

march 2006
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North Dakota
LEGENDARY

division of tourism

commerce matters

Tourism is working for North Dakota

What can one little dollar do for North Dakota? You will be surprised



Research shows North Dakota had a solid return on its investment in 2005. For every dollar invested in advertising last

year, North Dakota received a return of \$81.38 within an eight-month period.

The state's outlay for tourism advertising is delivering a significant return on investment. The research, done by Longwoods International, shows the Tourism Division's marketing strategy and the \$1.08 million investment in advertising returned \$88 million in increased visitor spending to the state in 2005.

The advertising cost per trip in the U.S. was \$1.75. For Canada, it was \$1.03, and combined it averaged out to \$1.68. The cost per trip was

down 13% and 19% respectively, showing an improved efficiency in the advertisements' ability to drive results.

According to the research, Tourism's advertising resulted in 645,700 overnight and day trips to North Dakota taken by U.S. and Canadian citizens. The research shows an additional 385,000 trips were intended for 2006.

The 2005 print advertising in the U.S. and Canada performed even better than in 2004. A total of 3.3 million travelers from U.S. and Canadian markets were aware of the Tourism Division's advertising. North Dakota's image as rated in 12 categories was always better among those who had seen the state's advertising compared to those who had not seen the tourism ads. ●



What's new ...

Delta adds Fargo flights

Delta Airlines is planning two round trips a day between Fargo and its Salt Lake City hub starting June 8, the airline says.

There will be morning and afternoon flights between the cities. The airline will use 50-passenger planes for the new service.

Beginning in June, Fargo will be served by Delta, Northwest, United and Allegiant.

Hotel Donaldson recognized

The Hotel Donaldson in Fargo has been recognized by Budget Living Magazine as one of the top 10 of 20 favorite boutique hotels in the country in an article titled "The Inn Crowd."

The hotel has been recognized by such media as The Los Angeles Times, NBC's Today Show, Midwest Living and Fox News.

CANAD breaks ground

The Canad Inn of Grand Forks is in the process of becoming a reality. The \$50 million project will add a hotel and water park complex to the Alerus Center.

Canad officials are shooting for a completion date of June 30, 2007.

Tourism award nominations sought

The Destination Marketing Association of North Dakota (DMAND) and the North Dakota Tourism Division are pleased to announce nominations are now being sought for the 2006 North Dakota Governor's Awards for Tourism.

The awards will be presented during the North Dakota Tourism Conference April 30-May 2, at the International Inn in Minot. The conference, themed "Marketing Madness," is co-hosted by DMAND and the Tourism Division. Nomination deadline is April 3.

Three new awards have been added for 2006: Tourism Attraction of the Year, Event of the Year and Tourism Organization of the Year. Recognition for Travel & Tourism Industry Leader, Front-Line Tourism Employee, International Tourism, Best Package and Behind the Scenes Tourism Employee will also be awarded. To view the criteria and/or submit nominations, simply go to <https://registration.ndtourism.com>.

Also for the first time, DMAND and the Tourism Division have commissioned an artist from Park River, Jason Lindell, to develop the awards. Jason is designing something for each recipient, which will reflect the spirit and uniqueness of North Dakota.

Conference registration and sponsorship submissions may also be completed at <https://registration.ndtourism.com>. ●

Legendary winner

North Dakota Tourism's Fred Walker stands with Kerstin Wendell of Design Resekonsuter/Stockholm Mässresor at the North Dakota booth in Stockholm, Sweden.

Wendell won a North Dakota Legendary Cup and a hat/T-shirt combo at the Visit USA – Stockholm event on Jan. 17, 2006. The event showcased U.S. destinations, airlines that travel from Sweden to the U.S. and car rental agencies and accommodations in the U.S.

The event was put on by the Visit USA Committee for travel agents and media in Stockholm.

There were more than 170 travel agents and media in attendance. ●



Tourism conference

This year's conference, taking place April 30-May 2, at the International Inn in Minot, promises exceptional educational and networking opportunities. The event, themed "Marketing Madness," will kick off with a brochure swap and tailgate party. The educational sessions will offer a variety of topics, including many centered around the theme. Keynote speakers will include Don McEachern, Demystifying Branding for Tourism; Roger Brooks, 10 Immutable Rules of Successful Tourism; and Steve Jermanok, Working with Today's Travel Writers.

While registering for the conference, don't forget to nominate your peers for the Governor's Awards for Tourism, the premier awards for our industry in North Dakota.

Don't delay! Log on to <https://registration.ndtourism.com> today! ●



Tourism Crash Course

More than 50 people interested in starting a new tourism business or enhancing their existing business attended the Tourism Development Crash Course Feb. 16 in Jamestown.

North Dakota Tourism, Buffalo City Tourism, Small Business Development Center and Central Dakota Tourism partnered to host the event, which provided valuable information for tourism-related businesses.

"It was exciting to see a lot of new faces at the conference, said Fran Brummund, chairperson for Central Dakota Tourism Partnership. "The distribution and communication vehicles used to promote the workshop reached the right market."

The conference provided "hands-on" information and networking for each participant. ●



Bobby Koeplin of Valley City discusses funding issues at the Tourism Development Crash Course in Jamestown.

Scenic Byway grants

North Dakota was awarded more than \$249,000 in federal grants from the Federal Highway Administration's National Scenic Byways Program.

More information about the National Scenic Byways Program is available on the Internet at www.bywaysonline.org.

North Dakota projects receiving funding:

- Sheyenne River Valley Scenic Byway: Corridor Management Plan Implementaion (Year 3), \$23,311.
- Standing Rock Native American Scenic Byway: Traveler Services, \$172,000.
- Sheyenne River Valley National Scenic Byway: Byway Facilities, \$29,258.
- Standing Rock Native American Scenic Byway: "Pageant of the Plains," \$25,000.

Total for North Dakota (4 projects) \$249,569. ●

Council on the Arts grants

Application deadline dates for NDCA grant programs is fast approaching.

A Lewis & Clark Community grant is among several of the grant opportunities being offered by the North Dakota Council on the Arts.

This community grant of between \$500 and \$3,000 is

In the News

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



North Dakota Tourism was in the news in February

February 6: Spring is just around the corner. Here are a few of the major home, garden, ag, and sports shows across North Dakota in the next two months. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=427>

February 10: Two recent travel and trade shows emphasized the enthusiasm Scandinavian tourists have for North Dakota. North Dakota was one of only three destinations showcased at the recent VISIT-USA Sweden workshop in Stockholm, and Tourism attended, with a North Dakota delegation, the recent Reiseliv Travel and Trade Show in Lillestrom, Norway. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=430>

February 17: Delegates promote North Dakota tours at record-setting travel industry conference. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=432> ●

designed to benefit North Dakota communities, artists, arts organizations, educational institutions and the general public. Application deadline is April 1.

Complete descriptions of all of the NDCA grant programs, guidelines and application forms are available on its Web site at www.nd.gov/arts or by calling 701-328-7590. ●

Cities increase marketing

Grand Forks recently became the third city in North Dakota to approve a 1% car rental tax, which will be used for tourism marketing and promotion. Minot and Bismarck also have passed this new tourism marketing option.

This additional tourism promotion money is a result of HB 1454, which was supported by the North Dakota Tourism Alliance Partnership (TAP) and passed during the 2005 legislative session. HB 1454 allows cities to impose a 1% tax to airport car rentals of less than 30 days.

"The money created through the car rental tax goes straight into marketing and getting more people to visit North Dakota," says Dana Bohn, TAP executive director. ●

New border travel card

Government officials recently announced the name of the alternative travel document the U.S. government plans to produce as part of the Congressionally-mandated Western Hemisphere Travel Initiative (WHTI).

The PASS (People Access Security Service) system card will be made available to U.S. citizens for use in traveling to Canada and Mexico and returning to the U.S. via land border crossings. Tourism Industry of America (TIA) and Travel Busi-

ness Roundtable continue to support the WHTI program, but are concerned about the ability of the federal government to meet related deadlines in a manner that will not deter travel into and out of the U.S. TIA continues to urge the administration to look for other alternatives that help facilitate travel, especially Canadian travel to the U.S., while enhancing border security. ●

Foreman Travel Show & Marketplace

North Dakota Tourism Group Travel Marketing Director Deanne Keller attended the Foreman Travel Show and Marketplace for the first time Feb. 17-18 in Sioux Falls, S.D.

The show was previously known as the Jack Rabbit Show.

Sixty exhibitors were included, as was a strong showing of tour operators from Iowa, Minnesota, South Dakota, Nebraska and Texas.

Keller had a booth and met with many of the tour operators and travel agents in attendance.

The next Forman Travel Show will be held Feb. 16-17, 2007. For more information, contact Terri Nolet at E-mail: tourlady2003@yahoo.com. ●

LC Foundation, 4-H camp work together

The Western 4-H Camp Association and the Lewis and Clark Fort Mandan Foundation have entered into a partnership to continue to provide a high-quality 4-H camping program while exploring the potential for more year-round use of the camp.

The Lewis and Clark Fort Mandan Foundation is a nonprofit organization that manages and maintains Fort Mandan and the North Dakota Lewis and Clark Interpretive Center near Washburn. The Western 4-H Camp is midway between the Lewis and Clark Interpretive Center and Fort Mandan.

During the 2006 season, the Lewis and Clark Fort Mandan Foundation will conduct its own site assessment of the 4-H camp, prepare a master plan for the development of the grounds and evaluate its interests in assuming management of the camp.

The Lewis and Clark Fort Mandan Foundation also will as-

Sacagawea Symposium planned

The Bismarck-Mandan Lewis & Clark Bicentennial Committee, along with Amy Mossett and Clay S. Jenkinson, will present "Finding Sacagawea: A National Symposium on an American Phenomenon," June 1-4.

Scholars, historians, humanitarians, musicians and presenters of all aspects, from all across the country, are being brought together for the series of events.

The symposium will be held at the Heritage Center on the State Capitol Grounds, with special events to be held throughout the community at places such as Fort Abraham Lincoln State Park/On-A-Slant Indian Village, Fort Mandan and Knife River Indian Villages.

Speakers from across the nation will be presenting over the four-day event. Most events are free and all are open to the public. For more information, please feel free to contact Camie Lies with the Bismarck-Mandan Lewis & Clark Bicentennial Committee at camie@bismarckmandancvb.com. ●



sist with marketing the summer camp sessions, participate in interviews, hire summer camp staff and assist with other preparations for the camping season.

At the end of this year's camping season, the foundation will evaluate its interest in assuming future management of the facility, prepare a master plan for development of the grounds, determine sources of funding, and negotiate a long-term management agreement with the Western 4-H Camp Association. ●



I think I can, I think I can, I think I can turn around and get home from here.

Where's Scooter?

All Aboard

Genia Hesser of Williston correctly placed me at the Pembina State Museum last month.

This month I hopped the rails and rode till the tracks ran out at the end of the line. Then I turned around and went back. Where was I at the midpoint of my trip? Please E-mail your answers to jpursley@state.nd.us by March 30. 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. ●