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Heritage Center: Big gifts have helped the North Dakota Heritage Center reach the goal required to begin construction on its expansion project. (Page 1)



Tech Talk: How can Wikipedia help you spread the word about your tourism offering? (Page 3)

Green Tourism: There is a web site available for those who want to know more about sustainable tourism. (Page 4)



Fly-over country no more: Delta Airlines has a 30-page feature on North Dakota in its latest issue of Delta Sky Magazine. The issue will be seen by about 5 million travelers on flights all around the world. (Page 2)

Press Run: North Dakota continued to be in the news in the third quarter of 2010. See where it appeared. (Page 4)



Where Am I? Saw an old church and learned a little bit about the weather. Where was I in

September? (Page 3)

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



Energy boom on the hill



Big gifts help Heritage Center reach goal

Donations from energy corporations have helped the North Dakota Heritage Center achieve the required goal in private funds to begin construction on a \$51.7 million expansion. The largest gift to the expansion campaign to-date is from the Hess Corporation for \$2 million. This gift was one of seven energy industry donations announced Sept. 29.

The 2009 Legislative Assembly authorized \$39.7 million in state funds for the expansion, with the full expansion amount to be met through federal funds and private donations.

The 97,000-square-foot addition, which nearly doubles the size of the Heritage Center, will include new exhibit galleries, interactive exhibits, a 60-seat theater, a cafe and outdoor patio, a new glass entrance on the building's east side and additional parking, as well as renovating existing portions of the facility.

A groundbreaking date will be set after the October 28 bid opening.

- Hess Corporation, \$2 million
- Continental Resources, \$1.8 million
- Touchstone Energy Cooperatives, \$1.3 million
- Whiting Petroleum, \$350,000
- MDU Resources, \$250,000
- North American Coal Corporation, \$250,000
- Marathon Oil, \$200,000
- North Dakota Petroleum Council, \$200,000
- Brigham Exploration Company, \$100,000

Welcome Mike Jensen

Mike Jensen has joined the North Dakota Tourism Division in the position of outdoor promotions manager. Mike spent 14 years with the Bismarck-Mandan CVB. During his time at the CVB, Mike worked as a services assistant, in the visitor center and was most recently in convention sales.

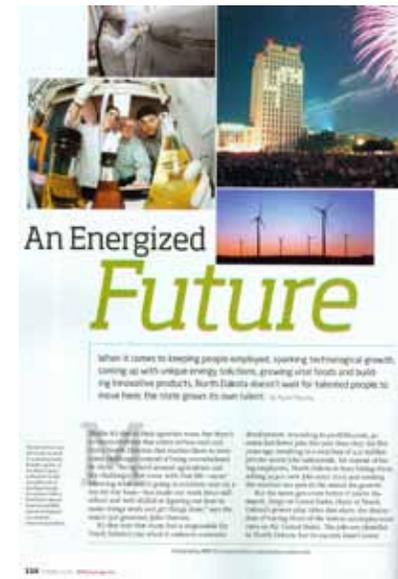
"Mike will bring his destination marketing experience and his love of North Dakota's great outdoors to his new position. The time Mike spent at tradeshow and working with visitors will provide him with a good background to jump into his new role marketing all things outdoors," Tourism Director Sara Otte Coleman said.



N.D. fly-over country? Delta's Sky Magazine doesn't think so

The October issue of Sky Magazine, Delta Airlines' in-flight publication, has a 30-page feature on North Dakota.

"This feature is a great opportunity to tell the story of North Dakota to an audience of global business leaders and leisure travelers and showcase all that makes our state a great place to work and play," Gov. John Hoeven said. "The positive attention we will see as a result of this feature will certainly benefit us as we continue building the best communities and strongest business environment throughout North Dakota."



Sky Magazine Publisher Marialice Harwood added, "We are very pleased to tell our customers the exciting story about this legendary state of North Dakota and its burgeoning industries and local communities. North Dakota has the country's lowest unemployment rate and is in the forefront in the search for renewable energy sources, including wind power. This feature will engage and inform our estimated 5 million monthly readers with new information about how North Dakota

is transforming itself through its residents, culture and industries."

North Dakota's growing and more diversified economy has made air travel to and from the state increasingly important. More and more travelers are discovering both the business and leisure opportunities that the state has to offer. North Dakota tourism, for example, outpaced the nation between 2006 and 2008 with 10.7 percent growth and airline boardings year-to-date are up 12 percent over last year. As North Dakota's largest carrier, Delta Airlines flies nearly 400,000 passengers in and out of the state's airports each year.

"Tourism, along with our state's other targeted industries, is helping to drive North Dakota's strong economy," said North Dakota Tourism Director Sara Otte Coleman. "With hotels, attractions, parks, border crossings and, of course, airline boarding's all up significantly, more people are discovering what makes North Dakota legendary. We appreciate Delta Sky for helping us tell our story to their more than 5 million readers."

The feature is available for viewing at www.deltaskymag.com.

In the News

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



North Dakota Tourism in the news in September

- September 2:** Harvest is a special time of year in North Dakota. It's also a time of celebration in many small towns where farming is the lifeblood of the community. You, too, can celebrate the harvest. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=377>
- September 7:** North Dakota Tourism Director Sara Otte Coleman and Marketing Director Heather LeMoine attended the U.S. Travel Association's Education for State Tourism Organizations (ESTO) annual conference in Savannah, Ga., August 8-10. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=377>
- September 7:** Embrace the season with events ranging from the world famous powwows to football. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=378>
- September 13:** North Dakota Tourism has partnered with the North Dakota Agriculture Department and the North Dakota State University Extension Service to encourage agritourism in the state through a program called North Dakota AgriTourism. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=382>
- September 13:** The American Bus Association (ABA) announced today that the 42nd Annual United Tribes International Powwow, September 8-11, 2011, and the Norsk Høstfest, September 28-October 1, 2011, have been designated as Top 100 Events in North America for 2011. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=381>
- September 15:** Great pumpkins get picked, runners and contestants get ahead and kids get to be kids in late September. Breathe in the fresh air of fall and get into the thrill of outdoor events in North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=383>
- September 28:** Looking for something to taunt and haunt you in October? Let North Dakota fulfill those cravings. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=384>

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.

Wikipedia? What is it and why is it important?

Wikipedia has surged to become the No. 1 reference site, making the appeal for marketers to get their companies listed irresistible.

Wikipedia (www.wikipedia.org) is an online encyclopedia that covers just about every topic you can think of. Unlike previous encyclopedias that were maintained by paid teams of professional researchers, Wikipedia relies solely on a massive worldwide community of volunteers.

Because of this, credibility and readership used to be an area of concern. But in the past few years, it is estimated that traffic has risen by about 170%, and they've been cited as a source for many publications. An important source of this traffic growth has stemmed from the fact that Google seems to hold Wikipedia in very high esteem and ranks its pages very well for a number of valuable keywords. If you can get your company listed on just a few Wikipedia pages, it can drive a noticeable amount of traffic to your web site.

How can you get listed?

- Create a user account
- Add and edit articles, references, images and more
- Link relevant sites

Most cities are listed, as are events like Norsk Hostfest and the State Fair. So are attractions like Bonanzaville and the International Peace Garden.



Legendary Feature: Teamwork

This month's Sky Magazine feature on North Dakota is a 30-page reminder of some of our legendary traits. Buzz words used in the article include energized, resourceful, creative, diverse, connected, thriving and authentic. One big theme resonates through that: teamwork.

North Dakota's legendary ability to cross-promote, cross-sell, support and maximize efforts comes through on the pages of Sky. It's also evident in the donations towards the Heritage Center expansion and the recent renaming of the Urban Plains Center in Fargo to Scheels Arena. Where there is agriculture, we see agritourism opportunity. Oil exploration = a new exhibit at Pioneer Museum in McKenzie County. Geological exploration = public dino digs.

Visitor study research shows that 50% of North Dakota's overnight trips include visiting friends and relatives. Teamwork and in-state evangelism are vital to selling the numerous experiences found here.

As the state realizes traveler interest through this piece, be sure to capitalize on teamwork within your own community and region. Packages continue to be valuable and desired by travelers. List packages for free at www.ndtourism.com/industry/partner-access/

LeMoine Attends/Presents at CenStates Conference

North Dakota Tourism Division Marketing Manager Heather LeMoine attended the Travel and Tourism Research Association's CenStates conference in Springfield, Mo., September 22-23.

The conference included sessions on online research, attraction marketing, agritourism development and statewide accountability research. LeMoine was also invited to speak as a panelist on the Social Media and DMOs session.

Where Am I?

Mary Conrad of Gackle was the only person to place me correctly at the North Dakota Sports Hall of Fame in Jamestown last month. This month, I stopped at church and learned a little about the weather too. Where was I? Send your answers to jpursley@nd.gov by October 27. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.



Website is a source for info on sustainable travel information

More and more travel industry leaders are joining the effort to create sustainable (green) travel. The website www.travelgreen.org is produced by the U.S. Travel Association and its partner in travel, American Express.

The site is a go-to source on sustainable travel. The site will show you “why environmental sustainability is good business and how business and leisure travelers are seeking eco-friendly travel options.”



The Press Run: Featuring North Dakota

North Dakota in the news: Third quarter 2010

- ☐ Quarter Horse Journal, July: Roughing it, Maah Daah Hey; Enchanted Highway
- ☐ America Journal, July-August: Old Red/Old Ten Byway
- ☐ Sports Events, June: Upper Midwest a Natural Choice
- ☐ Midwest Living, July-August: Go far in Fargo; Celebrations
- ☐ Family Fish and Game, June-July: 50 State in 50 Days; Dakotas
- ☐ Group Tour Magazine, Summer: City Nights, Northern Lights; Itinerary ND; Presidential Legacy; Museum of Flight; Tale of Two Rivers
- ☐ Package Travel Insider, July-August: North Dakota Forts
- ☐ Hot Bike Baggers, October: Big Teats and others
- ☐ Best of the Midwest, September: Best New Places; More Places Worth the Trip; Attractions in North Dakota



Travel guide supply is exhausted

No, they're not tired from being overused in the past nine months, they're just gone. Increased travel interest and brochure distribution have led to an increased demand for the guides. Tourism will be printing 2011 guides in December and distributing them beginning in January. In the meantime, please go to NDtourism.com for complete visitor information services.

North Dakota Tourism is asking businesses and partners to check their supplies of Travel Guides and return any unused cases to the Tourism Division. Shipments and questions should be directed to Jessica Fretty at 701-328-7265 or jfretty@nd.gov. Partners are also asked to direct inquiries to the digital travel guide: <http://www.digitalmagazine.com/a/?KEY=NorthDakotaTravelGuide-10-legendary#page=0&zoom=0>

2011 Tourism Matched Grants

North Dakota Tourism has awarded its marketing and event grants for 2011. Eleven entities will be receiving matched dollars for tourism-related events, attractions, destinations, packages or tours.

This year's recipients of North Dakota Tourism matched grants:

Marketing Grants: Logging Camp Ranch, Amidon, for marketing and website development; Maah Daah Hey Trail Association for marketing of trail; Brad Durick Outdoors, Grand Forks, for marketing Red River catfishing; McKenzie County Tourism for new oil industry exhibit at the Pioneer Museum; and

Red River Attractions Association for marketing of the Red River region.

Event Grants: Cavalier Motorcycle Ride-In; Grant County Highway 21 Treasure Hunt; Fargo AirSho and US Naval Aviation Exhibition; Missouri River Bluegrass Festival, Center; Maah Daah Hey Trail Enduro; and the 2011 USA Curling Championship, Fargo.

Recipients of the 2011 Infrastructure and Expansion Grants will be announced in November.

2011 Stakeholders Meeting

The Tourism Division invites CVBs, chambers, tourism business managers and owners to its annual Stakeholders Meeting, beginning at 1:30 p.m., Wednesday, October 13 at Century Center (1600 E. Century Ave.) in Bismarck. At this meeting, Director Sara Otte Coleman will introduce the planned media buy for 2011 and the cooperative advertising opportunities available for in-state partners. RSVP your attendance with Tammy Backhaus at 701-328-2526 or tbackhaus@nd.gov.

Tribal partnerships in tourism

The ND Indian Affairs Commission and ND Tourism Division will be hosting a "Tribal Partnerships in Tourism" event, October 28-29 at the Heritage Center in Bismarck. This day-and-a-half event will discuss and develop strategies in creative sustainable long-term partnerships between state, tribes and other entities. RSVP by Friday, Oct. 22 to Melanie Luger at 701-328-2428 or email mluger@nd.gov. Lunch will be served.

AgriTourism 'Rolling Workshop'

The North Dakota AgriTourism Partnership hosts the first "Rolling Workshop" on October 18 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, features the unique combination of a bus tour and educational seminars. There will be networking, idea development and partnership opportunities. Also onboard will be people providing information on topics like 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. Stops include Riverbound Farm south of Mandan, Papa's Pumpkin Patch north of Bismarck, Midstate B&B of McClusky and Rolling Plains Adventures of rural McKenzie. This lineup gives participants access to ideas from a variety of rural attractions and businesses.

Cost for the workshop is \$50 per person with an additional \$20 for a second partner from your family or business. Registration includes resource materials, noon meal and transportation on the bus. Space is limited to 40 participants, so register early online at www.shop.commerce.nd.gov/events/detail.asp?eventID=94.

Questions? Call Dean Ihla at 701-328-3505 or dihla@nd.gov, to call the NDSU Extension Service Center for Community Vitality at 701-328-9718.

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 Mike Jensen at 701-328-2509 or mjensen@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.

2010 Governor's Photo Contest Winners



Best of Show

"Maah Daah Hey" by Jessie Veeder
Scofield, Watford City

People

"Maah Daah Hey" by Jessie Veeder
Scofield, Watford City



Wildlife

"Pelican" by Andra Marquart, Mandan



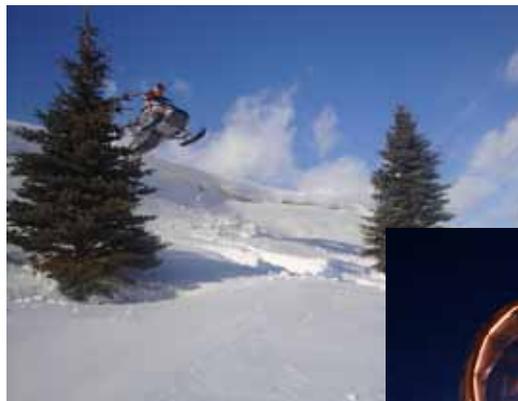
Scenery

"Complementary Colors" by Eric Jacobson,
Grand Forks



Adventure

"Kyle D." by Kob+T8r's



Go to www.NDtourism.com to see complete list of winners and honorable mention



Event

"Nightshot RRVF" by
Roxanne Westman,
Mapleton

Attraction

"Yum!" By Isla Michelle