

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.

- Congratulations to the Minot CVB on receiving the Bruce McDaniel Award for Bureau Innovation at the Upper Midwest Convention and Visitor Bureau conference. The award recognizes the creation and implementation of the website www.rallyminot.com.
- Congratulations to Oak Park of Minot on winning a \$100,000 grant from Coca-Cola.
- The FLW fishing tournament in Bismarck received lots of attention in walleye circles.
- The Roger Maris legacy and 50 years of 61 was recognized at Yankee Stadium.
- Devils Lake duck hunting was featured by Ducks Unlimited magazine.
- Minot got the national spotlight with Josh Duhamel, Fergie and the Black Eyed Peas performing.
- Congratulations to the Medora Musical on being selected as a Top 100 event for 2012 by the American Bus Association.
- Thank you to Scooter Pursley in the Tourism Division office for keeping NDtourism.com error-free! Reports show the site has ZERO broken links.

This issue

Tech Tip: social media is part of essential customer-services. (Page 2)

In the News: North Dakota was in the news in September. (Page 3)



Tourism unveils media plan

The North Dakota Tourism Division hosted its annual Stakeholders Meeting on October 3, releasing details of the 2012 plan for media buying and advertising North Dakota in the coming year. Industry members from across the state found out how they could partner with the state tourism office to market their products in media and at travel and sport shows.

If you were not able to attend, that plan has been posted online at www.ndtourism.com/industry/references/media-plan/.

In the plan you will find specific details by strategy, market and niche. Input is urgently

needed in prioritizing and developing the cooperative advertising options for 2012. If you are interested in cooperatively partnering in advertising with North Dakota Tourism in the coming year, please contact Heather LeMoine at 701.328.5372 or hlemoine@nd.gov.

Below is a brief highlight of media plan changes from 2011 to 2012.

Digital marketing

- Added pre-roll video placements with Undertone
- Added display advertising with Forum Communications Interactive
- Added email marketing deployments with Wave Direct
- Eliminated the Canadian ad network OliveBrand with Centro
- Decreased presence with BisManOnline and TripAdvisor
- Eliminated Sojern advertising

Out-of-Home

- New truck billboards in Minneapolis
- New digital signage in Target Field parking ramps
- Increased signage at Target Field for longer timeframe
- Eliminated transit shelters, airport signage and Citylites skywalk signage in Minneapolis
- New bus wraps in Winnipeg
- New billboards in Regina
- New transit shelters in Regina
- Eliminated transit shelters in Winnipeg

Radio

- Additional two weeks of radio in Canadian markets



North Dakota Tourism Division Director Sara Otte Coleman leads a discussion at the annual Stakeholders meeting in Bismarck.

Magazine advertising

- Added Milwaukee Magazine and Minnesota Monthly
- Added Cornell Lab Living Bird
- Added Pheasants Forever
- Added Road Runner Motorcycle Touring & Travel, Road Noise – ABATE Minnesota, The Motorcyclist – ABATE North Dakota, Thunder Roads Magazine – Minnesota and Throtter Motorcycle Magazine
- Eliminated travel directory ads in More, Ladies Home Journal, Better Homes & Gardens and Reader's Digest Family Adventures
- Eliminated Country Living, MPLS St. Paul Magazine, Travel 50 & Beyond
- Eliminated Prairies North

Television

- Broadcast will run earlier
- Q1 outdoor advertising changed to FSN programming
- Enhanced sponsorship of UND vs. U of MN hockey series with FSN
- TRPs and direct response leads decreased
- Eliminated television in all Canadian markets

Newspaper insert

- Summer insertion is earlier
- Fall Canadian insertion is earlier

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.

In August, several members of the North Dakota travel industry attended the U.S. Travel Association conference, ESTO, and had the opportunity to see Scott Stratten speak. An expert in viral, social and authentic marketing, Stratten presented his topic “Unmarketing” in which he addresses the ROI of social media. Stratten further addressed this in a recent blog post: “Things We Should Ask the ROI Question About Before Social Media.” www.unmarketing.com/2011/09/01/things-we-should-ask-the-roi-question-about/

Stratten’s light-hearted post brings to light that social media is part of essential customer-service. He calls it a tool to: 1) answer questions about products and services; 2) educate consumers; 3) offer post-purchase follow-up; 4) market research; and 5) discuss industry best practices.

At the conference, Stratten talked about engagement, saying, “Your job is engagement. Learn about your customers and tell them the awesome about your destination.”

To learn more about Stratten, visit www.unmarketing.com/.

If you need help with a social media strategy (and it is recommended to have one), consider reading this post from Tourism Current’s Sheila Scarborough: www.sheilasguide.com/2011/01/16/a-social-media-strategy-framework-that-anyone-can-use/.

Roundtable workshops with N.D.Tourism

North Dakota Tourism is going on the road with cooperative marketing and partner resource workshops. These free workshops and round table discussions will include information on social media, tourism development, online marketing, grant programs and cooperative opportunities. Those interested in growing regional tourism in their area should contact one of the community leaders listed below to attend any of the remaining workshops:

Bottineau

Wednesday, October 12, Bottineau Technology Center, 1-4 p.m. Contact: Clint Reinoehl bcc@utma.com, 701-228-3849 or 800-735-6932

Drayton

Wednesday, November 2, Drayton Community Center, 1-4 p.m. Contact: Rob Boll rob@kodabank.com, 701-454-3474 or 701-454-3371

Regent

Thursday, November 3, Regent Senior Center, 1-4 p.m. Contact: Steve Wagendorf stffn55@msn.com, 701-440-8563

Thank you, Terri Thiel

The Tourism Alliance Partnership (TAP) and the Destination Marketing Association of North Dakota (DMAND) joined the tourism division staff in honoring Terri Thiel this week for her service and dedication to the state’s travel industry.

During Thiel’s 14 years at the Dickinson Convention and Visitor’s Bureau, she was an effective leader for tourism in southwest North Dakota. Her work in cooperative marketing, industry advocacy and tourism development has benefitted the entire state. Thiel recently announced her resignation as the Executive Director for Dickinson’s CVB.

U R Legendary: Thank You

Thank you to all of the businesses, marketers and tourism providers in the state who donated prizes this year as part of our RULegendary.com social media promotion. These donations became 36 prize packages promoted through social media, e-blast newsletters and more. Facebook impressions per post average between 5,000 and 6,000. As a result, 118 stories of North Dakota vacations have been shared. From April to September, the RULegendary.com site had more than 50,000 visits – a 100% increase over all visits from 2010.

To read the submissions, please visit www.rulegandary.com/story/?shArc=yes

Large infrastructure grant deadline approaches

North Dakota Tourism is offering a new grant program totaling \$750,000 to one or more new tourism attractions that can bring more visitors to North Dakota. This matching grant is made possible by an appropriation determined during the 2011 legislative session.

The Tourism Infrastructure Grant Program’s purpose is to fund new tourism operations capable of attracting visitors from outside North Dakota for at least one overnight stay. Funds can be used for building new visitor attractions, major expansions, offering a new experience and supporting services for visitors. Funds cannot be used for marketing or ongoing operating expenses. The first round of applications is due October 14, 2011.

The Tourism divisions has received grant requests for 17 marketing grants totaling \$79,350 and 21 event grants totaling \$97,625. The grants are being reviewed and the final awards will be made in early October. Contact Dean Ihla at dihla@nd.gov or 701-328-3505 for more information.

Your signage questions answered

Many tourism businesses and attractions have questions about how to get directional, tourist or historical signage, but don’t know who to ask or what the process is for getting signage. North Dakota Tourism International Marketing Manager Fred Walker also serves on the committees for TSAC and TODS signage. He may be able to answer your questions. Information on signage is posted online www.ndtourism.com/industry/references/ and you can also contact Fred directly at 701-328-3502 or fwalker@nd.gov.

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 Septem-

ber means different things to different people. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=450>

September 13: Honor songs, gun salutes, a special flag and reverence for the fallen were part of the observance of the "National Day of Service and Remembrance" on Sunday, September 11 during the United Tribes International Powwow. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=451>

September 14: The calendar may herald the arrival of fall, but the activities available in North Dakota in late September are purely "late summer." <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=452>

September 16: Representatives from North Dakota Tourism recently attended the U.S. Travel Association's Education Seminar for Tourism Organizations (ESTO) conference. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=453>

September 20: North Dakota's Medora Musical has been named a Top 100 Event for 2012 by the American Bus Association. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=454>

September 21: North Dakota Tourism will go on the road hosting workshops in communities around the state this fall. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=455>

September 22: Seven winning photos and five honorable mentions were recently selected in the 2011 North Dakota Governor's Photo Contest. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=456>

September 26: For those hunting birds, fish, ghosts or the Great Pumpkin, you've come to the right place. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=457>

September 29: Don't pass up an opportunity to get out and enjoy the wonderful colors of October. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=458>

2012 Travel Industry Conference

Mark the dates on your calendar. The 2012 Travel Industry Conference will be held April 23-25 at the Radisson in Bismarck. While the 2011 season is fresh in your mind, consider making your nominations for the 2012 Governor's Awards for Travel and Tourism. The award categories are posted online and nominations are being accepted: www.ndtourism.com/industry/2012-north-dakota-travel-conference/2012-award-nomination/

World's biggest spenders are ...

North Dakota has been actively involved in the Australian market for two years, and as CNN shows, it's a good market to be in. Here's the article from September 29:

"Whether you're lost in Manchester or climbing a mountain in North Dakota, there will always be a friendly Australian nearby. Australians are some of the most well-traveled people on earth and they've got the bill to prove it.

"Results from this year's Visa Global Travel Intentions Survey reveal that Australians were the highest spenders on travel, splashing out around US\$3,636 on their last trip compared to the global average of US\$1,895.

"The United Kingdom was the top destination for Australians. Around one-third of respondents picked it as their most likely holiday destination in the next two years. Competitive exchange rates may have secured the United States as an attractive destination globally; just over a quarter of Australian respondents ranked it their second most popular dream destination."

Read more: Who are the world's biggest travel spenders? www.cnn.com/explorations/life/australians-named-world%E2%80%99s-biggest-travel-spenders-135792#ixzz1ZM5gSufa

CVBs represent North Dakota tourism in DC

Suzie Baisch from Devils Lake, Wendy Howe from Minot, Sheri Grossman (DMAND president) of Bismarck and Cole Carly of Fargo, along with Tourism Director Sara Otte Coleman, attended US Travel Association meetings in Washington, D.C. last month.

The group met with Senator Conrad, Senator Hoeven and Representative Berg on federal issues facing the tourism industry in North Dakota, including air service, border crossing concerns, concerns with restraints put in place by federal jurisdictions that impeded tourism development, Amtrak and road upgrades needed and the impact the flooding, rains and oil development have had on tourism business. All delegates expressed interest in the issues and plan to work on the tourism-related issues discussed.

ND Tourism Digital Analytics

Digital Unique Audience

3rd Quarter Digital Unique Audience

Website Analytics (Unique visitors and mobile site visits)	125,263
Digital Travel/Hunt and Fish Guides (Unique visits)	2,165
Twitter Audience (Reach)	157,006
Facebook Audience (Monthly Active Users)	10,860
E-Newsletter Audience (Total subscribers)	24,252
YouTube Audience (Unique Visitors)	58,920
Flickr (Members)	275
Total Digital Unique Audience	378,741

Digital Impressions

3rd Quarter Impressions

Website Analytics (Page views and mobile site visits)	591,234
Digital Travel/Hunt and Fish Guides (Page views)	125,935
Twitter Audience (Impressions)	10,042,834
Facebook Audience (Impressions - post views)	1,238,411
E-Newsletter Audience (Total E-mail audience)	48,504
YouTube Audience (Upload views)	3,520
Wordpress blog (Monthly views)	10,050
RULegendary Tracking (Total visits)	25,001
Total Digital Impressions	12,085,489

Tourism Inquiries: Includes lead fulfillment and pages printed from website **13,668**

Community Snapshot

Does your community have a “Hidden Gem,” a special “Did you know fact” that you would like other North Dakota tourism partners to know about? Have your community showcased through the tourism newsletter. Each month, a community snapshot will be featured. This month’s Community Snapshot is **Grand Forks**.

Grand Forks was incorporated in 1871 and is the county seat of Grand Forks County. It was founded at the confluence of the Red Lake River and the Red River by trappers and traders who used “les grand fourches” to concentrate and set up a trading post.

Its current population is 55,691, not including the University of North Dakota, Grand Forks Air Force Base and East Grand Forks, Minn. Norwegians, Swedish and German ancestors were first to settle in the community and the Top 5 employers include UND, Altru Health System, American Crystal Sugar, JR Simplot Company and LM GlasFiber.

Hidden Gems: Carol Widman’s Chocolate Company was established in 1885. It launched the chocolate covered potato chips named “chippers;” The Japanese Garden was a gift developed by sister city, Awano, Japan, commemorating the recovery of the Red River Valley flood of 1997.

Did You Know? Cream of Wheat breakfast cereal was founded in Grand Forks in 1893. The Red River Valley is one of most productive agricultural regions in the world, with major crops of wheat, durum wheat, sugar beets, potatoes, beans, sunflower seeds, corn and oats.

Personalities: Lynn Anderson – Grand Forks native with the hit record of “I Beg Your Pardon;” Virgil Hill, former world boxing champion; Minnesota Viking Jim Kleinsasser, former UND player; Beatrice Johnson, the first county nurse in the nation; Legendary NBA coach Phil Jackson, played basketball for UND, was former coach of Chicago Bulls and LA Lakers and won 11 NBA titles as a coach.

Special Events: Grand Forks Art Fest, June 9-10, 2012; Art and Wine Walks, every third Saturday June through August; Catfish Days, July 28-29, 2012; and Farmer’s Markets every Saturday June through September.

For more information on Grand Forks or special events, please contact the Greater Grand Forks Convention and Visitors Bureau at 701-746-0444 or e-mail info@visitgrandforks.com.

To receive your community snapshot form, please email or call Deanne Felchle at 701-328-2502 or dfelchle@nd.gov.

2011 Governor's Photo Contest Winners

Seven winning photos and five honorable mentions were recently selected in the 2011 North Dakota Governor's Photo Contest. **Jen MacLeod** of Grand Forks, was deemed the Best of Show winner for the photo titled "Wild Horse Band," photographed in Theodore Roosevelt National Park. Here are the category winners, chosen from more than 660 photo entries. All winners and honorable mention photos can be seen at www.ndtourism.com/gallery/list.asp?catID=53.



Best of Show and Wildlife
Jen MacLeod, Grand Forks, "Wild Horse Band"



Event
"Upside Down" by Jose Medina, Fargo



Scenery
"Frosted Beauty" by Mandy Moore, Minot



Attraction
"On-A-Slant" by Gordon Weixel, Bismarck



People
"The Hunter" by Tyson Krinke, Rhame



Adventure
"No coffee shops here!" by Scott Kadlec, Bismarck