

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 Cole Carley and the Fargo-Moorhead CVB for awards they received in January at the Explore Minnesota Tourism Conference. Cole received the “Outstanding Individual in Tourism” award and the CVB was honored with the “Travel Marketing Award of Excellence” for their Woodchipper promotional efforts.
- The Paul Broste Rock Museum has received a feature in the March issue of Rock and Gem Magazine.

This issue



Tech Tip: Mobile marketing is growing. More Americans than ever are using mobile devices for trip planning. (Page 2)

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THE POWER OF TRAVEL
How Travel Destinations Support America



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BUILDING towards the FUTURE

2012 ND Travel Industry Conference
April 23-25, Radisson Hotel, Bismarck

Here's what you need to do to prepare for this year's Travel Industry Conference in Bismarck.

1. Get all the details about this year's conference (April 23-25):
<http://www.ndtourism.com/industry/2012-north-dakota-travel-conference/>
2. Register for the conference:
<https://www.shop.commerce.nd.gov/events/detail.asp?eventID=105>
3. Make your nominations for a Governor's Award for Travel and Tourism:
<http://www.ndtourism.com/industry/2012-north-dakota-travel-conference/2012-award-nomination/>

National speakers

The 2012 North Dakota Travel Industry Conference will feature general sessions by Matt Thornhill of the Boomer Project, Dave Serino of Think! Social Media and North Dakota's own inspiring speaker Bob Upgren. Plus a number of talented and influential speakers will provide breakout sessions.



Thornhill



Serino



Upgren

<http://www.ndtourism.com/industry/2012-north-dakota-travel-conference/2012-conference-agenda/>.

Matt Thornhill

Matt Thornhill is considered to be the nation's authority on marketing to today's Boomer Consumer. His opinions and insights are sought by media around the world, including NBC, CBS, BusinessWeek, TIME, The Wall Street Journal and countless others.

<http://boomerproject.com/> Twitter: @BoomerConsumer

Dave Serino

Dave Serino possesses more than 22 years of experience in the travel, tourism, hospitality and meetings industry and is a sought-after tourism industry strategist and educator. <http://thinksocialmedia.com/> Twitter: @DaveSerino

Bob Upgren

North Dakota native Bob Upgren not only “thinks” things can happen, he knows they can. As one of the best chalk artists in the world, Upgren travels the world using ART to teach and challenge leaders of all ages. <http://bobupgren.com/> Twitter: @bobupgren

Tech Talk

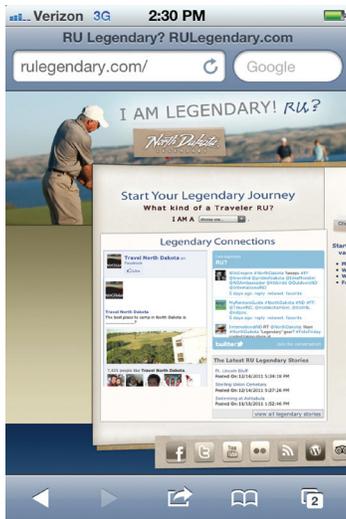


Each month, the Tourism Division newsletter will feature technology tips or best practices for utilizing new tools and Web 2.0. Please share your success stories, or your questions and suggestions, via e-mail to hlemoine@nd.gov.

Mobile Marketing

More toddlers know how to use a smartphone than tie their shoes. That was a thought shared during a recent webinar presented by the U.S. Travel Association and Miles Media.

Mobile phones have become the inseparable companion of the modern traveler. With about 30% of American travelers using mobile devices for trip planning it is also becoming a critical part of online marketing.



At North Dakota Tourism, Google Analytics reporting shows mobile access of NDtourism.com at 5% of all traffic in the past six months – which is more than triple what mobile traffic was for the site the same time period a year ago. Attractions and destinations can view their own Google Analytics to see what their mobile device use and platforms are.

Miles Media reports that 2012 will be a game-changing year for mobile. According to a recent study from mobile ad network Greystripe, 60 percent of tablet owners have booked a trip via mobile.

What does this mean for attractions, events, lodging providers and destinations? There are a few things to consider:

- How does your website perform on smartphone or tablet? Responsive web design is the alternative to maintaining separate sites.
- Applications – If you've been approached about investing in a mobile application you might be interested to know that 26% of apps downloaded are used only once. Apps are useful for things you expect guests to do repetitively.
- Location-based applications – Foursquare continues to be a tool which consumers use to get expert (local) tips and information when they are traveling.

Want to know more? Check out this blog from Frederic Gonzalo on the biggest trends in travel marketing for 2012. <http://fredericgonzalo.com/2012/02/09/biggest-trend-in-travel-marketing-for-2012-embracing-somolo/>

Cultural Heritage grants available

The Cultural Heritage Grant Program, administered by the State Historical Society, provides grant funding for local museums, historical societies, and others. The regular 2012 grant round will have \$160,000 of grant money available, providing funding for exhibits, a special project or event, education activities, collections and capital improvements. Grant applications for any eligible project will be considered, but funding priority will be given to organizations and property that have been affected by a recent natural disaster or for disaster planning and preparedness projects. Priority will also be given to organizations that did not receive a Cultural Heritage grant in the 2011 grant round.

The SHSND also has established a special funding grant round to assist with recovery efforts of historic properties affected by flooding throughout the state. An additional \$30,000 is available for these grants and preference will be given to applicants that did not receive funding in the first round in 2011. This special funding is available to individual owners of historic properties.

Under the guidelines, there is a dollar-for-dollar match requirement. That match may be either in cash or in-kind services. Interested eligible parties should thoroughly read the Historic Fund Application Guidelines posted at the SHSND website. **Completed applications for the grants must be received (not postmarked) by the SHSND by 5 p.m. on March 30.**

Funds are also still available through the Cultural Heritage Fund program for Heritage Training Scholarships and Archival Supply Purchase Grants. Applications can be made and grants or scholarships will be awarded until the funds are exhausted.

Heritage Training Scholarships are available for local and county historical society staff members to participate in training opportunities. Each individual can apply for any number of scholarships throughout the biennium, with the total amount awarded cannot exceed \$2,000 per individual.

Archival Supply Purchase Grants are available for local and county historical societies, museums and archives to purchase archival supplies such as storage boxes, photo sleeves, and environmental monitors. Qualifying organizations can apply for any number of Archival Supply Purchase Grants throughout the biennium, with the total amount awarded not to exceed \$1,500 per organization.

Applications for any of the Cultural Heritage Grant programs are available on the SHSND's website at www.history.nd.gov or can be requested by contacting Grants and Contracts Officer, Amy Munson at 701-328-3573.



THE POWER OF TRAVEL

How Travel Dollars Support America



In the News

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



North Dakota Tourism in the news in February

February 6: Applications are now being accepted for the North Dakota Department of Commerce Tourism Division's three tourism-related grant programs. These grants support the development of new tourism infrastructure and the marketing and promotion of tourism attractions and events in North Dakota. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=476>

February 7: Six score and three years ago, President Benjamin Harrison welcomed North Dakota into the Union. Many other Commanders in Chief have left their marks on the state, figuratively and literally. With President's Day coming up, here are several ways to see how the leaders of the free world impacted North Dakota. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=477>

February 22: A delegation of North Dakota travel and tourism officials represented the state recently at a key industry event in Grapevine, Texas, that connected leading bus tour operators with representatives from travel destinations. The American Bus Association (ABA) Marketplace attracted more than 3,300 attendees for the five-day conference. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=478>

January 9: Arrive a guest. Leave a Legend. That's what North Dakota Tourism's 2012 creative strategy, marketing the state as a tourist destination, invites travelers in key markets to do. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=474>

February 29: From Fargo's Broadway to Grand Forks' Greenway and every way in between, North Dakota has something to entertain you in March. It all begins with the Fargo Film Festival at the historic Fargo Theater on Broadway. There's a little bit country at the North Dakota Winter Show in Valley City and a little bit rock-n-roll at Pop Goes the Rock by Cirque Dreams at the Fargodome. We've got car shows, home shows and rec shows. And in honor of St. Patrick's Day, a Shamrock Shuffle. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=479>

Free audio adventure CDs

ND Tourism still has a quantity of the "Lewis & Clark Audio Adventure" CD's. We are offering them free of charge. They would make great giveaways to visitors who may be heading west this coming travel season. Please contact Jessica Fretty at jfretty@nd.gov or 701-328-7265 to get your free copies. No quantity limit.

Prepare for National Travel and Tourism Week

National Travel and Tourism Week will be celebrated across the nation May 5-13, 2012. It's a great occasion to shine the spotlight on our industry and a timely one to showcase its importance.

The U.S. Travel Association asks businesses and destinations to do three things this year:

1. Host or participate in Travel Rally Day on Tuesday, May 8;
2. Use U.S. Travel's resources to help you spotlight the impact of travel in your community; and
3. Build up the Power of Travel Coalition, the ever-growing grassroots army of travel employees who defend our industry when it's most needed.

Those who are looking for resources on North Dakota's travel industry can find them at <http://www.ndtourism.com/industry/national-travel-and-tourism-week/>.

North Dakota Tourism partners who plan Tourism Week activities are eligible to receive a box full of "North Dakota Legendary" clothing to use as giveaways during those activities. These items are for giveaway only ... not to be sold.

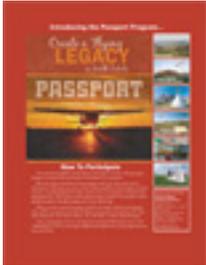
The clothing items range from infant sleepers, youth T-shirts and sweatshirts to adult t-shirts and sweatshirts. No choice of sizes or colors. Be creative in your Tourism Week promotions!

Flying Legacy Program awards first achievers

North Dakota Tourism has partnered with the North Dakota Aeronautics Commission for a unique passport program that recognizes travelers who land at North Dakota's airports – all 88 of them!

This week, four pilots received awards for their accomplishments in the "Create a Flying Legacy in North Dakota" passport program.

Deon Vilhauer, Bismarck; John Vold, Fargo; Jim Lawler, Mandan; and Larry Gebhardt of Thompson were recognized at the Upper Midwest Aviation Symposium in Bismarck.



The "Create a Flying Legacy in North Dakota" passport program was launched in May 2011 by the North Dakota Aeronautics Commission, North Dakota Pilots Association, North Dakota Airport Association and the North Dakota Department of Commerce Tourism Division. It rewards private pilots for exploring

North Dakota and its 88 public airports. Pilots earn a stamp every time they visit a North Dakota airport or air museum, as well as when they participate in FAA safety seminars. Like a frequent flyer program, pilots can earn rewards ranging from a shirt, flight bag and a leather flight jacket for the various levels of accumulated stamps. More than 200 pilots are currently participating in the program.

Tourism Cares Grants available

Tourism Cares is a non-profit organization supported by the travel industry with a mission to preserve the travel experience for future generations. Grants are available to tourism organizations and to travel, tourism or hospitality students.

The deadline for the next round of Tourism Cares Grants is July 2, 2012. For more information about the Tourism Cares Grants and to access the online application, visit www.tourismcares.org.

ND 2020 & Beyond seeks statewide involvement

Travel and tourism is an important economic engine for our state. This is your opportunity to discuss how our industry plays into our state's future. As part of the 2020 & Beyond initiative, public meetings are a chance for citizens to get involved and provide insight. The initiative is to build on our growth and expand visions for economic development statewide. The discussion will focus on three key areas: people, places and opportunities.

Meetings will be held in Wahpeton (March 13), Jamestown and Fargo (March 14), Williston (March 20), Minot (March 21), Devils Lake (March 27), and Grand Forks (March 27). Please visit ND2020andBeyond.com to find location information as it becomes available.

2020 & Beyond was formed to expand North Dakota's vision for the future. Governor Dalrymple, Commerce and the North Dakota Chamber of Commerce teamed up to lead the statewide development initiative. A steering committee and an advisory board is guiding the process and developing a plan to address major themes. The steering committee will provide a report to the Governor and the North Dakota state legislature in the fall of 2012 that outlines recommendations for furthering North Dakota's growth and enrichment.

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 **Devils Lake**.

Devils Lake is the Ramsey County seat with a population of 7,141, according to the 2010 United States census. The first house and post office were built in 1882. In 1883, Herber M. Creel, a retired West Point graduate once stationed at Fort Totten, surveyed the city and shortly after that the city was named Creelsburg and later Creel City. In 1884, it was incorporated and named Devils Lake. The translation from the Spirit Lake Tribe was understood by early European-Americans to mean "Bad Spirit or Devils Lake."

The ethnic ancestry of the community is Native American, mainly Dakota Sioux, Norwegians, Germans, Russians, Irish and Danish. The top five industries or employers are Devils Lake Public Schools, Mercy Hospital, Lake Region Lutheran Home, Lake Region State College and Leever's Market.

Hidden Gems: Sullys Hill National Game Preserve has buffalo, elk and prairie dog towns. At gardendwellers FARM, discover how, when, where and why you should plant herbs. Spirit Lake Casino has a variety of gaming. Fort Totten State Historic Site has 16 original buildings for touring. Lake Region Heritage Center features history of the region.

Did You Know: Devils Lake is known for its perch and walleye fishing. Devils Lake is North Dakota's largest natural lake. It is located in the Prairie Pothole Region and offers some of the state's best waterfowl hunting.

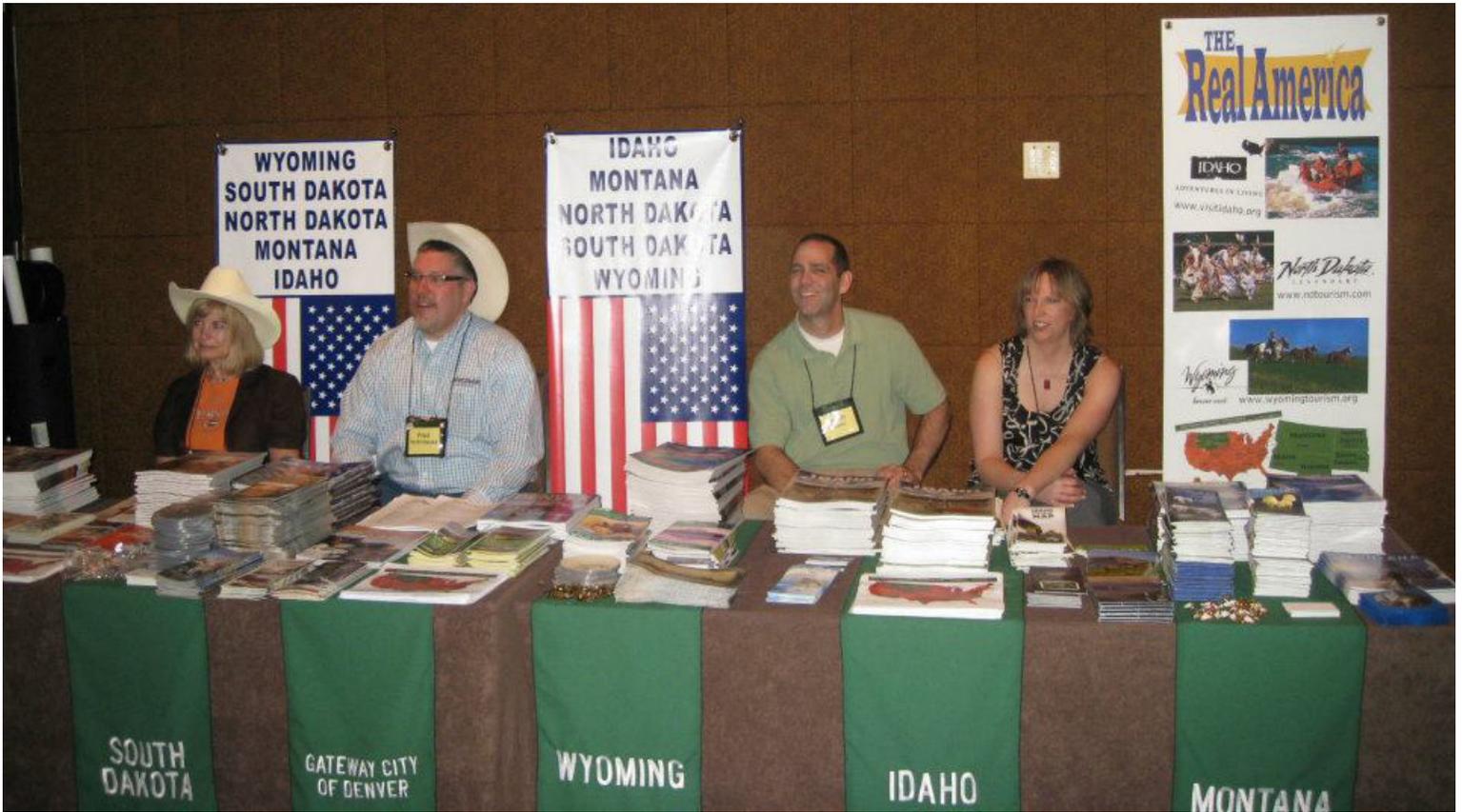
Personalities: Jason Mitchell's outdoors television show is known throughout the Midwest. Johnnie Candle, is a professional angler, guide and TV personality who has won national fishing tournaments. Phyllis Frelich, is a Tony Award winning actress, who won for part on Broadway in "Children of A Lesser God." Frelich, who is deaf, has had a recurring role on CSI as Gil Grissom's mother. Rick Helling, a former pitcher with several major league baseball teams, was a member of two World Series champions.

Special Events: Leeann Womack at Spirit Lake Casino and Resort, April 21. Devils Run Car Show, June 1-4. Annual Devils Lake Walleye Fishing Tournament, June 22-24.

For more information on Devils Lake or special events, please contact Suzie Baisch Kenner at Devils Lake Convention and Visitors Bureau: 701-662-4903; 800-233-8048 or email: suzie@devilslakend.com

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

On the road again



International Marketing Manager Fred Walker has been overseas for most of the past 30 days. He has logged more than 20 flights in 31 days totaling 36,000 miles and 73 1/4 hours in the air. He has been in seven time zones (central, pacific -2 hours, east Australian +17 hours, south Australian +16.5 hours, Queensland +16 hours, New Zealand +20 hours, central European +7 hours.). Here's Fred (blue shirt) at a show in Australia.



Mike Jensen was on the road representing North Dakota at sport shows in Missouri and Nebraska last month and apparently our fans are "picturing" themselves in North Dakota, including Christian Hornbaker, the former director of Nebraska Tourism (right) and Kansas Travel and Tourism Marketing Manager Richard Smalley (left).

