



## Travel Update

- AAA North Dakota predicts gas prices to be lower in 2013 than in 2012 as a result of increased domestic oil production and lower demand.
- Roosevelt Park Zoo in Minot is hoping to start admitting visitors again by early May, pending progress on flood recovery.
- A major construction project that will turn Highway 85 into a four-lane highway between Watford City and Williston is scheduled to start this summer. The 25-mile stretch from Watford City to two miles north of Alexander will be the first phase.
- United Airlines will start twice-daily nonstop service from Denver to Dickinson starting June 6.

## North Dakota Travel Industry CONFERENCE

April 15-17, 2013 \* Grand Forks, ND

The 2013 Travel Industry Conference is April 15-17 at the Alerus Center in Grand Forks. The agenda includes valuable sessions on how to leave a lucrative impression on your customers, branding in the social media age and much more.

Registration is now open online at <http://www.visitgrandforks.com/meeting/participants>. User name is **2013NDTIC** and password is **tourism**. These are case and space sensitive. Information about scholarships and sponsorship opportunities are available there as well.

A block of rooms has been set aside at the Canad Inns Destination Center at a rate of \$99/night plus tax. Reservations may be made by calling 701-772-8404 or 888.332.2623 and provide the group block number (267537).

## Busy session at the Capitol

More than 840 legislative bills will make their way through committee hearings and floor votes in their assigned chambers before crossover on March 1.

SB 2018, which includes the appropriation for the North Dakota Department of Commerce and the Tourism Division, was heard by the Senate Appropriations Committee on January 18. The bill includes \$1.5 million from the general fund to enhance tourism-related marketing and research for the state; a one-time appropriation of \$2 million from the general fund for workforce enhancement grants; and a one-time appropriation of \$1.3 million from the general fund for large infrastructure grants to attract and retain North Dakota citizens and visitors to the state. SB 2018 also includes \$5 million from the general fund to political subdivisions for new or expanded licensed childcare facilities. The Tourism Alliance Partnership (TAP) supported this bill.

Terri Thiel of the Dickinson Convention and Visitors Bureau (CVB), TAP Chairman Bill Shalhoob and Charley Johnson of the Fargo-Moorhead CVB testified at the hearing.

The following members also submitted testimony for the hearing: Nina Sneider, Buffalo City Tourism Foundation; Suzie Kenner, Devils Lake Tourism; Sheri Grossman, DMAND; Julie Rygg, Greater Grand Forks CVB; Doug Hevenor, International Peace Garden; Dennis Hill, North Dakota Association of Rural Electric Cooperatives; Randy Hatzenbuhler, Theodore Roosevelt Medora Foundation; Nicollette Weissman, Harvey CVB; David Reiten, Norsk Hostfest; Terry Harzinski, Bismarck-Mandan CVB; David Borlaug, Lewis and Clark Fort Mandan Foundation; Wendy Howe, Visit Minot; and the State Historical Society of North Dakota Foundation. Thanks to all those who supported the Tourism budget.

### Tourism-related bills tracked

- HB 1017 – North Dakota Game and Fish
- HB 1018 – State Historical Society
- HB 1019 – Parks and Recreation/  
International Peace Garden
- HB 1066 – Yellowstone Trail (passed)
- HB 1077 – Direct Sales by Licensed  
Wineries (passed)
- HB 1130 – Hunting Fees
- HB 1248 – School Opening (failed)
- HB 1278 – Outdoor Heritage Fund
- HB 1312 – Relocate Missouri River  
corrections center
- HB 1313 – Hunting Fees/Nonresident  
Waterfowl Hunting
- HB 1315 – Cultural Grants to Cities and  
Counties
- HB 1367 – Sale of Alcoholic Beverages  
on Sunday (failed)
- HB 1368 – Travel Expenses for State  
Employees
- HB 1370 – Relating to Hunting and  
Fishing License Fees
- HB 1379 – Construction of a Governor's  
Residence and Executive  
Conference Center
- HB 1432 – Relating to the Bank of  
North Dakota Funding a  
Feature Film on Roughrider  
Award Winners
- HB 1437 – Sunday Closings (failed)
- SB 2009 – North Dakota State Fair (passed)
- SB 2018 – Department of Commerce,  
Tourism Division
- SB 2146 – Relating to Grape and Wine  
Assessment
- SB 2221 – Improvements to Scenic  
Roadways and Access to  
Recreational Areas
- SB 2231 – Relating to Hunting Fees
- SB 2248 – Nonresident Waterfowl  
Hunting
- SB 2259 – State Historical Society  
Jurisdiction over Fort  
Abraham Lincoln State Park
- SB 2277 – Sales and Use Tax Exemption  
for Clothing
- SB 2288 – Department of Commerce  
North Dakota Tribal Tourism  
Alliance Program
- SB 2326 – Relating to the Issuance of  
License Plates
- SB 2341 – Appropriation to State  
Historical Society for  
Archeological Surveys
- HCR 3010 – Access Issues on Lake  
Sakakawea and Lake Oahe

**More bills next page**

## Legislative update

### **HB 1077, Winery Marketing Bill**

Would allow farm wineries who produce a maximum of 50,000 gallons to market their wine direct to retailers as long as the winery meets several stipulations outlined in the bill. The bill received a do pass recommendation and passed the house 94 to 0. The bill now moves on to the Senate.

### **HB 1248, School Opening Bill**

HB 1248 would have delayed the start of elementary and secondary schools and school activities. The House Education Committee gave it an 8-5 do not pass recommendation and it was defeated in the House 35-53. The North Dakota Tourism Alliance Partnership, North Dakota Hospitality Association and the North Dakota Retailers and Petroleum Marketers Association testified in support of the bill. In addition, the Theodore Roosevelt Medora Foundation and the Dickinson CVB provided written testimony.

### **HB 1278, Outdoor Heritage Fund**

HB 1278 provides up to \$30 million per biennium in oil production tax revenue to be allocated to an Outdoor Heritage Fund, which will provide grants to state agencies, tribal governments, political subdivisions and nonprofits as recommended by a 12-member advisory board to the North Dakota Industrial Commission. The fund's purposes include conservation, access for sportsmen, and parks and recreation area development. The House Energy and Natural Resources Committee heard the bill.

### **HB 1313, Hunting Fees/ Nonresident Waterfowl Hunting**

HB 1313 establishes a nonresident early Canada goose license for \$50, and allows residents to hunt during the early Canada goose season in Richland, Sargent and Dickey counties without counting against the 14-day waterfowl license. Currently, the 14-day restriction does not apply in only Richland, Sargent, Benson, Ramsey and Towner counties. The bill was heard before the House Energy and Natural Resources Committee.

### **HB 1315, Cultural Grants to Cities and Counties**

HB 1315 designates \$1 million per biennium from the oil and gas impact grant fund for cultural grants to cities and counties. Grants are capped at \$250,000 per city or county per biennium, and the city or county must provide equal matching funds for any grant awarded. The bill was heard before the House Finance and Taxation Committee.

### **HB 1368, Travel Expenses for State Employees**

HB 1368 changes the reimbursement amount state employees are allowed to claim for quarter 1 (6 a.m.-12 p.m.), 2 (12 p.m.-6 p.m.) and 3 (6 p.m.-12 a.m.) from a set dollar amount to an amount equal to the rate established by the U.S. General Services Administration for meals and incidental expenses in that quarter. The bill was heard before the House Government and Veterans Affairs.

### **HB 1437, Sunday Closings**

HB 1437 allows items at hobby shows, craft shows, fairs, exhibits, rummage sales and tourist attractions that derive at least 50% of their annual gross sales from seasonal or tourist customers to be sold before noon on Sundays. The bill also allows for the sale and rental of items for which the governing body of a city or county has authorized the sale or rental to take place before noon on Sundays. The bill failed 30-62.

### **SB 2009, North Dakota State Fair**

SB 2009 provides a \$3.3 million enhancement to the North Dakota State Fair Association appropriation, bringing the total appropriation to \$4.046 million for the 2013-2015 bi-ennium. The bill also provides \$3.5 million in one-time funding to repair flood damage to the State Fair grounds and facilities. It was heard before the Senate Appropriations Committee.

### **SB 2221, Improvements to Scenic Roadways and Access to Recreational Areas**

SB 2221 allocates \$20 million to the Department of Transportation to provide grants to counties and townships for roadway improvements to scenic byways and backways and roads that provide access to recreational areas and eliminates the \$250,000 cap. TAP Chairman Bill Shalhoob; Randy Hatzenbuhler - TRMF; Kelly Sorge - Indian Hills Resort; Bill Butcher - Friends of Lake Sakakawea; Tom Jochim - Voices of Oahe; Bill Mitzel - Dakota Country and Emmanuel Stroh - McKenzie Bay-Dunn County testified in support of SB 2221. The bill was heard before the Senate Government and Veterans Affairs Committee and has been amended.

### **SB 2248, Nonresident Waterfowl Hunting**

SB 2248 would allow a nonresident waterfowl hunter to purchase an additional seven-day waterfowl license for \$125. TAP Executive Director Dana Bohn testified in support of SB 2248. The bill was heard before the Senate Natural Resources Committee.

### **SB 2259, State Historical Society Jurisdiction over Fort Abraham Lincoln State Park**

SB 2259 allows the State Historical Society of ND jurisdiction over the administration and operation of Fort Abraham Lincoln State Park. The director of the parks and recreation department may operate a campground and trails at Fort Abraham Lincoln State Park under the supervision of the society. The bill was heard before the Senate Natural Resources Committee.

### **SB 2277, Sales and Use Tax Exemption for Clothing**

SB 2277 removes the sales and use tax on clothing. The legislature would appropriate \$9.5 million from the general fund to the tax commissioner to be allocated to cities and counties to offset lost sales tax revenue from this exemption. The bill was heard before the Senate Finance and Taxation committee.

### **SB 2288, Department of Commerce North Dakota Tribal Tourism Alliance Program**

SB 2288 establishes a North Dakota tribal tourism alliance program to assist tribal governments in the promotion of tourism on Indian reservations in the state. The legislature would have to appropriate \$6 million from the general fund to the Department of Commerce to implement the program. The bill was heard before the Senate Industry, Business and Labor Committee.

### **HCR 3010, Access Issues on Lake Sakakawea and Lake Oahe**

HCR 3010 urges Congress and the United States Army Corps of Engineers to address access issues on Lake Sakakawea and Lake Oahe or to return to the state land controlled by the Army Corps of Engineers which is not necessary to flood control. The concurrent resolution was heard before the House.

**In the News**

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

**North Dakota Tourism in the news in January**



- January 10:** North Dakota Tourism today unveiled return on investment (ROI) results for its 2012 "Arrive a Guest. Leave a Legend."  
<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=534>
- January 18:** If your New Year's resolution includes getting active, then North Dakota has what you seek. With ample outdoor activities, North Dakota is a winter paradise with opportunities for skiing (both cross-country and downhill), snowshoeing, snowmobiling and ice fishing.  
<http://www.ndtourism.com/news/news-releases/detail.asp?newsID=535>
- January 28:** Deanne Cunningham with North Dakota Tourism was among 3,000 delegates at the 35th annual American Bus Association (ABA) Conference. <http://www.ndtourism.com/news/news-releases/detail.asp?newsID=536>

**Tourism Day at the Legislature 2013**

Tourism Day at the Capitol was well received by legislators with this year's theme "Tourism Makes Communities Better." Partners shared stories on the benefits of tourism in their communities and showcased projects throughout the state. Below, Charley Johnson and Jill Gates of the Fargo-Moorhead CVB visit with Lt. Governor Drew Wrigley.



**North Dakota Travel and Tourism Industry Facts**

- Tourism Creates Jobs and Revenue in 2012**
  - Tourism generated \$1.1 billion in revenue for the state.
  - \$1.1 billion in revenue generated 12,000 jobs.
  - \$1.1 billion in revenue generated 12,000 jobs.
- Promotion Improves Image and Attracts Guests**
  - \$1.1 million in promotion generated 12,000 jobs.
  - \$1.1 million in promotion generated 12,000 jobs.
- Marketing North Dakota Increases on Social Media**
  - \$1.1 million in marketing generated 12,000 jobs.
  - \$1.1 million in marketing generated 12,000 jobs.
- Travelers Increase Local and Statewide Outlets**
  - \$1.1 million in travel generated 12,000 jobs.
  - \$1.1 million in travel generated 12,000 jobs.

**Fact sheet is available**

North Dakota Tourism has a new research fact sheet available for download at [www.ndtourism.com/industry/research](http://www.ndtourism.com/industry/research). The fact sheet contains information about marketing trends, industry growth and partnership opportunities.

**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 **Ashley**.

Ashley is the county seat for McIntosh County. Immigrants from western and northern Europe traveled to the United States and continued on to settle in this part of south-central North Dakota. A large community of Germans from Russia homesteaded around a beautiful lake and named the community Hoskins. The German descendants retained their language and customs and worked hard to build homes and barns. But with the Soo Line Railroad making its way through the communities of nearby Kulm and Lehr, the Hoskins community decided to pick up the town, move it three miles east and rename it Ashley, after Milwaukee Railroad executive Ashley Morrow in 1888. The 2010 population was listed at 749. The city's motto is "Proud Past Moving Toward A Vibrant Future."

**Hidden Gems:** The McIntosh County Heritage Center includes a church, school house, antique machine shop and land patent office ... Ashley Country Club has nine holes and plays 2,800 yards to a par 35.

**Did you know:** The Ashley community is known for its Kuchen, a true German delicacy. Ashley Super Value has many flavors of this delicacy to tempt your taste buds, including apricot, cherry, peach, apple and prune to name a few. Ashley is a part of the Tri-County Alliance Germans from Russia Heritage and has monthly meetings.

**Personalities:** Las Vegas gambling pioneer and Jewish mob boss David Berman grew up in Ashley. Berman was a partner with Bugsy Siegel at the Flamingo Hotel ... Capt. John Wendell Gannon served aboard the USS Texas, USS Saratoga, USS Cape Gloucester and was a commanding officer of the USS Lexington (CV-16) from Oct. 4, 1956-Sept. 10, 1957.

**Special Events:** Ashley's Quasiquicentennial, or its 125th birthday, is scheduled for June 20-23, 2013. This celebration has fun for everyone with food vendors, games, music, tours, golf tournament, tractor trek and more. For additional information visit the Facebook Page: [www.facebook.com/#1/Ashley125th](http://www.facebook.com/#1/Ashley125th) or Website: [www.ashley-nd.com](http://www.ashley-nd.com) or call 701-288-3640.

# Content is King

It is said that “Content is King” when promoting your destination or attraction through social networks.

Here are seven content marketing trends to watch for in 2013 from Kat Liendgens and ragan.com.

### 1. More specialized jobs

We are already seeing organizations hiring for more specialized marketing positions, such as content marketers. The reason is simple: Creating, curating and promoting content is becoming the centerpiece of today’s marketing and communication strategies.

### 2. More content curation tools and modules

Creating fresh, high-caliber content is key, but that doesn’t mean all of it has to be original. Whatever your industry or field, there is a plethora of great content just waiting to be shared. Curating content can be a big job.

### 3. More collaboration

In 2013, we are certain to see more cross-departmental collaboration when it comes to creating content. My company has always been a proponent of collaboration and engagement, which is why team members from all departments contribute content. In the last quarter, 17 employees wrote one or more blog posts.

### 4. Create once, publish everywhere

The ability to produce a single piece of content in multiple formats (mobile, text, PDF, etc.) and post it to many different destinations (multiple pages, sites, and even Web servers) is more important than ever.

### 5. Different versions of the same content

Speaking of having multiple outputs for a single piece of content, next year we will see an increasing number of sites with multiple versions of the same content tailored to specific audiences. The reason for this trend is that communication professionals strive to hit just the right tone to ensure content resonates with different segments of their target audiences.

### 6. Agile marketing

In addition to content marketing, a buzzword phrase of 2012 has been “agile marketing.” In a nutshell, agile marketing means you track and measure all of your efforts, analyze the results to determine what works, and adjust your strategy based on your findings.

### 7. Stronger focus on content strategy

While most organizations have acknowledged that content marketing needs to be at the forefront of their marketing strategies, the majority have not yet implemented a content strategy.

Kat Liendgens is CEO of Hannon Hill. A version of this article originally appeared on the Hannon Hill blog.

## 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).



## Tourism Quarterly Report

Area of Travel	2012 Fourth Quarter	2011 Fourth Quarter	Percent Change 12-11
State Park Visitors	114,866	117,724	-2%
National Park Visitors	125,661	105,836	19%
Website Page Views Website Unique Visits	274,857 74,236	339,112 82,467	-19% -10%
Major Attractions	1,181,468	1,470,667	-20%
Local Visitor Centers	10,090	11,011	-8%
Cumulative Lodging Tax	\$2,073,812.85	\$1,795,186.73	16%
Canadian Border Crossings	192,454	181,107	6%
Airport Deplanements	250,321	219,166	14%
Statewide Hotel Occupancy Rate	Oct: 77.3% Nov: 65.2% Dec: 52.8%	Oct: 83.6% Nov: 74.8% Dec: 65.0%	Oct: -7.5% Nov: -12.8% Dec: -18.7%
Statewide Average Room Rate	Oct: \$99.53 Nov: \$98.19 Dec: \$95.23	Oct: \$91.85 Nov: \$88.73 Dec: \$93.44	Oct: 8.4% Nov: 10.7% Dec: 1.9%
Taxable Sales and Purchases 2012-11 (Third quarter)	Arts, Entertainment Recreation \$33,561,332	Arts, Entertainment Recreation \$31,114,615	7.86%
	Food Services, Accommodations \$458,030,678	Food Services, Accommodations \$403,616,062	13.48%

**State Parks:** Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Indian Hills, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Beaver Lake, and Little Missouri, Sully Creek. **National Parks:** Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union. **Major Attractions:** Alerus Center, Bismarck Civic Center, Bison Sports Arena, Bonanzaville USA, Bully Pulpit Golf Course, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Gasification, Antelope Valley, Coteau, Dakota Zoo, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Des Lacs NWR, Fargo Civic Center, Fargodome, Former Governors Mansion, Fort Totten, Gateway to Science, Heritage Center, L&C Interpretive Center/Fort Mandan, National Buffalo Museum, Norsk Hostfest, ND State Capitol, Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Papa’s Pumpkin/Polar Patch, Prairie Fire Pottery, Ralph Engelstad Arena, Red River Fairgrounds, Red River Zoo, Ronald Reagan SHS, Sully’s Hill National Game Preserve, Superslide Amusement Park. **Local Visitor Centers:** Bismarck, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Wahpeton and Williston. The statewide hotel occupancy rate and average room rate is measured by Smith Travel Research. North Dakota Tourism uses Google Analytics to gather visitor data from [www.ndtourism.com](http://www.ndtourism.com). If you should have any questions, or would like to be included in the survey, please contact Tricia Miller, Data Coordinator, North Dakota Tourism, 1-800-435-5663.

## USTA launches new campaign

The U.S. Travel Association recently launched an exciting nationwide advocacy and awareness campaign aimed at consumers, business leaders and policymakers.

The "Travel Effect" will be built on groundbreaking research projects that demonstrate the indispensable benefits travel brings to people's lives, careers and communities. The aim is to help Americans understand the limitless benefits of doing what they want to do: travel.



Ongoing research examines travel's effect on relationships and its power to create lasting memories for children and adults. Additional projects include

measuring the bottom-line impact of business travel, as well as the value that face-to-face meetings create for the public and private sectors.

Follow the Travel Effect campaign at [www.traveleffect.com](http://www.traveleffect.com). Findings from new research projects will be posted on the site.

## Travel Industry Conference Scholarship

Get a scholarship to attend this year's Travel Industry Conference April 15-17 at Grand Forks. The application is available online at [www.ndtourism.com/industry/travel-industry-conference](http://www.ndtourism.com/industry/travel-industry-conference).



And don't forget to nominate a deserving tourism contributor for a Governor's Award for Travel and Tourism. Nominations are accepted online at [www.ndtourism.com/industry/conference](http://www.ndtourism.com/industry/conference) or e-mail Fred Walker for more information at [fwalker@nd.gov](mailto:fwalker@nd.gov).



## USA voted world's best travel destination at Norway's Grand Travel Awards 2012

Norwegian travel trade voted the United States as its favorite in the category "Best Tourism Destination" at the annual Grand Travel Awards gala.

U.S. Ambassador to Norway, Barry B White, accepted the award, saying: "We are honored to accept this award on behalf of the U.S., particularly since the question asked in this open category was: 'Which country do you think will take best care of your clients?' With reference to President Obama's National Travel and Tourism Strategy, The Travel Promotion Act and the Brand USA initiatives, we assure you that the U.S. is constantly working to improve every aspect of travel to and within the U.S."

Chair of Discover America in Norway Widar Jensen added: "A well-deserved recognition of the world's best destination - the Norwegian's love of the U.S. is no secret to us, with double-digit percentage increase every year for the last six years, and more than 250,000 visitors last year."

Norway is the second-largest market in the Nordic countries and the Nordic market is the fourth-largest in Europe, with more than 1.1 million visitors last year.

International Marketing Manager Fred Walker, right, promotes travel to North Dakota at a show in Bergen, Norway.



## Research Rolling In

In 2007, North Dakota Tourism adopted the international standard for measuring the contribution of tourism to an economy - the Tourism Satellite Account (TSA). Because tourism is an industry with impacts across many industries, a TSA brings together the impacts in transportation, accommodations, food and beverage service, recreation and entertainment and travel agencies. IHS Global, a TSA provider to more than 17 states and countries, has reported on visitor spending and the tourism impact in North Dakota in 2011. Highlights include:

### Tourism Satellite Account: 2011 Economic Impact

- In 2011, total tourism expenditures reached \$3 billion, an increase of 23.5% from 2008
- 17.2 million people visited North Dakota in 2011, an increase of 12.7% from 2008
- Tourism generates \$943 per household in state and local taxes
- 33,351 jobs - direct and indirect - were created by travel and tourism economic activity
- Approximately \$943 million in total wages and salaries were generated by travel and tourism
- 60% of visitors are non-resident
- Each North Dakota visitor generates about \$174 in expenditures

This report also provides a county breakdown of tourism spending. In 2011, North Dakota's counties averaged a 13.4% increase in traveler spending, between the years 2008 and 2011. The report will shortly be available at [www.ndtourism.com/industry/research/](http://www.ndtourism.com/industry/research/) and questions can be directed to Heather LeMoine at [hlemoine@nd.gov](mailto:hlemoine@nd.gov).

North Dakota Tourism will also be sharing results from the 2012 Visitor Study, being compiled now by Strategic Marketing and Research Inc.

