



**Travel Update**

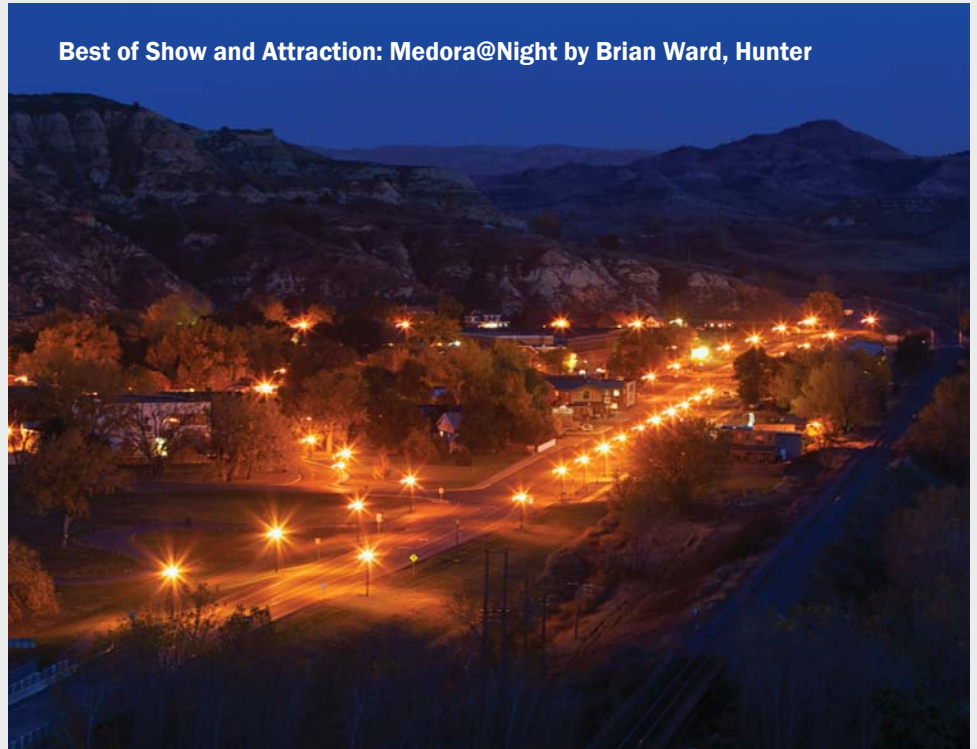
- Theodore Roosevelt National Park, Fort Union Trading Post National Historic Site and Knife River Indian Villages National Historic Site have reopened.
- Winter visitor center hours went into effect Nov. 1 at Theodore Roosevelt National Park. [www.nps.gov/thro/planyourvisit/hours.htm](http://www.nps.gov/thro/planyourvisit/hours.htm)
- Panera Bread has opened its doors in Grand Forks and Fargo, locations in Minot and Bismarck to follow. [www.valleynewslive.com/story/23502230/panera-bread-opens-in-fargo](http://www.valleynewslive.com/story/23502230/panera-bread-opens-in-fargo)

**Hotels Opened in October:**

- Homestay Suites – Dickinson
- The Brooks Hotel – Williston

Find up-to-date road conditions at:  
[www.dot.nd.gov/travel-info-v2/](http://www.dot.nd.gov/travel-info-v2/)

## 2013 North Dakota Governors Photo Contest



**Best of Show and Attraction: Medora@Night by Brian Ward, Hunter**

North Dakota First Lady Betsy Dalrymple unveiled the winning photos in the 10th annual North Dakota Governor’s Photo Contest in October. Six winning photos, seven honorable mentions and the Best of Show were revealed.

The Best of Show was “Medora@Night” by Brian Ward of Hunter.

Hundreds of photos were submitted. Photos were judged on originality, subject matter, visual appeal and ability to portray North Dakota as a legendary travel destination in the categories of adventure, attractions, events, people, scenery and wildlife.

“Each year, we’re amazed at the beautiful photos North Dakota’s amateur photographers take and share for this contest. The amount of talent they have is remarkable, and I thank them for sharing their talents with us,” Tourism Director Sara Otte Coleman said.

The North Dakota Governor’s Photo Contest began as a collaborative program between the Governor’s Office and North Dakota Tourism, and has grown to include AAA as a contest sponsor and the NDCA as a collaborative partner.

The contest is held annually and is open to any North Dakota amateur photographer. Next year’s contest will begin in May 2014. The winning photos and honorable mention selection can be seen on the following pages and at [www.ndtourism.com/articles/2013-north-dakota-governors-photo-contest-winners-named](http://www.ndtourism.com/articles/2013-north-dakota-governors-photo-contest-winners-named)

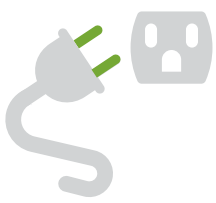
**DESTINATION WEDDINGS ARE UP**



**22%**  
of those married within the past two years had destination weddings compared to only 13% 10 years ago.

Source: 2013, Mintel

**TRAVELERS UNPLUG ON VACATION**



**60%**  
of U.S. travelers unplug while on vacation

Source: 2013 SDL

**Cultural Heritage Grants  
Awarded by SHSND**

The State Historical Society of North Dakota awarded more than \$224,000 in Cultural Heritage Grants for the coming year to 27 eligible organizations and homeowners throughout the state. Funding for this round of grants was approved by the 2013 Legislative Assembly.

Grants were awarded to:

- Bismarck Parks & Recreation, Bismarck Municipal Ballpark History Walk, \$6,800
- Cass County Historical Society/Bonanzaville, Rotating Exhibit Gallery Improvements, \$967
- City of Ashley, Ashley Fire Hall Building, \$17,315
- City of Bismarck, Belle Mehus Auditorium - replace exterior front doors, \$20,000
- Dunn County Historical Society, Disaster Preparedness Emergency Supplies, \$800
- Eddy County Museum and Historical Society, Collections Documentation, \$3,000
- Enderlin Historical Society and Museum, Purchase and installation of air handling and dehumidifier, \$6,544
- Foster County Courthouse, Foster County Courthouse Floor Restoration, \$6,500
- Gorge Arts & Heritage Council, Walhalla Theatre Storefront, \$7,500
- Grand Forks Historic Preservation Commission, Buildings of North Dakota, SAH Archipedia, \$7,500
- Grand Forks Historical Society, North Property Surveillance Protection, \$5,643
- Lake Region Heritage Center, Second Floor Exhibit Development and Installation, \$6,555
- Mandan Heritage Plaza Foundation, Interpretive Panels and picnic area, \$8,333
- Mercer County Historical Society, Replacement of forced air wall heaters, \$2,750
- Mouse River Players, Production of "Plain Hearts," \$7,500
- Nelson County Historical Society, Stump Lake Village (fmr. Michigan, ND) Depot Preservation, \$8,605
- North Dakota Museum of Art, McCanna House Upgrades and Preservation, \$20,000
- Northeastern North Dakota Heritage Association, Book Museum and Research Library Collection Care, \$450
- OPERA, Inc, Installation of an HVAC system for the main level, \$4,000
- Preservation North Dakota, Prairie Barns of North Dakota, \$6,000
- Preservation North Dakota, Hutmacher interpretation and Building Supplies, \$3,853
- Rural Vestige Alliance, Manfred School Restoration Project Phase II, \$12,735
- Southwestern North Dakota Museum Foundation, Interpretive Plan, \$10,000
- Tri-County Tourism Alliance, The Women Behind the Plow, \$4,750
- Ukrainian Cultural Institute, Film production of the "Hardship to Freedom," \$10,000
- Valley City Parks & Recreation, City Park Band Shell Foundation Stabilization, \$20,000
- Wells County Historical Society, Recording One Room Schools, \$3,000

*2013 North Dakota Governors Photo Contest*

ATTRACTIONS

Honorable Mention



**Sunrise on Hole 9, Kings Walk,**  
Dave Bruner, Grand Forks



**Whitestone Battlefield,**  
Anna Meidinger, Wishek

EVENTS

Winner: Calm Before the Storm, Brian Ward, Hunter



Honorable Mention



**Legendary Ride,**  
Ben Gumeringer, Bismarck



**Eighteen North Dakota tourism entities awarded marketing funds**

Eighteen North Dakota tourism entities are able to expand their marketing efforts thanks to two grant programs from the North Dakota Department of Commerce, Tourism Division.

The Events Marketing Grant Program and Marketing Grant Program each provide a maximum of \$5,000 in matching funds for promotion of regional events and for specific tourism marketing plans. A total of \$74,800 was awarded between the two programs.

Recipients of the Event Marketing Grant Program:

- Devils Lake Park Board for the North Dakota State Pond Hockey Championship
- MainStreams LLC, Anamoose, for German and Scandinavian Heritage Days
- Burke County Fair Association for the cross-border promotion of their annual event
- Legendary Adventures New Discoveries, Medora, for the Maah Daah Hey 100 bike race
- Williston CVB for the North Dakota Chokecherry Festival
- Elgin Community Betterment for the 100-mile Highway 21 Treasure Hunt
- Snowmobile North Dakota for the 2014 International Ride
- Maah Daah Hey Trail Association for the Maah Daah Hey Trail Extension Grand Opening
- Old Red Old Ten Scenic Byway for the nine-community Old Red Trail Rummage Sale
- Extreme North Dakota Adventures for the 2014 North American Adventure Race Championship

Recipients of the Marketing Grant Program:

- Kickstands Up for the North Dakota Motorcycle map and website
- Indian Hills Resort and Campground, Garrison, for a website upgrade
- Lewis and Clark Fort Mandan Foundation, Washburn, for participation in the multi-state "Welcome to Lewis and Clark Country" marketing project
- Dakota Carriage Company, Leonard, for a marketing campaign
- Weninger Ranch, Sentinel Butte, for new guest ranch marketing
- Cannonball Company, Regent, for an out-of-state airport advertising campaign
- Sheyenne Oaks Horse Camp, Leonard, for directional signage
- Extreme North Dakota Adventure Racing, Grand Forks, for a national marketing campaign

*2013 North Dakota Governors Photo Contest*

**ADVENTURE**

Winner: Photographing the Little Missouri River in the beautiful Badlands of North Dakota, Dave Bruner, Grand Forks



**PEOPLE**

Winner: Sisters in Snow, Angie Waletzko, Lisbon



## 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 sense of digital metrics

Are you measuring your click-through-rate? How about your SEO? Or your engagement rate? Likes? Followers? Open rate?

These days, there are countless measurements in destination marketing and few definitive recommendations of what should be measured. Kyle Lacy at ExactTarget has laid out ways to measure success in digital marketing: [www.slideshare.net/KyleLacy/20-ways-to-measure-digital-marketing-success](http://www.slideshare.net/KyleLacy/20-ways-to-measure-digital-marketing-success).

### Email Metrics

- Increase in subscribers
- Open rate
- Bounce rate
- Click-through rate
- Decrease in unsubscribers
- Shares

### Website Measurement

- Website traffic
- Unique visitors
- Total page views
- Average time spent per visit
- Click-through rate
- Bounce rate

### Investment Metrics

- Correlation (sales & engagement)
- Net new leads / customers
- Reduction in overhead costs
- Promotional code redemptions
- Leads generate (conversion rate)
- Transactional dollars

### Facebook Metrics

- Increase in total number of Likes
- Increase in total impressions
- Conversion rate
- Views, click, engagement

### Twitter Metrics

- Increase in followers
- Total mentions
- @Reply ratio
- Profile views
- Number of clicks per tweet
- Total retweets

## 2013 North Dakota Governors Photo Contest

### SCENERY

Winner: ND Sunset, Dan Schill, Jamestown



Honorable Mention



**Beauty as Far as the Eye Can See,**  
Mary Lizakowski, Grand Forks



**Fog at Sunrise,**  
Dale Rehder, West Fargo

### Pinterest Metrics

- Referral traffic
- Increase in links
- Increase in pins
- Increase in followers
- Converted sales

Lacy recommends strategically selecting what you will measure and then setting goals. In his online presentation at the link above, he offers a number of free online tools for

measurement and goal setting.

### What are some industry standards?

According to email distributors Constant Contact and Mail Chimp, email open rates for the travel and transportation industry average 22%.

For online ads, DoubleClick by Google provides a wealth of metrics. Click-through rates for online ads in the U.S. average 0.13% and a little higher in Canada, at 0.15%



**Partner with N.D. Tourism at regional sport shows**

North Dakota Tourism will be promoting the state at a series of sport shows in 2014. Tourism partners interested in participating have until December 15th to sign up to have their information displayed in the ND Tourism Booth at the following shows.

**2014 sport shows:**

- January 10-12: Great Rockies Sport Show, Billings, Mont.
- January 16-19: Denver International Sportsmen's Exposition, Denver.
- February 14-16: National Pheasant Fest, Milwaukee, Wis.
- February 27-March 2: Sioux Empire Sportsmen's Show, Sioux Falls, S.D.
- March 6-10: Milwaukee Journal Sentinel Sport Show, Milwaukee, Wis.
- March 26-30: Northwest Sport Show, Minneapolis, Minn.

The deadline to confirm participation is December 15. There are two different ways to partner with tourism at sport shows, brochure and in-booth.

- Brochure partnership costs \$75 per brochure per show for tourism to hand out your brochures on your behalf. There is a flat fee of \$350 for tourism to display your brochures at all 2014 shows.
- In-booth partnership cost \$250 per show and allows you defined space within the ND tourism booth to hand out brochures and display your banners and signage.

Participation opportunities will vary by show. Interested partners should contact Mike Jensen at 701-328-2509 or [mjjensen@nd.gov](mailto:mjjensen@nd.gov) for more information.

**Follow these tourism signage request guidelines in N.D.**

**Tourism Signage:** Signing requests for recreational, tourist and historical features are to be by application to NDDOT's Tourism Signage Advisory Committee. The TSAC will determine funding based on classification: 1) National importance, 100 percent funding by NDDOT; 2) Statewide importance, 50 percent funding by NDDOT, 50 percent local funding; 3) Local importance, 100 percent local funding. Contact the Signing Manager at 701-328-2546 for more information.

*2013 North Dakota Governors Photo Contest*

**WILDLIFE**

Winner: Day Before Pheasant Season, Dave Bruner



Honorable Mention



**Northern Saw-Whet Owl,**  
Derek Stout, Bismarck



**Western Grebe,**  
Anna Meidinger, Wishek

**Tourism Oriented Directional Signs:** TODS are signs that provide identification of and directional information for tourist-related businesses, services and activities. They are defined as rural agricultural business and tourism attractions, including recreation, historical sites, festival and cultural events, lodging and food services which are singularly and uniquely related to historical, cultural or recreational tourist

attractions. Signs are funded 100 percent by the requestor. Requests are by application. Contact the Signing Manager at 701-328-2546. TODS application: [www.dot.nd.gov/forms/sfn19926.pdf](http://www.dot.nd.gov/forms/sfn19926.pdf)

See more at: [www.ndtourism.com/information/tourism-signage#sthash.Hq7E8zBy.dpuf](http://www.ndtourism.com/information/tourism-signage#sthash.Hq7E8zBy.dpuf)

Contact Fred Walker at 701-328-3502 or [fwalker@nd.gov](mailto:fwalker@nd.gov) for more information.

### 2014 cooperative advertising options are filling up fast

On October 10, the Tourism Division shared its 2014 Media Plan, detailing how the state will advertise and promote trips to North Dakota in the coming year. The entire plan is available online at: [www.ndtourism.com/information/north-dakota-tourism-media-plan](http://www.ndtourism.com/information/north-dakota-tourism-media-plan).

The 2014 cooperative advertising plan is also available online and the deadline to reserve partnership is December 31, 2013. However, a number of programs have already filled. Here are the opportunities which still have openings:

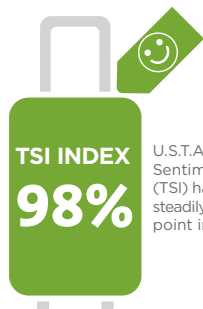
- Summer U.S. and Canadian newspaper insert
- Fall Canadian newspaper insert
- Online digital programs
- Golf Wave Direct email program
- Winnipeg newspaper advertorial
- Canadian magazine advertorial

Reservations are made on a first-come/first-serve basis by submitting the Program Reservation form found at the link above and contacting Heather LeMoine at [hlemoine@nd.gov](mailto:hlemoine@nd.gov) or fax: 701-328-4878.

## Tourism Quarterly Report

Area of Travel	2013 Third Quarter	2012 Third Quarter	Percent Change 13-12	2013 Year to Date	2012 Year to Date	Percent Change YTD 13-12
<b>State Park Visitors</b>	611,945	652,616	-6%	992,689	1,061,268	-6%
<b>National Park Visitors</b>	334,269	333,166	.33%	507,487	551,425	-8%
<b>Website Page Views</b>	601,616	545,621	10%	1,561,718	1,601,308	-2%
<b>Web Cumulative Unique Visitors</b>	169,883	133,118	28%	406,570	371,086	10%
<b>Major Attractions</b>	1,556,617	1,492,212	4%	3,192,714	3,223,481	-1%
<b>Local Visitor Centers</b>	50,553	56,841	-11%	87,154	94,775	-8%
<b>Cumulative Lodging Tax</b>	\$2,040,936.69	\$2,081,105.21	-2%	\$5,367,063.70	\$5,207,593.91	3%
<b>N.D. Airport Deplanements</b>	276,748	253,594	9%	824,696	765,933	8%
<b>Canadian Border Crossings</b>	NA	NA	NA	575,801 (Through Aug)	587,878 (Through Aug)	-2% (Through Aug)
<b>Statewide Hotel Occupancy Rate</b>	July: 76.6% Aug: 78.6% Sep: 73.1%	July: 81.5% Aug: 81.7% Sep: 77.1%	July: -6.1% Aug: -3.7% Sept: -5.2%	67.5%	76.0%	-11.2%
<b>Statewide Average Room Rate</b>	July: \$100.44 Aug: \$99.24 Sep: \$99.65	July: \$105.05 Aug: \$105.03 Sep: \$104.88	July: -4.4% Aug: -5.5% Sep: -5.0%	\$98.73	\$101.41	-2.6%
<b>RevPAR</b>				\$66.63	\$77.09	-13.6%
<b>Taxable Sales and Purchases</b>	Arts, Entertainment Recreation \$24,907,572 2nd Quarter 2013  Food Services, Accommodations \$438,962,843 2nd Quarter 2013	Arts, Entertainment Recreation \$25,162,984 2nd Quarter 2012  Food Services, Accommodations \$428,070,077 2nd Quarter 2012	-1%  3%			

### TRAVELER SENTIMENT INDEX AT HIGHEST POINT



U.S.T.A.'s Traveler Sentiment Index (TSI) has increased steadily to its highest point in 6 years

Sources: U.S.T.A. October 2012 - April 2013

**State Park:** Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Indian Hills, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Beaver Lake, Little Missouri and Sully Creek. **National Park:** Theodore Roosevelt National Park, Knife River Indian Villages, Fort Union. **Major Attractions:** Alerus Center, Badlands Trail Run, Bismarck Civic Center, Bismarck Marathon, Bison Sports Arena, Bonanzaville, Bully Pulpit Golf Course, Camp Hancock, CANDISC, Chahinkapa Zoo, Chateau de Mores, Missouri Yellowstone Confluence Center/Fort Buford, Custer House/Indian Villages, 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, Fargo Air Museum, Fargo Civic Center, FargoDome, Former's Governor's Mansion, Fort Abercrombie SHS, Fort Clark SHS, Fort Totten SHS, Gateway to Science, Gingras Trading Post, International Peace Garden, L&C Interpretive Center/Fort Mandan, Lawrence Welk Home, Medora Musical, National Buffalo Museum, ND State Capitol, North Dakota State Fair, Painted Canyon Overlook, Pembina State Museum, Pioneer Trails Regional Museum, Prairie Fire Pottery, Raging Rivers Waterpark, Ralph Engelstad Arena, Red River Valley Fairgrounds, Red River Zoo, Ronald Reagan (Oscar Zero) SHS, Three Affiliated Tribes Museum, Toy Farmer Museum, Whitestone Hill Battlefield SHS. **Local Visitor Center:** Beach Information Center, Bismarck, Bowman Information Center, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County, Minot, Jamestown, Wahpeton, and Williston. 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 any 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 October**

**October 3:** North Dakota has many tourism attractions and destinations open, despite closings due to the federal government shutdown. North Dakota Tourism Director Sara Otte Coleman assures residents and out-of-state travelers that there are many things to see and do, and many tourism attractions and destinations continue to welcome travelers. <http://www.ndtourism.com/content/north-dakota%E2%80%99s-tourism-options-abundant-despite-federal-government-shutdown>

**October 9:** First Lady Betsy Dalrymple celebrated the 10th anniversary of the North Dakota Governor’s Photo Contest with a special unveiling of the winning photos today in the Memorial Hall of the North Dakota Capitol building. Six winning photos, seven honorable mentions and the Best of Show were revealed. <http://www.ndtourism.com/content/10th-annual-north-dakota-governors-photo-contest-winners-named>

**October 14:** Treat yourself to fun in late October. From music and theater to sports and thrills, you’ll have a hauntingly good time. Don’t miss out! <http://www.ndtourism.com/content/wrap-october-music-walks-and-thrills-north-dakota>

**October 25:** Experience the arts in all forms during November and satisfy your senses with the performing arts, visual arts and handmade crafts and foods. Begin your holiday gift shopping, as artisans display their works at shows all across North Dakota. <http://www.ndtourism.com/content/november-filled-art-adventure-and-entertainment-north-dakota>

**October 31:** November is a time to savor the traditions and reflect upon who we are and what makes us unique. Keep it simple this holiday season by shopping close to home and spending quality time with the family and friends. Choose a gift made by local artisans or attend one of the many events happening across the state. <http://www.ndtourism.com/content/7-legendary-ways-savor-season-north-dakota>

**October 31:** Eighteen North Dakota tourism entities are able to expand their marketing efforts thanks to two grant programs from the North Dakota Department of Commerce, Tourism Division. The Events Marketing Grant Program and Marketing Grant Program each provide a maximum of \$5,000 in matching funds for promotion of regional events and for specific tourism marketing plans. A total of \$74,800 was awarded between the two programs. <http://www.ndtourism.com/content/eighteen-north-dakota-tourism-entities-awarded-marketing-funds>



# 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 **Grafton**.

Walsh County was created and Grafton became the county seat of Walsh County during an 1881 territorial legislation session in Yankton, S.D. Grafton and Walsh County became a melting pot of ethnicity with Norwegian, Swedish, Czech, Polish, French, Irish and Scottish pioneers settling in the area. According to the 2010 census, 4,284 people call Grafton home.

The city’s top employers are Marvin Windows, Diverse Energy, Life Skills and Transitional Center, Unity Medical Center, Hugo’s Grocery and Grafton’s Public Schools.

**Hidden Gems:** The Historic Elmwood House, an 1895 Victorian home once known as the “Williamson’s House,” is located on 20 acres in an oxbow of the Park River in northeast Grafton. Seven of those acres are listed on the Natural Area Registry as an example of river bottom forest. ... Heritage Village and Jugville Museum was featured as an “off-the-beaten-path” attraction on Roadside America. Sig Jagielski built more than 13 buildings and filled them with antiques and period piece items. The Heritage Village has an old-fashioned carousel, theater and auditorium.

**Did you know:** Grafton’s Carnegie Regional Library opened in 1897 and was the first North Dakota public library? The Carnegies collection houses more than 49,000 volumes and circulates 33,000 items per year. ... The city of Grafton owns a portion of the Coyote Coal Mine in Beulah.

**Personalities:** Clint Richie, born August 9, 1938, in Grafton, had a reoccurring role on the day-time soap opera “One Life to Live,” as Clint Buchanan. He played husband to Victoria Lord. He is also credited with teaching Tom Selleck how to ride a horse. ... John H. Fraine move to Grafton in 1885, where his accomplishments include enlisting in the First Dakota Infantry Division of the Dakota National Guard as a private. He moved through the ranks to major; and successfully ran for three terms in the state legislature. He was elected lieutenant governor and is also responsible for introducing HB 152 proposing an official flag of North Dakota. On March 3, 1911, our North Dakota State flag was adopted.

**Special Events:** Summerfest, June 26-29, 2014 ([www.grandforksfair.com](http://www.grandforksfair.com)). This community festival includes a midway full of fun rides, dog and horse shows, rhubarb baking contest, pie and ice cream socials, street concerts and the entertaining ATV mud run.

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





Fred Walker on a sales mission to Australia and New Zealand.

**Australia/New Zealand sales mission**

The Real America delegation of North Dakota, Idaho, Montana, South Dakota and Wyoming continued its efforts in the rapidly growing Oceanic markets of Australia and New Zealand with an independent sales mission to Melbourne, Adelaide, Sydney, Newcastle and Auckland.

The focus of this undertaking were wholesale tour operators, establishing contacts and building regional product awareness. But it also aimed to reinforce relationships with media and a small pool of travel agent retailers. This mission comes after several years of attendance at Visit USA exhibitions across both countries and success pursuing media opportunities to drive consumer demand.

This 10-day sales mission to five cities across two strong tourism markets resulted in numerous staff product trainings, meetings with decision-making product and contracting managers and provided future opportunities for growth and development in both winter and summer product. Overall, 24 follow up leads were produced, 53 contacts were made and more than 140 travel professionals were educated and trained on the awesome opportunities available in the region, all while existing business relationships were strengthened and new contacts were forged.

Australians are traveling to the United States in record numbers. In 2012, Australia set a new record for the number of travelers visiting the United States when, for the second time, more than 1 million Australians visited the United States. Final numbers for 2012 showed that 1.122 million Australians visited the United States, an increase of 8% compared to 2011. Few, if any, other international markets have this record of growth.

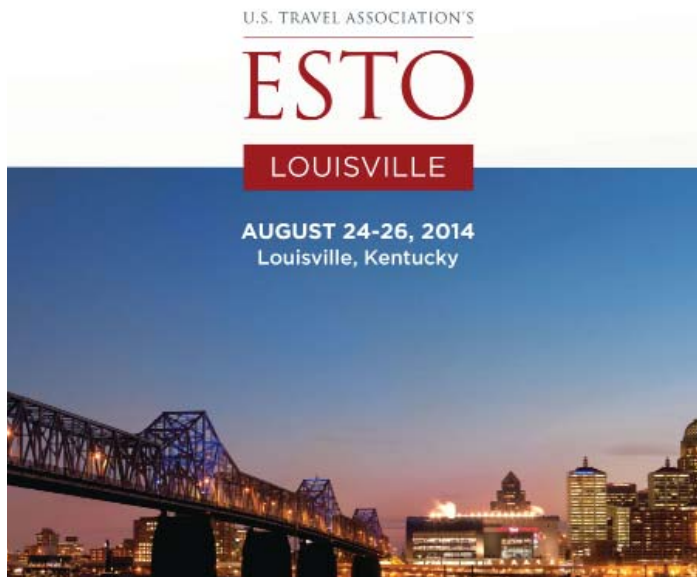
New Zealand is an established and consistently strong market to the US which continues to show the ability to grow (37% in the past 5 years). The Kiwi traveler vacations in the US on average for more than two weeks, enjoys exploring both urban and country, loves to engage with people and culture and savor the flavors of the destination.

**Marketing Outlook Forum**

Tourism Director Sara Otte Coleman and Marketing Manager Heather LeMoine recently attended the TTRA Marketing Outlook Forum in Chicago. This conference provides a global perspective of travel trends and outlook.

In summarizing the conference, Suzanne Cook, a former Senior Vice President of Research for the U.S. Travel Association offered a Top 11 wrap-up:

1. Economic and travel recovery continues at a slow pace
2. Travel is still all about the consumer experience
3. Travel is rebounding and many indicators are up
4. Leisure travel is leading the industry's performance
5. Generational shifts are changing travel patterns:  
Millennials are larger than boomers now
6. Diversification of leisure travel: Travel with a purpose
7. Business travel has a long way to go
8. Hotel demand nationwide has good increases with rates recovering
9. International inbound travel is driving increases
10. Advertising and marketing – get the right mix: Measurable isn't always meaningful
11. Don't be too worried: Stay alert



**LACK OF TRUST WITH ONLINE REVIEWS**

**1** OUT OF **4**

people think information on ratings sites is biased or fake.



Source: 9/2013 Maritz Research 2013 Online Customer Review Study included 13 high-profile ratings sites - TripAdvisor, Zagat, OpenTable, Edmunds.com, Yelp, Urbanspoon, Google+, Hotels.com, Room Key, Foursquare, Priceline.com, Citysearch and DealerRater.