



## Travel Update

• Grahams Island State Park is rebounding after the 2011 flood. The five-mile access road to Grahams Island is under construction. The road is currently gravel. Expect some delays when traversing the road.

• Fort Abraham Lincoln State Park's campground is now open, more than a year after it was closed due to Missouri River flooding.

• US Highway 85 is temporarily closed about 14 miles south of Watford City (at the Long X Bridge) to all traffic during the nighttime hours of 7 p.m. to 7 a.m. (CDT) until approximately June 14.

<http://www.dot.nd.gov/travel-info-v2/>

• The Old Red/Old Ten Scenic Byway has a new program called “Talking Trails.” Travelers are able to call a toll-free number found on kiosks at many sites of interest along this byway.

<http://oldredoldten.com/>

• After running into some difficulties, Lewis and Clark Riverboat at Bismarck postponed its opening date. It is hoping to offer public cruises by June 10.

• Frontier Airlines is now offering flights from Bismarck to Denver.

• United Airlines begin service between Grand Forks and Denver beginning in October.

## Kudos

Our congratulations go out to travel partners who've been featured and recognized this past month. Contact [ksschmidt@nd.gov](mailto:ksschmidt@nd.gov).

Kudos Column

• Congratulations to the Minot CVB

[www.visitminot.org](http://www.visitminot.org); Norsk Hostfest

[www.hostfest.com](http://www.hostfest.com); the Fargo Air

Museum <http://fargoairmuseum.org/>

and Theodore Roosevelt

National Park <http://fargoairmuseum.org/>

on the launch of new websites!

## More Americans will be traveling

For the second consecutive year, the outlook for summer travel continues to brighten with more than three in five U.S. adults (64%), or an estimated 154 million Americans, planning on taking at least one trip for leisure purposes during the next six months. The percentage of Americans planning to travel between May and October is up from 61 percent last April and 56 percent in April 2010.

The latest results of the travelhorizons™ quarterly report, co-authored by MMGY Global and the U.S. Travel Association, are based on a survey of 2,200 U.S. adults taken in April 2012.

## Partners advised to beware of advertising scams

Twice last month the North Dakota Department of Commerce Tourism Division notified industry partners about potential advertising scams. These scams were geared towards accommodations providers and the callers provided confusing information about advertising in a North Dakota travel guide and/or guaranteeing rooms for September's Big Iron event.

Thank you to the partners providing the information on the solicitations that is being sent to the Attorney General's Office for investigation.

If partners have questions about advertising solicitations or cooperative promotions involving North Dakota Tourism, they are encouraged to contact the Tourism Division at 1-800-435-5663.

## ESTO 2012 in Boston

ESTO promises exclusive access for destination marketers to stimulating speakers, action-oriented sessions and unparalleled networking to help you innovate, incubate and integrate BIG ideas for your organization in the coming year.

Register today to attend ESTO, August 26-28, at The Westin Boston Waterfront in Boston.

View the [ESTO preconference brochure](#).

### North Dakota Living is official sub-contractor for travel guides

North Dakota Living has been named the official sub-contractor for advertising sales of the 2013 North Dakota Travel Guide and 2013 North Dakota Hunting & Fishing Guide. Sales for the upcoming guides has begun and Advertising Manager Clark Van Horn can be reached directly at 701.663.6501.

While print quantities haven't been finalized for 2013, the Travel Guide will likely have a circulation of approximately 335,000 and the Hunting and Fishing Guide circulation will be approximately 50,000. Advertisers additionally receive optimized ads in digital guides. To see this year's guides visit <http://www.ndtourism.com/about/>. For clarification, listings in the Travel Guide are provided at no cost to users of Partner Access.

## Soon: 20,000 rooms

As of June, there were 322 hotels and motels operating in North Dakota totaling more than 16,000 rooms, plus an additional 268 non-traditional lodging facilities like bed and breakfasts, guest houses, cabins, hunting lodges and lake resorts. More lodging facts:

• 37 new hotels have opened since January 2010 adding 2,300 additional rooms

• 35 hotels are currently under construction or in development, which will add another 3,000 new rooms

• New construction will bring the total number of rooms in the state to just less than 20,000.



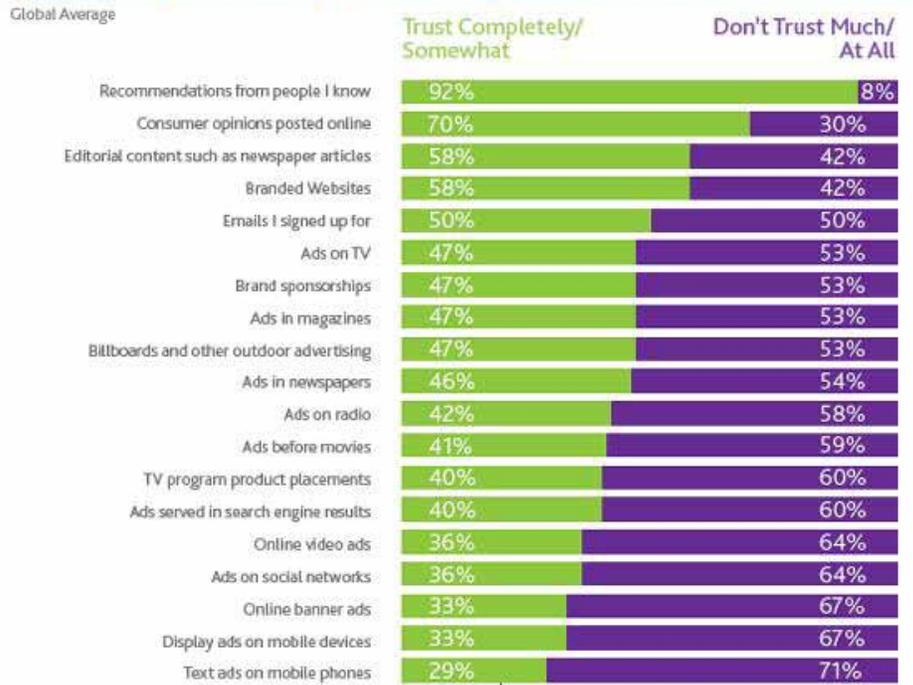
## Tech Talk

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](mailto:hlemoine@nd.gov).



## Who (or what) do you believe

To what extent do you trust the following forms of advertising?



Source: Nielsen Global Trust in Advertising Survey, Q3 2011

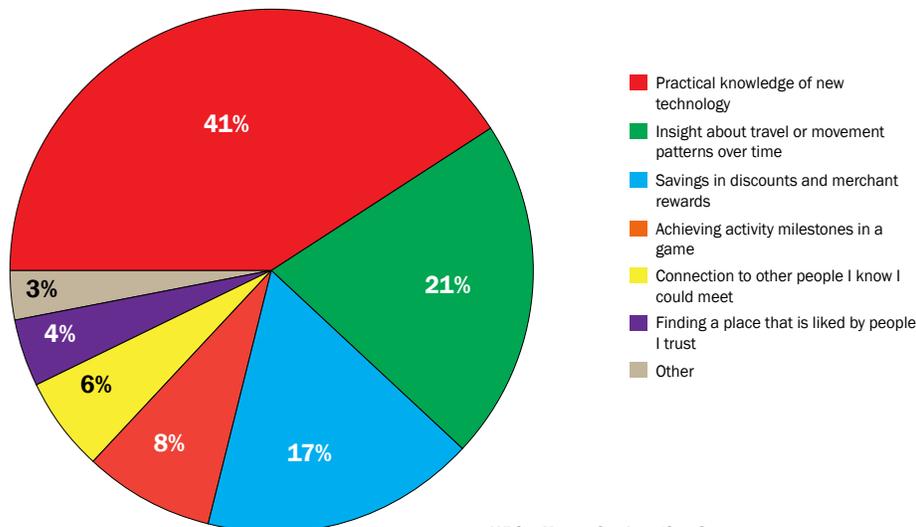
### Trusting friends

According to a 2011 Nielsen report, which surveyed more than 28,000 Internet respondents in 56 countries, 92% of consumers say they trust recommendations from friends and family above all other forms of advertising – an increase of 18% since 2007. Online consumer reviews (i.e. TripAdvisor, Yelp, Foursquare and Facebook, etc.) rank as the second-most trusted source, with 70% of global consumers surveyed online indicating they trust messages on this platform, an increase of 15% in four years.

### Maximizing geolocation in social media

The Social Media Examiner recently looked at why people use geolocation services like Yelp, Foursquare and Gowalla, and provided some strategies for how destinations and businesses can maximize geolocation in their social media efforts. If you're looking to establish yourself, the first step is to claim your site with major geolocation service providers. This means manually entering or claiming your business listing. To get started, create your own account with Foursquare or Gowalla, or on Google Places manage with your Gmail account. You might be surprised by the number of reviews already online for your business with all of these sites:

### Why Consumers Use Geolocation Apps



White Horse Geolocation Survey  
[www.whitehorse.com](http://www.whitehorse.com)

### From Google Places for the Holiday Inn-Fargo:

"I was here for a 2 1/2 day business convention. A GREAT place to have it, there was plenty of room and the food that we had at our meals was AWESOME!! Not your typical "out-of-the-box hotel food!!" Very impressive!!"

### On Foursquare for Knights Lodge Bar & Grill in Riverdale:

Thomas S. September 30, 2011  
Try a Knights burger. Pickles are first rate.

When you're ready to develop your presence on the site(s), you can create lists, extend special offers, provide rewards and participate in events.

Learn more at [www.socialmediaexaminer.com/how-to-use-geolocation-in-your-marketing-initiatives/](http://www.socialmediaexaminer.com/how-to-use-geolocation-in-your-marketing-initiatives/) or <http://voices.yahoo.com/how-geolocation-services-small-business-6995794.html>

## In the News

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



### North Dakota Tourism in the news in May

**May 4:** Running, riding, rockin', hiking and flying kites. These are just a few of the North Dakota activities awaiting you in May. Spring has sprung and with it comes concerts, marching bands and rodeos. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=488>

**May 7:** To celebrate North Dakota's tourism industry and kick off the summer travel season, Gov. Jack Dalrymple has declared May 5 -13 "North Dakota Travel and Tourism Week." <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=490>

**May 7:** Cole Carley, president and CEO of the Fargo-Moorhead Convention & Visitors Bureau (FM CVB), was recently honored with a Travel and Tourism award for Outstanding Tourism Leadership. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=489>

**May 8:** Gov. Jack Dalrymple and the North Dakota Tourism Division, in partnership with AAA, are kicking off the 2012 Governor's Photo Contest. The contest will run from May 14 through August 31. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=491>

**May 25:** Dancing in the street is one of the activities associated with summer festivals. But in North Dakota you can also get your fill of cars, ribs, fiddles, well, you name it. No matter what you prefer, North Dakota has an assortment of activities to help you kick off summer. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=492>



### Industry input needed for future of North Dakota

Join the conversation at 2020 and Beyond to make tourism a priority for the future: [www.nd2020andbeyond.com/](http://www.nd2020andbeyond.com/)

See the trending topics on outdoor recreation, entertainment, tourism development, conservation and more. Add your comment or second some of the great ideas. Industry perspective can help elevate the credibility needed to make these tourism ideas a reality.

## 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 **Hazen**.

Hazen was named after A.D. Hazen, the third Assistant Postmaster General 1884. In 1885, Hazen became the authorized name of a United States Post Office and won a place on the map. However, Hazen didn't become a city until 1913. This community was settled mostly by Germans from the Black Sea area of Russia. The top five employers are energy, agriculture, the Sakakawea Medical Center, West River Telecommunications Cooperative and Roughrider Electric Cooperative and the Hazen School system. The population doubled in the 1970s and 80s and is now just more than 2,500.

- **Hidden gems:** Sue's Café, offering German food items; the Hazen Concert Series offering three concerts from a cappella, brass ensembles and fiddle and dance; Knife River Choral Christmas has been performing for 53 years; Brooks House of Gallery and Gifts; Hazen Drug and the Spendthrift are fun ways to shop and find that unique gift item.

- **Did you know:** Hazen is 12 miles from the Knife River Indian Villages National Historic Site and offers an annual birding event in May ... Hazen is between Highway 200's Sakakawea Scenic Byway to the east and the Killdeer Mountain Four Bears Scenic Byway on Highway 22 to the west ... Geocaching provides an opportunity to scavenger hunt and Hazen Bay Recreation area is only 15 minutes away.

- **Personalities:** John Moses, a former North Dakota Governor from 1939-45 and United States Senator 1945.

- **Special Events:** Jam Session in the Hazen City Hall, June 3 ... Mercer County Fair at Mercer County Fairgrounds, June 22-24 ... Annual Praise on the Prairie at the River Bend Ranch, July 26 ... Pitchfork Fondue with all the trimmings at the Hazen Golf Course, August 21 ... City-wide rummage Sale, August 25 ... Common Threads Quilt Show featuring more than 100 quilts, vendors and more, September 7-8.

For more information on special events and fun in Hazen, please contact the Hazen Chamber a [www.hazennd.org](http://www.hazennd.org)

**SHSND seeks public comment on exhibit plans**

The State Historical Society of North Dakota is hosting a series of public presentations in communities throughout North Dakota to preview concept designs for new exhibits at the North Dakota Heritage Center.

These concept designs have been produced by Great Plains Exhibit Development, an exhibit contractor hired by the State Historical Society to assist with development of the new exhibits. The working titles for these three galleries are the Geologic Time Gallery, the Early Peoples Gallery and the Inspiration Gallery.

Learn more about the exhibits at [www.history.nd.gov](http://www.history.nd.gov).

Date	Time	City	Location
June 18	10 a.m.	Dickinson	Dickinson State University
June 19	1 p.m.	Williston	Williston State College
June 20	10 a.m.	Minot	Minot State University
June 21	1 p.m.	Devils Lake	Lake Region State College
June 25	7 p.m.	Fargo	Plains Art Museum
June 26	10 a.m.	Grand Forks	University of North Dakota
June 27	10 a.m.	Jamestown	Jamestown College
June 28	7 p.m.	Bismarck	North Dakota Heritage Center

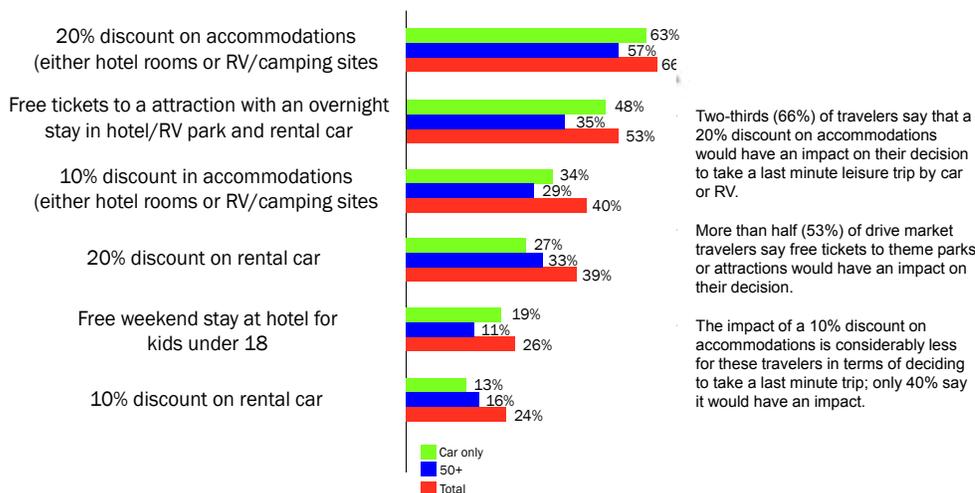
**How you can motivate bookings**

A new study released at the World Travel & Tourism Council's (WTTC) Regional Summit of the Americas in Riviera Maya, Mexico, has found that the travel and tourism industry in the Americas region is three times the size of automotive manufacturing and a third larger than the global chemicals and mining industries.

The WTTC study revealed that the sector's direct contribution to the Americas GDP in 2011 was US\$666 billion, while its total contribution to GDP was valued at around \$1.9 trillion. In addition, research found that travel and tourism's contribution to GDP was increasing more rapidly than most other sectors in the region – according to the survey, the industry will grow by 3.6% over the next 10 years, compared to the growth rates of mining (1.5%), education (2%), chemicals (2.5%) and financial services (3.4%).

Travel and tourism directly employed some 15 million people, easily surpassing the job creation of mining (2.5 million), chemicals manufacturing (2.5 million), automotive (4 million) and financial services (10 million).

**Top Discounts Sorted by Combined Significant and Some Impact**



Two-thirds (66%) of travelers say that a 20% discount on accommodations would have an impact on their decision to take a last minute leisure trip by car or RV.

More than half (53%) of drive market travelers say free tickets to theme parks or attractions would have an impact on their decision.

The impact of a 10% discount on accommodations is considerably less for these travelers in terms of deciding to take a last minute trip; only 40% say it would have an impact.

Q = There are a wide range of discounts travelers can receive to make their trips more affordable and enjoyable. Please indicate how much impact each of the types of discounts below would have on your decision to take a last minute leisure trip by car or RV. Base respondents n = 1000



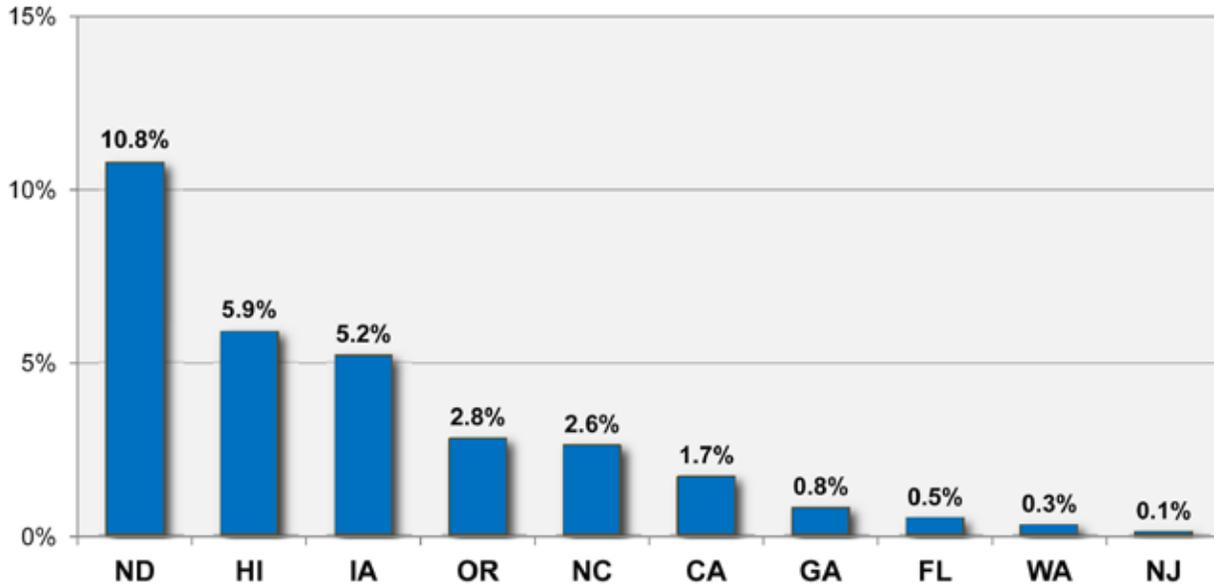
**SHSND grants awarded**

The following organizations were awarded grants:

- Arikara Cultural Center, Parshall - Resource room at the Arikara Cultural Center- \$2,490
  - Dickey County Historical Society, Ellendale - Heating and cooling upgrade to the museum - \$5,000
  - Divide County Historical Society, Crosby - The Bummer hip roof barn move and preservation - \$19,935
  - Ellendale Historical Society, Ellendale - Military uniform and old time kitchen exhibit development - \$750
  - Fargo Public Schools, Fargo - The Road to Little Rock, Phase 1 video production - \$20,000
  - Florence Lake Township, Wing – Re-shingle, repair soffits, and rebuild front entrance to historic school house - \$7,000
  - Friends of Gill School, Wheatland - Replace windows, two doors, and shutters on rural school house - \$4,000
  - Grand Forks Historic Preservation Commission, Grand Forks - Buildings of North Dakota book - \$20,000
  - Hazelton Historical Society, Hazelton - Move and install building on the Hazelton Historical Society grounds - \$1,716
  - Kathryn Heritage Alliance, Kathryn - Foundation repair and stabilization on historic bank building - \$5,000
  - Lake Region Heritage Center, Devils Lake - Repair to exterior window frames on the Old Post Office Museum - \$10,888
  - North Dakota Railroad Museum, Bismarck – Exhibit research and display for the 1880 Steele Depot - \$1,950
  - Pioneer Trails Museum, Bowman - East building exhibit development - \$6,530
  - Sargent County Historical Society, Gwinner - Security system and collections documentation - \$8,856
  - Touchstones, Inc., Bottineau - Phase 2: Stone Bank building rehabilitation - \$20,000
  - Turtle Mountain Chippewa Heritage Society, Belcourt - Collections documentation - \$6,000
  - Wells County Historical Society, Minot - Documenting one-room schools - \$2,000
- The next round of Cultural Heritage Grants will be in July 2013, pending continued funding. For more information about the grant program contact Amy Munson, grants and contracts officer, at 701-328-3573.

## North Dakota had the Nation's Largest Increase in Weekly Airline Seat Capacity

Change in Weekly Seat Capacity by State  
May 2011 vs. May 2012



Note: Only 11 states had a capacity increase, 39 states had a decline in capacity.

Source: OAG Schedules.

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### North Dakota weekly seat capacity bucks trend, leads nation in growth

A recent study by ICF International for the North Dakota Aeronautics Commission shows that North Dakota had the largest increase in weekly seat capacity in the nation.

According to the study, North Dakota's airline seat capacity increased 10.8% between May 2011 and May 2012. Hawaii was second at 5.9%.

Seat numbers within the Central Region declined 2.8%

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### Current North Dakota Air Service Pattern – May 2012



Source: OAG Schedules.

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