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Celebrate: We have many reasons to celebrate the season. Check out Tourism's holiday list. (Page 1)



Tech Talk: There are many ways social media can enhance your traditional marketing efforts. Don't let these opportunities slip by. (Page 3)

Green Tourism: Consumers dictate what constitutes "green" travel more than anyone else. (Page 4)



Shopping: Shopping for that hard-to-buy-for someone doesn't have to be hard. Make them feel legendary this Christmas. (Page 4)

Logo award: The centerpiece of our marketing efforts, the North Dakota Legendary logo, has earned special praise. The logo was designed by Mike Bruner. (Page 2)



Where Am I? From this point, this bull elk surveys all his kingdom, including trees, valleys and rivers. Where was I in November? (Page 4)

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



Very Happy Holidays

10 Legendary reasons to celebrate this season



Delta Sky 30 pages of great stories about North Dakota

ND Tourism leads the nation in expenditure growth

ND Tourism leads the nation in travel-generated payroll growth

ND Tourism leads the nation in travel-generated tax growth

Canadians choose North Dakota in record numbers with border crossings up 21%

Airline boardings continue to climb, up more than 8% with expanded service offered across the state

Rev PAR continues to grow, up 11.4%

22 new hotel properties are under development

New State Fair grandstand attracts record crowds

Expanded Heritage Center meets fundraising goal and construction begins



All North Dakota Tourism wanted for Christmas was a replacement for Gloria Hedahl, right, who is leaving the division after 12 years. Janice Fuhrman, left, is the newest member of the Tourism staff. See Page 2 for more.



Fuhrman newest Tourism staff member

North Dakota Tourism welcomed Janice Fuhrman to the division this month. Janice has accepted the part-time visitor service position being vacated by Gloria Hedahl, who is retiring after 12 years with the Tourism Division.



Janice was a travel agent with Country Travel in Bismarck for four years and then worked in corporate travel planning at Basin Electric. Janice will assist in fulfilling visitor inquiries, tracking requests and visitor data, monitoring on-line travel information, providing seasonal updates, coordinating shipments of materials to

shows and keeping inventories current.

The staff at the tourism division would like to thank Gloria for her years of enthusiastic service. "Gloria has been a great asset to us in selling North Dakota," Tourism Director Sara Otte Coleman said. "She has often worked extended hours to allow us to provide the best possible service to our visitors."

Gloria's last day with the Tourism Division will be December 16. She and husband, Dick, plan to play a lot of golf and put in a lot of miles on the Harley in Arizona this winter.

ND Tourism logo wins award

The North Dakota Legendary logo is one of a dozen logos created by Odney senior creative director and partner Mike Bruner chosen for inclusion in the first edition of I Heart Logos, a book being published and distributed in December by IHeartLogos.com.

The 1,000 top logos of 2010 have been printed in a book featuring the designs. This is the only logo contest judged by other designers rather than a designated panel of judges, according to Bruner.

"Designers from all over the world participated. It was very well received and a lot of fun to be a part of," Bruner said.

The logo has been the centerpiece of North Dakota Tourism's highly successful marketing strategy since 2002.



Heritage Center groundbreaking held

Groundbreaking ceremonies were held in November for the North Dakota Heritage Center expansion project. The \$52 million project will nearly double the size of the current facility with the addition of 97,000 square feet.

Located on the state capitol grounds, the North Dakota Heritage Center is the headquarters of the state's history agency, the State Historical Society of North Dakota (SHSND). It is also the state's history museum and its largest museum.

The 2009 Legislative Assembly authorized \$51.7 million for the expansion of the exhibits and collections spaces of the North Dakota Heritage Center. Of this, \$39.7 million in state funds was appropriated. The remaining funds are being raised by the State Historical Society of North Dakota Foundation from other sources.

In the News

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



North Dakota Tourism in the news in November

November 3: Keep it simple

this holiday season by shopping close to home and spending quality time with the family. Choose a home-grown gift made by local artisans or attend one of the many events happening across the state. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=393>

November 15: Third quarter 2010 proved to be another strong quarter for North Dakota's tourism industry. According to North Dakota Tourism's quarterly report, compared to 3rd quarter last year: Canadian border crossings were up 18 percent • Major attractions were up 10 percent • Airline boardings were up 8 percent • Cumulative lodging tax was up 10 percent • Local visitor centers were up 6 percent. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=396>

November 15: North Dakota Tourism Director Sara Otte Coleman was among hundreds of travel and industry leaders attending the recent Travel Industry Association's annual Marketing Outlook Forum. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=395>

November 17: North Dakota Tourism will be promoting the state at a series of sport shows in 2011, and tourism partners interested in participating have until November 30 to sign up. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=397>

November 24: North Dakota Tourism Public and Media Relations Manager Kim Schmidt recently attended the inaugural Social Media Tourism (SoMeTourism) Symposium. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=398>

November 30: Tis the season. Don't let the season of giving, sharing and remembering get away without experiencing some of the legendary activities in North Dakota. From sleigh rides to light parades and shopping at the mall or in one of the many family-owned specialty stores, get with the spirit of the season. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=399>

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.

Last month, Kim Schmidt had an opportunity to attend the first-of-its-kind social media conference for tourism.

“The industry is leveraging this technology and showing positive results in its efforts,” Schmidt said.

There were many topics addressed in regards to traditional vs. social marketing and how to create effective messages. Sarah Page of the city of El Paso, Texas, shared her tips on utilizing social media to market her downtown and ideas on promoting your destination. Find those tips at <http://slidesha.re/eUknmR>

You may also want to check out Sarah’s blog: Tourism Tech; <http://tourismtech.wordpress.com/>

Use keywords on Partner Access

Want to get more referrals from NDtourism.com?

You can optimize your partner-access listing for improved searchability. The keyword field is the perfect place to put all relevant terms for how a potential visitor might search. If you operate an event or attraction, add all the features along with possible ways that someone might misspell while searching.

An example might be a powwow. Keywords could potentially be pow wow, powow, powwow, dancing, Indian, American Indian, culture, tribal names, city names, etc. The more ways a website visitor can find your listing the greater the chance of converting that search into a guest.

A random survey of listing through partner access shows a great number with limited or no entries in the keyword field. Take time to review your listing and add keywords.

Edit festivals	
Edit the information for the item in the fields below and click "Save Changes". Items marked with an * are required.	
Event/Festival Name	2010 Holiday Train
Marked No Change	True
Keywords	holiday, train, christmas, snow, song, hankinson, enderlin, harvey, carpio, minst. 2010 holiday train, holiday train
* Category	Adventure Activities
	Agri-Tourism
	American Indian Festivals
	Archaeology & Paleontology
	Arts & Entertainment
Dates of Operation Display	
* Start Date	12/15/2010
	example 02/21/2007
* End Date	12/16/2010
	example 02/21/2007
Address/Location	
* City	Hankinson
County	choose one...
Phone	
Toll-Free Phone	1-800-777-4496
Fax	



Legendary Feature: It takes a team

On the surface, traveling to North Dakota looks easy. Need a map? Call the tourism office; need a travel guide? Click on a website; need up-to-the-minute information? Ask travel counselors Jessica Fretty or Gloria Hedahl.

It actually takes a lot more than that, but the simpler we can make it for travelers, the better. It takes a team, or rather, a collaboration of resources to do the trick. Tourism works with various partners, including the Department of Transportation (maps and updated road reports in the winter), Game and Fish Department (hunting and fishing guide) and tourism partners.

North Dakota attractions, accommodations and events can keep their information on our Web site fresh, giving Fretty and Hedahl the most current information available.

If all goes as it should, we can attract additional visitors, show them a good time, provide an enjoyable stay and send them home as ambassadors for North Dakota.

Each time we do that, the home team gets stronger.



Look at your website through the eyes of a visitor

Recently, the Tourism Division received an inquiry from someone who was on a North Dakota business website and wanted to contact that business, but the website did not list a phone number or address.

When working on your website, make sure you ask yourself all the questions that a visitor might ask: Where is this located? What’s nearby? What’s there to do? What does it look like? What are the services (menu)? What are the prices? Are there any packages or specials? How do I book or contact them?

The easier you make it for a potential visitor, the more likely you are to attract that visitor.

Have something new?

North Dakota Tourism Public and Media Relations Director Kim Schmidt is putting together a list of “what’s new” for 2011 that will be pitched to media, promoted in materials and shared through our social media networks.

Let Kim know what is new with your destination if it’s an event, enhancements to existing attractions or milestones like the 40th anniversary of Little Missouri State Park. Contact Kim at ksschmidt@nd.gov or 701-328-2532. She looks forward to hearing from you and promoting your stories in 2011!

North Dakota
LEGENDARY

North Dakota Tourism Division's
Christmas Sale

Do your "Legendary" Christmas shopping online this year!
Go to www.NDtourism.com and click on "Gift Shop" to begin your "Legendary" shopping trip.

December 9th – December 15th receive
10% off your entire purchase
plus
FREE shipping!

Use the following coupon code when ordering:
IQ3XD063L2

Coupon code expires 12-15-10. Please expect 2-3 days for delivery. Items ordered cannot be picked up at the North Dakota Tourism office.

701.328.2525, 800.435.5663, tourism@nd.gov

Green Travel: CMIGreen survey

What is "Green Travel?" According to one survey, the definition of green travel isn't yours or mine to define. It is up to the individual consumer.

Those are the findings of a recent survey conducted by CMIGreen. The study indicates that while hotels, restaurants, airlines, cruise lines, etc., are implementing "green" offerings, travelers actually are deciding the true meaning of green.

The study goes on to say that green travelers will take note of travel businesses making the effort to go green and will reward them with business.

However, the survey points out that price is still a concern. In fact, it is said to be the number one factor for choosing a hotel, regardless of the facility's environmental concerns.

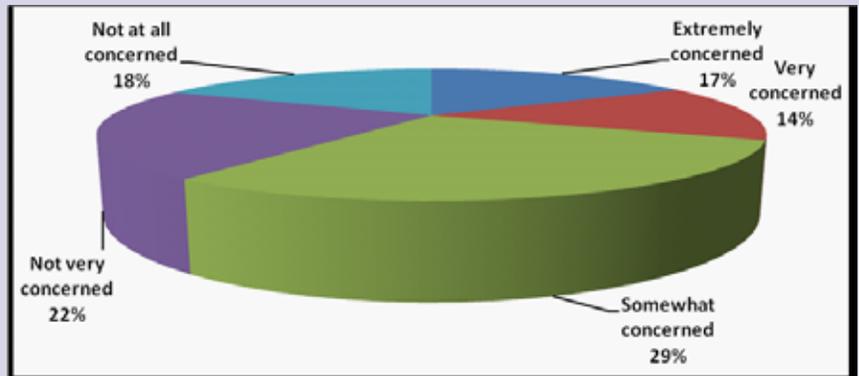
Forty percent of survey respondents looked for third-party certification that a travel supplier really is environmentally friendly. But what is "third-party?"

Travelers indicate social media is one tool consumers use, as well as peer reviews on travel sites. Only one-fifth of the operators surveyed use print or broadcast media to provide green travel information to consumers.

Industry analysts and others say operators must establish workable standards, award seals of approval or certification for those meeting the standards and brand that certification to gain recognition, according to the survey. Next month we will give examples of how local tourism partners have worked to improve their operation's practices to be more "green."

Are you feeling bugged?

By now, you've probably been hearing about the bed bug epidemic affecting everything from clothing stores to movie theaters in places like New York City. A popular website (www.bedbugregistry.com) tracks reports in the accommodations sector. Will this affect future travel? The U.S. Travel Association and Ypartnership included a question about bed bugs and future U.S. hotel or resort stays on a recent survey. The survey revealed that nearly a third were "very to extremely" concerned about the possibility of being bitten by a bed bug.



Where Am I?

Nina Sneider of Jamestown placed me correctly at the Wheat Monument in Williston last month. This month, I took a walk near the wood and came upon this regal statue overlooking the valley below. Where was I? Send your answers to jpursley@nd.gov by December 27. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

Partners gather at group travel conference

North Dakota Tourism Group Travel Marketing Manager Deanne Felchle recently joined other industry leaders from the state at the National Tour Association Conference.

The conference was for group travel industry leaders, tour operators, motor coach/charter services and World Religious Travel Association partners. Stephanie Leach of Fargo-Moorhead Convention and Visitors Bureau and Michael Casler with North Dakota Trail of Legends Tour in Williston joined Felchle and tour operators in the United States and Canada.

Felchle had 29 appointments with operators selling the merits of a North Dakota stop.

The conference included 23 seminars pertaining to increasing business and creating brand awareness with an emphasis on social media like Facebook, LinkedIn, Twitter and blogging and marketing through "Brand Positioning," "Marketing Makeover" and "How to Make Your PR Message Reach Your Dream Media."

Contact Felchle at 701-328-2502 or e-mail her at dfelchle@nd.gov with questions on how to join the National Tour Association.

Tapping Down Under and Over There

Australians have a renewed interest in America, and North Dakota Tourism is at the forefront of efforts to make the state a must-see destination.

Tourism International Marketing Manager Fred Walker takes an annual trip to shows in Australis where his work generated more than \$1 million in media ad equivalency in the last two years.

Walker has met with 1,000 travel agents in Brisbane, Melbourne and Sydney, including the 18 largest US-inbound tour operators.

According to Visit USA Organization, Australia reported a 26 percent increase in Aussie visitors to the US between January and August 2010 compared to the same time last year.

Visit USA Organisation Australia predicts a 21 percent increase next year.

In addition, Walker continues to see strong results from Scandinavian markets: Resident visitation from Western Europe increased 3 percent YTD; Resident visitation from 17 Western European markets was up for the month; Fifteen markets were up YTD; Nine of the top 10 markets registered increases in August (United Kingdom +1%, Germany +5%, France +14%, Italy +17%, Spain +8%, Netherlands +0.3%, Switzerland +12%, Belgium +2% and Sweden +14%).

2011 North Dakota Tourism shows: Reiseliv in Lillestrom Norway – January 11-16 • Discover America Workshop, Norway – January 11-12 • Swanson Travel staff training, Sweden – January 17 • Discover America Workshop and Seminar, Stockholm – January 18 • Swanson Travel Fair, Osby Sweden – March 4-5 • ITB-Berlin – March 8-13

2012 grant applications now available

Applications for the next round of tourism grants are now available on the North Dakota Tourism website at <http://www.ndtourism.com/industry/nd-tourism-grants/>

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 2012 tourism-related events. The Marketing Grant Program is available to develop materials to promote a regional experience, activity or place unique to the state.

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

<http://www.ndtourism.com/uploads/resources/595/2012-tourism-event-grant-guidelines.pdf>

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.

<http://www.ndtourism.com/uploads/resources/596/2012-tourism-marketing-grant-guidelines2.pdf>

Expansion grants

The North Dakota Department of Commerce Tourism Expansion 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 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.

The application deadline for the Marketing and Event Match Grants is Sept. 2, 2011, and the Expansion Grant deadline is Sept. 15, 2011. For more information on tourism grants, contact Dean Ihla at 701-328-3505 or dihla@nd.gov.

<http://www.ndtourism.com/uploads/resources/457/2012-2013-tourism-expansion-grant-guidelines.pdf>

