



Travel Update

- Painted Canyon overlook to stay open through October

http://www.thedickinsonpress.com/event/article/id/69708/publisher_ID/6/

- Night Use Restricted on Lewis and Clark, Trenton WMAs

<http://gf.nd.gov/news/night-use-restricted-lewis-and-clark-trenton-wmas>

- There is no longer construction on the scenic drive in Theodore Roosevelt National Park's South Unit. A portion of the North Unit's scenic drive is still under construction – down to one lane. Also, the North Unit visitor center will close this month due to ground shifting. A temporary visitor center is being planned at Juniper Campground.

- Phase One of the Pembina Gorge State Recreation Area multi-use trail system has reopened:

http://www.parkrec.nd.gov/information/department/media/attachments/2013_gorge_trails_reopen.pdf

Hotels Opened in June

Residence Inn by Marriott, Fargo
Sakakawea Sunset Lodge, Riverdale
Cobblestone Inn, Rugby
Little Missouri Inn & Suites, Watford City

Double check event dates

The state's tourism website, www.ndtourism.com, is a great way to get media exposure for your events. So it is imperative that you have the dates right when you enter your event on our site. The Tourism Division uses the dates you submit in its promotional efforts.

Please take the time to double check events dates that have been submitted to our website. If you see a discrepancy, let us know or use your partner access to makes changes.

If the date you have submitted is wrong, your attendance will suffer.

Grant deadline is approaching



Cavalier Motorcycle Ride-In was an event grant recipient in 2013

North Dakota's tourism entities have until August 30 to apply for marketing and event match grants from the North Dakota Department of Commerce Tourism Division.

North Dakota Tourism Director Sara Otte Coleman says these grants are important to the state's tourism industry. "These funds allow tourism entities to promote an event or develop marketing materials," she said.

North Dakota Tourism directly sponsors two grants programs that provide a maximum of \$5,000 in matching funds for promotion of regional events and for specific tourism marketing plans.

The Events Grant Program provides funds to communities and event promoters wanting to regionally promote their 2014 tourism-related event. Qualifications include:

- Must be two or more days in length.
- Must be an annual event (no centennial celebrations, etc.).
- Must be a unique event (e.g., no Fourth of July, Labor Day, etc., celebrations).
- Must have visitor appeal and growth potential.

The Marketing Grant Program provides funds to develop marketing materials to promote an experience, activity or place unique to the North Dakota. Qualifications include:

- At least 75 percent of marketing activities resulting from the grant must be promotional, focused on providing travel information.
- Communication must focus on illustrating unique North Dakota experiences in support of the state's tourism branding, "North Dakota Legendary," to maximize brand equity.

• Must demonstrate partnerships and regional collaboration in the promotional effort. Applications that package or cross-sell tourism experiences, education vacations and new technology-based marketing programs will be scored higher.

Applications for both the Events and Marketing Grant Programs must be received by August 30, 2013. Recipients of approved grants will receive 25 percent of the grant money within 90 days. The remaining 75 percent will be paid following the event or completed marketing project. Grant applications are now available at

www.ndtourism.com/industry/north-dakota-tourism-grants. For more information on tourism grants, contact Dean Ihla with North Dakota Tourism at 701-328-3505 or dihla@nd.gov.

Shutterbugs take note

Please help spread the word of the Governor's Photo Contest for tourism. The deadline for entries is August 23. Cash prizes are awarded in the categories of adventure, attractions, events, people, scenery and wildlife. Online contest entries are accepted on our Flickr page at <http://www.flickr.com/groups/northdakota/>. More information and contest rules can be found at <http://www.ndtourism.com/articles/2013-governors-photo-contest>.

More Photo Contests

- The Watchable Wildlife Photo Contest by North Dakota Game & Fish: <http://gf.nd.gov/news/watchable-wildlife-photo-contest-0>
- State Historical Society of North Dakota – Historic Theaters Photo Contest: <http://history.nd.gov/photocontest/>

Social media is having an impact on travel decisions

Does social media really have an impact on people making travel decisions? In the past decade, the rise of online communities, forums and social networks has fundamentally changed our travel habits. A decade ago, a lot of my trips started with a visit to the AAA office and the library to collect AAA Trip Tiks, guidebooks, maps and other destination information. Fast forward to today, and our travel plans usually start with an Internet search. Here are 5 ways that social media is transforming travel: <https://smartblogs.com/social-media/2013/06/14/5-ways-social-media-is-transforming-travel/>

- Communities and forums: Sites such as FlyerTalk and TripAdvisor predate today's leading social networks and are filled with discussions from travelers who are experts on their experience with travel and destination. They are a good spot to search for the experience of other travelers with business and destinations. With the advent of social media, you can see whether you are connected with the reviewers, which may add to the credibility of the review.
- Social status updates: You can poll your Facebook or Twitter friends about places or get some specific information again about restaurants and travel tips. On Facebook, using Social Graph Search, you can find out who in your network or "friends of friends" have been to the places you want to visit.
- Social local mobile (SoLoMo): When you travel to a new place on a business trip and have the evening to yourself, social networks such as Yelp and Foursquare can help you find nearby places of interest. Yelp has an augmented-reality feature in its mobile application called Monocle, which will tell you about the places around you as you sweep your mobile phone around you. Foursquare users usually leave tips that you can choose to use or in case of conferences you can find where your connections are hanging out.
- Social recommendations: Travel websites and businesses use social sharing tools to allow their customers to engage with them. When you look at a hotel or a restaurant website and a widget on the business' page tells you that your friends have liked that page on a social network, you may be more likely to spend money with that business.
- Reviews and the wisdom of strangers: Reviews are a very important factor when choosing travel and many reviewers write reviews to be helpful and altruistic. There have been controversies about slanted reviews or unduly harsh ones. I think most visitors on review sites can decide which reviews are well-written and credible and make their own decisions. Remember that in the service business things can always go wrong. If you come across a review with a bad experience, look at how the business reacted to this experience.

Tool 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

2nd Quarter Digital Unique Audience

Website Analytics (Unique visitors and mobile site visits)	183,950
Digital Travel/Hunt and Fish Guides (Unique visits)	5,242
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	389
Twitter Audience (Reach)	1,432,247
Facebook Audience (Organic Reach/Unique)	399,883
E-Newsletter Audience (Total sends)	12,447
YouTube Audience (Unique Visitors)	14,204
Flickr (Members)	434
Pinterest (Followers)	548
Instagram (Followers)	110
Total Digital Unique Audience	2,049,454

Digital Impressions

2nd Quarter Impressions

Website Analytics (Page views and mobile site visits)	646,019
Digital Travel/Hunt and Fish Guides (Page views)	89,768
Additional Tourism Sites (NorthDakotaLegendary.com, LegendaryND.com)	627
Twitter Audience (Impressions)	7,157,163
Facebook Audience (Organic Impressions)	1,094,054
E-Newsletter Audience (Total e-mail audience)	12,447
YouTube Audience (Total views)	2,885
Wordpress Blog (Monthly views)	5,880
Total Digital Unique Audience	9,008,843

Tourism Inquiries: Includes lead fulfillment and pages printed from Web site **26,672**

In the News

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



North Dakota Tourism in the news in June

June 4: The old saying “so much to do, so little time” holds true with the entertainment options in early June. The summer weekends are jam-packed with a variety of things to do in North Dakota, leaving you wondering how you’ll be able to fit it all in. From food and music to nature and cars, you won’t have an idle moment. So get out and enjoy as much as you can. <http://www.nd-tourism.com/content/north-dakota%E2%80%99s-early-june-activities-keep-you-go>

June 13: National interest in connecting with the rural way of life continues to increase, making North Dakota a prime destination. As a result of the interest, North Dakota’s agritourism offerings continue to grow as more of the state’s providers open their doors to visitors. <http://www.ndtourism.com/content/north-dakota%E2%80%99s-agritourism-experiences-continue-grow-new-providers>

June 14: Seven North Dakota tourism entities received 2013 Tourism Expansion Grants from the North Dakota Department of Commerce, Tourism Division. These grants support new or expanding tourism or recreation facilities by providing funding for infrastructure projects. <http://www.ndtourism.com/content/seven-tourism-entities-awarded-tourism-expansion-grants>

June 18: Small town festivals are a summer tradition in North Dakota. This year marks Ashley’s 125th year, so trek on down there to help the town celebrate its quasiquintennial. That’s just one of the many traditional activities on the calendar as we head toward the peak of the summer season. Enjoy festivals, music and athletic events throughout the state. <http://www.ndtourism.com/content/no-slowng-down-north-dakota-june-events-roll>

June 25: One of the best things about the Fourth of July holiday is that you can celebrate the nation’s birthday anywhere in North Dakota. Enjoy the fireworks, watch the parades and revel in the classic American activity: the rodeo. <http://www.ndtourism.com/content/north-dakota-joins-fourth-july-celebration>

July 3: Fairs, outdoor theaters and extreme sports take center stage in early July. From county fairs to the Red River Valley Fair, you’ll find a midway near you. Kids can see Winnie the Pooh and the Little Mermaid under the stars. And extreme athletes can swim 27 miles from Grand Forks to Oslo, Minn. Are you up to the challenge? <http://www.ndtourism.com/content/summer-activities-abound-early-july-north-dakota>

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 **Hebron**.

Hebron is in Morton County, two miles off Interstate 94’s exit 97. According to the 2010 census, 747 people called “The Brick City” home. However, recent oil activity has brought more people into the community. The nickname “The Brick City” is attributed to the Hebron Brick Company, which has been in business for more than 100 years and now has offices in North Dakota, South Dakota and Minnesota.

Hebron was settled in 1885 and named after the “West Bank” town of Hebron, a village south of Jerusalem in the Judean Mountains. Many people from Hebron, N.D., came from Johannestal, a village which included Germans from Russia and Ukrainian heritage. Area farmers and ranchers produce flax, canola, all dry beans, honey and sunflowers. Top employers include the agricultural industry, grain elevators, honey production and aerial crop care. Hebron’s other businesses include Hebron Brick, Community Bank, Montana Dakota Utilities, West River Communications and oil and gas stations.

Hidden Gems: The Hebron Museum and Art Society opened for business in 1979. Come to discover the region and its community through its extensive artifacts, stories and exhibits. It’s free and open to the public by appointment ... Dacotah Clayworks potter Robin Reynolds transforms North Dakota clay into beautiful and functional pieces of pottery. Please visit www.ndclay.com for more information.

Did you know? Fort Sauerkraut was built in just three days in 1890. The community was alarmed due to an anticipated Indian attack that never happened. The women and children were sent to Bismarck and the men built the fort in the location of stored sauerkraut. Listen to the story on Old Red Old Ten Scenic Byway. Also situated on the scenic byway is a unique antique and collectable store called Yesterdays Keepsakes.

Personalities: Gwen Sebastian is a home-town girl and contestant on the second season of “The Voice,” where she worked with Blake Shelton. Sebastian was picked by Country Weekly as a talented new artist to watch. For more information, please visit www.gwensebastian.com/.

Special Events: Mid-September Fall Festival includes community picnic, musical entertainment, farmer’s market, parade and more. Go to www.hebronnd.com for date and time.

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.

← TRAVEL TIDBITS →

AMERICANS ARE TAKING LOTS OF VACATIONS

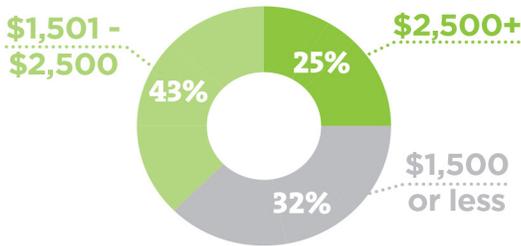


75% of Americans are taking a summer vacation

76% Plan to take as many short trips as possible

Sources: 2013 Orbitz; 2013 Destination Hotels & Resorts Survey

SUMMER VACATION BUDGETS HAVE GROWN



25% expect to spend more on summer vacations than last year

Sources: 2013 Orbitz; 2013 TripAdvisor

OUTDOOR FAMILY ADVENTURES ARE KEY



69% are looking for outdoor destinations that offer new experiences the entire family can do together.

82% think National Parks are hot this year!

Source: 2013 Destination Hotels & Resorts Survey

Dates for future travel industry conferences

Mark your calendar for upcoming North Dakota Travel Industry Conferences:

- 2014: April 14-16 at the Hilton Garden Inn, Fargo
- 2015: April 20-22 at the Holiday Inn Riverside
- 2016: April 11-13 at the Alerus Center, Grand Forks



IPW travel show

Nearly 6,400 delegates from the U.S. and 70 other countries were present at the IPW travel show in Las Vegas. Fargo-Moorhead CVB Director Charley Johnson (top right), Bismarck-Mandan CVB Director Terry Harzinszki and North Dakota Tourism's Fred Walker attended the record-setting show that included 1,300 international and domestic buyers and nearly 500 media. According to the U.S. Travel Association, the event is expected to generate more than \$3.5 billion in travel to the U.S. over the next three years.

By the end of the week, the North Dakota group had generated 50 business leads and developed strong working relationships with hundreds of top management at various evening functions covering the key market segments the state is targeting – German-speaking, Nordic region and Australia/New Zealand. Moreover, interest has begun to develop in markets in which North Dakota has yet to actively target, including UK, Italy, China and Brazil.

Destination story pitches for 2014

Believe it or not, North Dakota Tourism Division is now pitching destination and travel story ideas to publications for 2014! Let us know what's new with your attraction, event or destination so that you are included in upcoming pitches to our national and international media. Go to http://www.ndtourism.com/sites/default/master/files/pdf/2013_Whats_New_low.pdf for a few ideas on how we are currently promoting the "new things" for 2013. Thank you for your support and we look forward to spreading the word about all of the exciting things taking place in North Dakota in 2014 and beyond.

First Scenic ByRider patch earned

James Ertelt of Rochester, Minn., is the first motorcycle rider to earn a North Dakota Scenic ByRider patch.

The program launched this spring by North Dakota Tourism awards riders who document travel on five of the state's 10 scenic byways and backways in one year with a patch. Contact Scooter Pursley at North Dakota Tourism at 701-328-2874 or jpursley@nd.gov for more information.