

This issue

Heritage Center: North Dakota Tourism is making some changes in its marketing plan for 2011. See what's in the works. (Page 1)

Tech Talk: What is the best time of day to interact with visitors on various social media sites? Check out these findings. (Page 3)



Green Tourism: Restaurants are modifying their offerings over concerns about sustainability. (Page 4)



Tourism Quarterly Report

State of North Dakota	2009	2010	% Change	2010	% of Total
State of North Dakota	1,000,000	1,100,000	10%	1,100,000	100%
Montana	1,200,000	1,300,000	8%	1,300,000	118%
South Dakota	1,100,000	1,200,000	9%	1,200,000	110%
Wyoming	1,000,000	1,100,000	10%	1,100,000	110%
Nebraska	1,100,000	1,200,000	9%	1,200,000	110%
Colorado	1,200,000	1,300,000	8%	1,300,000	118%
Utah	1,300,000	1,400,000	8%	1,400,000	127%
Arizona	1,400,000	1,500,000	7%	1,500,000	136%
California	1,500,000	1,600,000	7%	1,600,000	145%
Idaho	1,600,000	1,700,000	6%	1,700,000	150%
Washington	1,700,000	1,800,000	6%	1,800,000	156%
Oregon	1,800,000	1,900,000	6%	1,900,000	162%
Alaska	1,900,000	2,000,000	5%	2,000,000	169%
Hawaii	2,000,000	2,100,000	5%	2,100,000	176%

By the Numbers: Third-quarter numbers look good as North Dakota continues to outperform other states in visitation. (Page 5)

Rest Area Program: If you are not already doing so, check with North Dakota Tourism about getting your brochures in the state's rest areas. (Page 3)



Where Am I? This place is a tribute to the state's No. 1 industry, and I'm not talking about oil. Where was I in October? (Page 4)



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



Marketing N.D. in 2011



State changes some strategies for new year

The North Dakota Tourism Division released its plans for marketing and advertising the state next year at its annual stakeholders meeting October 13 in Bismarck. Changes in the plan for 2011 include:

- Due to the biennium budgeting, timing changes for television, print advertising and newspaper inserts
- New publications: More, Better Homes & Gardens, Parade Magazine, Country Living, Travel 50 & Beyond, Wild West, Trail Blazer and Geo-targeted publications Good Housekeeping, Redbook and Woman's Day
- Eliminated advertising in: USA Weekend, AAA Tour Book, AARP, South Dakota Magazine, Minnesota Monthly, Western Living, American Heritage and Western Horseman
- Added an in-state newspaper insert
- Added out-of-home signage in Minneapolis and Winnipeg
- Added Minneapolis Airport signage
- New sponsorship with Fox Sports North
- Substantially increase overall online spending

The 2011 Media Plan and Cooperative Advertising Plan are available online, along with a detailed media plan outline that was not made available in printed form.

www.ndtourism.com/industry/references/media-plan/

Cooperative deadline November 12

The deadline to guarantee space in North Dakota's 2011 newspaper inserts, and to cooperatively partner with new media efforts, is quickly approaching. The reservation form is available online, and partnerships are available on a first come, first serve basis.

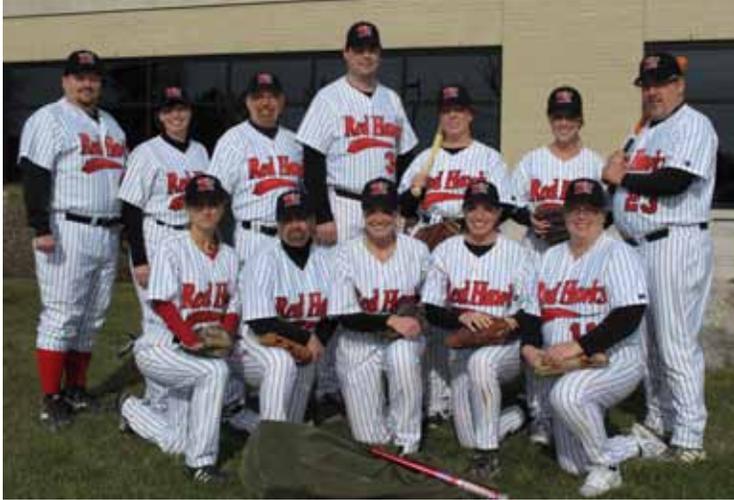
www.ndtourism.com/industry/references/media-plan/

Programs available:

- Summer newspaper insert – domestic and Canadian
- Fall newspaper insert – Canadian markets only
- NEW – Spring in-state newspaper insert
- NEW – Geo-targeted advertising with Good Housekeeping, Redbook and Woman's Day
- NEW – WCCO AM Radio call-ins on the Dave Lee morning show

As a reminder, other cooperative advertising detailed in the media plan needs to be placed directly through the publication. For more information or to answer any questions, please contact Heather LeMoine at 701-328-5372 or hlemoine@nd.gov.

Team Tourism



Team Tourism is gearing up for the 2011 Travel Industry Conference April 18-20 in Fargo. The theme of this year's conference is "Teaming with Possibilities" so get your team ready to learn, be inspired and promote travel in and to North Dakota! A special shout out to the Fargo-Moorhead RedHawks for use of their team uniforms for the Commerce Halloween costume contest.

Sport show confirmations due November 30

North Dakota Tourism will be promoting the state at a series of sport shows in 2011 and partners can still cooperatively participate.

Confirmed shows:

- National Pheasant Fest – Omaha, Neb., January 28-30
- Duluth Boat Sport Travel & RV Show – Duluth, Minn., Feb. 16-20
- Omaha Boat Sports & Travel Show – Omaha, Neb., Feb. 24-27
- Milwaukee Journal Sentinel Sports Show - Milwaukee Wis., March 9-13
- Sioux Empire Sportsmen's Boat Camping & Vacation Show – Sioux Falls, S.D., March 10-13
- NMMA Northwest Sport Show – Minneapolis, Minn., March 30-April 3

The deadline to confirm participation is November 30. Two options are available for partners:

- Partner fee = \$75. Includes distribution of your brochures at the shows you select. A great way to get information directly in the hands of interested consumers.
- Partner fee = \$250. Includes partnership in the booth with staff, your signage and distribution of material.

Participation opportunities will vary by show, so interested partners should contact Mike Jensen at 701-328-2509 or mjensen@nd.gov to discuss interest. 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. Fees are per show.

In the News

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



North Dakota Tourism in the news in October

October 7: Seven winning photos and eight honorable mentions were recently selected in the 2010 North Dakota Governor's Photo Contest. Jesse Veeder Scofield, Watford City, was deemed the Best of Show winner for the photo titled Maah Daah Hey. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=387>

October 12: Looking for some spine-tingling, bone-chilling activities to get your heart racing this Halloween? A variety of "spooktacular" activities – for all ages of ghosts and goblins – can be found throughout North Dakota. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=388>

October 13: With year-to-date numbers in key areas coming in substantially higher than 2009, North Dakota is on track for an outstanding summer travel season. According to the North Dakota Tourism Division, year-to-date Rev/PAR (revenue per available hotel room) is up 10.8 percent, national park visitation is up 20 percent, airline boardings are up 12 percent statewide, and Canadian border crossings are up 24 percent over last year. Border crossings are 15 percent higher than the five-year average. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=389>

October 14: North Dakota continues to be the shining star in the nation's tourism industry. According to the United States Travel Association's (USTA) 2010 research, Impact of Travel on States Economies 2010, North Dakota leads the nation in all four categories of the report. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=390>

October 29: Food, music, and parades are some of the ways we welcome the arrival of this festive season. We also like a good football game or two. Don't let the season get away without taking in a light parade or watching local college football teams light up the opposition. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=391>

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.

What's the Right Timing?

Users are spending increasing amounts of time online using social networks like Facebook and Twitter, but when exactly are users the most active? Social media management company Vitruve just released a study that identifies the days and hours users are most active on the Facebook channels maintained by companies and brands. The big takeaways:

- The three biggest usage spikes tend to occur on weekdays at 11 a.m., 3 p.m. and 8 p.m., ET.
- The biggest spike occurs at 3 p.m., ET, on weekdays.
- Weekday usage is pretty steady. However, Wednesday at 3 p.m., ET, is consistently the busiest period.
- Fans are less active on Sunday compared to all other days of the week.

Vitruve's data indicates that morning brand posts are 39.7% more effective in terms of user engagement than those published in the afternoon. Additionally, the top of the hour (to 15 minutes after) tends to see more interaction than other parts of the hour.

Be sure to time your posts for maximum engagement. Timing can also be a benefit on Twitter. Tuesdays are – Travel Tuesday (#TT) industry wide. And Fridays are – Follow Friday (#FF) great for cross-promotion and partnering. Be sure to follow @TravelND for all the great tweets about North Dakota, @LegendaryND for culture & heritage posts, @OutdoorsND for the outdoors scoop and @InternationalND for all things overseas (and more).

Rest Area Brochure Program – Time to join

Have you ever wondered what it takes to get your brochures into the state's rest areas? Now is the time to ask questions! If you are a tourism partner and are interested in participating in the Literature Rack Program for 2011, please call Tammy Backhaus for more details 701-328-2526 or e-mail tbackhaus@nd.gov.



Legendary Feature: Testimonials say it all

This week, North Dakota Tourism was forwarded a letter from Paul Kelly of Vero Beach, Florida. Paul first moved to Fargo in 1973, had previously hunted in Minnesota “all of my life” and has been a Florida resident for many years. This past October, Paul brought his son “Tug” hunting in North Dakota for waterfowl and upland game. It marked his son's fourth trip to the state. “The hunting has always been special, but the friendships that we have developed will last a lifetime,” Paul wrote, continuing, “Wherever we go, we are met with warmth and hospitality by the great people of North Dakota.”



North Dakota Tourism is proud of our state's recognition as the “friendliest” and appreciates the letters, videos, photos and testimonials from our guests. You can continue to share your own stories or view and read them at www.RULEgendarly.com and the Travel North Dakota fan page on facebook. Contests are being held each month, and you can still win an “I Am Legendary” T-shirt.

Outlook for Tourism

Tourism Director Sara Otte Coleman was at the U.S. Travel Association's Marketing Outlook Forum conference recently, where she attended several industry meetings and sessions on research and trends affecting the travel industry. The conference theme “Are We There Yet? The Road to Recovery,” highlighted the outlook for 2011 travel. The summary highlights show:

- Leisure travel intentions are pretty flat – slow recovery
- The decline in perceived affordability may impact travel (more money but less time)
- Travel and spending are expected to continue to show slow steady increases (international, business and leisure)
- Attractions are flat but down in urban areas, and parks and nature based tourism expected to increase
- Business travel is flat with intentions up 1%. (Power trips + shorter stays)
- Hotels will see better occupancies and rates in 2011 but consumers are fine with trading down (3 days @3 star)
- Air Travel will be up but with the same decreased capacity now available
- Welcome back International visitors. Expect stronger increases in 2011
- DMO's have to deal with budget challenges.
- Detailed reports can be found at: https://network.ustravel.org/eWeb/video/MOF_10_Suzanne_Cook.pdf

Otte Coleman was joined by Trish Helgeson, Tourism account executive with Odney Advertising.

Tribal tourism planning meetings

Representatives from across North Dakota met at the ND Heritage Center in Bismarck October 28-29 to discuss Tribal Tourism. A representative from AIANTA (American Indian-Alaskan Native – Tourism Association) spoke to the group on how their group is helping tribes across the US with their tourism planning and promotion.

More meetings are planned and questions can be directed to Tourism’s International Marketing Manager Fred Walker at fwalker@nd.gov or Scott Davis at the ND Indian Affairs Commission, sjdavis@nd.gov.

International visitation up 12% in early 2010

The U.S. Dept. of Commerce announced that for the first seven months of 2010, 33.8 million international visitors traveled to the United States, a 12% increase over the same period in 2009.

International visitors reportedly spent \$76.7 billion, January-July, 10% more than the same period in 2009.



Restaurants modifying practices over food sustainability concerns

Chefs across the country are modifying their practices with sustainability in mind, according to a new survey by the James Beard Foundation.

The New York-based foundation’s “Sustainability and the Foodservice Industry” survey reported top concerns: 73 percent of respondents said they were “highly concerned” about food sourcing; 62 percent pointed to profitability; and 62 percent said public health.

All respondents said they see change in the nation’s food system on the horizon, and most said they have modified their restaurant practices over the past year in areas tied to sustainability.

Surprisingly, 67 percent of the chefs said government policy should play a very important role in ensuring the sustainability of the food system, while only 4 percent said the government should have no say.

The chefs, however, were not supportive of menu labeling. Eighty-three percent said they do not support the posting of calorie, fat and salt information on menus — except at chain or quick-service restaurants where there is less variability of food served, the survey found.

Close to 60 percent of respondents said they believe their customers are aware of food sourcing concerns, but most agreed that diners are largely unaware of other sustainability issues, such as energy and water use.

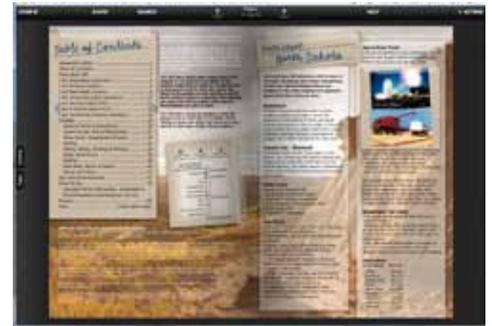
Only 2 percent of respondents said chefs and restaurants have “no role to play” in impacting the healthful eating habits of American consumers.

For the full report, please visit www.nrn.com/article/sustainability-playing-role-restaurants

Travel guide supply is exhausted

Just a reminder that 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, including a link to our digital travel guide at



<http://www.digitalmagazinetchnology.com/a/?KEY=NorthDakotaTravelGuide-10-legendary#page=0&zoom=0>

Where Am I?

Dorothy Cook was the only person to place me correctly at Camp Hancock in Bismarck last month. This month, I found the larger-than-life monument to North Dakota’s agricultural heritage. Where was I? Send your answers to jpursley@nd.gov by November 27. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

2011 Infrastructure Grants

Ten North Dakota tourism entities received 2011 Tourism Infrastructure and Expansion Grants from the North Dakota Department of Commerce. These grants support new or expanding tourism or recreation facilities or designated development areas primarily by funding infrastructure projects. The total amount of grant dollars awarded for this program is \$99,312. 2011 recipients:

- Bagg Bonanza Farm, Mooreton, to construct a new basement for the Main House, ensuring the safety and integrity of this historic building.
- Bottineau County Agricultural Society, Bottineau, to place bleachers from the former State Fair Grandstand at the Bottineau County Fair site.
- Save Coghlan Castle, Inc., St. John, for continued restoration of the Coghlan Castle Turtle Mountain Scenic Byway site. Includes exterior restoration and story-telling and interpretive facility and interpretive panel.
- Enchanted Highway Inc., Regent, to construct the “Enchanted Castle,” a 20-room lodging facility in the former Regent school building, making it a destination for travelers.
- Grant County JDA, Carson, to add restroom and shower facilities to the 20-site campground at Lake Tschida.
- McKenzie County Tourism, Watford City, to expand the existing oil display at the Pioneer Museum of McKenzie County. The display will be a resource center for oil heritage and oil industry-related information in North Dakota.
- Wimbledon Community Museum, Wimbledon, to restore the 1913 Midland Continental Depot, including artifacts from Peggy Lee, who lived there as a teenager.
- Dickens Village, Garrison, to restore the “Queen Elizabeth,” an authentic double-decker English bus.
- North Dakota Coon Hunters Association, Fort Ransom, to complete the Sheyenne River Lodge facility to host bench shows, hunter education programs and events chartered by three national kennel clubs.
- Plains Art Museum, Fargo, for construction related to the installation of “The North Dakota Mural” by North Dakota native James Rosenquist in the Plains Art Museum.

Tourism Quarterly Report

Area of Travel	2010 Third Quarter	2009 Third Quarter	Percent Change 10-09	2010 Year to Date	Percent Change YTD 10-09
State Park Visitors	593,706	593,333	0%	995,099	3%
National Park Visitors	305,549	326,112	-6%	535,243	3%
Website New Visits	113,711	NA	NA	331,505	NA
Major Attractions	1,655,776	1,503,398	10%	3,347,439	9%
Local Visitor Centers	50,793	47,837	6%	78,988	6%
Cumulative Lodging Tax	\$1,350,832.85	\$1,228,185.54	10%	\$3,406,938.67	12%
N.D. Airport Passengers	209,153	192,876	8%	593,100	11%
Canadian Border Crossings	256,233	217,235	18%	579,040	21%
Statewide Hotel Occupancy Rate	July: 79.3% Aug: 79.2% Sept: 74.9%	July: 76.8% Aug: 77.2% Sept: 73.0%	July: 3.3% Aug: 2.5% Sept: 2.7%	69.3%	3.4%
Statewide Average Room Rate	July: \$81.45 Aug: \$80.68 Sept: \$80.76	July: \$74.34 Aug: \$74.12 Sept: \$72.39	July: 9.6% Aug: 8.9% Sept: 11.6%	\$76.36	7.8%
RevPAR			\$52.91	\$47.47	11.4%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$21,388,426 2nd Quarter 2010 Food Services, Accommodations \$318,209,682 2nd Quarter 2010	Arts, Entertainment Recreation \$21,556,875 2nd Quarter 2009 Food Services, Accommodations \$301,192,232 2nd Quarter 2009	-1% 6%		

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

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

Major Attractions: Alerus Center, Arrowwood NWR, Badlands Trail Run, Bismarck Civic Center, Bismarck Marathon, Bison Sports Arena, Bonanzaville USA, Bully Pulpit Golf Course, Camp Hancock, CANDISC, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Gasification, Antelope Valley, Coteau, 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 Air Museum, Fargo Civic Center, Fargodome, Former’s Governor’s Mansion, Fort Abercrombie SHS, Fort Clark SHS, Fort Totten SHS, Gateway to Science, Gingras Trading Post, Heritage Center, Historical and Cultural Society of Clay County, International Peace Garden, Lawrence Welk Home, Medora Musical, National Buffalo Museum, North Dakota Museum of Art, ND State Capitol, Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair, Prairie Fire Pottery, Raging Rivers Waterpark and Speedworld, Ralph Engelstad Arena, Red River Valley Fairgrounds, Red River Zoo, Red Trail Vineyard, Ronald Reagan (Oscar Zero) SHS, Three Affiliated Tribes Museum, Toy Farmer Museum, Whitestone Hill Battlefield SHS.

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 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.