



## Travel Update

- The Lewis and Clark Interpretive Center's 9,000-square-foot expansion is almost complete. It consists of additional gallery space, a research library and an events center. A grand opening is planned for September 21.
- Riverdale High Lodge, which opened in 2008, recently added a 13-unit motel on the south side of the existing lodge. The expansion increases the total number of rooms at Riverdale High Lodge to 30.
- Also new to Riverdale is the 13-unit Sakakawea Sunset Lodge overlooking Lake Sakakawea and Garrison Dam. All rooms include refrigerators, microwaves and a patio with lake views.
- Travelers can experience 4 Bears Casino on Lake Sakakawea by taking a cruise on the casino's yacht. Cruises run Thursday to Sunday 1-6 p.m.
- Phase One of the Pembina Gorge State Recreation Area multi-use trail system has reopened.
- Downtown Bismarck has new outdoor sidewalk eating at Peacock Alley, Toasted Frog, Laughing Sun Brewery and Fire Flour Pizza.
- Totten Trail Resort near Coleharbor has undergone a major restaurant renovation.
- Downtown Fargo has a new attraction for folks on the go. Totes People Pedicabs is pedal-powered transportation. Patrons can hop on a pedicab for a quick and fun ride to their destination.
- As of August 1, 21 properties have added 1,545 rooms year-to-date. 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.
- Find up-to-date road conditions at: <http://www.dot.nd.gov/travel-info-v2/>

## Here's looking at you North Dakota



North Dakota Tourism and Odney visited numerous locations across the state in July, filming and shooting for the 2014-2015 advertising campaign. Thank you to all of the partners who assisted with this effort. Please plan to attend this year's stakeholders meeting on Thursday, October 10, in Bismarck to hear the results from our latest visitor study, which influenced the creative strategies for the coming years. The stakeholders meeting will also be the North Dakota travel industry's first look at advertising plans for 2014 and cooperative opportunities.

### Stakeholders meeting Thursday Oct. 10

All meetings held at North Dakota Department of Commerce, Bismarck  
8:30 a.m.: Tourism Industry Conference committee meeting  
9:30 a.m.: DMAND meeting  
11 a.m.: TAP meeting  
1:30 p.m.: Tourism stakeholders meeting; 2014 Media and Cooperative Marketing plans

## Parents lead effort for later school start date

A group of parents are making the push for North Dakota schools to start after Labor Day. The group hopes to collect more than 13,000 signatures to put a statewide initiated measure on the November 2014 ballot.

Currently, each school district sets its own school calendar, including the school start date. A spokesperson stated that a move would be better for kids and families, particularly because the weather is significantly warmer in late August than late May and early June and it is a great time for family vacations.

The later school date would mean student workers could stay on the job longer, allowing pools and water parks to remain open during the hottest month of the year and provide

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North Dakota Tourism's summer intern, Anzley Harmon of Minot, is returning to Minot State University this fall with MUCH more knowledge about this great state. Harmon was in more than 20 cities, at 13 events, about 35 attractions and many scenic areas.

"I got to mountain bike the Maah Daah Hey Trail, meet and photograph the Governor and First Lady, fish with pros on Sakakawea and Devils Lake, go backstage at the Fargo Blues Festival, hike with the ranger at Fort Ransom, kayak the Missouri River, take a coached tour to FrostFire Theatre and many other fun activities," reports Harmon.

Harmon's photos will be available for protional use this fall on the high-resolution photo gallery.

## SCHOOL

more flexibility for family farms and travel. Temperatures in August this year soared into the mid-90s and heated classrooms in many schools without air conditioning. A number of schools closed, changed their scheduled hours or relocated.

The parents group has a Facebook page that has garnered more than 6,000 likes. The group includes parents from public and private schools in North Dakota. <https://www.facebook.com/pages/Start-ND-School-after-Labor-Day/124219552633?fref=ts>.

Petition supporters can contact Linda Striebel at [schoolafterlaborday@gmail.com](mailto:schoolafterlaborday@gmail.com)

## ABA recognizes Høstfest, Musical

The American Bus Association has announced that Norsk Høstfest and the Medora Musical have been designated Top 100 Events in North America for 2014 by an expert tourism industry selection committee.

The committee evaluates hundreds of events from throughout the U.S. and Canada. Judges consider the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria. Winners are selected from celebrations, festivals, fairs and commemorative events.

"Having two North Dakota events named to the Top 100 list shows that our state has great events that are not to be missed," North

Dakota Department of Commerce Tourism Division Director Sara Otte Coleman said. "In addition, this will provide greater awareness of these communities and events to national and international bus and tour operators."



The Medora Musical ([www.medora.com](http://www.medora.com)), North Dakota's largest summer event, will be held nightly from June 6 to Sept. 6, 2014, in Medora. Norsk Høstfest ([www.hostfest.com](http://www.hostfest.com)) is North America's largest Scandinavian festival, attracting more than 60,000 people from the U.S., Canada and Scandinavia. This five-day event will be held Sept. 30-Oct. 4, 2014, in Minot.

According to studies recently completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from \$5,000 to more than \$11,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

The ABA has named both Norsk Høstfest and the Medora Musical to the Top 100 in previous years. Additionally, the Dickens Village Festival in Garrison, Mandan Rodeo Days, Fargo's Pyrotechnics International Guild and the Reunion at the Home of Sakakawea in New Town also have been selected.

The Top 100 list will be published in a supplement to September/October issue of Destinations magazine.

More information about the ABA and the Top 100 Event list can be found at [www.buses.org/news-publications/top-100](http://www.buses.org/news-publications/top-100).

## Telling the story, not selling the destination

North Dakota Tourism Director Sara Otte Coleman led a contingent of state tourism officials and associates to the US Travel Association ESTO (Education Seminar for Tourism Organizations) conference in Richmond, Va.

"ESTO is the best event of the year to learn not only from the best speakers in the industry, but also from our peers, who are always willing to share their success stories and their failures," Otte Coleman said.

She was joined by Tourism's Kim Schmidt and Fred

Walker, Fargo-Moorhead CVB's Nicole Holden and Odney Agency's Trish Helgeson. Pre-sessions included topics like marketing/advertising, social media/online marketing, public relations, travel information centers and travel

**ESTO**  
**RICHMOND**

trade international/domestic.

General sessions covered topics from trying to sell our destinations (It's about selling the story, not the destination) to putting your creative plan together (Even a brick aspires to be more than just a brick). Also included was the power of brands, the need to over promise and over deliver with passionate exaggeration, brand essence is the truth told better; and how to turn one-time visitors in to long-term relationships.

Breakout sessions allowed more in-depth look at other topics: Finding the Silver Lining in a Crisis – Respond quickly, be authentic, admit fault if wrong and re-establish credibility; Culinary Tourism – It has gone from something we do when we travel to becoming the reason we travel to a destination, as important as the climate when choosing a destination; How to Engage with Today's Traveler – The average traveler spends 42 hours online dreaming, researching and planning for a vacation; Effective Mobile Strategy for Today's Traveler – 56% of American cell phone owners use a smartphone with the average DMO receiving 32% of total traffic from a mobile device; and How to Spark Killer Creative – Ideas were shared on improving creative campaigns that connect with your audience.

Brand USA programing included the Power of Partnership – Contribute, Connect, Cooperate and Collaborate; the DMO's role in air service to destinations – DMO's role as Destination Management Organization, as well as marketing organization for the destination.

**In the News**

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

**North Dakota Tourism in the news in August**

**August 15:** If strolling leisurely through a festival with a grilled ear of corn in your hand is your idea of a great time, then North Dakota has something for you. And if running, paddling, climbing and biking for 24 hours is what you consider fun, well, North Dakota has the event for you, too.

<http://www.ndtourism.com/content/fun-north-dakota-events-continue-throughout-august>

**August 15:** North Dakota amateur photographers have until August 23 to submit entries for the 2013 Governor's Photo Contest. The 10th annual contest is held in partnership with Gov. Jack Dalrymple, North Dakota Tourism Division and AAA. <http://www.ndtourism.com/content/deadline-nearing-10th-annual-north-dakota-governor%E2%80%99s-photo-contest>

**August 20:** Make the most of the Labor Day weekend by taking in all that North Dakota offers. Haven't made plans yet? No need to fret. Here's a sampling of events and ideas to incorporate into your three-day holiday weekend.

<http://www.ndtourism.com/content/explore-north-dakota-during-labor-day-weekend>

**August 28:** New travel and tourism offerings continue to increase across North Dakota. These items provide visitors more options for transportation, lodging, dining and activities. <http://www.ndtourism.com/content/new-travel-and-tourism-offerings-enhance-visitors%E2%80%99-experiences-north-dakota>

**August 29:** Ring in a North Dakota fall with events ranging from JUNKFEST to a Wind Harvest festival; from a mud run to a tractor trek; and historical events to a street fair.

<http://www.ndtourism.com/content/fall-september-north-dakota-fun>



**Airports receive grants**

The Board of University and School Lands (Land Board) has awarded more than \$27 million in its first round of grants to airports impacted by rapid development in the state's oil and gas counties

The Legislature provided \$60 million in Energy Impact Grants for the 2013-2015 biennium to help western North Dakota airports fund projects to address increased growth and activity. The Land Board today awarded state grants to 11 airports in western North Dakota, including Minot, Dickinson, Williston, Bowman, Crosby, Kenmare, Killdeer, Mohall, New Town, Stanley and Tioga.

The funding will be used for the construction and reconstruction of facilities, runways, taxiways, and other maintenance needs. Each project requires a local-federal cost share and state grants will only be distributed when the other funding has been secured.

*Community Snapshot*

Does your community have a "hidden gem," a special "did you know" fact that you would like other North Dakota tourism partners to know about? Have your community showcased through the tourism newsletter. Each month, a community snapshot will be featured. This month's Community Snapshot is **Fort Yates**.

Fort Yates, or iinakanitwi in the Arikara language, is the county seat for Sioux County and tribal headquarters of the Standing Rock Sioux Tribe. The 2010 census listed 184 residents. The community is on the banks of the Missouri River approximately 60 miles south of Mandan on Highway 1806.

Fort Yates is the site of the US Army post established in 1863 to oversee the Hunkpapa and Blackfeet bands, Inhunktonwan and Cutheads of the Upper Yanktonais of Lakota Oyate. It was named Fort Yates 1878 to honor Captain George Yates, who died at the Battle of Little Big Horn.

Hunkpapa Lakota Sioux holy man and tribal chief Sitting Bull was known for his skill as a warrior and as a medicine man. He was later killed during an arrest attempt to keep him from participating in the Ghost Dance movement. A historical marker has been placed at the location of the Fort Yates burial site. However, stories and reports indicate that his body was removed and reburied at a gravesite overlooking the Missouri River near Mobridge, S.D.

Sitting Bull Visitor Center opened May 15, 2013, on the Sitting Bull College Campus. The top five employers in Fort Yates are agriculture (farmers and ranching), Standing Rock K-12 education system, Sitting Bull College, Standing Rock Indian Health and Prairie Knights Casino & Lodge.

**Hidden Gems:** Standing Rock National Native American Scenic Byway offers grand vistas along the Missouri River and Cannonball River, along the same routes traveled by Lewis and Clark, Sakakawea and Sitting Bull.

**Did you know:** Standing Rock Sioux Tribe located in North Dakota and South Dakota are members of the "Dakota" and "Lakota" nations. The words mean "friends" or "allies" in the English language. They are often referred as "Sioux," which dates back to the 17th century and was shortened and changed by the French traders who traveled the area.

**Personalities:** Alayno Eagle Shield, recently was selected to attend the "Let Freedom Ring" commencements in Washington, DC. [www.youtube.com/watch?v=FJutZvZizAI](http://www.youtube.com/watch?v=FJutZvZizAI)

**Special Events:** United Tribes International Powwow, September. Four-day event attracts 20,000-30,000 people. [www.uttc.edu/events/docs/082913\\_01.pdf](http://www.uttc.edu/events/docs/082913_01.pdf)

To have your community highlighted, contact Deanne Cunningham at 701-328-2502 or [decunningham@nd.gov](mailto:decunningham@nd.gov).

## 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).



### Using Instagram

North Dakota Tourism is on Instagram under the username [northdakotalegendary](#) and promoting the use of the hashtag #NDlegendary. The symbol # is called a hashtag and is used in social media to mark keywords or topics. In promoting the use of #NDlegendary it helps us identify North Dakota photos.

Here are eight Instagram get-started tips from tourism marketer Phoenix Pearse (<http://www.phoenixpearse.com/marketing-your-tourism-business-with-instagram.html#sthash.L1dnRdzM.QuApvZKm.dpbs>):

1. Get the perfect username – It's a good idea to use your business name.
2. Share engaging photos so your followers will be inclined to like and share them.
3. Experiment with posting different types of photos to see which type gets the most attention.
4. Ask – Ask for feedback from followers (share your Instagram photos to Facebook).
5. Tell a Story – Here you can show images of services, renovations, etc.
6. Don't Forget Your Hashtags – Hashtags make your photos searchable and also help get listed on Instagram's public tag pages.
7. Geo-tag – This is Instagram's location service, which helps connect your photo to your location.
8. Get Connected – Connect your business-related social media accounts by cross-promotion.



According to social media consultant Kay Walten (<http://www.kaywalten.com/using-instagram-for-your-tourism-business-and-promote-travel/>), Instagram is the perfect social media platform for tourism destinations and businesses and here's why:

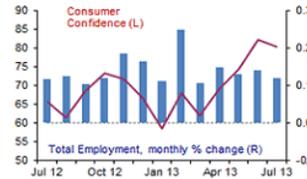
1. You can highlight images of your destination and Instagram will tag the location.
2. You can highlight your travel business in action. If you have permission from guests, staff and tours, take photos of people having fun.
3. Go behind the scenes to show followers things like preparing food, creating meals, doing inventory, doing laundry – preparing for guests.
4. Give a local view of the destination. Real life is what people want to see.
5. Share your oddness and goodness of your location. Share things that make followers laugh, smile or even scratch their head.

More fun links about Instagram:

- Red Bull scores a win with extreme Instagram video: <http://mashable.com/2013/08/23/red-bull-instagram-video/>
- 10 companies in travel doing great things with Instagram: [http://www.trosmith.com/2013/06/10-companies-in-the-tourism-industry-doing-great-things-on-instagram/#.UiDe\\_dJON8E](http://www.trosmith.com/2013/06/10-companies-in-the-tourism-industry-doing-great-things-on-instagram/#.UiDe_dJON8E)
- 7 Steps to Powerful Instagram Tourism Marketing: <http://nitrogr.am/blog/the-7-steps-to-powerful-instagram-tourism-marketing/>

## U.S. Travel Dashboard

Employment and Consumer Confidence



Source: Bureau of Labor Statistics, Conference Board

Traveler Sentiment Index



Source: U.S. Travel Association/MMGY Global

TE Leading Travel Indicator



Source: Tourism Economics

Prices: Change Relative to June 2012



Source: Bureau of Labor Statistic, U.S. Travel Association

### Midwest Living Challenge

Midwest Living is holding a \$5,000 Dream-It Do-It Community Challenge. Nominations are due Oct. 1 and can be submitted at [www.midwestliving.com/dreamit](http://www.midwestliving.com/dreamit).

Winners will receive a \$5,000 award to help fund a community project. You can make a nomination or get more information on the project in your community at the website.

### Wonder of the World

Theodore Roosevelt National Park is up for designation as the 8th Wonder of the World by VirtualTourist, a part of the TripAdvisor Media Group, and you can help! Public voting is open through September 30 and you can vote once per day at: <http://www.virtualtourist>.



### Høstfest, Musical Top 100 Events for ABA

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