

february 2007

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*North Dakota*  
LEGENDARY

division of tourism

# commerce matters

## Thinking of summer?



## Tourism marketing groups are getting jump on season

With the brunt of the 2007 tourist season just a couple of months away, industry professionals have been busy the past few weeks making sure they are prepared for the influx of visitors.

Three recent events helped prepare tourism-related businesses and entrepreneurs for the busy season that lies ahead.

The Southwest North Dakota Tourism Conference, the Nature and Rural Tourism Conference and Marketplace 2007 brought industry people together to share ideas and strategies to capitalize on visitation.

"This is the time of year when we are developing plans that will bring more visitors to North Dakota," Tourism Division Director

Sara Otte Coleman said. "People are beginning to understand how important events like these are in terms of preparation. These conferences provide a platform for sharing and learning."

Otte Coleman made a presentation on the effectiveness of packaging.

Dickinson Area Chamber of Commerce Executive Director LaRue Roth, who recently returned to the state after nearly two decades away, said perceptions of North Dakota as a tourism destination have changed since the early 1980s.

An Elgin native, Roth worked in the tourism industry here before

**Conferences continued on Page 2**



North Dakota Tourism Director Sara Otte Coleman and Dickinson Convention and Visitors Bureau Director Terri Thiel visit during the Southwest North Dakota Tourism Conference in Dickinson.

### Conferences from Page 1

moving to Texas for 18 years. “North Dakotans in general see tourism as a more economically viable industry (now),” Roth told The Dickinson Press.

North Dakota Tourism Cultural and Heritage Tourism Marketing Director Annette Schilling presented details of the state’s new Learning Based Vacations to the Southwest North Dakota Tourism Conference and to Marketplace in Fargo.

“The presentations served a dual purpose,” Schilling said. “Several people said that the presentation sparked ideas as to how they can become an LBV provider and develop programs of their own and on the flip side, just as many said they plan to experience some of the programs currently being offered. It’s just an overall great program for the state of North Dakota.”

Tourism’s Group Travel Marketing Director Deanne Felchle spoke to the Nature and Rural Tourism Conference in Fargo on January 16 about marketing to group travelers and determining the niche groups that would work for rural communities and nature attractions. ●

### National Tourism Week

Speaking of planning ahead, National Tourism Week will be recognized May 12-20, 2007, and now is the time to begin local preparations.

Consider speaking to service clubs about the importance of tourism and summer travel preparations. Use your community newsletters to urge attractions to re-paint and prepare for the traveling season. Schedule editorial board meetings with local newspapers and discuss tourism’s impact.

Visit [http://www.tia.org/pressmedia/TWFA/ntw\\_week.html](http://www.tia.org/pressmedia/TWFA/ntw_week.html) for information on national preparations for National Tourism Week. ●

## Tourism Quarterly Report

Area of Travel	2006 Fourth Quarter	2005 Fourth Quarter	Percent Change 05-06
<b>State Park Visitors</b>	84,540	83,166	2%
<b>National Parks</b>	41,981	51,404	-18%
<b>Web Visits</b>	227,613	144,073	58%
<b>Unique Web visits</b>	79,134	63,736	24%
<b>Major Attractions</b>	721,318	720,458	0%
<b>Local Visitors Centers</b>	17,371	16,826	3%
<b>N.D. Airport Passengers</b>	166,375	161,479	3%
<b>Cumulative Lodging Tax</b>	\$854,064.15	\$723,694.67	18%
<b>1 percent Lodging Tax</b>	\$446,749.53	\$389,240.60	15%
<b>Statewide Hotel Occupancy Rate</b>	Oct: 65.4% Nov: 53.3% Dec: 46.7%	Oct: 65.6% Nov: 52.2% Dec: 46.0%	Oct: -0.3% Nov: 2.1% Dec: 1.5%
<b>Statewide Average Room Rate</b>	Oct: \$61.07 Nov: \$58.50 Dec: \$58.23	Oct: \$57.43 Nov: \$55.50 Dec: \$55.63	Oct: 6.3% Nov: 5.4% DEC: 4.7%
<b>Taxable Sales and Purchases</b>	<b>Arts, Entertainment Recreation</b> \$12,812,442 (1Q) \$20,236,804 (2Q) \$23,604,100 (3Q)  <b>Food Services, Accommodations</b> \$221,829,686 (1Q) \$242,573,314 (2Q) \$264,247,153 (3Q)	<b>Arts, Entertainment Recreation</b> \$13,628,980 (1Q) \$19,219,830 (2Q) \$23,230,047 (3Q)  <b>Food Services, Accommodations</b> \$206,170,236 (1Q) \$232,283,611 (2Q) \$249,020,266 (3Q)	1st Quarter -5.99% 2nd Quarter 5.29% 3rd Quarter 1.61%  1st Quarter 7.60% 2nd Quarter 4.43% 3rd Quarter 6.11%

The following chart shows the visitation stats for fourth quarter 2006. Listed below are the participating entities:

**State Parks:** Beaver Lake, Cross Ranch, Ft. Ransom, Ft. Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Ft. Lincoln, Little Missouri, Indian Hills, Sully Creek.

**National Park:** Theodore Roosevelt National Park, Fort Union.

**Major Attractions:** Alerus Center, Bismarck Civic Center, Bison Sports Arena, Bonanzaville USA, Chateau de Mores, Confluence Center/Fort Buford, Custer House/Indian Villages, Dakota Gasification, Antelope Valley, Coteau, Eagle Ridge Golf Course, Edgewood Golf Course, Rose Creek Golf Course, Osgood Golf Course, Prairiewood Golf Course, Fargo Air Museum, Heritage Hjemkomst Interpretive Center, Lewis & Clark Interpretive Center/Fort Mandan, Mandan Municipal Golf Course, Norsk Hostfest, National Buffalo Museum, ND State Capitol, North Dakota Heritage Center, Pembina State Museum, Pioneer Trails Regional Museum, Plains Art Museum, North Dakota State Fair Center, Plains Art Museum, Prairie Knights Casino and Resort, Ralph Engelstad Arena, Roosevelt Park Zoo, Superslide Amusement Park, Yunker Farm/Children’s Museum.

**Local Visitor Centers:** Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, McKenzie County, Minot, Rugby, Rosebud Visitor Center (Valley City), Wahpeton and Williston.

The statewide hotel occupancy rate is measured by Smith Travel Research.

North Dakota Tourism uses Webtrends 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 Coordinator, North Dakota Tourism, 1-800-435-5663. ●



### Need a passport?

The travel industry has a new Web site to update travelers on new passport requirements.

The site [www.getapassportnow.com](http://www.getapassportnow.com) will inform travelers about the Western Hemisphere Travel Initiative (WHTI), upcoming deadlines and other information involved in international travel.

WHTI requires all air travelers to the United States to have a passport or other secure document by January 23, 2007. That includes Americans returning from Canada, Mexico and the Caribbean.

All travelers by land and sea must have passports to enter the U.S. by June 1, 2009. ●

### National grant funding opportunities

We all get questions about funding. Are funds available? What funds are available? Where can I go to get funding?

The link below provides information on two national grant opportunities.

“Tourism Cares” awards grants to worthy tourism-related nonprofit organizations worldwide for conservation or preservation of exceptional cultural, historic or natural sites. Grant awards range between \$10,000 and \$20,000.

The National Trust for Historic Preservation offers planning grants for historic preservation projects across the country. Cultural heritage tourism projects can be eligible for this funding. These are small matching grants for planning, education and consulting services to assist historic preservation projects. Grants are usually in the range of \$500 to \$10,000.

Go to [www.culturalheritagetourism.org/resources/funding.htm](http://www.culturalheritagetourism.org/resources/funding.htm) for more information. ●

### Pipestem Creek’s tour ranked among best

Pipestem Creek’s local production tour has been selected and featured as one of the best in the U.S.A. by factory tour experts Karen Axelrod and Bruce Brumberg in the new edition of their book, *Watch It Made in the U.S.A.*

Factory tours have become increasingly popular as low-cost vacation attractions for family and business travelers, day outings for local residents and educational field trips for schools.

“Here at Pipestem Creek, we use our tour as a tool for demonstrating our commitment to quality, education and a lot of fun,” owner Ann Hoffert said in a released statement. “We are proud that they featured our company tour in the book and

### In the News

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



#### North Dakota Tourism was in the news in January

**January 2:** Whether you’re looking for adventure or just a serene location to relax, North Dakota’s lodges are a perfect year-round weekend getaway. Cozy up next to a warm fire, watch wildlife in their elements or enjoy outdoor activities. Whatever it is you prefer, you’ll find a lodge for your perfect getaway. Here are some of the many lodges and resorts in North Dakota. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=529>

**January 4:** The North Dakota Department of Commerce Tourism Division recently unveiled the 2007 Travel Guide and Hunting and Fishing Guide. In cooperation with the North Dakota Department of Transportation, they also unveiled the new 2007-08 state map. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=531>

**January 29:** With all the activities and events scheduled around the state, cabin fever won’t have a chance to set in. From indoor car shows, cook-offs and concerts to outdoor events featuring ice fishing and skiing, February will delight your senses. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=535>

**January 30:** Fight those winter blues by getting outside and enjoying the things that make winter great. Build a snowman or have a snowball fight. Or take it a step further and try your mitten-clad hand at skiing, snowmobiling and ice fishing. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=536> ●

have given our manufacturing efforts and pride in the ‘Made in the U.S.A.’ label national attention.”

A factory tour adds a fun, memorable experience. Pipestem Creek creates home decorating accessories, homegrown and handmade. Products come from nature and return to nature as edible birdfeeders. Nearly all the components of the handmade designs are grown on site.

Several historic granary buildings and a train depot were moved onto the farm and restored by Pipestem Creek and house the drying, shipping, production and gift-shop facilities. If you visit during summer, your tour guide will walk you past a big farmhouse and through the private gardens to admire the hundreds of feet of rainbow-colored beds. ●



## Show season off to great start

The 2007 sport and travel show season kicked off earlier this month with a great event at Pheasants Forever "Pheasant Fest" in Des Moines.

The three-day event drew more than 24,500 enthusiastic attendees to this third bi-annual show.

The North Dakota booth was staffed by Mark Zimmerman and Kelly Krogh of The Limit and The Ridge. They answered literally thousands of inquiries on pheasant hunting and much more. Workers in the booth were pleased by the additional questions on waterfowling, golfing, fishing, mountain biking,

camping and horseback riding in North Dakota.

Opportunities to partner in other scheduled sport shows are still available. If you are interested in having brochures distributed from the North Dakota booth or if you wish to be present in the booth, please contact Mark Zimmerman at 701-328-2509 or mzimmerman@nd.gov. ●

## North Dakota Tourism in Scandinavia

North Dakota made its first appearance this season in Norway when Fred Walker of North Dakota Tourism, Terry Harzinski of Bismarck-Mandan CVB, Lois Wanner of Knife River Ranch and Barbara Stafford of Rocky Mountain International attended the Reiseliv Travel and Trade Show in Lillestrom.

Walker also took part in the See America/Destination America Stockholm workshop in Sweden. Three hundred people attended the 4½-hour show, at which North Dakota was the only U.S. destination represented.

At Reiseliv, attendance was down slightly from 2006, but

## What's New

**Tourism partnership:** Individuals and businesses in North Central North Dakota are hoping to organize a regional tourism partnership.

A series of meetings have been set up to build a partnership between Ward, Pierce, Bottineau, McHenry, Burke, Renville and Mountrail counties.

Meetings are February 7 at Bob's Pizza, Rugby; February 12 at the Tech Center, Bottineau; February 21 at Velva; and February 28 in Burke County at a location to be determined. All meetings start at 7 p.m.

Call Mitch Monson at 701-837-6102 for more information. ●

travel trade, including media, tour operators and travel agents was still very strong.

North Dakota is still a popular destination to the Norwegian travelers. Most Norwegians have traveled to the United States, usually to the East Coast or West Coast. They continue to visit North Dakota to see the real adventure, not tourist traps. They want to experience cultural festivals, including the Norsk Høstfest, Heritage Hjemkomst Festival, a real rodeo or an American Indian Powwow.

Well over 1,500 pieces of North Dakota travel information were distributed at the show. More than 700 travel guides and 500 highway maps were distributed at the show this year, compared to 400 and 300 in years past.

Prior to the Stockholm show, a luncheon was held with a prospective media group for upcoming FAM trips to North Dakota. We were able to showcase our destination to a group of eight and get into what makes our state a quality international destination. Two of the attendees had visited North Dakota and were great selling the state. ●



I met Teddy Roosevelt standing on a street corner in this town.

## Where's Scooter?

Tom Nowatzki of Bottineau correctly placed me at Lake Metigoshe State Park last month. This month, I visited this town and ran into Theodore Roosevelt and a bunch of other folks. All standing on the street corners. Where was I? Please E-mail your answers to jpursley@nd.gov by February 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●