



## Announcing Miss Emma!

Congratulations to North Dakota Tourism's own Jessica Fretty and her husband, Mike, on the arrival of daughter Emma Margaret on July 20. Jessica has been providing travel counseling for eight years and has worked with nearly every travel business in the state.



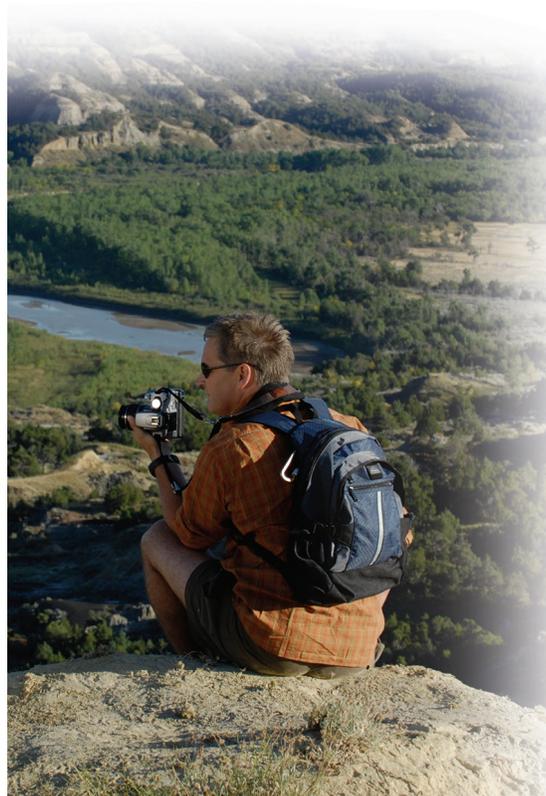
## Update your information

If you want to have your event, attraction or lodging establishment listed in the Official 2014 North Dakota Travel Guide, please note these deadlines for providing updated information (or verifying content) at <http://partners.ndtourism.com>.

- August 6 – all attractions and accommodations must be updated
- October 4 – all 2014 events must be entered

Advertising sales in the 2014 Travel Guide or Hunting & Fishing Guide is represented by Clark Van Horn of North Dakota Living.

## Federal lands in N.D. lauded



Energy, tourism and recreation is booming on federal lands in North Dakota, making it a major player in the state's thriving economy, according to a recent Associated Press story.

The U.S. Interior Department reports that energy development, tourism and outdoor recreation on land it oversees is responsible for 35,000 jobs and a \$6.9 billion industry. The department's agencies include the Bureau of Land Management and the National Park Service.

Recently released statistics are from an economic report for fiscal 2012. It comes as Interior Secretary Sally Jewell toured western North Dakota's oil patch and Theodore Roosevelt National Park. The department says people visit federal lands in North Dakota more than 1.4 million times a year.

<http://www.doi.gov/news/pressreleases/secretary-jewell-visits-north-dakotas-bakken-region.cfm>

## Rooms to Spare

Fifty-five hotels with 4,120 sleeping rooms have been built in North Dakota since 2010. Additionally, 21 properties have added 1,545 rooms year-to-date through August 1. Announced projects will add another 36 hotels with 3,829 rooms in the next two years. These new hotel properties are being built in 35 communities across the state. Minot has seen the largest number of new hotels with 20, followed by Williston at 17, Bismarck-Mandan at 13, Dickinson at 12 and Fargo-West Fargo at nine. Watford City leads that pack of 26 small towns enjoying new venues with three new hotels.

This increase has had a positive effect on hotel availability for leisure and business travel. Smith Travel Research reports that year-to-date through June, occupancy rate in North Dakota has dropped 14.7% since last year to 62.9%. This is still 7.5% above the average occupancy rate in the West North Central Region of the U.S. and 1.1% above the national average. Bismarck has the strongest occupancy rate at 71.5%, followed by Williams County (Williston) 64.9%, Fargo 64.3%, Grand Forks 62.9%, Stark County (Dickinson) 59.6%, Ward County (Minot) 59.1% and Stutsman County (Jamestown) 58.4%.

The Average Daily Rate (ADR) statewide for North Dakota was \$98.13, down 1.2%. The rate is \$13.08 above the regional average and \$11.36 under the national ADR.

Revenue per Available Room (RevPAR) was down 15.7% to \$61.73 but still above the regional average of \$47.15 and below the national average of \$67.69.

## Tourism Quarterly Report

### 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).

### Making sure your GPS location is correct

Is your GPS location bad? Customers calling and saying their GPS took them on a wild goose chase?

There ARE ways to update or fix your GPS location.

#### Physical GPS Units

GPS errors can happen for a couple of reasons, including road changes, detours and traffic patterns (this is why constant software updating is required) and incorrect coordinates

There are two digital content providers for GPS: NavTeq and Tele Atlas. Submit map corrections to both of them. Links (and more information on GPS) can be found at [www.gps.gov/support/user/mapfix/](http://www.gps.gov/support/user/mapfix/).

#### Dealing with online maps

While main GPS units often need just a software update, online maps can often fall victim to the “mailing address doesn’t match the physical address” symptom. This makes it very important to update your online GPS locations. With Google, you can claim your business place, add content and add or adjust mapping locations: <https://support.google.com/maps/answer/144367?hl=en>

#### Dealing with your NDtourism.com map

North Dakota Tourism’s website – [www.NDtourism.com](http://www.NDtourism.com) – uses Google to deliver live travel maps. Sometimes your point (or bubble) on the map doesn’t match your location. You can change your partner access account at <http://partners.ndtourism.com> by literally clicking on your location point and moving it.

Area of Travel	2013 Second Quarter	2012 Second Quarter	Percent Change 11-10	2013 Year to Date	2012 Year to Date	Percent Change YTD 13-12
State Park Visitors	315,162	349,168	-10%	379,133	424,001	-11%
National Park Visitors	160,617	203,855	-21%	173,218	218,259	-21%
Website Page Views	579,381	613,566	-6%	960,102	1,055,687	-9%
Web Cumulative Unique Visitors	144,452	135,600	7%	236,687	237,968	-1%
Major Attractions	899,840	907,008	-1%	1,606,007	1,698,787	-5%
Local Visitor Centers	27,559	28,563	-4%	36,601	37,934	-4%
Cumulative Lodging Tax	\$1,740,923.61	\$1,639,003.12	6%	\$3,326,127.01	\$3,126,488.70	6%
N.D. Airport Deplanements	275,449	255,060	8%	547,948	512,339	7%
Canadian Border Crossings	208,126	210,774	-1%	760,514	761,941	-0.19%
Statewide Hotel Occupancy Rate	April: 61.6% May: 65.5% June: 73.3%	April: 73.3% May: 77.0% June: 81.4%	April: -15.9% May: -15.0% June: -9.9%	62.9%	73.8%	-14.7%
Statewide Average Room Rate	April: \$98.04 May: \$97.69 June: \$97.81	April: \$99.15 May: \$100.94 June: \$101.80	April: -1.1% May: -3.2% June: -3.9%	\$98.13	\$99.29	-1.2%
RevPAR				\$61.73	\$73.27	-15.7%
Taxable Sales and Purchases	Arts, Entertainment Recreation \$17,809,195 First Quarter 2013 Food Services, Accommodations \$390,667,518 First Quarter 2013	Arts, Entertainment Recreation \$19,141,138 First Quarter 2012 Food Services, Accommodations \$392,930,150 First Quarter 2012	-6.96% -0.58%			

**State Parks:** Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Beaver Lake, Indian Hills, Sully Creek and Little Missouri. **National Parks:** Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union. **Major Attractions:** Alerus Center, Bismarck Civic Center, Bison Sports Arena, Camp Hancock State Historic Site, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Dakota Dinosaur Museum, Dakota Gasification, Antelope Valley, Coteau, Dakota Territory Air Museum, Edgewood Municipal Golf Course, Rose Creek Golf Course, El Zagal Golf Course, Osgood Golf Course, Prairiewood Municipal Golf Course, Fargodome, Fargo Civic Center, Fargo Marathon, Former Governor’s Mansion, Fort Abercrombie, Fort Clark, Fort Totten, Gateway to Science Center, Gingras Trading Post State Historic Site, International Peace Garden, L&C Interpretive Center/Fort Mandan, Medora Musical, National Buffalo Museum, ND State Capitol, Painted Canyon Overlook, Pembina State Museum, North Dakota Museum of Art, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Prairie Fire Pottery, Ralph Engelstad Arena, Red River Zoo, Ronald Reagan SHS, Toy Farmer Museum, Whitestone Hill Battlefield State Historic Site. **Local Visitor Centers:** Beach Information Center, Bismarck, Bowman Information Center, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Rosebud Visitor Center, Wahpeton. Williston information unavailable at time of reporting. The statewide hotel occupancy 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 have questions, or would like to be included in the survey, please contact Tricia Miller, Data Specialist, North Dakota Tourism, 1-800-435-5663.

**In the News**

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

North Dakota Tourism in the news in July



**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. <http://www.ndtourism.com/content/summer-activities-abound-early-july-north-dakota>

**July 11:** The rising temps make July a great time to paddle the river, fish the big lake, run the bog or float in the coulee. It's also a time of fairs and festivals as North Dakota celebrates the activities that make it a unique destination. <http://www.ndtourism.com/content/north-dakota%E2%80%99s-great-outdoors-beckons-late-july>

**July 16:** 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 not only the tourism industry partners who receive the funds, but to the state's tourism industry as a whole, "These funds allow tourism entities to promote an event or develop marketing materials." <http://www.ndtourism.com/content/deadline-nearing-2014-tourism-grant-programs>

**July 23:** North Dakota Tourism is offering a grant to one or more new tourism attractions that can bring more visitors to North Dakota. This program is made possible by a one-time appropriation of \$750,000 in funds during the 2013 North Dakota legislative session. <http://www.ndtourism.com/content/north-dakota-tourism-offers-750000-grant-development-new-tourism-infrastructure>

**July 25:** It's hard to imagine a playground as large as North Dakota, until you take the kids outside to play. Instead of merry-go-rounds, there are scenic drives where they'll see wildlife of all kinds. Instead of slides and swings, there are hiking trails, peaks and streams to conquer. And rather than kids coloring at the table, take them to Yunker Farm in Fargo for some hands-on experiences. Summer is a perfect time for a different kind of learning, and for memories that will last a lifetime. <http://www.ndtourism.com/content/nine-legendary-things-do-kids-north-dakota>

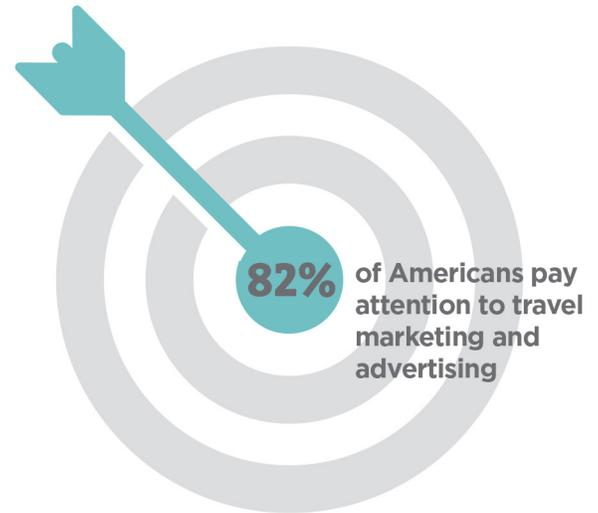
**July 31:** There is still time to take in a number of events before the school bell rings. The August temps are hot, and the activities are even hotter. Here's just a sampling of things to do in North Dakota during August. <http://www.ndtourism.com/content/august-events-do-school-starts-north-dakota>

**TRAVEL TIDBITS**

Key trends in the world of travel brought to you by



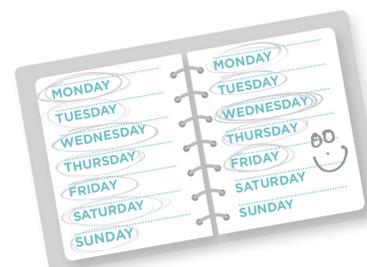
**TRAVEL MARKETING HITS THE MARK**



**28%** of Americans admit that travel industry marketing or advertising helps incentivize them to go on a vacation.

**AMERICANS ARE PAST DUE FOR A VACATION**

The average American waits **47 weeks** between vacations (over 11 months)



The average American thinks **12 days** is the perfect length of a vacation

**OFF-BEAT DESTINATION VACATIONS ARE UP**

In the next 5 years:

**53%** of Americans are likely to visit a U.S. city that might be considered off the beaten path



Source: April 2013 Kelton for Marriott International

## North Dakota Tourism offers \$750,000 grant for infrastructure development

North Dakota Tourism is offering a grant to new tourism attractions that can bring more visitors to North Dakota. This program is made possible by a one-time appropriation of \$750,000 during the 2013 North Dakota legislative session.

The 2014 Tourism Infrastructure Grant Program's purpose is to fund new tourism operations capable of attracting visitors from outside of North Dakota for at least one overnight stay. Funds can be used for building new visitor attractions, major expansions, offering a new experience and supporting services for visitors. Funds cannot be used for marketing or ongoing operating expenses.

"This grant program is an investment in North Dakota's tourism infrastructure that will not only increase our offerings of legendary experiences for our visitors, but will ultimately create new wealth by attracting more visitors who will stay longer and spend more of their money here," ND Tourism Director Sara Otte Coleman said.

Elements that make a project a strong candidate for consideration:

- Projects that clearly demonstrate their role as a tourism and recreation attraction in their community and region, and the benefits the project will provide through maintaining or expanding this visitor attraction.
- All project funding is in place and grant funding will complete a project rather than provide "seed money" to start a project.
- The demand for the tourism-related project is clearly demonstrated through research and analysis.
- All infrastructure needs are important and each application is judged on its own merit. Projects that offer unique or in-demand experiences and have the ability to attract and retain out-of-state visitors will score higher.

The 2014 Tourism Infrastructure Grant Program is a matching grant, requiring the sponsor to provide one dollar for every one dollar of grant money being requested. Matching dollars cannot be from other State of North Dakota grants. Requirements for the matching dollars include:

- The match must be an actual money investment; in-kind services will not be considered part of the match amount.
- Money that has been put toward the project in the current and previous fiscal year may be considered as part of the hard match but must include documented verification.
- Due to the timeframe of this program, pledges will not be considered part of the cash match.

The grant-eligible portion of the project must be completed by June 1, 2015. Under certain circumstances, a project may be funded if the construction has begun, a final construction schedule has been approved and all construction projects are signed.

More details about the grant program and applications can be found at [www.NDtourism.com](http://www.NDtourism.com).

Applications must be received at North Dakota Tourism by Friday, October 18, 2013. For more information or questions, contact Dean Ihla with North Tourism at 800-435-5663 or [dihla@nd.gov](mailto:dihla@nd.gov).



Sleepy Hollow Arts Park in Bismarck received a grant two years ago.



### Josh Duhamel: Legendary booster

North Dakota Tourism Director Sara Otte Coleman had the privilege of meeting Minot native Josh Duhamel while he was in Minot serving as grand marshal of the North Dakota State Fair Parade.

Otte Coleman gave Duhamel some items with the North Dakota Legendary logo to help arm him for more positive plugs for his home state. His favorite was the shirt shown here for his soon-to-arrive son.

"It was great to meet Josh," Otte Coleman said. "I didn't expect him to be so genuinely interested in North Dakota and our work promoting the state to visitors. He was very fun, casual and down-to-earth ... truly proud of his North Dakota roots."

### State Fair boasts record attendance

North Dakota State Fair Manager Renae Korslien said 320,485 people attended the 2013 fair July 19-27, breaking the 2012 attendance record of 310,889 people. Weather is always a big factor in fair preparations and there was rain that briefly delayed the start of Tim McGraw's concert on July 19. However, the sunny, cool weather that was unusual for late July worked to the advantage of the State Fair.

Korslien was pleased with concert attendance as well: Tim McGraw 13,074; Journey 9,796; Brantley Gilbert 9,151; Sawyer Brown 6,665; Scotty McCreery 6,696; Toby Keith 14,142; and Creedence Clearwater Revisited 5,554.

The 2014 fair will be July 18-26.

### Be hospitable to international guests

How can you make a guest that is upset with their long wait at the border crossing or airport feel better about their visit to North Dakota? Just be nice.

One of the most common complaints from international travelers arriving via airlines or by car is the wait time and treatment at our borders.

"There is very little we can do to change the way they are treated but this should serve as a reminder to all of us that we need to welcome and treat our guests with our friendly North Dakota spirit," said North Dakota Tourism International Marketing Manager Fred Walker.

Walker said the tourism industry has heard of, and understands, the challenges guests are having at the borders.

"We can't control that," Walker added. "Just show them what you're made of. Give them the old North Dakota hospitality so they return home with a positive experience."

### USTA's Domestic Travel Marketing Report

As traveler demographic and characteristics constantly evolve, gain a competitive edge by understanding the 2011 domestic traveler landscape. The report is on sale now at [www.ustravel.org](http://www.ustravel.org). Here is a sampling of the diverse statistics included:

- Increasing two percent over 2010, two billion trips were logged domestically in 2011, the most since 2007.
- Leisure travel continues to outpace business travel, increasing two percent in 2011, while business travel rose more slowly, increasing one percent.
- Average trip spending including transportation was \$575.
- Day trips are increasingly popular – 29 percent of trips were day trips in 2011.

### Public invited to submit 125th logos

Lt. Gov. Drew Wrigley and members of the North Dakota 125th Anniversary Committee are calling on North Dakotans to submit design ideas for the official logo for the state's 125th anniversary celebration to be held Nov. 2, 2014.

The contest is open to all North Dakotans, amateurs and professionals alike, and the winning logo will be used on promotional materials and merchandise developed for the year-long quasiquicentennial celebration. Logo designs should feature images representative of North Dakota's rich history and heritage, as well as opportunities for the future.

Contestants must submit their original design to [jmrambough@nd.gov](mailto:jmrambough@nd.gov) by Sept. 3, with the subject line "Logo Contest." Multiple entries are allowed, but must be submitted individually. All entries must be submitted in their finished form and meet all submission guidelines, which can be found on the State Historical Society of North Dakota's website at [www.history.nd.gov](http://www.history.nd.gov). Questions regarding the contest can be directed to Janean Rambough at 701-328-1430.

### North Dakota represented at Wisconsin air show

North Dakota Aeronautics Commission Director Larry Taborsky (far left in photo) was among the 500,000 or so attendees at the Experimental Aircraft Association's 2013 AirVenture fly-in in Oshkosh, Wis.



The event is a great way to promote the state to aviation enthusiasts and North Dakota and Colorado were featured states of the National Association of State Aviation Officials.

The event drew 2,115 registered international visitors, including those from Canada, Australia and South Africa.

[www.bizjournals.com/milwaukee/news/2013/08/06/airventure-maintains-2012-attendance.html](http://www.bizjournals.com/milwaukee/news/2013/08/06/airventure-maintains-2012-attendance.html)

### Travel Guide, Hunting and Fishing ad deadline approaching

The annual North Dakota Travel and and Hunting and Fishing Guide continue to be important pieces in driving would-be visitors to North Dakota.

You still have an opportunity to display advertise in both guides, but time is running out. The deadline for purchasing advertising (not the free accommodation, attraction or event listing you will get by placing your info at [www.ndtourism.com](http://www.ndtourism.com)) is September 17.

If you want to enhance your presence in the guides, contact Clark Van Horn of North Dakota Living at 800-234-0518 or 701-667-6436.

