



Travel Update

- The Fort Lincoln Trolley began operating again June 14. Tracks, damaged by last year's rail bed slumping, have been repaired.
- Oak Park, one of Minot's largest parks, has been restored after last year's flood and is open again.
- Minot's Roosevelt Park Zoo is still closed.
- Candlewood Suites in Fargo has re-opened after extensive water damage repairs.
- There are hotel rooms available in Medora, but it's still recommended to call ahead.
- Highway 19 to Devils Lake is completely finished and travelers should use that when coming from the southwest. Highway 57 to Devils Lake is still under construction.
- Find up-to-date road conditions at: <http://www.dot.nd.gov/travel-info-v2/>

Welcome back Riverwood

Riverwood Golf Course in Bismarck took a beating in last year's Missouri River flooding. But on July 2, a year of hard work paid off as golfers began playing the back nine holes.

There is still work to be done on the front nine, but groundskeepers hope to have the front nine playable by next year.

In the meantime, if you are visiting the Bismarck-Mandan area and want to tee it up, try Hawktree Golf Club, Apple Creek Country Club, Tom O'Leary Golf course, Pebble Creek Golf Course, Prairie West Golf Course and Mandan Municipal Golf Course.

Surf and Turf: ND Tourism style

Jim Carroll put North Dakota presence on water

Minot native Jim Carroll fishes several circuits, including the AIM Pro Walleye Series, Professional Walleye Trail (PWT), USFA and NAWA, in a boat adorned with a North Dakota promotional paint scheme. Jim's success ensures great recognition for the boat. He is an AIM Championship qualifier, four-time PWT Championship qualifier, PWT Super Pro Series qualifier and three-time USFA National Championship qualifier. He also has hosted Keith Kavajecz and the crew from the Next Bite Television show on the World Fishing Network in Devils Lake in June. The boat, meanwhile, is legendary.



North Dakota's traveling billboards hit the Twin Cities

North Dakota has partnered with Intran Media on its first mobile promotion. From late May to early August, 15 trucks will cruise around Minneapolis-St. Paul, making deliveries and showcasing North Dakota in the process. The campaign is expected to net 35 million total impressions. The trucks display side, rear and some over-cab panels with North Dakota Tourism photography and messages. A promotional truck will also be seen at the Kenny Chesney concert, slated for July 8 at Target Field.



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.



Pinterest – Where potential travelers dream and pin

Travel is the ninth-most-posted topic on Pinterest – the popular social media with approximately 12 million active users.

A number of convention and visitor sites are using Pinterest to promote their destinations – first through photography and then through content, including tips, packages, hidden gems and unique attributes.

What's the best way to utilize Pinterest? Bloggers offer these tips:

1. Use great photography
2. Tell a story – and link that story to your website
3. Use short descriptions
4. Create themes – like Visit Savannah did – about haunted attractions, places to let your hair down, etc.
5. Hotels can showcase their ability to host weddings and events
6. Restaurants can pin customer favorites and even a recipe
7. Add a Pinterest button to your primary website – encouraging your visitors to pin things that interest them
8. Observe and comment – if your pins get comments and questions, be sure to participate in the discussion

Interested to see who in travel and tourism is using Pinterest? Travel expert Anne Hornyak is keeping a complete list on Pinterest <http://pinterest.com/annehornyak/cvbs-on-pinterest/>

Article sources

- <http://mashable.com/2012/03/12/pinterest-most-popular-categories-boards/>
<http://robleeper.com/blog/promoting-tourism-with-pinterest/>
<http://windmillnetworking.com/2012/02/16/hospitality-industry-pinterest/>
<http://www.socialmediaexaminer.com/26-tips-for-using-pinterest-for-business/>

International visitors in US spend at record pace

The U.S. Department of Commerce's International Trade Administration has released tourism data revealing that international visitors spent an estimated \$14 billion on travel to, and tourism-related activities within, the United States in April 2012 – \$1.5 billion (12 percent) more than was spent in April 2011.

ND Tourism Digital Analytics

Digital Unique Audience

2nd Quarter Digital Unique Audience

Website Analytics (Unique visitors and mobile site visits)	156,044
Digital Travel/Hunt and Fish Guides (Unique visits)	9,348
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com, NDTourism.com/digital)	14,866
Twitter Audience (Reach)	1,532,719
Facebook Audience (Organic Reach/Unique)	166,645
E-Newsletter Audience (Total sends)	75,637
YouTube Audience (Unique Visitors)	87,765
Flickr (Members)	318
Total Digital Unique Audience	2,043,342

Digital Impressions

2nd Quarter Impressions

Website Analytics (Page views and mobile site visits)	701,374
Digital Travel/Hunt and Fish Guides (Page views)	139,218
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com, NDTourism.com/digital)	19,494
Twitter Audience (Impressions)	6,036,073
Facebook Audience (Organic Impressions)	1,183,289
E-Newsletter Audience (Total e-mail audience)	75,637
YouTube Audience (Total views)	4,589
WordPress Blog (Monthly views)	12,921
Total Digital Unique Audience	8,172,595

Tourism Inquiries: Includes lead fulfillment and pages printed from website **28,941**

In the News

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



North Dakota Tourism in the news in June

June 11: When was the last time you sampled a big slab of ribs from world-class ribbers? Wake up the taste buds at the Rip Roarin' Ribfest in Bismarck. The event is one of many community festivals in the state in mid-June.

<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=493>

June 11: North Dakota Department of Commerce Tourism Outdoor Promotion Manager Mike Jensen recently attended five sports shows in the Upper Midwest and was joined by industry representatives from Brad Durick Outdoors, Bully Pulpit Golf Course, Cannonball Company, Devils Lake Tourism, Eastbay Campground, Garrison Chamber of Commerce, Harvey JDA and Woodland Resort.

<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=495>

June 11: Five North Dakota tourism entities received 2012 Tourism Expansion Grants from the North Dakota Department of Commerce, Tourism Division. These grants support new or expanding tourism or recreation facilities or designated development areas by funding infrastructure projects. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=494>

June 19: Things are downright festive in North Dakota as June rolls on. Mayville, Grafton and Watford City have "fests" in their communities, as does Fullerton, which is celebrating 125 years. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=496>

June 20: Many communities across North Dakota host a variety of events to celebrate the Red, White and Blue, making the July 4th holiday a popular time to hit the road. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=497>

June 26: All across North Dakota, communities will be celebrating the Fourth of July. Don't sit this one out. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=499>

June 28: North Dakota's legendary activities are designed with the family in mind. Don't just tell the kids to get outdoors, join them on a hike or a bike ride, go swimming or visit a national park or historic site. Or play catch then take in a RedHawks baseball game. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=501>

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 **Dickinson**.

In 1880, Dickinson began as Pleasant Valley Siding when the Northern Pacific Railroad reached this point. By Oct. 6, 1881, Dickinson was chosen as the new name after Wells S. Dickinson. Dickinson became established in 1883. The population continues to rise and the 2010 census was 18,500, mostly Eastern European and Scandinavian ethnic ancestry.

The top five industries for Dickinson are St Joseph's Hospital & Health Center, Dickinson Public Schools, TMI Systems Design Corporation, Dickinson State University and Baker Boy.

Hidden Gems: Badlands Brew Coffee Bar & Roasterie reside in the historic St. John's Episcopal church, in which Theodore Roosevelt was a worshipper with the congregation between 1884-1886. The Ukrainian Culture Institute, features exhibits, folk art, religious displays and a research library. It is also home to the UCI cheese button factory.

Did you know? Calamity Jane was a former resident of Dickinson. Also, on July 4, 1886, Theodore Roosevelt delivered a speech in Dickinson, in which he said, "Like all Americans, I like big things, big prairies, big forests and mountains. Big wheat fields, railroads and herds of cattle, too, big factories and steamboats and everything else."

Personalities: Dorothy Stickney, a Broadway actress, was born here June 21, 1896. She won the Barter Award in 1940, which was presented to her by Eleanor Roosevelt. Dorothy died a few weeks before her 102nd birthday. ... Kellan Lutz, an American film and television actor was born in Dickinson on March 15, 1985. He is mostly know for his role as "Emmett Cullen" in the Twilight sagas. ... Bennie Joppru, born January 5, 1980, He played for the Houston Texans, Seattle Seahawks and Chicago Bears.

Special Events: Roughrider Days Fair & Expo, late June-July 4, PRCA rodeo, parade, demo derby, concert, 5-K and 10-K run, livestock shows, fireworks, carnival and food vendors. ... North Dakota Patriot Guard Rally and Run, July 13-14. ... Prairie Cruiser Rod Run, July 20-21. ... Ukrainian Festival, July 20-22. ... Northern Plains Ethnic Festival, August 18-19,

For more information on special events and fun in Dickinson, please contact the Dickinson Convention and Visitors Bureau at 701-483-4988 or 1-800-279-7391 or www.visitdickinson.com

To have your highlighted, contact Deanne Felchle at 701-328-2502 or dfelchle@nd.gov.



REGISTER NOW!!

**2012 UPPER MIDWEST CVB CONFERENCE
SEPTEMBER 9-11, 2012
MINOT, NORTH DAKOTA**

Visit www.umcvbfallconference.com

for the online registration link

and for more information about the conference.

Early Registration: \$195 per person (before August 31, 2012)

Late Registration: \$260 per person (after August 31, 2012)

Student Registration: \$95 per student

Conference Site: Holiday Inn Riverside, Minot, ND

For questions or more information, please contact Monica Stutzman at Training Resources by phone at 515-309-3315 or e-mail address above.

Record number of Nordic travelers to the USA continues in 2012

During the first quarter of 2012, the U.S. welcomed more than a quarter of a million visitors from the Nordic Region, which includes Denmark, Sweden, Norway, Finland and Iceland. That's a remarkable increase of 17 percent compared to the same period last year, when 221,000 visitors from the Nordic countries crossed the North Atlantic. Following Norway, Denmark is on top with an increase of 23 percent and a total of 60,000 travelers to the U.S. from January through March of this year.

Johnson replaces Carley as president and CEO of Fargo-Moorhead CVB

Longtime Fargo television personality Charley Johnson has replaced Cole Carley as president and CEO of the Fargo-Moorhead Convention and Visitors Bureau. Johnson began his duties in late June, following Carley's retirement.

The 61-year-old Johnson is only the third person to hold the post. Carley has served as president and CEO since 1990.

Johnson literally has big shoes to fill (Cole wears size 14). Carley has been a staunch supporter of the industry locally and statewide. He was instrumental in the tourism industry for both North Dakota and Minnesota. Carley co-founded the North Dakota Tourism Alliance Partnership, Upper Midwest CVB Conference and the Metropolitan Area Tournament Commission.

Johnson is a Concordia graduate who was an anchor at WDAZ in Grand Forks at the time of his hiring. He began his television career in 1972 and has served as general manager at KVLV and KXJB.

Carley, who worked 18 years at WDAY in sales and advertising, said Johnson's background in communications will serve him well in his new role.

Johnson's team at the Fargo-Moorhead CVB includes a staff of 11 full-time employees and has a \$1.4 million operating budget funded by a lodging tax.

Dazzle yourself at Trazzler

Want to upload and see cool photos and descriptions of your favorite places in North Dakota? Go to Trazzler (<http://openplac.es/>) and see experiences come to life! Travelers can enter their own photos and articles in contests to win money and prizes. Trazzler is a great way for people to look up various locations in North Dakota and tell other travelers about their experiences there. Enter the contest or just browse the scenic and rich landscape of North Dakota.



Jacobson interns with the Tourism Division

North Dakota Tourism has a new face for the summer – marketing intern Zach Jacobson. Zach is a senior at the University of North Dakota, majoring in marketing. He is a Bismarck native, sports enthusiast and a bit of a food connoisseur (his favorite is hot wings from Parrot's Cay in Grand Forks). Zach will be assisting the Tourism Division with special projects, social media and promotional writing and planning, through early August. He will graduate from UND in December.