



Travel Update

- Delta partner Skywest Airlines will begin non-stop, round-trip flights twice daily from Minneapolis-St. Paul Airport to Williston starting Nov. 12.
- 122-room expansion to 4 Bears Casino and Lodge will open October 10, 2012.
- Construction is still under way on the North Unit Scenic Drive, starting at mile 6. Tentative finish date is Oct. 10 if all goes as planned.

Hotels opening in September:

- Sleep Inn - Bismarck
- Staybridge Suites - Bismarck
- Astoria Hotel & Suites - Minot
- Baymont Inn & Suites - Minot

October is stakeholders month in ND

Not that kind!

Tourism stakeholders meeting in Bismarck on October 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 to reserve your seat at the stakeholders meeting.



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



Email marketing is still king

Top brands are increasingly using digital media to attract, inspire, inform and engage customers. The latest Profile of American Travelers study shows that 98% of travelers have internet at home and 54% now own a smartphone (up 22% from last year). But the extraordinary rise of mobile media has not lessened the strength of email marketing – 70% of consumers now open and read emails on their smartphones.

According to Exact Target, an email marketing company, 77% of adults prefer email for permission-based promotional messages and 66% have purchased as a result. Email is the marketing channel that appears to be getting the most investment in 2012 with an average ROI of \$39.40 for every \$1 invested.

Email marketing has been shown to work for a variety of reasons, including:

- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It supports sales through other channels

The experts at Exact Target say the single most important thing you can do is building and maintaining your subscriber database. “Email is the backbone of customer engagement,” says Joel Book. He points out that there are two parts to email marketing: 1) deliver the message with a strong call-to-action and 2) the landing page where you send subscribers must deliver what was promised.

If you’d like more information on what email marketing is, visit <http://www.email-marketing-reports.com/intro.htm>.

If you’d like to test your email campaigns to see how they display on smartphones or tables, visit <http://litmus.com/>.

Tips from Exact Target are posted here: <http://www.exacttarget.com/>.

Mark your calendar!

The public is invited to attend the 24th annual Governor’s Conference on North Dakota history, focusing on “Partners on the Prairie: Inventing Solutions for Agriculture.”

The conference will be October 26-27 at the Bismarck Civic Center.

The two-day conference will highlight creative ideas that relate to the agriculture industry and innovations that have changed the ways in which farmers and ranchers approach their work.

For more information, call 701-328-2792.

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.



ND Tourism Digital Analytics

Digital Unique Audience

3rd Quarter Digital Unique Audience

Website Analytics (Unique visitors and mobile site visits)	155,474
Digital Travel/Hunt and Fish Guides (Unique visits)	10,566
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	20,260
Twitter Audience (Reach)	3,145,384
Facebook Audience (Organic Reach/Unique)	240,230
E-Newsletter Audience (Total sends)	51,122
YouTube Audience (Unique Visitors)	82,677
Flickr (Members)	393
Total Digital Unique Audience	3,706,106

Digital Impressions

3rd Quarter Impressions

Website Analytics (Page views and mobile site visits)	638,776
Digital Travel/Hunt and Fish Guides (Page views)	102,630
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	28,908
Twitter Audience (Impressions)	8,110,299
Facebook Audience (Organic Impressions)	1,201,544
E-Newsletter Audience (Total e-mail audience)	51,122
YouTube Audience (Total views)	3,749
Wordpress Blog (Monthly views)	11,718
Total Digital Unique Audience	10,148,746

Tourism Inquiries: Includes lead fulfillment and pages printed from website **19,641**

In the News

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



North Dakota Tourism in the news in September

September 5: Labor Day weekend signifies the last big push for the summer travel season, giving many people the impression that tourism dwindles after this signature holiday. But that's not so in North Dakota. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=516>

September 7: North Dakotans and visitors look to the sky as summer slowly gives way to fall. What they see is an assortment of aircraft at the Wheels and Wings Airshow in Valley City. Back on the ground, events highlight farm machinery, classic cars and pumpkins. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=5017>

September 11: The Medora Musical has been named a Top 100 Event for 2013 by the American Bus Association (ABA). This is the 11th time the Medora Musical has been included in the annual list since the ABA started it in 1982. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=518>

September 12: School may be back in session, but there are plenty of outdoor adventures awaiting in North Dakota. Take the family out for a real-life learning experience or get fit by hiking, biking or jogging the trails. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=519>

September 13: North Dakota's tourism industry is getting a boost with new hotels and airline offerings, as well as new or enhanced attractions and restaurants. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=520>

September 20: With the harvest winding down and fall having arrived, it's time to celebrate the end of summer the North Dakota way – with a festival. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=521>

September 20: Representatives from North Dakota's tourism industry recently attended the U.S. Travel Association's Education Seminar for Tourism Organizations (ESTO) conference. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=522>

September 22: October is mostly associated with Halloween. But there are many scary good activities in North Dakota leading up to the hauntingly fun season. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=523>

September 28: Six winning photos and 14 honorable mentions were recently selected in the 2012 North Dakota Governor's Photo Contest. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=524>

Community Snapshot

Discover hidden gems, personalities, facts and special events in our North Dakota communities. Each month, a new community will be featured with fun-filled highlights that can be easily added to an itinerary. This month's Community Snapshot is **Harvey**.

Harvey is located in Wells County and has a population of 1,783 from the 2010 census. A division point for the Soo Line Railroad in 1893 and named for a director of the Soo Line Railway, Colonial Scott William Harvey of Minneapolis, Minn. The area was settled mostly by Germans from Russia with a small Scandinavian influence. It is primarily an agricultural community, however, the top five employers include the Harvey Hospital, the railroad, Harvey school system, Harvey Farmers Elevator and HAV-It.

Hidden Gems: The Lone Tree Wildlife Management Area has 35,000 acres to hunt, fish, bird watch, hike and enjoy the outdoors. It is a part of the North Country National Scenic Trail, which starts in New York. Amberland Foods, Dakota Seasonings, is the manufacturer and distributor of gourmet seasonings, soups, jellies, jams and syrups. They have been in business since 1988. The Melby-Sam Rogness home is a story-and-a-half house built in 1903 by Norwegian settlers. It is now a museum with military exhibits and home furnishings.

Did you know? The Cobblestone Inn & Suites featuring 36-room hotel will be located on Highway 52 and Brewster.

Personalities: Artist Ivan Dmitri (1900-1968), who was born Levon West, moved to Harvey, where he graduated as valedictorian. He memorialized the Charles Lindbergh's flight in the etching of the "Spirit of St. Louis". He was the third person inducted into the Rough Rider Hall of Fame ... Pat Haggerty built a radio as a young adult and was the first amateur radio operator in North Dakota. His career led him to be a co-founder of Texas Instruments Incorporated. It was a small Texas oil exploration company and became a leader in semiconductors. Jud Heathcote, born as George Melvin Heathcote in Harvey, is best known for 24 seasons as head coach for Montana and Michigan State college basketball. He coached Magic Johnson for two years while he was attending Michigan State University and the 1979 national championship team.

Special Events: July 4 features a parade, vendors and street dance ... HarveyFest, September, is an art and wine walk attracting many artists to showcase their works at businesses and galleries ... Trophy Night, November 2013, is an event for outdoor enthusiasts and hunters.

For more information on special events and fun in Hankinson, please contact Nicolette Weissman at 701-324-2490 or visit website: www.harveynd.com.

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

2012 North Dakota Governors Photo Contest



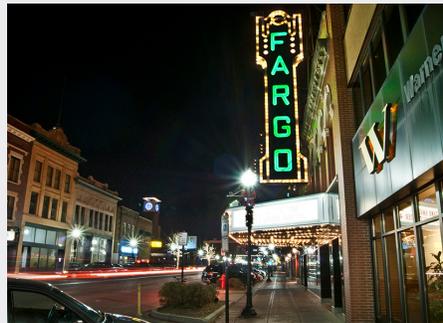
Best of Show; Attraction Winner

Nick Hornbacher's Docked Riverboat at Sunset photo was deemed the Best of Show and the Attraction category winners in this year's North Dakota Governor's Photo Contest. Hornbacher is from Bismarck. His was one of 987 entries submitted for this year's contest. The winners and honorable mentions are on the following pages.

Honorable mention



Mystic Nights 3, Bottineau
Stacy Nordstrom, Minot



Fargo Theater 1
Jose Medina, Fargo



School House Teaching, Bottineau
Jacob Bean, Bottineau

Honorable mention



Trekking through the Valley
TRNP, Medora
Paul Duffy, Minot



Bliss, Minto
Chris Lizakowski, Minto

Adventure Winner



One Last Cast, Lake Darling, Gary Anderson, Minot

2012 North Dakota Governors Photo Contest

Scenery Winner



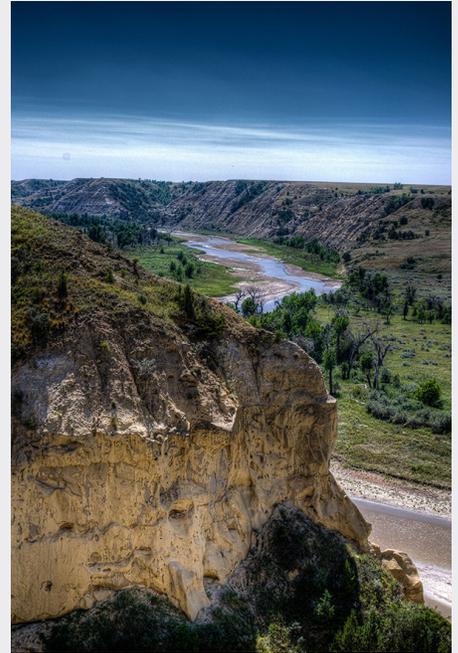
Mirror, Lake Upsilon near St. John, Sheri Leas, Rolla



Wheat Sunset, Horace
Jason Wingenbach, West
Fargo

Home Sweet Home, Souris
Rebecca Olson, Souris

Honorable mention



Bully! Badland in all its
Glory, TRNP, Medora
Brian Heskin, Minot



Wildlife Winner



Three Mooseketeers, Upper Souris NWR, Gary
Anderson, Minot



Tough Guy, TRNP, Medora
Paul Duffy, Minot



Snowy Owl, McKenzie
Meredith Ehli, Bismarck

2012 North Dakota Governors Photo Contest

Events Winner



Wide Open, Chippewa Downs, Belcourt
Jeremy Fonkert, Bismarck

Honorable mention

Sleepy Hollow production of Grease, Bismarck
Meredith Ehli, Bismarck



9-11 at Peace Garden, Dunseith
Jacob Bean, Bottineau

People Winner



Wedding Celebration, Northwood, Sheri Leas, Rolla

Honorable mention



North Dakota State Fair Fun, Minot
Whitney Rabbithead, Minot



Wintertime Fun, Verona,
Katherine Plessner, Verona



Come Celebrate our Past while we expand into the future

Last Hurrah Party • October 11-14, 2012



Join us for a last look at the exhibits you've loved for 30 years.
The State's Museum Main Gallery will close on October 15, but the Heritage Center will remain open.

Watch for four new gallery openings of the State Museum in 2013 and 2014!

Last Hurrah Party

State Museum's Main Gallery at the ND Heritage Center
October 11-12: 8 a.m. to 8 p.m.
October 13-14: 10 a.m. to 5 p.m.

Special programs each day!
Bring your camera and a friend.



Find a schedule of daily activities at history.nd.gov.

Last Hurrah Party at Heritage Center

The public is invited to attend the Last Hurrah Party at the State Museum's Main Gallery located in the ND Heritage Center on October 11-14, 2012. Museum hours will be extended on October 11 and 12 from 8 a.m. to 8 p.m. and October 13 and 14 from 10 a.m. to 5 p.m. This free event offers the public a last look at the State Museum's Main Gallery that has been open for 31 years. This gallery will close on October 15 for renovations and open as a new part of the expansion project in fall of 2014.

Only the Main Gallery will close. The ND Heritage Center will remain open with access to the State Archives, the Museum Store, State Historical Society of North Dakota offices and more.

Interim Taxation Committee kills tax legislation

The Interim Taxation Committee has voted down tax bill drafts to eliminate the Montana resident sales tax exemption and the Canadian resident sales tax refund. This means these bills will not be forwarded by the Interim Taxation Committee to the 2013 Legislature for consideration.

The Montana resident sales tax exemption and Canadian resident sales tax refund are an important draw for visitors who come to North Dakota to shop in many of the state's communities. These sales tax exemptions remain important to the state's tourism industry.

TAP was instrumental in alerting its members and many of you contacted your local legislators and let them know how the elimination of this sales tax exemption and refund would impact your local community.

Seventeen North Dakota tourism entities awarded marketing funds

Seventeen North Dakota tourism entities are able to expand their marketing efforts thanks to two grant programs from the North Dakota Department of Commerce, Tourism Division.

The Events Marketing Grant Program and Marketing Grant Program each provide a maximum of \$5,000 in matching funds for promotion of regional events and for specific tourism marketing plans. A total of \$70,500 was awarded between the two programs.

Recipients of the Event Marketing Grant Program, which provides funds to communities and event promoters wanting to regionally promote their 2013 tourism-related event, include:

- Fargo Metro Sports Foundation, Fargo, for the 2014 U.S. Olympic Curling Trials
- Babe Ruth World Series Committee, Williston, for the 2013 Babe Ruth Baseball World Series
- Devils Lake Park Board for the North Dakota State Pond Hockey Championship
- Legendary Adventures New Discoveries, Medora, for the Maah Daah Hey 100 bike race
- Garrison Area Improvement Association for Sky Fest over Fort Stevenson State Park
- North Valley Arts Council, Grand Forks, for Grand Cities Art Fest
- Billings County Historical Society, Medora, for the Medora & Deadwood Wagon Trail Ride
- Cavalier Retail & Services Association for the Cavalier Motorcycle Ride-in
- Beach Spirit of the West Committee for Spirit of the West festival
- Town and Country Boosters, New Leipzig, for the New Leipzig Oktoberfest

Recipients of the Marketing Grant Program, which provides funds to develop marketing materials to promote an experience, activity or place unique to North Dakota, are:

- Bismarck-Mandan CVB for DiscoverAmerica.com – International Content Marketing Program
- Medora CVB for Cowboy Fast Draw promotions
- Red River Area Attractions Association, Fargo, to market events and attractions in Fargo, West Fargo and Moorhead, Minnesota
- Northern Plains Botanic Garden Society, Fargo, for marketing the Japanese Botanic Garden
- Wimbledon Community Museum, Wimbledon, for marketing of the Midland Continental Depot Museum
- Turtle Mountain Tourism Association, Bottineau, for marketing the International Adventure Trail
- Circle of Nations School, Wahpeton, for marketing of Wahpeton Indian School Interpretation's cultural tourism

Grant recipients will receive 25 percent of the grant money upfront with the remaining 75 percent paid following the completed event or marketing project. For more information on tourism grants, contact Dean Ihla with North Dakota Tourism at 701-328-3505 or dihla@nd.gov.