



Travel Update

- Hampton Inn and Suites opened in November in northwest Bismarck
- Fargo-based JL Beers is scheduled to be open in Minot early 2014

www.kxnet.com/story/24149024/business-beat

- Delta Air Lines will add new non-stop seasonal service between Fargo and Atlanta, effective Dec. 21, 2013.

news.delta.com/index.php?s=43&item=2048

- Fuddruckers opened in Williston in November

www.willistonherald.com/news/fuddruckers-opens-its-doors-in-williston/article_8552118c-4c95-11e3-9d16-001a4bcf887a.html



- Josh Duhamel brought additional star quality to a new event center in Bismarck. Sixteen03 Main Event, is a new event venue on Main Street in

Bismarck. <https://www.facebook.com/Sixteen03MainEvents> The hip new site offers full-service catering by co-owner Corey Castleman and will have three areas for hosting events and meetings. Duhamel is a partner in the project.

- Williston Recreation Center, featuring a water park, Olympic-size swimming pool, golf simulator and more is scheduled to open March 2014

www.willistonparks.com/ARC.html

- Allegiant Airlines adds Fargo-Tampa and Bismarck-Orlando direct flights

<http://www.prairiebizmag.com/event/article/id/15691/>

- The Brooks Hotel will be opening in late December next to the Williston Fuddruckers

<http://www.thebrookshotels.com/>

North Dakota Travel Industry CONFERENCE

April 14-16, 2014 * Fargo, ND

Organizations looking to register for the 2014 North Dakota Travel Industry Conference while in this calendar/fiscal year can find registration information at www.ndtourism.com/industry/travel-industry-conference.

Registration

The earlybird registration rate (through March 31) is \$150 for the first registrant and \$140 for each additional person at www.2014ndtic.eventbrite.com.

Sponsorships

Sponsoring the conference gets you in front of approximately 250 marketers and decision-makers in North Dakota's travel industry. Exhibit space is available and sponsorships range from \$500 to \$2,500.

www.ndticsponsors.eventbrite.com

Lodging

The conference will take place April 14-16 at the Hilton Garden Inn in Fargo. Lodging at the conference hotel is \$109+tax/night. An online portal for the conference lodging is available at <http://bit.ly/1aJ9DYZ> or call 701-499-6000. The group code is DTC. Overflow lodging is also available at the Expressway Suites for \$79+tax/night; 701-239-4303.



Pressed for time

Christmas isn't the only thing coming soon. This press ran day and night for five days on the 2014 travel guide and hunting and fishing guide. Both will be available beginning early in the new year.

Keynote Speakers

The North Dakota Travel Industry Conference speaker planning group is excited to announce the keynote speakers for the 2014 conference:

Kelly McDonald

Kelly McDonald is considered one of the nation's top experts



in multicultural marketing and consumer trends. She is the author of two books. Her first, "How to Market to

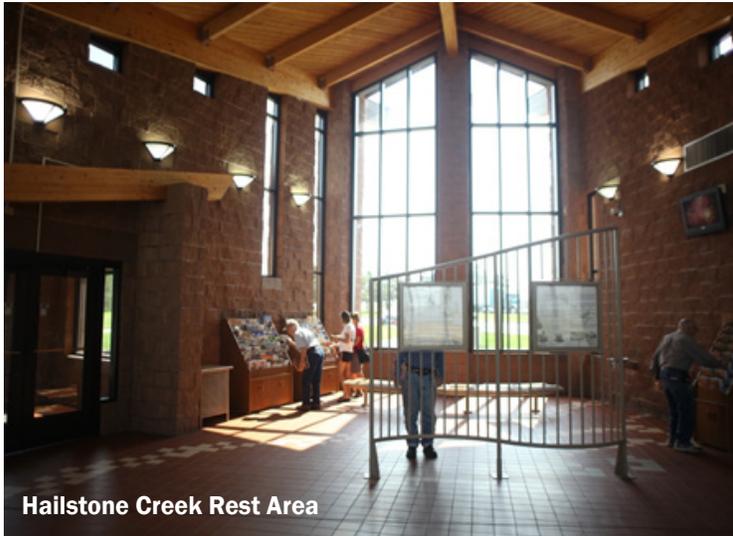
People Not Like You" was No. 7 on the list of Bestselling Business Books of 2011, and her latest book is titled "Crafting the Customer Experience for People Not Like You."

Fred Schafer

Fred Schafer is a recognized High Performance Specialist, Thought Leader and Humorist in the areas of business growth and innovation, leadership effectiveness and extraordinary wellness. He is a master at strengthening people to "strike back" at mediocrity and moving them to greater mastery in their professional and personal lives.

David Redekop

David Redekop is the Principal Research Associate at the Canadian Tourism Research Institute, responsible for reports on Canadian outbound leisure travel. His presentation will offer insights on Canadian travel to North Dakota.



Hailstone Creek Rest Area

Now is time to join Rest Area Literature Rack Program

Have you ever wondered what it takes to get your brochures into the state rest areas? Now is the time to ask questions. If you are a tourism partner and interested in participating in the Literature Rack Program for 2014, please call Tammy Backhaus for more details at 701-328-2526 or email tbackhaus@nd.gov. The deadline for participation is January 10, 2014.

N.D. Tourism takes home 2013 MobileWebAward

We're excited to announce that www.NDTourism.com was recently honored with a 2013 MobileWebAward for Outstanding Mobile Website. The state's official tourism website features stunning visual imagery, helpful navigation and engaging content, and its responsive design ensures users can easily access key features of the site on desktop, tablet and mobile screens. Key signals of intent to travel and entry points are top priorities in the mobile view, while still highlighting the beauty of North Dakota through outstanding photography.

The second annual MobileWebAwards Competition is produced by the Web Marketing Association to honor excellence in mobile websites and apps, recognize the individuals and organizations responsible, and showcase the best in award winning mobile development. Entries are judged on seven criteria: creativity, impact, design, content, interactivity, ease of use and use of medium. For more information on the MobileWebAwards, visit www.Mobile-WebAward.org.

Way to go Garrison

Congratulations to the city of Garrison, which made the Huffington Post's list of 10 Towns that Go Big for Christmas! www.huffingtonpost.com/2013/11/29/christmas-celebrations_n_4343803.html?utm_hp_ref=travel

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. This month's Community Snapshot is **Buffalo**.

Buffalo and its 188 residents are 35 miles west of Fargo. Though small, the community has a big heart and 18 non-profit organizations that continue to prosper and grow. Settled by Norwegian, Swedish and German ancestors, each found similarities in the landscape, which made it easy for them to call this home. Northern Pacific Railroad surveyor and secretary Samuel Wilkenson named the town "New Buffalo." It was later changed to "Buffalo" by postmaster Hans B. Strand, June 5, 1883, and incorporated in 1884. Its top five employers are Killoran Trucking and Brokerage, Kasowski-Gubrud Repair, First State Bank, Arthur Companies Elevating and Ten Saloon Bar and Grill.

Hidden Gems: The 1916 high school restoration and renovation has been spearheaded by the community. Donations totaling \$7,000 have been raised through events like "Shuffle off to Buffalo," which included a mud volleyball tournament, bingo and horseshoe tournament. The project should be done in time for the centennial celebration in 2016. ... Red Trail Vineyards is one of the largest vineyards in the state. It has a tasting room and gift shop, room for weddings, meetings and tours and welcomes guests to its restored 100-year-old granary. ... A granite Veterans Memorial was constructed to honor the men and women from the community who served in the military.

Did you know? The general store closed in June 2011 and by July, it was opened as the Buffalo Food Market. It was repaired and purchased through the efforts of the Buffalo Job Authority, the community and shareholders. Its three regular employees are helped out by volunteers to keep shelves stocked. ... General Henry H. Sibley and a 3,300-troop military expedition with 200 wagons crossed Buffalo Creek on Aug. 16, 1863. The area is represented by a Buffalo Creek State Historic Site marker. ... Buffalo Cemetery has more than 1,200 flowers on the grounds. The first peonies were planted in 1911 in memory of a young boy who was killed in a railroad accident.

Special Events: Fifth Annual Shuffle off to Buffalo, July 18-19, 2014. Event includes pie auction, tour of the high school, mud volleyball, bingo and horseshoe tournaments with an evening meal. www.buffalond.com ... Wine and Grape Festival at Red Trail Vineyard, Aug. 16, 2014. Food, crafts, wine-tasting, vineyard tours and bluegrass music. www.redtrailvineyards.com or 701-633-5392.

To have your community highlighted, contact Deanne Cunningham at 701-328-2502 or 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.

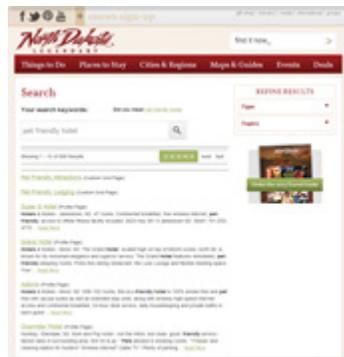
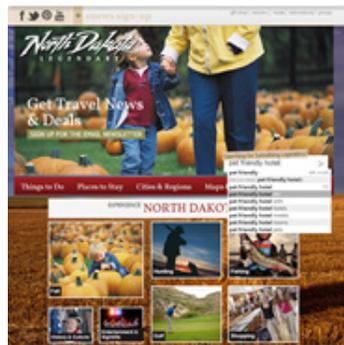


Influencing business/organization search results

Have you ever wondered how you can make your listing on NDtourism.com float to the top of the search results?

For instance, we searched for “pet friendly hotel” on NDtourism.com and the top listings were: Super 8 Hotel in Jamestown, Grand Hotel in Minot, Astoria Hotel in Minot and the Oxenrider Motel in Ellendale.

These results are determined by relevancy. The search system at NDtourism.com is powered by Google. The system looks at the description and other key words in the listing and displays the most relevant result first and then so on. If you have a well-populated listing with keywords, it increases your search return.



Here are some tips:

- Look at the description on your profile page. To enhance your SEO through Google or other online search, make sure key words and phrases that best describe you are included in your listing (your Partner Access descriptions).
- Look at your own website analytics and see what key words or phrases are people searching and finding you. Those keywords could be incorporated into your listing descriptions.
- The more populated your listing is on NDtourism.com, the better it will perform in Google searches on- and off-NDtourism.com.

There are additional tips for influencing your overall online search results too. From WebProNews:

- Create useful page titles
- Use informative URLs
- Provide relevant page descriptions
- Manage your sitelinks

Get the details at <http://www.webpronews.com/how-to-influence-your-sites-listing-in-search-according-to-googles-webmaster-academy-2012-05>

Cooperative advertising programs deadline nearing

The deadline to confirm cooperative advertising participation in North Dakota Tourism’s 2014 Co-Op Marketing Program is December 31. All of the cooperative partner options and pricing are published in the 2014 Media Plan. The plan (and co-op reservation form) is online at <http://www.ndtourism.com/information/north-dakota-tourism-media-plan>.

2014 COOPERATIVE MARKETING PROGRAM RESERVATION

NORTH DAKOTA DEPARTMENT OF COMMERCE/TOURISM DIVISION
574 5847 (10/2013)

Business/Organization	Contact Name	
Name of Affiliated Community	Address	
City	State	ZIP Code
Telephone Number	Fax Number	
E-mail	Website	

Partnerships are available on a first come, first serve basis. This form must be returned by Monday, December 31, 2013 for consideration. Mail, e-mail or fax this form to:

North Dakota Department of Commerce/Tourism Division
Adrienne L. Healy, Director
PO Box 20037
Bismarck, ND 58502-2037
E-mail: adrienne@nd.gov
FAX: 701-328-4076 | Toll-free: 800-426-2003

The following cooperative advertising needs to be placed by the partner directly through publications. North Dakota Tourism needs to know if and where the industry is placing their advertising in conjunction with ND Tourism’s media buy. (Please check those that apply.)

Leisure Market – Travel Publications	Canadian Market – Magazine Advertising
America’s Best Vacations – Colman Publishing	CAA Going Places Manitoba
Reader’s Digest – Family Vacations, America’s Heartland	Canadian Living
Redbook	Style Manitoba
Travel Oil & Beyond	Windsor’s Saskatchewan
Travel Advertising Group	
USA Weekend	Birding Niche
	Birding
Leisure Market – Magazine Advertising	Bird Watcher’s Digest
AAA Living Home & Away	Cornell Lab – Living Bird
Life/Play/AAA	
American Road	Golf Niche
Better Homes and Gardens	Golf Digest
Delta Sky Magazine	Midwest Golfing Magazine
Midwest Living	Minnesota Golfer
MAPLE St Paul Magazine	Wisconsin Golfer
Tiger Club Publications	
	Outdoor Traveler Niche
History & Western Niche	Backpacker Magazine
American Country	Cross Country
The Trail Rider	Outside Magazine
True West	Phoenician’s Forer

This year’s plan broke out opportunities based on target audience and included:

- Leisure Travelers
- Canadian Travelers
- Birding Travelers
- Golf Travelers
- Group Travel Market
- International Markets
- History and Western Travelers
- Outdoor Travelers

There are still a few options available for partners who would like to increase their voice and advertising dollar by joining forces with the state and/or other state DMOs. Questions and cooperative commitments should be forwarded to Heather LeMoine at 701-328-5372 or hlemoine@nd.gov.

- Summer Newspaper Insert – ½ and ¼ spots remain (\$3,500-\$4,500)
- Fall Newspaper Insert – Two 1/8-page spots available (\$500)
- Digital Online Display Programs – There is no cap to the number of participants (\$5,405.50)
- Wave Direct E-mail Program – One Golf partnership available (\$1,000)
- Newspaper Advertorial-Winnipeg – Three partnerships available (\$1,200)
- Canadian Magazine Advertorial – One spot left (\$3,200)

Eight tourism entities awarded expansion grants

Eight North Dakota tourism entities were selected to receive a grant from the 2013 Tourism Infrastructure Grant Program from the North Dakota Department of Commerce, Tourism Division.

The Tourism Infrastructure Grant Program, made possible by an appropriation fund determined during the 2013 North Dakota legislative session, awards up to \$750,000 to new tourism attractions 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, maintenance or ongoing operating expenses. Projects were selected based on their demonstrated ability to attract and retain visitors from out-of-state or to be a unique offering in the state.

Recipients of the Tourism Infrastructure Grant Program are:

- Dakota Territory Air Museum, Minot, for the new 5th Fighter Interceptor Squadron Display. This squadron was active at the Minot Air Force Base from 1960-1988 and is unique to any other air museum.
- Fargo-Moorhead Curling Club for construction of a state-of-the-art curling facility and event center in Fargo. The new curling facility will be the largest between Minneapolis and Seattle, enabling them to host national and international competitions.
- Grafton Parks and Recreation for the addition of 15 full-service campsites, five bunkhouses, bathhouse and welcome center to the Leistikow Campground in Grafton.



Dakota Territory Air Museum

- High Plains Cultural Center, Killdeer, for completion of a visitor information and interpretive center, serving as the southern gateway to the Killdeer Mountain Four Bears Scenic Byway.
- Lund's Landing, Ray, for the Lake Sakakawea Outdoor Adventure expansion which will offer recreational rentals to the public on Lake Sakakawea.
- North Valley Arts Council for the Grand Forks Art Center, a cultural space in downtown Grand Forks including an art gallery, two performing arts spaces, coffee shop and rooftop deck.
- Sleepy Hollow, Bismarck, for the stage expansion at Sleepy Hollow Arts Park. The expanded stage at Sleepy Hollow allows for additional uses and helps the facility to

expand its visitor potential by hosting larger productions at the park.

- Tailrace Adventures, Riverdale, for recreation equipment at Sakakawea Sunset Lodge.

The Tourism Infrastructure Grant Program is a matching grant, requiring the sponsor to provide one dollar for every dollar of grant money requested. The difference between this grant and other North Dakota Tourism grants is that it is reimbursement based. The grant-eligible portion of the project must be completed by June 1, 2015, with funds paid out after work is completed.

More details about the grant programs can be found at www.ndtourism.com/industry/nd-tourism-grants/.

North Dakota Parks and Recreation seeking RTP grant applications FY14 and FY15

The North Dakota Parks and Recreation Department (NDPRD) is seeking Recreational Trails Program (RTP) applications for both FY2014 and FY2015. NDPRD will have approximately \$2.2 million of federal grant monies available for motorized and non-motorized recreational trail projects through the Recreational Trails Program.

The Recreational Trails Program is an 80/20 matching grant program that provides funding for both motorized and non-motorized recreational trail projects.

The RTP is administered at the state level through the North Dakota Parks and Recreation Department with guidance from the Recreational Trails Program Advisory Council, and federally through the Federal Highway Administration (FHWA).

Applicants may request grant amounts ranging from a new minimum of \$10,000 up to a new maximum of \$200,000 and project sponsors must have at least 20% match available at the time of the application. Eligible projects consist of construction of new recreation trails; restoration of existing

trails; development and rehabilitation of trailside and trailhead facilities and trail linkages; purchase and lease of recreational trail construction and maintenance equipment; land acquisition and easements. Priority will be given to construction of new trails.

Applications will be online at <http://www.parkrec.nd.gov/>, click on the grants tab.

The application cycle opened December 2, 2013, with a deadline of January 31, 2014, at 1 p.m. CST.