

august 2005
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North Dakota
LEGENDARY

division of tourism

commerce matters

Riverwood Golf Course

Pebble Creek Golf Course

Prairie West Golf Course

Tom O'Leary Golf Course

Apple Creek Country Club

Mandan Municipal Golf Course

We've known for a long time that North Dakota has some of the best golf courses in the country. It's no surprise to us that the state is now being recognized as a great golf destination.

FORE!

The Bismarck metropolitan area ranks 25th out of 330 metro areas surveyed and ranked by Golf Digest in its latest ratings of "best cities" for golf in the country.

Golf Digest, in the August issue, ranked every city in the U.S. over a population of 50,000 in four categories to determine their ranking overall as great places for golf.

Each Metropolitan Statistical Area (MSA) was rated according to access to golf, weather, value of golf and quality of golf.

The Bismarck MSA was the highest-ranked area in North Dakota. Grand Forks ranked 70th and Fargo-Moorhead came in at 142nd.

Bismarck-Mandan ranked 23rd in the category of "value of golf" and ranked eighth out of 330 in the "quality of golf" category.

Terry Harzinski, director of the Bismarck-Mandan Convention and Visitors Bureau said, "The rankings show to the rest of the golfing world what we have known out here for a long time, and that is that this area can present itself and promote itself as a golfing destination."

And don't forget

Other North Dakota golf courses ranked among the best in the nation:

▮ Bully Pulpit Golf Course in Medora
▮ King's Walk Golf Course in Grand Forks

▮ The Links of North Dakota near Ray and Williston

Hawktree Golf Club



**Numbers
crunching**

Tourism Division Director Sara Otte Coleman takes a look at the second quarter numbers and gives you a rundown of the highlights on page 2.



The North Dakota Association of Convention and Visitors Bureaus is quick to jump on board national name change. See the story on page 3.



Upwards of 5,000 motorcoaches are about to converge in Minot. Are you ready? See the story on page 3.

Second quarter numbers showing mixed results

As we enter the last month of the traditional summer travel season, I hear the same question several times a day: "How is the traffic this summer?"

Looking at numbers through the end of June, the answer is not simple. Although CVBs and hotels around the state have cited strong demand and increases in lodging tax revenue, the occupancy numbers from Smith Travel show a slight decrease.

Statewide cumulative lodging taxes collected showed a strong 18% increase over second quarter 2004. The statewide 1% lodging tax collections mirror that with a 19% increase. Meanwhile, the statewide occupancy rate has dropped 4.6% since last year, which means much of the increase is due to rates.

After further investigation, it becomes evident that increased inventory is another culprit. The sample of rooms providing the data has increased by 1,291 since last June, which tells us we may be getting more statistically correct data and we have more hotels to sell.

On the positive side, visitation to our National Parks was up 14%, and while visitation to major attractions was down, airline boarding and visits to local visitor centers were up.

Second quarter inquiries were also up 57% over 2004. We are still unable to determine the exact status of our Web activities due to a change in how ITD is measuring visits and users. But even with the changed methodology, unique visits to our Web site were up 18% to 172,547 through June. We are currently looking at our regional competitors to determine how their



Sara Otte Coleman

Tourism Quarterly Report

Area of Travel	2005 Second Quarter	2004 Second Quarter	Percent Change 05-04	2005 Year to Date	Percent Change YTD 05-04
State Park Visitors	270,669	278,609	-3%	323,209	-3%
National Parks	150,163	131,416	14%	157,058	14%
Web Visits	Web stats are incomplete due to changes made by the state Information Technology Department on our Webtrends reporting. Updates will be released when they become available.				
Major Attractions	206,857	224,793	-8%	264,485	-7%
Local Visitors Centers	40,358	39,250	3%	49,948	5%
N.D. Airport Passengers	149,393	141,972	5.23%	297,955	5%
Cumulative Lodging Tax	\$600,593.74	\$489,603.29	23%	\$1,111,950.11	18%
1 percent Lodging Tax	\$358,499.49	\$281,321.26	27%	\$647,667.80	19%
Statewide Hotel Occupancy Rate	April: 55.0% May: 53.9% June: 67.4%	April: 56.2% May: 56.9% June: 69.0%	April: -2.1% May: -5.3% June: -2.3%	54.4%	-4.6%
Statewide Average Room Rate	April: \$55.39 May: \$54.43 June: \$55.86	April: \$51.82 May: \$51.60 June: \$53.37	April: 6.9% May: 5.5% June: 4.7%	\$55.42	6.0%

The following chart shows the visitation stats for Second Quarter 2005. Listed below are the participating entities:

State Parks: Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Fort Abraham Lincoln, Beaver Lake, Little Missouri.

National Parks: Theodore Roosevelt National Park, Fort Union.

Major Attractions: Chateau de Mores, Custer House/On-A-Slant Indian Village, Dakota Dinosaur Museum, Fargo Air Museum, Heritage Hjemkomst Interpretive Center, International Peace Garden, Knife River Indian Villages, Lewis and Clark Interpretive Center/Fort Mandan, Lewis and Clark Riverboat, Lawrence Welk Birthplace, Medora Musical, National Buffalo Museum, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, Three Affiliated Tribes Museum, Yunker's Farm/Children's Museum.

Local Visitor Centers: Beach, Bismarck, Bowman, Buffalo City Tourism, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, McKenzie County Tourism, Minot, Rosebud Visitor Center, Rugby, Wahpeton and Williston.

NOTE: The statewide hotel occupancy rate is measured by Smith Travel Research. If you have any questions, or would like to be included in the survey, please contact Tricia Miller at North Dakota Tourism, 1-800-435-5663.

numbers compare to ours. Initial numbers show similar findings.

Our staff has seen the preliminary report on our visitor profile study. The findings will be confirmed and presented this fall, along

with our 2006 media plan and cooperative plan, on September 27 at 1:30 at the Tourism Division office in Century Center in Bismarck. ●

Convention and visitors association changes name

In the marketing industry, timing is everything. That's why the North Dakota Association of Convention and Visitors Bureaus exists no more.

With the International Association of Convention & Visitor Bureaus on the verge of changing its name, North Dakota decided to lead rather than follow and adopted the name Destination Marketing Association of North Dakota.

"The fact that IACVB was on the verge of a name change, we thought rather than North Dakota be last, why don't we be first," said Julie Rygg, president of the new Destination Marketing Association of North Dakota and executive director of the Greater Grand Forks CVB. "The change explains more about what our organization is doing. We are the marketers of our communities."



On August 2, the IACVB became Destination Marketing Association International after more than 80% of the voting IACVB members supported the new association name.

It made sense, especially in North Dakota, Rygg said. Rygg pointed out that North Dakota's new name keeps with the state's branding and keeps partnerships on a united front with the international governing body.

The new brand identity was put before the membership as the association completed its "Brand Leadership Campaign," citing that extensive

research during its own "brand assessment" showed that 70% of respondents had little or no recognition for the term "CVB" or "convention and visitor bureau."

"We recognize the future of our industry depends on our members' ability to become as contemporary, distinctive and relevant as possible in their individual communities and in the larger hospitality realm," said Michael D. Gehrisch, IACVB President & CEO. "The new identity fulfills and builds upon the brand promise that our membership developed on behalf of the industry."

The DMAND has members ranging from CVBs and chambers to foundations that serve as the marketing arms for their communities. ●

In the News

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

Summer heats up

(July 18)

As the temperature continues to heat up the North Dakota

summer, so do a number of events scheduled across the state. From the North Dakota State Fair to the Ukrainian Festival to the Taylor Horsefest, the latter part of July offers plenty to do. Plan to get out and experience these events and activities. It's an opportunity to have an adventure without venturing far from home.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=383>

Still time for summer fun

(July 29)

Sports physicals need to be scheduled. School supplies are already available in stores. But there's still plenty of time to take in an event in North Dakota. And the variety is incredible. No matter where you live, you're not far away from something fun to see and do. Plan to get out and experience these events and activities. It's an opportunity to have an adventure without venturing far from home. Go to www.ndtourism.com or call 800-435-5663 or 701-328-2525 for more information on other events throughout the state.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=384>



Minot prepares for rally

As Minot prepares to host the 74th International Family Motorcoach Association Rally Aug. 15-18, 2005, the surrounding communities should ready themselves for an influx of people coming into the area:

- Arrival to our area for the official rally begins August 12.
- The event and all activities will be held at the North Dakota State Fairgrounds.
- Expected attendance: 5,000 motorcoaches and 600 exhibit spaces (approximately 15,000-20,000 people).
- Anticipated economic impact on the region: \$30 Million.
- Average age of attendees is 60-plus. Some bring grandchildren and they are expecting approximately 400 kids.
- The exhibits and some activities are open to the public for a small entrance fee.
- All Minot hotels & campgrounds are full with vendors and several surrounding communities are full as well.



There will also be pre- and post-rallies 1-2 weeks in advance and 1-2 weeks after the rally. These events will be held in communities all across the state. The attendance of these groups ranges from 20 to 600 coaches depending on the organization. Please contact Dusty Zimmerman (dusty@visitminot.org or 800-264-2626) for more information or if you are unsure if there will be a rally in your community.

The Minot Convention & Visitors Bureau's Web site (www.visitminot.org) has a specific area for FMCA attendees. ●

“What they’re saying”

“I wanted to let you know how much we appreciate your website and the valuable service it provides. We found our places to stay when we were in ND for six nights last week through your website. I also wanted to tell you that



Eastview Campground and Badlands Trail Rides, in Killdeer, was one of the most enjoyable vacation experiences we have ever had, and we travel quite a bit. The owners and staff went above and beyond to make sure that we were comfortable and all our needs were met. The scenery was spectacular and the camping experience was the best we have ever had. I also want to say that they had the “Cadillac’s of Outhouses” there. We plan on making Eastview an annual trip. Once again, thank you for your service.”

Sincerely,

Ann C. Fedders, New Richmond, Wis. ●

Conference ties arts to development

The annual North Dakota New Bohemia group hosted the ARTECO (Art=Economic Development Conference) in Rugby on July 19-20.

North Dakota Tourism Communications Director Rachel Retterath spoke at the conference about Tourism Division’s many partnering opportunities available to industry stakeholders and how to incorporate the arts into existing community events and attractions.

Data from the Americans for the Arts states that as of January 2005, there are 1,085 arts-related businesses that employ 5,430 people in North Dakota. ●

What’s new ...

Trails get national designation

Trails at Cross Ranch State Park and Des Lacs National Wildlife Refuge have been designated as National Recreational Trails.

The trail system at Cross Ranch State Park extends roughly 15 miles along the Missouri River. The area is home to a variety of wildlife, including bald eagles and the threatened piping plover.

Des Lacs’ Munch’s Coulee Hiking Trail is a one-mile loop offering vistas of the refuge’s wildflowers, Lower Des Lacs Lake and nearby wetlands.

New Dickinson CVB Web site

The Dickinson Convention and Visitors Bureau has just launched its new Web site located at www.dickinsoncvb.com.

The site provides the viewer with access into the various attractions, events and meeting planning that Dickinson and southwest North Dakota offers. It has coupons, maps and an e-postcard.

New in Jamestown

Jamestown has added a new stagecoach and will be putting new gates on the Frontier Village. The Village and National Buffalo Museum are running \$1 nights on Wednesdays: \$1 for pony rides, \$1 for double scoop ice cream; and \$1 admission to the buffalo museum.

Fort Seward hosted the Flags Across America July 4. It also has created local tourism books for point of sales in retail and local motels and tabletop displays in local restaurants and hotels (every room) features a list of all attractions on one side and will have monthly event calendars. Tourism promotion books will also be distributed to the local cab companies, airport, etc. ●

WHERE’S SCOOTER?

Let’s try again

No one guessed correctly where I was last month. Apparently they are unsure what lake in North Dakota shares a boundry with Canada We’ll try again, and if you need a clue, call someone from Bottineau ... or Souris ... or Deloraine, Manitoba.

Please E-mail your answers to jpursley@state.nd.us by August 21. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●



North Dakotans not only share a common border with their neighbors from Canada. They also share lakefront property here. Where am I?