

Kudos

Our congratulations go out to travel partners who've been featured and recognized this past month. If we've missed you, please drop us a line at ksschmidt@nd.gov

- Bismarck, Williston, Devils Lake, Jamestown and Dickinson were all listed in Outdoor Life's Top Towns for Hunting & Fishing
- Medora hotels are getting some nice page time at USA Today.travel in a travel tips column
- The Washington Post commended the Lewis & Clark Golf Trail in its Lifestyle section
- Hawktree moves up to #58 in Golf Digest's list of Greatest Public Golf Courses
- Dakotah Rose Bed & Breakfast (Minot) selected as one of the 30 best B&Bs by Midwest Living magazine; Eagle Ridge Lodge (Medora) an honorable mention
- The Woodchipper in Fargo - it has its own facebook page and has gotten the attention of branding and travel blogs

This issue

National Tourism Week: Take time next week to spread the word on what tourism means to the state of North Dakota. Here are some ways to help. North Dakota. (Page 2)

Tech Talk: Facebook has changed the rules for how many fans (or likes) you need in order to claim a custom/vanity URL. See how you can get yours. (Page 7)

In the News: North Dakota was in the news in April. (Page 6)



Anderson named new Commerce Commissioner

Gov. Jack Dalrymple has named Alan Anderson of Mandan to head the North Dakota Department of Commerce effective May 2. Paul Govig had been serving as the interim commissioner since December and will continue to serve as deputy commerce commissioner.

Anderson has been chairman of the North Dakota Petroleum Council and has 30 years of leadership and development experience in the oil and gas industry, most recently serving as vice president of operations strategy and development for the Tesoro Corporation. His experience includes the coordination of multi-million-dollar projects and high-level strategy planning. He has a strong academic background in both the business and engineering areas, and diverse experience in managing complex projects, defining future growth opportunities and developing a diverse workforce.

A native of Underwood, Anderson received a Bachelor of Science degree in Geological Engineering from the University of North Dakota and a Masters of Business Administration from the University of Utah. Complete announcement: <http://bit.ly/kwcccy4>



Legislation with an impact on tourism

The 62nd Legislative Assembly concluded Thursday, April 28, the 78th day of the allotted 80-day session. Here are the results of tourism-related actions taken this session:

Tourism Division

HB 1018 and SB 2057: Department of Commerce/Tourism Division appropriation HB 1018, which included the Tourism Division appropriation, was killed by the House; and SB 2057, the former Centers of Excellence funding bill, was amended to become the ND Department of Commerce and Tourism Division appropriation bill. The Governor's 2011-2013 budget included \$9.5 million in general fund dollars for the Tourism Division. This is about \$86,000 more than the 2009-2011 biennium appropriation (not including \$2.1 million in one-time infrastructure grants in 2009-2011). This marginal increase covered salary and benefit increases. The Legislature made no changes to the



North Dakota Tourism encourages its partners to participate in National Tourism Week activities May 7-15. More on Page 2

Tourism Division budget, but included an additional \$750,000 for the Tourism Infrastructure and Expansion Grant program. The Tourism Alliance Partnership

More on LEGISLATION (Page 4)

WHO'S CELEBRATING?

- The Devils Lake CVB is hosting an open house in the visitor center May 10, using its facebook page for giveaway prizes, and, with Forward Devils Lake and TrainND, are sponsoring a hospitality seminar called "What Customers Really Want" on May 11. There also will be a free familiarization tour that afternoon for everyone working in customer service. The celebration continues May 18 with free admission to all local museums on International Museum Day.
- The Fargo-Moorhead CVB has gotten the actual woodchipper from the movie *Fargo* for display, photo ops and media buzz in Fargo. The woodchipper, and movie memorabilia, are in the Fargo visitor center through the last week of May.
- The Greater Grand Forks CVB will have an open house in the Visitor Center all week and visitors will also receive a 10% discount in the gift shop. Watch social media promotions for giveaways as well.
- The Minot CVB will have live entertainment by the band "Tin Star," free food, activities for the kids and will present the "Minot Tourism Awards" with a Minot Tourism Day Celebration event Friday, May 20 from 4-7 p.m.

TRIBUTE TO TOURISM

You have made travel and tourism the No. 3 industry in North Dakota! Some facts about North Dakota's tourism industry:

- Advertising North Dakota is a 1:7 return to the state's tax base (Longwoods, 2010)
 - \$374 million was paid in taxes by visitors (IHS Global Insight, 2008)
 - If tourism didn't exist, each North Dakota household would pay an additional \$646 in taxes (IHS Global Insight, 2008)
 - Each visitor adds \$83 to the gross state product (IHS Global Insight, 2008)
 - One out of every 12 workers owes their job to tourism in North Dakota (IHS Global Insight, 2008)
 - \$760 million in wages and salaries are generated through North Dakota tourism (IHS Global Insight, 2008)
 - Travel and tourism is a \$4.36 billion industry in North Dakota, the third-largest after agriculture and oil (NDSU, 2009)
- For more quick facts on North Dakota's travel industry, please visit <http://www.ndtourism.com/industry/research/> and click on the 2011 At-A-Glance sheet



NEED IDEAS TO RECOGNIZE THE WEEK?

National Travel and Tourism Week will take stage May 7-15 and North Dakota Tourism will be doing a lot of social media promotion.

In preparation for the week, the Tourism Division and Odney have prepared information for starting an online social media presence and for optimizing and expanding efforts. These resources can be found at [NDtourism.com](http://www.ndtourism.com/industry/national-tourism-week/): <http://www.ndtourism.com/industry/national-tourism-week/>.

The U.S. Travel Association has additional information and resources, including logos, event ideas, sample press releases, talking points and facts about the U.S. travel industry. <http://www.ustravel.org/marketing/national-travel-and-tourism-week>

Governor's Photo Contest and new monthly Flickr contests

During National Travel and Tourism Week, the North Dakota Tourism Division will again announce the Governor's Photo Contest for all amateur photographers. The contest is again being sponsored by AAA of North Dakota. The deadline for entry is moving up to August 31, 2011. In addition to the Governor's Photo Contest, a new monthly Flickr photo contest will also kick off. All electronic submissions will be taken at <http://www.flickr.com/groups/northdakota/>. For contest rules and details, visit <http://www.ndtourism.com/news/latest-news/>. Be sure to promote your area photographers.



Thank you, partners

North Dakota Tourism has enhanced www.RUlegendary.com with vacation and attraction ideas and LOTS of opportunity to win prizes all because of awesome industry partners. Prizes are being given away each week to visitors who share their legendary North Dakota memories and experiences. We are interested in your fall packages and winter prizes. Please talk with PR Manager Kim Schmidt to learn more, or contact Jessica Fretty to confirm your involvement. Partners are promoted avidly through social media and at RUlegendary.com and NDtourism.com.



Your opinions count

Please make your voice heard. There are two travel conference evaluation surveys live – one for attendees of the 2011 conference, and one for those who did not attend. Both will help with planning for future conferences.

If you attended in 2011: <http://www.surveymonkey.com/s/Z6ZLVF2>

If you did not attend: <http://www.surveymonkey.com/s/HWDXSS>



Recipients of 2011 Governor’s Awards for Travel & Tourism

Outstanding leaders in North Dakota’s tourism industry were recognized at the 2011 North Dakota Travel Conference in Fargo. First Lady Betsy Dalrymple and Tourism Director Sara Otte Coleman made the award presentations. This year’s award winners are pictured above and include:

- Theodore Roosevelt Medora Foundation (TRMF), in the **Tourism Organization of the Year** category
- Wendy Howe, Minot Convention & Visitors Bureau (CVB), in the **Travel and Tourism Industry Leader** category
- Tiffany Rolfstad, Minot Sleep Inn & Suites, in the **Front-Line Employee** category
- Gary Schluter, Rocky Mountain Holiday Tours in the **International Tourism Award** category
- John Hild, Theodore Roosevelt Medora Foundation (TRMF), for the **Behind the Scenes Tourism Employee** award
- Dakota Zoo, Bismarck, in the **Attraction of the Year** category
- Scheels Fargo Marathon, Fargo, in the **Event of the Year** category
- River Keepers: Canoeing, Cooking and Campfire; A Woman’s Weekend on the Red, Fargo, in the **Best Package** category

Learn more about the award winners at <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=413>



Green Surveys

The Tourism Division is also trying to better understand the importance, impacts and priorities of eco-tourism in North Dakota. Responses to these surveys will help benchmark North Dakota’s industry and help with future development and programming.

For lodging providers: <http://www.surveymonkey.com/s/NDpartnergreensurvey>

For CVBs, Chambers, Development officers: <http://www.surveymonkey.com/s/ndpartnergreenC>



Where Am I?

Nobody correctly placed me in this bastion of fine arts in the Red River Valley last month, so we’ll try again. This statue was nice, the paintings even nicer. Where was I? Send your answers to jpursley@nd.gov by May 27. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

Legislative actions

program. The Tourism Alliance Partnership (TAP) was instrumental in securing this new funding that was not included in the Governor's budget.

Commerce Bill

HB 1122: The Department of Commerce agency bill was used to update statute in several areas of operation. The bill updates the tourism policy and duties of the Tourism Division found in N.D. Century Code to reflect current practices.

Agritourism Insurance Affordability Act

HB 1142: Limits the liability of an agritourism professional for injuries that result from inherent risk or conditions that are considered beyond the control of the agritourism professional by creating a registration process and signing requirements. This type of legislation has been passed in other states and has helped the agritourism industry expand. It is the hope of those involved in the industry that this legislation will help provide more affordable liability insurance to help expand agritourism businesses across North Dakota. Broad support was a key factor in the passage of this bill and included strong support from Rep. DeKrey, Rep. Onstad, Rep. Steiner and Senator Olafson, TAP, the ND Insurance Department, the North Dakota Agriculture Department, Legislative Management, DMAND, ND Nature and Rural Tourism and several agritourism operators and potential operators. Implementation will begin soon.

Infrastructure Development

HB 1009: This bill appropriates \$730,000 to the ND State Fair Association and was amended to designate the grandstand built during the 2009-2011 biennium as the Iverson Grandstand.

HB 1012: This bill is the ND Department of Transportation budget bill and includes funding for Highway 85, a grant program for highway-rail grade crossing safety projects and a study of the use of state-owned airplanes. The bill includes \$35 million of general funds for transportation funding distributions and \$120 million in borrowing authority for funding emergency relief projects on the state highway system.

HCR 3010: A concurrent resolution directing Legislative Management to study passenger rail service within the state.

HCR 3032: A concurrent resolution directing Legislative Management to study the

needs of, economic values of and methods to improve access roadways to recreational, tourist and historical sites in North Dakota.

SB 2018: State Historical Society's appropriation bill includes \$13,034,891 in general funds and \$915,700 in one-time funding.

SB 2019: ND Parks and Recreation Department appropriation bill. The final version includes just over \$1 million for the International Peace Garden and a total of \$29.3 million in general and special funds and \$4.7 million in one-time funding. The funding for the International Peace Garden includes \$242,000 for the state's share of the cost to build an expansion onto the conservatory for a cactus collection. The International Peace Garden must obtain the remaining funding of \$242,000 needed for the project from non-state sources prior to beginning the project.

Hunting

HB 1407: Allows nonresidents to hunt Canada geese in Benson, Ramsey or Towner counties during the early September season outside of the one 14-day or two 7-day restrictions of the nonresident waterfowl hunting license. The bill intends to fight crop depredation. It sunsets on July 31, 2013.

HB 1288: Removes the July 31, 2011, sunset clause from the 2009 law that clarifies a booking agent for an outfitter is not required to have a guide or outfitter license.

Liability

HCR 3037: A concurrent resolution directing Legislative Management to study the statutes throughout Century Code that grant immunity from civil or criminal liability for performing certain functions.

SB 2295: Introduced because court cases created exceptions to use of the recreational immunity statute by public entities.

HB 1157: Exempts aviation museums from paying an excise tax to the ND Aeronautics Commission upon acquiring an aircraft that is not intended for flight.

SB 2204: Limits the ability of state agencies to access federal funds designated to the Northern Plains Heritage Area.

SCR 4021: A concurrent resolution directing Legislative Management to study the feasibility and desirability of developing a strategic partnership between the State Tourism Division and corresponding tourism departments or alliances of tourism departments of Indian tribes in North Dakota.

Commerce Legislation

The 62nd Legislative Assembly approved the budget for the Department of Commerce. The final version of SB 2057 does the following:

- Provides \$130,394,802 in appropriations, of which \$41,759,865 is from the general fund. Compared to the Governor's budget, the legislature reduced the amount of general funds and carryover available to Commerce by \$5.2 million.

- Allows for Commerce to have 68.25 FTEs, an increase of .25. The legislature did not approve the Governor's proposal for an additional 2 FTEs for an Energy Division.

- Appropriates \$12 million for Centers of Research Excellence. Legislative intent language was included that this program is considered an ongoing program. The Research COE funding is broken down as follows:

- \$4 million for a Limited Deployment Cooperative Airspace Project (\$2.7 million for UND & \$1.3 million for NDSU). If these funds are not utilized by July 1, 2012, they become available for Centers of Research Excellence.

- \$4 million for grants to UND and associated foundations. \$3 million of this amount is available for base realignment grants tied to the Grand Forks Air Force Base. \$1 million, plus any funds not utilized for base realignment grants within the first 18 months, is available for Centers of Research Excellence.

- \$4 million for grants to NDSU for Centers of Research Excellence.

- Provides a total of \$1.5 million for Workforce Enhancement Grants.

- Does not provide any funds

More on COMMERCE (Page 5)

Commerce final legislation

for Entrepreneurial Center Development Grants (the Governor had recommended \$5 million for Entrepreneurship COE).

- Appropriates \$150,000 for the ND American Indian Business Development Office, an increase of \$50,000 over this biennium.
- Appropriates \$2,613,400 for the North Dakota Trade Office, an increase over \$549,400 over the current biennium. Of this amount, \$60,400 was provided to increase the rent the ND Trade Office pays from \$2/sq. ft. to \$8/sq. ft.
- Provides \$150,000 for an Electronic Portfolio Pilot Project, including a requirement to report to the Budget Section concerning the use of funds and effectiveness of the program.
- Provides \$50,000 in seed funding for a "2020 and Beyond" initiative. The ND Economic Development Foundation is to contract with the North Dakota Chamber of Commerce to conduct this initiative to gather input on the state's future.
- Allows for continuation of the Biofuels Blender Pump Program and carryover of approximately \$740,000 in state funds. Grants will be limited to \$20,000 per retail location for blender pumps with an additional \$14,000 for associated piping and storage components.
- Creates an internship fund with continuing appropriation for Operation Intern. The \$900,000 in appropriations for Operation Intern has an emergency clause.
- Create a new Automation Tax Credit that begins for the 2013 tax year. This will provide a 20% tax credit for purchases of machinery and equipment use for automating manufacturing processes.
- Allows for the carryover APUC funds, discretionary funds, Tech-based Entrepreneurship grants, Early Childhood Facility Grants, and funds available for the promotion of the USS North Dakota.
- Does not provide additional funding for the Early Childhood Facility grants or loans. The Governor had recommended \$920,338 in new funding for these programs.
- Allows for the carryover of \$4.1 million of the \$5 million appropriated for the Great Plains Applied Energy Research Center. This is appropriated in the following manner:
 - \$1,000,000 to the ND Development Fund for a new Small Business Technology Investment Program. The Development Fund will be able to invest up to \$50,000 in technology startups that have received investment from Angel Funds.
 - \$1,125,000 to the Workforce Enhancement Grant Fund. This is included in the total mentioned above.
 - \$750,000 for Tourism Infrastructure grants. These grants require the approval of the Emergency Commission and legislative Budget Section.
 - \$600,000 for a grant for the acquisition of the ABM site at the Stanley R. Mickelson safeguard complex in Nekoma.
 - \$325,000 for a grant to the Minot Taskforce 21 committee (Minot Air Force Base retention).
 - \$300,000 for a grant to the I.D.E.A Center in Bismarck.
- Appropriates \$3.1 million to the Department of Human Services for the recruitment, training, and retention of childcare providers. A legislative study was added to review the effectiveness of Commerce's child care loan and grant programs and DHS's child care provider program.

A summary of highlights from the session are available at <http://www.governor.nd.gov/media-center/news/legislative-highlights-2011>.



Hang on, NDTourism is getting all clingy

How do you provide better service to visitors as business and leisure travel increases this summer? One way is to encourage staff to become familiar with the North Dakota Tourism website: NDTourism.com.

The site provides detailed information on accommodations, events, activities and attractions across the state. The online trip planner also helps staff or visitors map out trips. Last year, a mobile version of the website also went live, so visitors can plan and book travel while on the road. The mobile version provides the most requested information to smart phone users but also has a link to the full website for tech savvy travelers with even smarter phones or ipads.

Retailers also are encouraged to post the free window clings provided by the division near checkouts, entry areas or restrooms to make travelers aware of the mobile website. This added service will help make sure travelers experience a truly Legendary trip to North Dakota. To request window clings and/or travel guides and maps contact Jessica Fretty at jfretty@nd.gov or 1-800-435-5663.

The cling and state websites will never replace personal advice and recommendations from you and your staff, or the little extra that our hospitality providers give. It can, however, help take the pressure off during rush summer months.

Help your customers and our visitors discover all that is legendary about North Dakota.

Tourism Quarterly Report

In the News

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



North Dakota Tourism in the news in April

April 4: Let your inner adventurer take flight in North Dakota. Regardless of whether you like to just look at birds, shoot for birdies or look at them through your sights. We challenge you to try these activities and share your experiences with us at RULegendary.com. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=411>

April 5: North Dakota freelance writers are invited to attend at no cost the annual freelance writers retreat hosted by North Dakota Tourism on April 18 in Fargo. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=412>

April 13: Outstanding leaders in North Dakota's tourism industry were recognized today at the 2011 North Dakota Travel Conference in Fargo. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=421>

April 14: Spring gets people and animals energized in North Dakota. Birds are chirping, broncs are bucking, bands are marching and Tim McGraw is singing. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=428>

We apologize!

The 2011 conference materials incorrectly identified one of our sponsors as Kranzler Kingsley Communications ... maybe because that's what we have been calling them for more than 20 years. The agency recently updated its brand to KK BOLD. According to LaRoy Kingsley, "KK BOLD is a brand-building agency designed for a digital world. Our new name is a true reflection of our complete offering of integrated marketing services. KK BOLD is dedicated to helping our clients build more effective brands by integrating brand strategy and brand identity. Our clients come to us with a wide range of challenges



that share one common objective: build a more effective brand by managing consumers' expectations for their company's competitive advantage.

Our new brand embraces our agency's philosophy of bold and aggressive marketing, while honoring the last 21 years of Kranzler Kingsley. During this time, our agency has earned a reputation as one of the top advertising agencies in the upper Midwest."

Our clients come to us with a wide range of challenges that share one common objective: build a more effective brand by managing consumers' expectations for their company's competitive advantage.

Area of Travel	2011 First Quarter	2010 First Quarter	Percent Change 11-10
State Park Visitors	49,489	64,375	-23%
National Park Visitors	10,829	10,763	1%
Major Attractions	643,129	681,118	-6%
Local Visitor Centers	6,634	6,330	5%
Cumulative Lodging Tax	\$1,134,801.01	\$900,871.17	26%
Canadian Border Crossings	144,389	130,873	10%
N.D. Airport Passengers	211,732	193,657	9%
Statewide Hotel Occupancy Rate	Jan.: 56.7% Feb.: 63.9% March: 67.6%	Jan.: 49.2% Feb.: 58.6% March: 61.0%	Jan.: 15.2% Feb.: 9.0% March: 10.8%
Statewide Average Room Rate	Jan.: \$82.26 Feb.: \$84.12 March: \$86.22	Jan.: \$71.62 Feb.: \$73.10 March: \$74.54	Jan.: 14.8% Feb.: 15.1% March: 15.7%
RevPar	\$52.87	\$41.15	28.5%
Taxable Sales and Purchases 2010-2009	Arts, Entertainment Recreation \$81,736,198	Arts, Entertainment Recreation \$76,756,724	6.49%
	Food Services, Accommodations \$1,271,280,053	Food Services, Accommodations \$1,183,188,033	7.45%

State Parks: Beaver Lake, 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, Bismarck Civic Center, Bison Sports Arena, Camp Hancock, Chateau de Mores, Dakota Gasification, Antelope Valley, Coteau, Fargo Civic Center, Fargodome, Fargo Theatre, Former Governors Mansion, Fort Totten, Gateway To Science, Heritage Center, Historical & Cultural Society of Clay County, L&C Interpretive Center/Fort Mandan, Missouri Yellowstone Confluence Center/Fort Buford, National Buffalo Museum, ND State Capitol, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, Prairie Fire Pottery, North Dakota State Fair Center, North Dakota Museum of Art, Ralph Engelstad Arena, Red River Zoo, Ronald Reagan SHS, Sully's Hill National Game Refuge

*L&C Interpretive Center numbers reflect being closed for construction.

Local Visitor Center: Bismarck, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Wahpeton, and Williston.

The statewide hotel occupancy rate is measured by Smith Travel Research.

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.

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.

Tech Tip: Owing your facebook page

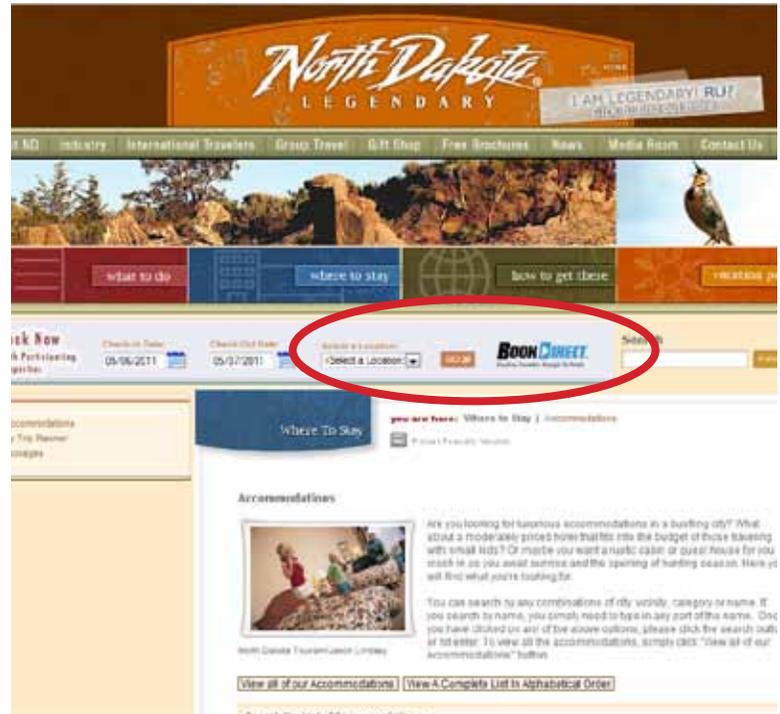
Ever wonder how a tourism-related facebook site, like <http://www.facebook.com/MapleRiverWinery>, gets a personalized URL? Facebook has changed the rules for how many fans (or likes) you need in order to claim a custom/vanity URL. The requirement used to be 100 fans, but now you only need 25.

A custom, or vanity, Facebook page URL is shorter, more focused and appealing and easier to remember for those who are looking for your destination or attraction on Facebook. To claim your customized page URL for both personal and business pages, go to <http://facebook.com/username>.

When claiming a customized URL, remember consistency across your various social media sites, users will naturally look for you to have the same name on Facebook, Twitter, Flickr, YouTube and others.

STR's summer forecast

Smith Travel Research is predicting a modest increase in demand for hotel rooms this summer. The leading lodging research group anticipates that nationwide summer occupancy will increase 1.7% over summer 2010, with the average daily rate increasing 4.1% and revenue per available room (RevPAR) jumping 5.9% to US\$68.68.



Online booking – it's just getting more important

According to Terry DeWitt, founder of travelocity, travel consumption is the largest of the .com industries and last year more than 65% of travel was booked online. Travel e-commerce is only expected to grow, especially as smart phones make it more accessible. Mobile speeds may increase 10-fold with 4G phones, thus making navigation faster. It is expected that mobile booking may grow by 70% through 2012.

North Dakota Tourism continues a partnership with JackRabbit BookDirect to highlight properties with online booking at www.NDtourism.com. To make it easier for booking traffic, this BookDirect program allows visitors to enter their desired travel dates and get results for lodging availability and pricing in one place. BookDirect further allows visitors to complete reservations directly with the accommodation. For more information to become involved in this program, contact Jenny Kollander at 952-405-9640 or jenny.kollander@rickertmedia.com.

The Press Run: Featuring North Dakota

North Dakota in the news: First quarter 2011

- Family Circle, January: My Hometown, Bismarck
- Country Woman, January: Feat of Clay
- Midwest Living, January: Top New Places to Eat, Mandan City Wide
- America Journal, January: Small Towns
- AAA Living, January: Road Trip; Fargo on Film
- Prairie Business Magazine, January, Impact of Tourism
- Edmonton Journal, February 1: Great Winter Vacation in North Dakota
- Trail Rider, February: Where to Ride
- Star Tribune, February 19, Grab Popcorn and Parka for Film Fest
- Itineraries Midwest, February 28: Wild West, New in New Town, Fargo-Moorhead
- Men's Health, February, 100 Best Cities for Men - Fargo
- True West Magazine, March: Jamestown and Mandan
- National Trust for Historic Preservation, March: RU Legendary Survival Kit
- Midwest Living, March: 60 Restaurants Worth the Trip





Brochure fulfillment through One Fulfillment

One of the brochure fulfillment options that North Dakota Tourism endorses is the online program with One Fulfillment. This map geo-locates the orders from January 1 thru April 19 of this year. North Dakota's appeal is broad – and this is just North America! If you'd like to get your brochures in the hands of potential travelers, the time to do so is now. North Dakota's advertising is hitting now.

To see how the program works from the visitor end, visit <http://www.onefulfillment.com/rack/NDtourism/> For more information, contact One Fulfillment at 1-877-818-5195 ext. 1 or e-mail info2@onefulfillment.com.

Visa Card reports on travel spending

Global tourism appears to be rebounding, according to spending by Visa card holders. The states that had the biggest increases with foreign card holders: North Dakota, 39%; Tennessee, 33%; Utah, 27%; and Wisconsin, 26%. Read the article at USA Today <http://www.usatoday.com/money/economy/2011-04-25-travel-spending-up.htm>

Grant awarded to State Historical Society

The State Historical Society of North Dakota has been awarded a \$238,000 grant for work to enhance collections care throughout North Dakota and South Dakota. North Dakota partners working on the project include the ND Library Association and the Plains Art Museum in Fargo. The enhancement will include workshops, resource preparation, disaster-preparedness plans and more.

Snapshots from 2011 Travel Conference in Fargo

