rolling Workshop (Page 2).

Marketplace of Ideas will offer pre-registration for the Showcase and Forum, as well as individual training workshop on its website www.marketplaceofideas.org.

The Marketplace of Ideas Agritourism Program and Agritourism Rolling Workshop are joint ventures of the North Dakota Department of Commerce Tourism Division, NDSU Extension Center for Community Vitality and the North Dakota Department of Agriculture.

In the News

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



North Dakota Tourism in the news in July

July 14: The last Fourth of July firework has gone off, but things are still popping in North Dakota. Fairs and festivals of all types, fishing tournaments and music highlight July activities. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=370>

July 16: Movie legends John Wayne and Clint Eastwood created lasting memories for a generation by playing cowboys on the big screen. Why let someone else live the adventure? Let North Dakota be the backdrop as you discover your inner cowboy (or cowgirl) on the trail. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=371>

July 21: This year's July Fourth holiday weekend prompted many people to get out and explore North Dakota's various attractions and state parks. North Dakota Tourism reports strong visitation during the July Fourth holiday period, defined from July 1 to July 5. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=372>

July 27: Early August is filled with activities and events where you can experience cultural foods, hand-crafted arts and exhilarating entertainment for the whole family. Whether you're in it to win it, kicking up your heels or sitting back and enjoying the ride, this month is jam-packed with some of North Dakota's best-loved events. So pack up the family and create your own adventure. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=374>

State sets boardings record

The North Dakota Aeronautics Commission says the state set a record for airline boardings in June. All eight commercial airports reported increases, with double-digit gains at Devils Lake, Dickinson, Jamestown and Williston. There were 67,094 boardings statewide in June compared with 62,175 in June 2009.

Fargo led the state with more than 30,750 boardings last month, followed by Grand Forks with almost 16,600. The commission says North Dakota has 67 departures daily to eight destinations.

Implementing 'green tourism'

By Jane Eckert

Last month, we talked about why "green tourism" is becoming a travel choice for many consumers; the majority of Americans are finally willing to assume some degree of personal responsibility for our environment, and they expect the same of the businesses they choose for their travel and entertainment. So the next step – whether you own a ranch adventure, a B&B, hotel chain or North Dakota attraction – is for you to recognize some of things that you can do to turn your business into a welcoming "green" environment.

As more consumers today want to spend their travel dollars on eco-friendly destinations, it is time that you understood what that means and how you can capture part of this business. The three essential words of the green movement are: reduce, reuse and recycle.

Reduce. Think of every possible way that you can reduce your consumption of energy, whether directly or indirectly. Consumers today are finding ways to live with fewer things and are reducing their consumption of durable goods.

Reuse. We have often been called the "throw away" society, but not anymore. Consumers are now beginning to reuse and repurpose items so they can be used again and again.

Recycle. In many North Dakota communities you now have the opportunity to recycle your paper, plastic and cans. Even if it's not always curbside pick-up, recycle bins are now appearing in your area.

Here are some specific ideas that you can easily implement.

Lodging facilities can install low flow shower heads and low flush toilets to save water. Replace the old incandescent light bulbs with the new compact fluorescent light (CFL) bulbs. Install room sensors that automatically turn off the lights when the guests leave their room. It is reported that hotels that simply make these changes achieve a 10% reduction of energy costs. This savings certainly recovers the cost of installation, over and over again.

The most common program now appearing in lodging facilities is the towel and linen reuse program. Some properties have reported that at least 70% of their guests participate by not wanting daily linen service.

Many properties are now using recycled or "grey water" to irrigate their plants. Also, look for native grasses and other plants suited for your region that will require less water.

There are other environmental considerations too. Businesses can switch to green formula cleaning products that eliminate the fumes and toxic materials that run off into the ground, so always ask your suppliers if they have green alternatives for the products you have been using.

Food service providers can also make a positive impact on the environment by choosing organic and/or locally grown or raised products to include on their menu. Locally raised food tastes better and supports your local farmers.

There are many more effective methods to choose green. The important one is to take the first step and get started. Next month, we will talk about how to capture the green traveler through more effective and targeted marketing.

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



Scenic beauty and photo contests

Have you visited North Dakota's facebook fan page lately? The fan page is called Travel North Dakota and fans are invited to share photos (and win a free T-shirt; one is being given away each week). Photo submissions are a really fun reminder of the beautiful places and fun activities found in North Dakota – from gorgeous fields of sunflowers to a sunset over a giant lake; from rodeos to zoos and lots in between – this is a magical place.



Photo by Kelley Beck

Our visitor research tells us that travelers to North Dakota have an affinity for the genuine beauty found here. Forty-four percent of visitors experience rural farming areas, followed by small towns. Visitors to North Dakota have a greater appreciation for wildlife, lakes and rivers and national and state parks than visitors nationwide.

Be sure to visit Travel North Dakota on facebook, and encourage local residents to enter the Governor's Photo Contest. Submissions are being taken by mail and on flickr, but the contest ends September 10. Rules are posted on the home page at <http://www.ndtourism.com/>. Or go to the flickr page for more information: <http://www.flickr.com/groups/northdakota/>.

Governor's Rural Community Summit

Mark your calendars now and plan to join the 2010 Governor's Rural Community



Summit, Aug. 24-25 at the Minot Holiday Inn. Hear first-hand the factors for success from other North Dakota communities and learn how to impact growth in the areas of:

- Business and Community Development
- Destination Marketing
- Workforce Attraction and Retention

Learn more and register online at www.NDCommerce.com and click on the Summit banner ad.

2011 Tourism grant deadlines approaching

September is right around the corner, which means applications for the next round of tourism grants are soon due.

The Tourism Division offers two grant programs that provide a maximum of \$5,000 in matching funds for in-state promotion of

your region's events and tourism marketing. The Events Grant Program has funds available for communities and event promoters wanting to regionally promote their 2011 tourism-related event. The Marketing Grant Program is available to develop materials to promote a regional experience, activity or place unique to the state. Applications for the matched grants must be received by Friday, September 3.

Events

- Must be two or more days in length.
- Must be an annual event (no centennial celebrations, etc.)
- Must be a unique event (e.g., no Fourth of July, Labor Day, etc. celebrations).



Divide County used a Tourism Marketing Grant to produce a visitors guide in 2010.

- Must have visitor appeal and growth potential.
- Can occur anytime during the year.
- Cannot be religious or political in nature.

Marketing

- At least 75 percent of marketing activities resulting from the grant must be promotional, focused on providing travel information.
- Communication must focus on illustrating unique North Dakota experiences in support of the state's tourism branding, "North Dakota Legendary," to maximize brand equity.
- Must demonstrate partnerships and regional collaboration in the promotional effort. Applications that package or cross-sell tourism experiences, Learning Based Vacations and new technology based marketing programs will be given priority.

Recipients will receive 25 percent of the grant money within

90 days if their grant is approved. The remaining 75 percent will then be paid upon the completion of the grant program or their project.

Infrastructure grants

The North Dakota Department of Commerce Tourism Infrastructure Grant Program was created in 2007 to fund infrastructure and building needs at new or expanding tourist and recreational facilities in North Dakota. Grants range from \$5,000-\$24,000 in any given year. Applicants must have non-profit status and be willing to meet the required 2:1 grant match (for every two dollars of grant money being requested, the sponsor must provide one dollar).

Eligible attractions or sites must have the ability to attract visitors from 50 miles away and retain them for at least three hours. Eligible attractions include recreation, historical sites, festival and cultural events, lodging and food services related to historical, cultural, or recreational tourist attractions, and guide services. All Infrastructure Grant Applications must be submitted by Wednesday, September 15.

All grant applications are available on the North Dakota Tourism website at <http://www.ndtourism.com/industry/nd-tourism-grants/>. For more information on tourism grants, contact Dean Ihla at 701-328-3505 or dihla@nd.gov.

Hospitality training reminder

Do you feel like busy summer schedules are wearing on your staff/community? North Dakota's friendliness has been recognized by Cambridge University and others and we'd like to keep the accolades coming. Hospitality, service and great communication are skills that should always be cultivated. Take the free Hospitality Training Program at www.NDtourism.com/industry.



Where Am I?

Peggy Weiss of New Salem must have seen me at Bismarck's Rip Roarin' Ribfest last month. Regardless, she correctly placed me there waiting in line for a platter. Recently, I checked out some tents, some great food, some cool looking chickens and got a KISS. Where was I? Send your answers to jpursley@nd.gov by August 26. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.