



## Travel Update

- Temporary truck bypass northwest of Williston, on county roads 1 and 6, has been completed. Second bypass to the east of Williston scheduled for completion by end of the year.
- Frontier Airlines will add nonstop flights from Minot to Denver starting Nov. 5 and Fargo to Denver Nov. 16.
- The water system at the Buffalo Gap Campground, on the Little Missouri National Grassland, has been fixed.
- Montana Mike's Steakhouse recently opened in Minot.
- United Tribes First Nations Art Gallery at UTTC campus in Bismarck is now offering regular visiting hours. The gallery is in a log-style building and contains a 30-year collection of two- and three-dimensional work by Native American artists. For more information go to [http://www.uttc.edu/news/story/071712\\_01.asp](http://www.uttc.edu/news/story/071712_01.asp).

## New Hotels Opened in August:

- Hampton Inn – Williston
- My Place – Minot
- Hampton Inn – Minot
- Value Place Extended Stay – Williston



Just in time for hunting season. Tourism has added fleece camouflage beanies with tan embroidered "Legendary" logo. The caps are \$15 and can be purchased online: [www.shop.commerce.nd.gov/store/default.asp](http://www.shop.commerce.nd.gov/store/default.asp)

## ESTO promotes cooperation

North Dakota Tourism Director Sara Otte Coleman led a contingent of state tourism officials and associates to the US Travel Association ESTO (Educational Seminar for Tourism Organizations) conference in Boston.



She was joined by Tourism's Heather LeMoine and Kim Schmidt, Nicole Moen from the Fargo-Moorhead CVB and Trish Helgeson from the Odney Agency. The conference opened Saturday with National Council of State Tourism Director's meetings and open forums and continued with pre-sessions on Sunday for CEOs, Marketing/Advertising, Social Media/Online Marketing, Public Relations, Travel Information Centers, and Travel/Trade. "The sessions with peers from other states are very insightful," Otte Coleman said. "The discussions are relative to what we do every day at the state tourism office and help us make better informed decisions and policies. Tourism is one of the few industries that is built on cooperation rather than competition. Everyone is so willing to share their successes and failures in an effort to continue to grow and develop."

LeMoine shared a brief case study on last January's advertising/social media incident with peers in the Marketing/Advertising session. "When a campaign goes viral for the wrong reasons, it's important to both manage that and track impact and then share the things you've learned," she said. "I've always found it helpful when peers share experiences and campaigns they've learned from."

The general sessions covered Futuretainment, Changing Demographics, Viral Tourism Marketing, Turning Creative into Real Results and Building a World-Class Social Media Strategy. The breakout sessions allowed a more in-depth look at topics like diversity, sports marketing, corporate partnerships, budget retention, social sharing, destination research, reputation management, advocacy and how to partner with the new Brand USA programs. Team North Dakota participated in a photo contest to "dress your destination." The Fargo Woodchipper hats competed with cheese heads, potato heads and rock climbing helmets. With such great destination spirit shown, no winners were selected.

## Tourism stakeholders meeting Oct. 11

How will North Dakota be presented to travelers in 2013? Attend the annual tourism stakeholders meeting and find out. The meeting is scheduled for 1 p.m., October 11 at Century Center in Bismarck. The meeting will highlight North Dakota Tourism's marketing plan and media buy for 2013 and will include an overview of cooperative opportunities for partners. Please RSVP to Tammy Backhaus at [tbackhaus@nd.gov](mailto:tbackhaus@nd.gov) to reserve your seat at the stakeholders meeting.

## What's Your Investment in Mobile?

Mobile use and mobile advertising continues to rise. A new Millennial Media study reports that mobile advertising in the travel sector was the third-largest ad category on the network and the third-

fastest-growing segment in the last year (behind sports and news) with 200% growth. The bulk of these mobile ad campaigns were aimed at sustaining an in-market presence (62%), followed by driving traffic to mobile sites (16%), registration (11%), brand awareness (9%) and increased foot traffic (2%). Similarly, the latest State of the American Traveler survey from Destination Analysts indicates that 79% of travelers who use their cell phones to plan their trips continue that use while traveling.



Business and organizations are investing in mobile growth in three key areas:

1. Optimizing websites for mobile
2. Increasing mobile ad spend
3. Optimizing email for mobile

Mobile internet growth is expected to surpass desktop Internet usage by 2014 and currently, half of all local searches are performed on mobile devices.

Mobile ad spending is expected to reach \$2.6 billion this year and nearly double in 2013 due to the rapid adoption of tablets and smartphones.

And according to a new eMarketer report, more than one-third of emails worldwide are opened on mobile with email open rates in North America rising. How are email and mobile marketing being integrated? Strongmail breaks down the numbers like this:

- 32% - Use of mobile optimized landing pages/website
- 25% - Capture mobile number during email sign-up
- 22% - Use mobile-optimized templates
- 21% - Cross-channel email/SMS campaigns

Mobile marketing is quickly becoming a key strategy of its own for marketers.

## 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).*



## Pierce a Top 100 PR and social media expert

Michael Pierce, digital strategist and director of Odney's strategic engagement team, was recently chosen as one of the "Top 100 Public Relations Firms and Publicists of 2012 Who Know Press and Social Media Too" by Sparkah Business Consulting, new media consultants. The list includes some of the best-known individuals and companies in the fields of public relations and social media from all across the country, including Fleishman-Hillard, Ogilvy PR, Nielsen, Business Wire and Media Bistro.

The entire list is available at the Sparkah website. Pierce is North Dakota Tourism's digital strategist. He can be followed on Twitter at <http://twitter.com/mPortray>.

## Medora Musical named Top 100 event

American Bus Association has named the Medora Musical a Top 100 Event for 2013. A panel of ABA-member bus and tour operators selected the Medora Musical from more than 570 entries nominated by ABA members.

The Medora Musical provides group seating, behind-the-scenes tours, offers pitchfork steak fondue and motorcoach parking, along with local and state historical attractions and our national park.

Previous Top 100 Event winners from North Dakota include the Norsk Hostfest, in Minot, Mandan Rodeo Days and United Tribes International Powwow in Bismarck. Nominations for 2014 open in February. Please contact Deanne Felchle, Group Travel Manager for nomination forms at 701-328-2502 or email: [dfelchle@nd.gov](mailto:dfelchle@nd.gov).

## Brand USA can benefit with your help

YOU can help the United States' tourism marketing efforts. Brand USA is the public-private partnership created as a result of the Travel Promotion Act passage in March 2010. Its mission is to promote increased international travel to the United States.

By including the Brand USA logo on your website – or any other materials – you can help unlock funds from the Travel Promotion Fund. Time is running out to take advantage of the 2:1 match (after September 17 it becomes a 1:1 match) so please visit <http://www.thebrandusa.com/> to learn how you can help.



## Send family vacation snapshots to TODAY

TODAY's Life Illustrated wants to see how you enjoyed your days in the sunshine of the season. From snapshots during family vacations to stirring photographs of adventures abroad to even simple hijinks on your front lawn, share your favorite summer pictures at <http://allday.today.com/life-illustrated>

## Get your 2013 events on NDTourism.com

If you're planning events for 2013, be sure to enter them into North Dakota Tourism's online partner access by **October 5** in order to make the deadline for next year's Travel Guide. Production is already in full-swing. Interested advertisers are reminded to contact Clark Van Horn at North Dakota Living, [cvanhorn@ndarec.com](mailto:cvanhorn@ndarec.com) or 701-663-6501.

## Please return intercept surveys

In July, North Dakota Tourism shared visitor intercept surveys for use at visitor information centers through Labor Day weekend. Please send the surveys you collected to Heather LeMoine at 1600 E. Century Ave. Suite 2, PO Box 2057, Bismarck, ND 58502-2057. Thank you for assisting the Tourism Division in this effort. Results will be shared in the October newsletter.

**In the News**

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



**North Dakota Tourism in the news in August**

**August 6:** Whether you choose to reach for the skies or keep both feet on the ground, you're sure to find an event or festival near you. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=508>

**August 9:** Second quarter measurements indicate North Dakota's tourism industry has rebounded from last year's statewide flooding issues. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=509>

**August 13:** Three North Dakota golf courses have been recognized by Golf Digest as some of the nation's most fun courses to play. In the magazine's September issue, Bully Pulpit Golf Course, Medora; The Links of North Dakota, Ray; and Hawktree Golf Course, Bismarck; are featured in Golf Digest's first ranking of "Most Fun Courses." <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=510>

**August 13:** Summer activities are sizzling as we inch our way toward fall in North Dakota. Folks can still grill things (ribs), stomp things (grapes), or race things (bikes). <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=511>

**August 16:** North Dakota's amateur photographers have until August 31 to submit entries for the 2012 Governor's Photo Contest. The ninth annual contest is held in partnership with Gov. Jack Dalrymple, North Dakota Tourism Division and AAA. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=512>

**August 23:** August is winding down, but the activities are still hot. Enjoy live entertainment, run or walk your way through the Badlands, rev up your engine at car races or tempt your taste buds. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=513>

**August 31:** September is a colorful time in North Dakota. The colors found during your travels around the state can only be matched by those draped around dancers at the United Tribes International Powwow or on the cowboys at the North Dakota Rodeo Association Finals. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=515>

**Small Business Saturday – November 24**

Black Friday and Cyber Monday may get all the attention but members of the travel industry would like shoppers and communities to also recognize Small Business Saturday on November 24. The event is dedicated to driving sales to small businesses on one of the busiest holiday shopping weekends of the year. If you'd like to learn more visit <http://smallbusinessaturday.com/>

*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 **Hankinson**.

The county seat for Richland County is 30 miles from Wahpeton and 60 miles from Fargo and was settled mostly by people of German heritage. The town was moved two miles to its current location on the railroad line. Agriculture is the main industry. Other top employers: Hankinson Renewable Energy, Hankinson's Public School, The Sisters of St. Francis of the Immaculate Heart of Mary Convent, St. Gerard's Community Nursing Home and the nearby Dakota Magic Casino.

**Hidden Gems:** We Love Polish Pottery is hand-made pottery with traditional patterns of greens, blues and earth tones. It has a showroom for visitors <http://www.welovepolishpottery.com/> ... The Antique Depot on Lake Elsie showcases antiques from toys, political items, crocks, glassware and a thousand more items ... Lady of the Lake B&B is a Queen Anne home with four uniquely designed rooms. The home was built in 1884 by Colonial R.H. Hankinson. <http://www.ladyonthelakebb.com/>

**Did you know?** Sisters of St. Francis Academy was recently renovated with a completely new look to its dormitory rooms, bathrooms, showers, exercise room, new kitchenette and auditorium. This center is available for banquets, conferences, reunions and retreats ... American Legion Post No. 88 has built a Natural Resource Learning Site and Veterans Memorial Park on east Lake Elsie. It also has walking trails ... The new Hankinson Community Center was dedicated June 29, 2012.

**Personalities:** In 1901, Wilber John Chapin started a successful watch-making and jewelry business in Hankinson. He retired in 1973 at the age of 93, but kept ticking to the great age of 105. Charles Hein worked as butcher and stock buyer and, later, in real estate and banking. He organized the Hankinson Nursery Company of which he was a director and treasurer. He served as mayor and a member of the school board for several years.

**Special Events:** Oktoberfest, September ... Canadian Pacific Holiday Train, December ... July 4 celebration, July.

For more information on special events and fun in Hankinson, please contact Gary Nelson at 701-242-7885 or visit web site: [www.hankinsonnd.com](http://www.hankinsonnd.com).

To have your community highlighted in the Tourism newsletter, contact Deanne Felchle at 701-328-2502 or [dfelchle@nd.gov](mailto:dfelchle@nd.gov).