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Must-see events: The ABA has chosen United Tribes International Powwow in Bismarck and Norsk Hostfest in Minot as two of its Top 100 Events for 2011. (Page 3)



Legendary feature: North Dakotans love their sports teams, and with good reason. With champions and contenders throughout the state, the quality of play ranks with the best anywhere. See what we mean. (Page 3)



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



Where Am I? The Phils (Hansen, Jackson) are here. So are Sue Kobilansky, Mark Zimmerman and Abe Winter. Where was I in August? (Page 3)

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



Turning Farms, Ranches and Gardens into Great Destinations!

Let's harvest those ideas

Mark your calendars for a special Agritourism Conference from 8:30-11:45 a.m., Sept. 27, during the Marketplace of Ideas at the Fargodome. The separate single-day general admission fee to Marketplace of Ideas is waived for attendees to the AgriTourism Conference, courtesy of Agricultural Products Utilization Commission (APUC).

Keynoting this conference is Dr. Steve Burr, an associate professor of recreation resources management at Utah State University. Burr has a wealth of tourism expertise, including tourism policy, planning, marketing and management, rural and community tourism development, sustainable tourism development and natural resource management.

The conference will also feature a panel of entrepreneurs, including Jay and Brenda Jones (Handboy Creek Ranch) of Trail City, S.D., Gary Goreham (Maple Hills Orchard) of Frazee, Minn., and Rodney Hogen (Red Trail Vineyard) of Buffalo, N.D.

Learn more and register online at <https://marketplacend.org/moiregistration/moiregistration.asp>.

Agritourism 'Rolling Workshop'

Don't miss the bus! The first "Rolling Workshop" is October 18. The workshop is designed for people interested in starting or growing agritourism businesses in North Dakota and has the unique twist of being held onboard a comfortable tour bus.

The bus departs Bismarck and stops at four agritourism businesses in the region. While on board, a variety of people will share their expertise on what it takes to operate an agritourism business. Learn more at <https://www.shop.commerce.nd.gov/events/detail.asp?eventID=94>.

Hear Ye, Hear Ye

Annual stakeholders meeting Oct. 13

North Dakota Tourism invites all tourism operators, marketers and providers to attend the annual stakeholders meeting Oct. 13 at 1:30 p.m. at Century Center in Bismarck (1600 E. Century Ave.). Director Sara Otte Coleman and the Tourism Division will unveil plans for advertising and promoting North Dakota in 2011, along with a variety of cooperative advertising opportunities and rates. RSVP by Oct. 6 to Tammy Backhaus at tbackhaus@nd.gov or 701-328-2526.



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.

Tools to manage all your social media sites

Twitter ... Facebook ... LinkedIn ... YouTube ... You are experimenting with all of them but how can you keep track and make the workflow easier? Luckily, there are online tools (dashboards) to help you stay on top of your digital neighborhoods and join in the conversations:

- **HootSuite** www.hootsuite.com

Web-based program allows you to manage multiple accounts, track URLs and schedule your posts.

- **Seesmic** www.seesmic.com

Desktop program with columns for replies, direct messages, groups of friends, search terms and hashtags. Manage multiple Twitter accounts and update Facebook profiles and pages.

- **TweetDeck** www.tweetdeck.com/beta

Desktop program similar to Seesmic. Set-up columns, view replies for multiple accounts. Update Facebook.

If you want to see who's talking about you or your destination, try these contact aggregators:

- **iGoogle** www.google.com

Build your own web browser. Add widgets from social sites like Twitter and Facebook and aggregator sites like Ping.fm, Friend-Feed and RSS feeds, as well.

- **Addict-O-Matic** www.addictomatic.com/

Instantly create a custom page with the latest buzz on any topic.

Older adults nearly double social media presence

A new study from Pew Internet found that between April 2009 and May 2010, social networking site usage grew 88% among Internet users aged 55-64, and the 65 and older group's social networking presence grew 100% in the same time frame.

Young people still dominate social networks like Facebook says Mashable, but their usage only grew 13% during the year covered by Pew's report. Older adults are catching up at an incredibly quick pace, though it remains to be seen whether they will pass the youth or hit a ceiling at or below the usage levels reported by young adults and teens.

Older adults who use services like Twitter or Facebook are still in the minority among their peers. Pew reported about 10 months ago that 19% of all Internet users use status updates, but only one in 10 Internet users aged 50 and older used status updates or read ones written by others. That's a lot more than there used to be, but it's still a small group, especially when you consider the fact that Pew's numbers only cover people who are on the Internet at all. Many people in that age group aren't going online to begin with.

In the News

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



North Dakota Tourism in the news in August

August 12: Spice up the final weeks of summer and enjoy the weather with some great events statewide. We've got festivals and feeds, runnin' and ropin', good music and lots of dancing. So kick up your heels before the school year starts and jive your way through the end of August. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=375>

August 30: Labor Day weekend is a great chance to spend a little more time at favorite North Dakota destinations, but the travel season is far from over, according to the North Dakota Tourism Division. The most recent visitation study conducted by Longwoods International (2008) showed that North Dakota attracts strong visitor numbers three out of four seasons – and travel is steady through the fall months.

<http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=376>

Study: Smartphone use grows among travelers

U.S. travelers are getting hooked on smartphones, says USA Today.

New data from a Ypartnership/Harrison Group survey of American travelers show that nearly a third of all cellphones in the U.S. now are so-called smartphones - web-enabled devices that make surfing the Internet for information easy for people on the go. And nearly 20% of U.S. travelers have downloaded one or more travel-related applications to their smartphones.

"Mobile devices are destined to play an increasingly important role in the distribution and sale of travel services in years ahead," says Peter Yesawich, CEO of Ypartnership.

The rapid adoption of smartphones as a prime tool for shopping for travel information and services is a big challenge to travel service and travel experience marketers. That's one of the big conclusions drawn from the survey of more than 2,500 households with annual incomes above \$50,000.

The survey found that of those travelers who downloaded travel-related applications to their smartphones:

- 47% used GPS functionality to find their way to a destination.
- 46% searched for flight updates.
- 29% compared airfares or hotel rates.
- 18% booked air travel or lodging.
- 15% viewed virtual visitor guides.
- 11% downloaded and/or redeemed coupons.

ABA announces North Dakota's Top 100

North Dakota Tourism Group Travel Marketing Manager Dianne Felchle has announced that The American Bus Association (ABA) named the 42nd Annual United Tribes International Powwow, September 8-11, 2011, and the Norsk Høstfest, September 28-October 1, 2011, as Top 100 Events in North America for 2011.

Destinations magazine says the powwow and Scandinavian festival offer excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

"The attractiveness of the United Tribes International Powwow and Norsk Høstfest as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Bismarck and Minot," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that each event has been recognized as a potential magnet for tourism dollars ..."

The Top 100 Events list is available online at www.buses.org/top100.

Transportation Enhancement applications available

The North Dakota Department of Transportation is accepting applications for the Director's Task Force Transportation Enhancement projects through December 17.

Projects are for federal fiscal year 2012 and divided into three basic categories: (1) bikeway and pedestrian facilities, (2) environmental and scenic and (3) historic. Projects must be transportation-related activities that will strengthen the cultural, aesthetic and environmental aspects of the transportation system.

Members of the public and nonprofit groups that want to submit an application are to work within your jurisdiction. All projects must be submitted through one of the 13 major cities, one of the counties or the BIA. Also, all projects within the jurisdiction of a Metropolitan Planning Organization (MPO) need to be submitted to the MPO.

Application instructions and additional information about the TE program can be obtained at <http://www.dot.nd.gov> or from NDDOT's Local Government Division. Forward questions to Bennett Kubischta at bkubisch@nd.gov or 701-328-3555.



Legendary Feature: Sports teams!

The dog days of summer are slipping away and baseball fever is at its peak, just as football captures many a Sunday TV. North Dakotans are great sports fans, eager to participate and cheer. We also can't forget to promote the competitive semi-pro and collegiate teams with titles, fans and state-of-the-art facilities.

Once again, the Fargo-Moorhead RedHawks are in the playoffs. Soon, defending hockey champion Bismarck Bobcats and Fargo Force will start their seasons. And



if you haven't heard, FCS North Dakota State upset FBS Kansas last week! From the track and field championship contenders at Dickinson State to perennial NCAA hockey title hopeful North Dakota, there's some athletic prowess and plenty of excitement to be had in North Dakota.

Be sure to connect visitors with these opportunities and more. The percentage of visitors participating in these activities in North Dakota is higher than the national average and we can't forget all the fun experiences, big and small. A list of sporting venues, college athletic teams, race tracks and more is available on the Tourism Division website at <http://www.ndtourism.com/industry/venues/>.

Get into the spirit! And go teams!



Where Am I?

Duane Spooner of Jamestown correctly put me at the North Dakota State Fair in our last issue. This month, I found Phil Hansen and a lot of other famous North Dakota people hanging around here. Where was I? Send your answers to jpursley@nd.gov by September 27. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

Marketing 'green tourism'

By Jane Eckert

The last two months we have discussed the growing trend of "green" tourism and specific measures that you can take as an attraction, restaurant or lodging facility to start doing the right thing for the environment.

Once you have this program in place and are pleased with your results, it's time to let your customers know what you are doing. I've had people tell me "we're just making the small and easy steps many people are doing at home, so I don't feel it necessary to tell my customers or brag about it." Yes, you do. From a customer point of view, they really want to know what you are doing and they will make their travel choices based on your communications and your ability to share your programs with them.

The people today that seek to live a green lifestyle want to

patronize businesses that are doing the same and living up to the standards that they have set for themselves. This is why so many new websites, travel magazines and travel writers are telling us where to travel and stay to enjoy and experience environmentally-friendly programs.

Going green is no longer on the

tourism fringe; it has become mainstream for businesses that are truly acting responsibly. Therefore, it is important as a travel provider that you immediately update your marketing materials and website to show exactly what you are doing. In addition, particularly for the lodging facilities, there are many online resources to join and to share your information. It's time to be aggressive and identify all of the green marketing websites where you can list your property and show your commitment.

Here's some examples. The popular AAA Travel Guide has begun a new ECO icon designation to indicate green lodging facilities in their literature. Both Travelocity and Expedia are also providing green listings for their lodging facilities. Even if you aren't part of a large hotel chain but want to list your property as following green practices, go to www.istaygreen.org. A good resource for bed & breakfast owners is to register on www.bnbscape.com.

Here is a website for you if you follow green practices, and offer to host weddings - www.ecowedding.org. Of course, the restaurants and food providers serving local foods can also take advantage of marketing on their websites and directly on their menus.

I don't believe that doing what is good for our environment will ever go out of style, and this is a simple way to show you are doing

your part, and, yes, it may bring you more customers. So I hope this short article encourages you to seriously consider adopting green practices for your business, and then telling folks what you have done.

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

Otte Coleman and LeMoine attend ESTO

Tourism Division Director Sara Otte Coleman and Marketing Manager Heather LeMoine attended the US Travel Association's ESTO (Education for State Tourism Organizations) annual conference Aug. 8-10 in Savannah, Ga. The conference included sessions on economic recovery, innovation, niche, mobile and digital marketing, budgets, changing media and trends in destination marketing.

Networking sessions for tourism directors, PR managers, marketing/advertising, visitor centers and travel trade were also well attended. Otte Coleman said the National Council of State Tourism Directors also met during the conference. "Our open forums and meetings are a valuable time investment that helps us learn and understand the big picture for tourism growth," she said.

This year's conference attracted more than 400 members, including Cole Carley and Brian Matson of Fargo-Moorhead CVB.

Join Tourism at sport shows

The North Dakota Tourism Division will be promoting the state's vast outdoor experiences at a number of consumer sport shows in early 2011.

The division invites businesses and destinations to cooperatively participate in these shows. Two options for participation:

- Brochure distribution: A great way to get information directly into the hands of interested consumers. Partner fee \$75.
- Partnership in the booth with staff, signage and distribution of materials. Participation opportunities vary by show, so interested partners should contact Tammy Backhaus at 701-328-2526 or tbackhaus@nd.gov to discuss interests.

Pre-committed shows schedule

Pheasant Fest, Omaha, Neb. - Jan. 28-30.
 Duluth Sport Show - Feb. 16-20
 Omaha Sport Show - Feb. 24-27
 Milwaukee Journal Sentinel Sport Show - March 9-13
 Sioux Falls Sport Show - March 10-13
 Northwest Sport Show, Minneapolis, Minn. - March 30-April 3.

The state has booked 10x20 booths at the Minneapolis, Milwaukee and Omaha shows, allowing room for partners to have a greater visibility in a booth and talk directly with show attendees. Partner fee \$250.

Green Survey Links

Accommodation providers and tourism marketers and developers in the state are invited to participate in a brief survey to gauge the eco-friendly efforts and interests already being put forth. The Tourism Division plans to do an annual survey to track green progress.

Community green survey:

<http://www.surveymonkey.com/s/ndpartnergreenC>

Accommodation green survey:

<http://www.surveymonkey.com/s/NDpartnergreensurvey>