



Travel Update

- Highway 22, along the Killdeer Mountains Four Bears Scenic Byway, is now open but with reduced speeds due to continued road repair.
- Fargo's Radisson Hotel opened an upscale and contemporary lounge featuring a street-level view of downtown as part of the hotel's multi-million-dollar renovation.
- Sky Dancer Casino in Belcourt added 100 rooms, a beautifully detailed massive entryway and new gaming center marking the halfway point as part of a \$28 million renovation project. The project will also include an events and convention center.

Hotels opened in November

Astoria Hotel and Suites, Minot
Microtel Inn and Suites, Minot
Mainstay Suites, Williston
Winterton Suites, Williston

North Dakota Travel Industry CONFERENCE

April 15-17, 2013 • Grand Forks, ND

Tourism industry partners are reminded that they can now register for the 2013 Travel Industry Conference April 15-17 in Grand Forks, and it's easy to do so.

Go to www.ndtourism.com/industry/travel-industry-conference/ to register at the earlybird rate.

And don't forget to nominate those people in the industry you feel are deserving of the Governor's Award for Travel and Tourism. Go to the following link to make your nominations. www.ndtourism.com/industry/travel-industry-conference/governors-award-nomination/

Tourism funding in budget

Gov. Jack Dalrymple's 2013-2015 Executive Budget includes proposals for increased funding for tourism marketing, research and infrastructure grants.

The Governor has recommended a \$1.5 million increase to enhance tourism-related marketing and research for the state. Additionally, he asks for a one-time appropriation of \$1.3 million for large infrastructure grants to attract, retain and entertain North Dakota citizens and visitors to the state.

Tourism Division Director Sara Otte Coleman was happy with the funding proposals. "Tourism marketers across the state have succeeded in elevating the awareness that the travel industry is an important component to our continued strong future," she said. "The increases proposed by Governor Dalrymple will allow us to expand our marketing and develop more tourism sites."

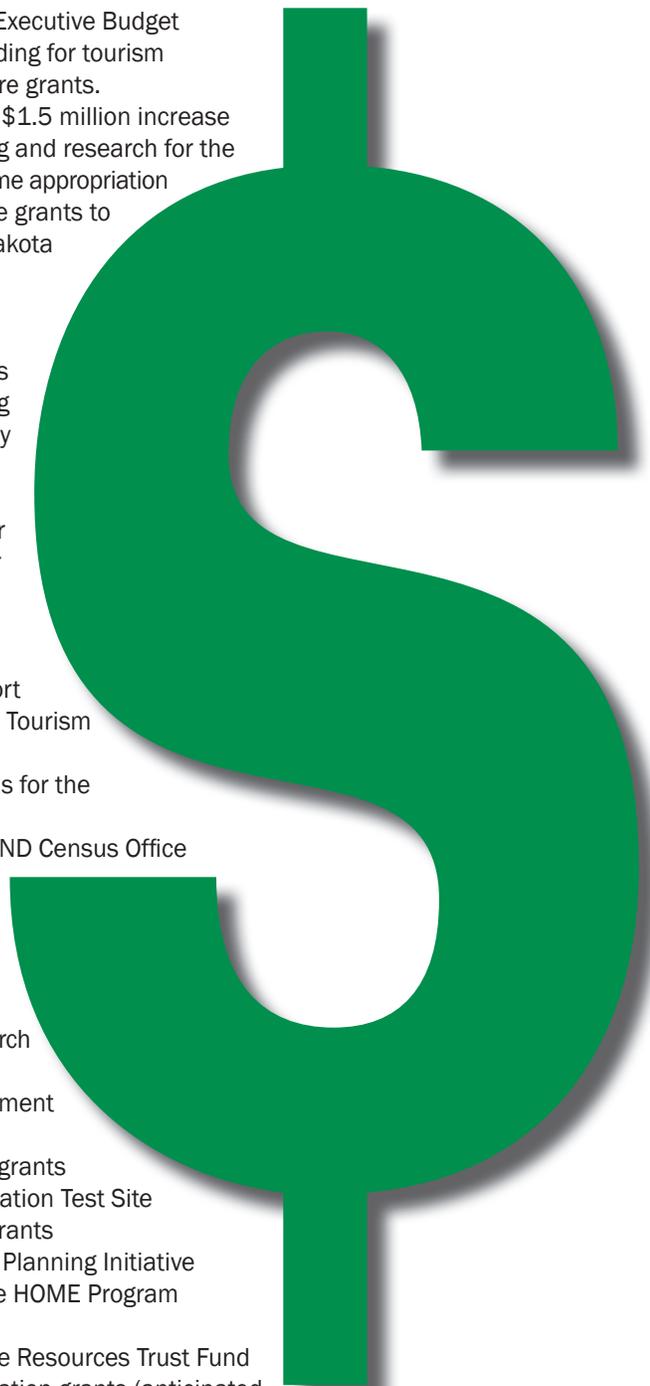
Kudos to North Dakota's travel and tourism industry for its diligent support of the Department of Commerce and Tourism Division.

Additional budget recommendations for the Department of Commerce include:

- 1 new FTE and \$498,852 for the ND Census Office
- \$600,000 additional funding for Operation Intern
- \$100,000 additional funding for Innovate ND
- \$12 million for Research North Dakota (replaces Centers of Research Excellence)
- \$2 million for Workforce Enhancement Grants
- \$5 million for Childcare Facilities grants
- \$5 million for UAS Airspace Integration Test Site
- \$1.5 million for Base Retention Grants
- \$1.5 million for the North Dakota Planning Initiative
- \$193,215 in general funds for the HOME Program (previously federally funded)
- .5% of the funds transferred to the Resources Trust Fund would go towards energy conservation grants (anticipated to be \$2,734,767 for the 2013-15 biennium)

The proposed budget is available at: www.nd.gov/fiscal/docs/budget/execbudgetsummary2013-15.pdf and the Department of Commerce is summarized on pages 224-225.

The 2013 Legislative session opens January 8, 2013. Plan to attend the tourism industry legislative event to be held at the Capitol January 15th.



Facebook introduces Promoted Posts idea

In October, Facebook introduced the Promoted Posts feature to the U.S. that lets users pay to get their posts more visibility in the news feed. For \$7, Facebook will give you a "Promote" button that will bump your published post up in rank in the news feed – making it appear both higher in the feed, and to a larger portion of your friends. Once you promote a post, it will be marked "Sponsored," and you can check to see how many more people saw it because you paid.

This has been a controversial topic and here are some of the "truths" about the promoted post feature:

- The launch of Promoted Posts had no impact on the news feed reach of the average page. Truth is, Facebook made it easier to report pages for being spammy.
- Facebook pages have always reached only a small percentage of fans (about 16%). There could be several reasons for this. It could be that some fans aren't online when the post is published; or a specific post hasn't gotten engagement from the people Facebook has already shown it to; or if you don't interact with that page when you do see posts, Facebook will show you the pages only once in a while.

A few recommendations from techcrunch.com:

- Focus on publishing high-quality content. Don't post too often and don't cram your marketing down people's throats.
- Be entertaining and informative.
- Follow your analytics closely and refine your strategy.

For more information on promoted post on Facebook, go to <http://techcrunch.com/2012/11/07/killing-rumors-with-facts-no-facebook-didnt-decrease-page-news-feed-reach-to-sell-more-promoted-posts/>

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.



Tourism development workshop scheduled

North Dakota Tourism will be offering a tourism development workshop from 9 a.m. to 4 p.m. on April 15, prior to the 2013 North Dakota Travel Industry Conference at the Grand Fork Alerus Center.

The morning session will focus on agritourism development and is designed for anyone currently operating an agritourism business or those who are considering it and want to learn about the benefits.

The afternoon session will cover general tourism development and feature keynote speaker Jacqueline Evans, who specializes in tourism development encompassing both economic development and community revitalization. Touted as the "Patron Saint of Small Towns" by Iowa

Commerce Magazine, Evans is a nationally recognized specialist in heritage tourism development. She has been a leader in the travel and

tourism industry for more than 30 years. The title of her session is "Growing Tourism through Business Development - What you don't know you don't know (but your guests do.)"

Even the most dynamic and creative leaders often find it difficult to convert tourism planning into community action and business development. This session will identify your obstacles in achieving a productive tourism profile and solutions to entice the community to THINK TOURISM. Focus will be on developing your assets - visual images, networking and infrastructure.

The workshop will also cover topics like putting together a successful business plan, funding sources and marketing tips and will conclude with panelists from communities and tourism businesses who will discuss what has worked for them.

Attendees can preregister by going to the North Dakota Tourism website at www.ndtourism.com. Early registration is \$20 through April 8 and includes a networking lunch and resource materials. Registration after April 8 is \$25. There is no additional cost to attend the tourism development workshop for anyone attending the Travel Industry Conference.

For more information on the workshop, please contact Dean Ihla at the Tourism Division at dihla@nd.gov or by calling 701-328-3505.

Have you heard ...

The HoDo Restaurant at the Hotel Donaldson in Fargo has earned the **AAA Four-Diamond** rating. It is the first North Dakota restaurant ever to earn the rating. Going back to 1977, four hotels attained the distinction at various points in time, but the HoDo is the first restaurant. ... **Tourism Day at the Capitol** is Tuesday, January 15. More information will be sent to you later from the Destination Marketing Association of North Dakota (DMAND), so keep a watch out for that. For now, make sure you mark that date on your calendars.



State travel guide, hunting and fishing guide distributed beginning in January

The 2013 North Dakota Travel Guide and North Dakota Hunting and Fishing Guide will be available for distribution beginning in January. But you don't have to wait to get your orders in. The guides are free and you can order as many as you need. To do so, e-mail North Dakota Tourism at tourism@nd.gov or call 701-328-2525. As soon as the guides are available, they will be shipped to you.



In the News

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

North Dakota Tourism in the news in November



November 8: Being “thankful”

is part of our culture. November is a time to reflect upon who we are and what makes us unique as a state; as a people. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=528>

November 14: North Dakota Tourism television ads produced by Odney Advertising were recently recognized with Bronze Telly Awards. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=529>

November 14: North Dakota’s travel and tourism industry continues to expand statewide. These items provide visitors more options for transportation, lodging, dining and activities. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=530>

November 17: December in North Dakota is many things to many people. It’s Santa and lights and trees and music and shopping and trains and, of course, The Nutcracker. Get out and enjoy all of the things the holiday season has to offer. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=531>



Tourism brochure rack program

Have you ever wondered what it takes to get your brochures into the state rest areas? Very little, actually. Now is the time to ask questions. If you are a tourism partner and are interested in participating in the Literature Rack Program for 2013, please call Tammy Backhaus for more details 701-328-2526 or e-mail tbackhaus@nd.gov. Deadline is January 13, 2013.

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 **Rutland**.

Rutland is in Sargent County in southeastern North Dakota. It was founded in 1887 and sprang up on land donated by Albert H. Stewart. It was known as Stewart until he and a railroad construction crew renamed the town in memory of their home in Vermont. The 2010 Census listed 163 residents, many descendants of Norwegian and Swedish settlers. Top employers in Rutland are Bernard Mahrer Construction, Pherson Custom Combining and Gulleason Brothers Combining.

Hidden Gems: For quality handcrafted-furniture and uniquely designed jewelry, visit the Quality Hand Crafted Furniture Store (<http://qualityhandcraftedfurniture.com>) ... The Rutland General Store is no ordinary general store, but a café and unique quilting store. Quilting classes are offered on Friday. It has a large variety of quilting supplies and offers monthly specials. (www.rutlandgeneralstore.com) ... The Coteau des Prairie Lodge with a grand view of the surrounding area has opened for business and has 11 rooms, each with a specific theme. The Coteau des Prairie has already hosted a wedding, the Sargent County Relay for Life event and Christmas with Santa. (<http://cdplodge.com/>) ... The Great Northern Depot and Museum houses a collection of artifacts, photos and documentation of the town’s history and people.

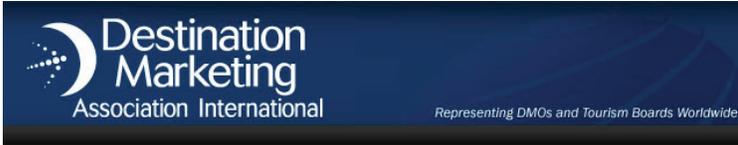
Did you know: The first business was established in November of 1886 when John Prindeville set up a saloon out of a tent. His brother, Dennis, joined him later and set up a barber shop. ... Rutland was listed in the Guinness Book of World Records in 1982 for cooking and eating the World’s Largest Hamburger. It weighed 3,591 pounds.

Personalities: Leif Sundlie was inducted into the North Dakota Amateur Baseball Hall of Fame for his record of 22 strikeouts in a North Dakota State Tournament.

Special Events: Uffda Day, October 6, 2013. Annual event has a 5-K run/walk, lefse, krumkake and other Norwegian goodies and a traditional Norwegian dinner. Also a car show, parade, kids’ games and craft fair.

For more information on special events and fun in Rutland, please contact rutlandnd@rtel.net or visit www.rutlandnd.com.

To have your community highlighted in the tourism newsletter, please contact Deanne Cunningham at 701-328-2502 or e-mail: decunningham@nd.gov to receive your form.



DMAI making call for presentations

Destination Marketing Association International is looking for innovative and engaging speakers to share their expertise at its 2013 annual convention July 15-17 in Orlando, Fla. Submit your presentation proposal by December 17 for consideration.

DMAI's annual convention provides more than 1,300 participants with innovative, relevant and inspiring education programs, covering the latest forecasts, trends and hottest issues in marketing and best practices that can be applied in the destination marketing field. All proposed session presentations must address one or more of the following topical categories:

- Leadership
- Marketing
- Communications/Public Relations
- Convention Sales
- Convention Services
- Executive Management
- Finance and Administration
- Membership/Partnership
- Research
- Technology
- Tourism
- Visitor Services
- Other

Session proposals are due to DMAI by 11:59 p.m. ET on December 17. All proposals will be evaluated by the Program Committee, with selected presenters being notified in early February.



Sport Show partners

North Dakota Tourism is looking for partners for 2013 spring sport shows. The cost to partner with ND Tourism is a fraction of what it would cost to do the shows alone. Please respond by January 13 if you are interested. ND Tourism will attend the following shows:

- St. Cloud Sport Show, February 8-10, St. Cloud, Minn
- National Pheasant Fest, February 15-17, Minneapolis
- Omaha Boat Sports and Travel Show, February 21-24, Omaha, Neb.
- Milwaukee Journal Sentinel Sports Show, March 6-10, Milwaukee, Wis.
- Northwest Sports Show, March 21-24, Minneapolis

Partnership opportunities:

- Placement of a single brochure in the North Dakota booth per show. Shipping costs are the responsibility of the partner. Cost \$75 per show, or new for 2013 is the Sport Show brochure partner pack for all five shows ND Tourism will attend. Cost of the partner pack is \$300.

- Staffing of the North Dakota booth by participating partner. Each partner will be given space in the ND booth to **display their signage and distribute materials. Travel expenses are the responsibility of the partner. Cost \$250.**



One Fulfillment

Put your brochure in the hands of travelers planning a visit on NDtourism.com. One Fulfillment will post your brochure on the state website, enabling potential visitors to order it at the same time they order the state Travel Guide. You can select the target audience(s) you want it to appear in.

One Fulfillment will package your brochure with other requested North Dakota materials for direct shipment. You pay only first-class postage rates for each brochure mailed – One Fulfillment picks up the costs of envelopes, labels and labor.

To join the program, go to <http://ndsignup.onefulfillment.com>, complete the linked sign-up form and send it to One Fulfillment with a copy of the brochure. Then send a supply of these brochures so One Fulfillment can start sending them out for you.

Please provide One Fulfillment with an adequate supply of your brochures in time for this upswing. If you are producing a 2013 brochure, getting it to One Fulfillment in time will allow you to reach this audience of strong leads with your new material.

North Dakota
LEGENDARY

North Dakota Tourism Division's
Christmas Sale
December 1st - December 20th

Do your "Legendary" Christmas shopping online!
Go to www.NDtourism.com and click on "Gift Shop" to begin your "Legendary" shopping trip.

20% off clothing items
15% off non-clothing items
plus
FREE shipping!

Please expect 2-3 days for delivery. Items ordered **cannot** be picked up at the North Dakota Tourism office.

701.328.2525, 800.435.5663, tourism@nd.gov

Innovate ND seeking participants

Enrollment for the North Dakota Department of Commerce's 2013 Innovate ND program is open. The program will feature six boot camps on to how advance their new or existing business venture.

Innovate ND is a statewide initiative designed to help entrepreneurs turn innovative concepts into viable North Dakota business ventures through access to coaches from entrepreneurial centers and online educational tools.

Those interested in tourism-related opportunities can find innovative and breakthrough ideas that lead to exciting ventures.

"North Dakota's economy continues to grow and we have a very positive business climate for start-ups," Commerce Commissioner Al Anderson said. "We invite anyone with a business idea to take advantage of this initiative to help turn ideas into a viable new business in North Dakota."

Registration is available online at www.InnovateND.com with no enrollment deadline, which is a change to the program from previous years. The program includes online entrepreneurial education, business planning tools and coaching to participants from their enrollment date to September 2013. Entrepreneurial coaches will form a unique, individual plan to fit the goals of each business venture enrolled in the program.

TRAVEL TREND

Leisure travelers: quality, trips with family and outdoors

Travel marketing firm MMGY Global has released its 2012 Portrait of American Travelers, a nationally-representative survey of 2,527 U.S. households. Key insights from the report:

- Today's travelers place high value on the emotional power of travel with 75% of leisure travelers agreeing that "Taking a vacation is the event I most look forward to each year."
- More vacationers are preferring luxury lodging, with 26% versus 15% in 2011.
- Travelers in all annual household income groups now value "quality" over "savings" and say they are willing to pay full price "as long as I am guaranteed the quality and service I deserve."
- "Togetherness" vacations are on the rise despite the continuing uncertain economy, with 43% of leisure travelers saying family getaways were the primary purpose of one or more leisure trips during the past year, compared to 40% two years ago.
- Trips focused on outdoor activities and city-based vacation, both of which rose two percentage-points since 2011 (46% and 25% respectively) while general sightseeing vacations declined from 29% to 26%.
- The most popular states for travel remained California, Florida, Hawaii, New York and Alaska. The states that saw decreases in interest, however, were Alaska, Hawaii, Arizona and Tennessee and states which saw increased interest were Louisiana, Michigan, Oregon and Washington, DC. Fewer U.S. travelers are interested in international trips overall, dropping to 9% of all leisure travelers (from 11% last year).
- While less than one in 10 leisure travelers accessed the Internet through an iPad or tablet in 2011, this has increased nearly four-fold to 27% in 2012. Travelers now use tablets more frequently when comparing prices, making reservations or purchasing tickets.
- U.S. travelers embrace a more positive view of the world.

Specifically, significantly more leisure travelers now say they are extremely/very optimistic about "their own future," "the future of their children," "their jobs," "their companies" and "the world in general" than two years ago.

This is a summary of MMGY Global's report. To read the full press-release visit: <http://www.travelpulse.com/new-mmgy-global-survey-finds-return-of-prerecession-travel-habits.html>

Let VisitorTelevision.com help tell your story

VisitorTelevision.com - a new digital video platform - will serve as an online video guide to America's best destinations and attractions when it officially launches this spring. The website streamlines the trip-planning process for anyone traveling to or in the United States.

A video has been created for the city of Minot at www.visitor television.com/v/ND/.

The goal is to have only professionally produced videos of destinations and attractions on the site. To kick off this project VisitTelevision.com is offering complimentary video listings for state tourism organizations, non-profit CVBs, scenic byways and non-profit attractions that do not charge an admission fee.

The free video listings (one per organization) will include a link to each website and last throughout 2013.