

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.

- Congrats to Carrington native Jim Kleinsasser on his retirement after 13 years with the Minnesota Vikings. In an interview with the Star Tribune, Kleinsasser called Carrington, “one of the best places you could grow up.”
- Congrats to the Fargo-Moorhead CVB on its new mobile website.
- Yahoo Sports gave a shout-out to Huff Hills and Bottineau Winter Park for best places to go skiing.

This issue



Tech Tip: Facebook Insights make it easier to see how many of your fans/likes are actually engaging with your brand. (Page 2)

Digital Analytics: Take a look at where and how North Dakota Tourism is using a digital presence to market its product. (Page 3)

Community Snapshot

Community Snapshot: Fargo-West Fargo adds glitter to southeastern North Dakota. (Page 3)



Tourism Conference: Registrations are now being taken for the 2012 Tourism Conference in Bismarck. (Page 4)

In the News: North Dakota was in the news in December. (Page 4)



“A decade ago, we started aggressively marketing North Dakota as a great place to live, work, play and conduct business, and those efforts have paid off in big ways for our state. North Dakota’s tourism industry is an important part of our state’s economic growth and the 2012 marketing campaign will continue to promote North Dakota’s legendary tourism offerings and position our state as a premier travel destination.” - Governor Jack Dalrymple

Arrive a guest ... Leave a Legend

Governor Jack and First Lady Betsy Dalrymple, North Dakota Department of Commerce Commissioner Alan Anderson and Tourism Division Director Sara Otte Coleman unveiled the 2012 North Dakota advertising campaign on Monday.

For the past decade, Legendary has been a proven branding statement for North Dakota, and this year’s advertising campaign invites visitors to “Arrive a Guest. Leave a Legend.” The new direction sets the tone for all components in the 2012 campaign, with the development of:

- Six television ads that individually showcase the experiences of hiking, history, family adventure, golfing, culture and outdoors.
- A print ad series promoting specific North Dakota experiences of hiking, history, western, family adventure, birding, golfing, motorcycling and hunting to out-of-state and Canadian audiences.
- A newly designed 2012 Travel Guide.
- A new 2012 Hunting & Fishing Guide.

Anderson noted the ultimate goal of the state’s continual investment in tourism is to



New guides available



The 2012 official North Dakota Travel Guide and Hunting & Fishing Guide are now available. If you would like to receive bulk shipments of the guides (46 travel guides, 150 hunting and fishing guides per case) please contact Jessica Fretty at jfretty@nd.gov. Guides are shipped at no cost to North Dakota’s travel and tourism partners. State highway maps also are available. Cases include 250 maps but smaller bundles also can be sent.

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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 email to hlemoine@nd.gov.

The Year of Engagement

In honor of our upcoming travel conference guests from Think! Social Media, this month's tech tip features its blog post about new Insights from Facebook. <http://thinksocialmedia.com/2011/12/the-new-insights/>

The new Facebook Insights make it easier to see how many of your fans/likes are actually engaging with your brand; and engagement is important. Some argue that you can't have ROI without engagement.

Total Likes?	Friends of Fans?	People Talking About This?	Weekly Total Reach?
4,797 ▲ 2.94%	2,110,169 ▲ 2.89%	502 ▲ 304.84%	9,946 ▲ 72.49%

Four important metrics are highlighted:

- **Weekly Total Reach** – the unique number of fans who have seen content posted to your page.
- **People Talking About** – the number of fans who have shared your content.
- **Friends of Fans** – the number of potential fans you can research through your current fan network.
- **Total Likes** – the current number of people who Like your page.

For tourism organizations, the Insights can be interpreted as such:

1. Reach = Awareness
2. People Talking = Engagement/Organic Conversation
3. Engaged fans can lead into Industry Leads when they take your desired action, such as a click-through to your website, signing up for a newsletter or filling out a form.

The key is to engage your fans and turn them into visitors who impact your business.

If you'd like tips on increasing your engagement, check out these 21 "rules" from Mashable: <http://mashable.com/2010/05/18/rules-social-media-engagement/>.

IFEA comes to Denver

In 2012, the International Festivals and Events Association's annual convention and expo will be held in Denver on September 21-23. The world's leading event professionals will gather at the Denver Marriott Tech Center to network, share and discuss ideas, trends, challenges and opportunities. For more information visit http://www.ifea.com/joomla1_5/index.php?option=com_content&view=article&id=277&Itemid=662

Marketing: State announces targeting areas

increase the impact of tourism on North Dakota's economy and the well-being of its citizens. The efforts are paying off. "Since our initial efforts, we've seen North Dakota's tourism industry grow steadily. Our 2010 advertising campaign brought in more than 1 million visits to North Dakota, \$176.9 million in visitor spending and \$13.6 million in tax revenue."

The direction of *Arrive a Guest. Leave a Legend* offers the idea that once visitors cross the border into North Dakota, everything and anything is possible. "In North Dakota, visitors' experiences can transform them from being a guest to a legend," Otte



Coleman said. "They aren't just bird watching at Lake Audubon; they're seeing a Baird's Sparrow for the first time. They're

not just shopping and dining in our cities; they're escaping everyday life and making memories with their friends."

Audiences in Minnesota, Wisconsin, South Dakota, Montana, Manitoba and Saskatchewan are the targets for the 2012 campaign efforts.

Otte Coleman pointed out that the success of North Dakota Tourism's Legendary strategy is not by accident. "The success of the Legendary strategy over the past decade is in large part due to our research-driven approach. We consistently use research and measurement to refine the strategy to keep it on track year after year."

This year's campaign kicked off last week with the outdoor-themed TV ad, along with the distribution of the 2012 Travel Guide and the 2012 Hunting & Fishing Guide. The remaining elements of the campaign will follow. Advertisements and publications can be viewed online at NDtourism.com.

LeMoine selected for CenStates TTRA post

Heather LeMoine, marketing manager for North Dakota Tourism, was recently named to the board of directors for CenStates, the regional chapter for Travel and Tourism Research Association (TTRA).

TTRA is an international network of more than 800 tourism research and marketing professionals who network and share ideas and resources to develop more effective business and marketing strategies based upon travel and tourism research. The CenStates regional chapter represents Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota and Wisconsin.



ND Tourism Digital Analytics

Digital Unique Audience	4th Quarter Digital Unique Audience
Website Analytics (Unique visitors and mobile site visits)	89,466
Digital Travel/Hunt and Fish Guides (Unique visits)	1,474
Twitter Audience (Reach)	198,888
Facebook Audience (Monthly Active Users)	7,243
E-Newsletter Audience (Total subscribers)	24,294
YouTube Audience (Unique Visitors)	54,969
Flickr (Members)	287
Total Digital Unique Audience	376,621

Digital Impressions	4th Quarter Impressions
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Website Analytics (Page views and mobile site visits)	371,467
Digital Travel/Hunt and Fish Guides (Page views)	85,054
Twitter Audience (Impressions)	7,857,737
Facebook Audience (Impressions - post views)	808,140
E-Newsletter Audience (Total E-mail audience)	48,588
YouTube Audience (Upload views)	3,923
Wordpress blog (Monthly views)	7,020
RULegendary Tracking (Total visits)	16,557
Total Digital Impressions	9,198,486
Tourism Inquiries: Includes lead fulfillment and pages printed from website	9,391

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 **Fargo-West Fargo**

Fargo’s first post office was established in 1870. The city was incorporated in 1871. The city was named for William G. Fargo, the director of the Northern Pacific Railroad and co-founder of Wells Fargo Express Company. West Fargo was founded in 1925 when Amour and Company bought out the Equity Cooperative Packing Company and constructed housing for their employees. The communities of Fargo, West Fargo were settled by Germans, Norwegian, Irish, Swedish, English, French and Italian. These communities are home to Sanford Health Medical Center, North Dakota State University, Case IH; Microsoft and U.S. Bank Service Center.

Hidden Gems: The Fargo Theatre and its “Mighty Wurlitzer Pipe Organ,” Rourke Art Museum and Gallery, Plains Art Museum and Red River Zoo.

Did you know: Minnesota Public Radio News called Fargo-Moorhead a perfect city for art lovers ... The famous “Fargo” Woodchipper can be seen at the FM Convention and Visitors Bureau ... Bonanzaville offers a self-guided tour ... The Red River Valley Speedway is the fastest high-bank half-mile dirt track in the Upper Midwest.

Personalities: Singer-songwriter Shannon Curfman has been touring with Kid Rock since 2010. Fargo’s Roger Maris hit 61 home runs to break Babe Ruth’s record in 1961. West Acres has a museum dedicated to him. The Maury Wills Museum at Newman Field is dedicated to the career of the former National League Most Valuable player and Los Angeles Dodgers star. Grammy award-winning singer, songwriter and guitarist, Jonny Lang was born in Fargo. Merrill Piepkorn, Prairie Public Radio host, singer, guitar player and entertainer is currently in the “Radio Stars” band and lives in Fargo.

Special Events: Fargo Film Festival, March 6-10. Fargo Marathon, May 17-19. Red River Valley Fair, July 10-15. Fiber Arts Festival. Bonanzaville Pioneer Days, Aug. 18-20. Big Iron Ag Show, Sept. 11-13.

For more information on West Fargo and Fargo or special events, please contact Fargo Moorhead West Fargo Chamber of Commerce: 218-233-1100 or www.fmchamber.com And Fargo-Moorhead Convention and Visitors Bureau: 701-282-3653 or www.fargomoorhead.org.

To have your community highlighted in the tourism newsletter, please contact Deanne at 701-328-2502 or email: dfelchle@nd.gov to receive your form.

In the News

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

North Dakota Tourism in the news in December

December 6: The holiday season draws families and friends together for outdoor activities, cultural celebrations and – of course – Christmas shopping. Entertain them with North Dakota food, fun and outdoors, and create lasting memories. Tempt your guests' taste buds with authentic German or Scandinavian food; treat your loved ones to a one-of-a-kind gift; or spend the day with the kids at the zoo, a museum or even fishing. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=468>

December 19: North Dakota Tourism Public and Media Relations Manager Kim Schmidt recently attended the second annual Social Media Tourism (SoMeTourism) Symposium. This two-day symposium detailed best practices for social media in the travel, tourism and hospitality industry. The program included 18 educational sessions, featuring 23 presenters. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=469>

December 29: A delegation of North Dakota travel and tourism officials represented the state recently at the National Tour Association's (NTA) annual conference, which attracted more than 1,200 tour suppliers and destination marketing organizations. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=470>



Travel conference update

Registration is open for the 2012 Travel Industry Conference April 23-25 in Bismarck. Confirmed presenters include North Dakota's own Bob Upgren, <http://bobupgren.com/>, Matt Thornhill from the Boomer Project, <http://boomerproject.com/> and Think! Social, <http://thinksocialmedia.com/>, an organization which will present results from a social media audit of North Dakota Tourism.

Early bird registration is \$150 per attendee with a \$10 discount for additional attendees from the same organization. A link to register, nomination form for the Governor's Awards for Travel and Tourism, the conference scholarship application and information for sponsors can all be found online at <http://www.ndtourism.com/industry/2012-north-dakota-travel-conference/>.



Literature rack program deadline approaching

North Dakota Tourism's Rest Area Literature Distribution Program turns 10 years old this year. Tourism will continue to contract with the Department of Transportation and Presort Plus, Inc. of Bismarck for storage and distribution of the brochures.

The program has more than 100 partners. You, too, can participate by contacting Tammy Backhaus at tbackhaus@nd.gov, calling 800-435-5663 or her direct number at 701-328-2526 to receive the partnership agreement and information today. The annual cost to participate is \$200 per brochure. North Dakota Tourism must have the agreement completed and returned, with payment, by Friday, Jan. 13, 2012. It will not be able to accommodate requests after the deadline.

Liability protection for Agritourism

New legislation is making it easier and safer for rural residents to invite visitors onto their farm and ranch operations.

The growing national interest in connecting with rural America and experiencing where food comes from has resulted in the state seeing increased interest in agritourism visits by urban residents. North Dakota HB1142 limits the liability of agritourism providers for injuries that result from conditions that are considered beyond the control of the agritourism professional.

"Farms and ranches participating in agritourism activities are most often working operations and Agritourism provides a secondary income for the family," Tourism Development Manager Dean Ihla said. "We hope that eventually this legislation will also make insurance more affordable and available, two obstacles that have prevented potential operators from offering agritourism experiences in the past."

Anyone inviting the public onto their land for fee-based activities is eligible for protection under this law if they register with the Tourism Division, post the proper signage and follow safe-practices guidelines. Types of activities include, but are not limited to, U-pick gardens and vineyards, horseback riding, wildlife viewing, hiking/biking, farm tours, dairies, cattle drives or education vacations in rural areas.

The agritourism registration form is available on the North Dakota Tourism website at <http://www.ndtourism.com/industry/agritourism/>. The registration includes a description of the activity or activities conducted, and the location of the agritourism operation. Registered operators will be promoted by the Tourism Division in conjunction with all other tourism and rural development promotions. The timing and level of promotion, such as seasonal or "by appointment only" operations, will be based on the amount of business each operator is prepared to handle. There is no fee for registration, which is valid for five years.

For more information on becoming an agritourism operator, contact Ihla at the Tourism Division at dihla@nd.gov.

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Welcome to the new year

The Tourism Division is looking for information on new businesses, special milestones, anniversaries, centennials and notable celebrations to include as part of the 2012 media plan. These milestones are added to press releases and media pitches. Please send information ASAP to Kim Schmidt at ksschmidt@nd.gov.

Mark Your Calendar

- April 23-25 – North Dakota Travel Industry Conference in Bismarck
- May 5-13 – National Travel and Tourism Week
- September 9-11 – Upper Midwest CVB Conference in Minot

Grants awarded by State Historical Society

North Dakota’s history agency has awarded \$223,000 in Cultural Heritage Grants and Special Funding Grants. Included in this amount is \$60,000 in flood relief grants.

“We are delighted with the tremendous response to this program and were glad to also be able to include some grant funding for flood relief,” said Merl Paaverud, director of the State Historical Society of North Dakota. “It was a challenging task to review and make the choices from so many outstanding proposals and shows the real need locally for this kind of support. We hope to continue the State Historical Society’s grant program in the future and appreciate the efforts of the North Dakota Legislature in making this program a reality.”

The following are those organizations awarded grants, the amounts they received and a brief description of their project:

- Bagg Bonanza Farm Historic Preservation Society, Wahpeton – Stabilization of the Main House - \$14,000
- Dakota Buttes Historical Society, Hettinger – Phase II: Installation of dehumidifier, sump pump and other interior weatherization - \$10,000
- Fargo Park District, Fargo – 2012 Celtic Festival - \$2,000
- Goose River Heritage Center, Mayville – Lighting upgrades to museum - \$4,890
- Gorges Arts Council, Walhalla – Phase II: Reroofing of the Walhalla Theater - \$10,700
- Grand Forks County Historical Society, Grand Forks – Myra Museum exhibit planning - \$6,000

- Grant County Historical Society, Carson – Rehabilitation of Barbershop Building - \$1,120
- Griggs County Historical Society, Cooperstown – Restoration of the 1915 CASE steam engine - \$2,200
- Historic Alderman School Association, Valley City – Shingling school building - \$2,135
- LaMoure County Summer Musical Theatre, LaMoure – Phase II: Repairs to the LaMoure County Summer Musical Theatre - \$20,000
- New Salem Historical Society, New Salem – Documenting Daily Life in North Dakota - \$5,000
- Oliver County Historical Society, Center – Rehabilitation of buildings for exhibits - \$10,000
- Preservation North Dakota, Fargo – Prairie Places Festival - \$3,000
- Save Coghlan Castle, Rolla – Stone Restoration and tuck pointing - \$10,000
- Steele County Historical Society – Baldwin Arcade Exterior Painting - \$4,635
- Three Tribes Museum – Mandan Language and Oral History Preservation - \$8,700
- Touchstones, Inc., Bottineau – Restoration of the Stone Bank - \$15,000
- Tri County Tourism Alliance, Emmons, Logan and McIntosh counties – Developing a Germans from Russia cookbook - \$5,000
- Wells County Fairgrounds – Phase III: Large grandstand rehabilitation painting - \$12,000

With the record-breaking flooding throughout the state this spring and summer, the State Historical Society of North Dakota also set aside \$120,000 in special grants from the Cultural Heritage Grant program that are specifically designated to assist with recovery efforts of historic properties affected by flooding. The first round to award up to \$60,000 was held in August 2011, and the following grants were awarded:

- Owners of 102 Ninth St. SE, Minot – Electrical, sheetrock, painting of exterior - \$9,300
- Owners of 122 Ninth St. SE, Minot – Replace hardwood floor and trim - \$9,300
- Owners of 213 Seventh St. SE, Minot – Boiler installation - \$4,095
- Owners of 426 Fourth Ave. NW, Minot – Rewire basement, insulation, drywall, paint exterior and replace woodwork - \$9,300
- Owners of 911 First Ave. SE, Minot – Home rehabilitation - \$9,300
- Berean Baptist Church, Minot – Heating, basement windows, ceiling, lights, water heater, sheetrock - \$9,300
- St. Peter and St. Mary Church, Minot – Rehabilitation of St. Peter and St. Mary Church - \$9,300

A second round of the Cultural Heritage Grants and Special Funding Grants to assist flood damaged historic properties will be held in February 2012.

For more information, contact the State Historical Society of North Dakota’s Grants and Contracts Officer Amy Munson at 701-328-3573 or email at amunson@nd.gov.