

Tourism At-A-Glance



North Dakota Tourism: By the Numbers

- Travel and tourism is a **\$4.13 billion industry** in North Dakota. (NDSU)
- More than **16 million visitor trips** are spent in North Dakota each year. (Longwoods and Statistics Canada)
- North Dakota **travel generated \$374 million in taxes**. (IHS Global Insight)
- If tourism didn't exist, each North Dakota household would pay an additional \$646 in taxes. (IHS Global Insight)
- **Each visitor adds \$83** to the gross state product. (IHS Global Insight)
- **Advertising North Dakota is a 1:9 return** to the state's tax base. (Longwoods)
- Out-of-state visitors represent the largest portion of tourism expenditures in North Dakota. **Seventy percent (70%) of visitors are from out-of-state / out-of-country**. (IHS Global Insight)
- **One out of every 12 workers** owes their job to tourism in North Dakota. (IHS Global Insight)
- **\$760 million in wages and salaries** are generated through North Dakota tourism. (IHS Global Insight)

What Is Tourism?

Tourism: Travel to enjoy recreational and leisure activities, partake in business, visiting friends and relatives and activities outside of one's normal working or living area.

Leisure Travel: A trip composed primarily for fun and recreation, including: visiting friends/relatives, touring, outdoor trips, special events, seasonal vacations, resorts, and more.

Business Travel: A trip composed of work related duties.

Business/Pleasure Travel: A trip taken for business where the visitor also enjoyed leisure activities.

Visitor: Person or travel-party touring together.

Overnight Visitor: Person who spent one (1) or more nights away from home.

Day Trip/Visitor: Any trip for business or pleasure that does not include an overnight stay and involves travel of more than 50 miles from home.

How is Tourism Measured?

The North Dakota Tourism Division benefits from a multitude of research types and methodologies. In brief, these research methods include:

- **Canadian Travel** = Provided by Statistics Canada, measures travel and spending by Canadians to the United States; gathered through Stats Canada's International Travel Survey.
- **Domestic Travel Expenditures** = Comparative data provided by the United States Travel Association, using tax revenue from the U.S. Bureau of Labor Statistics.
- **Economic Base** = Comparative analysis provided by North Dakota State University (NDSU) of the state's six primary industries; measures non-resident spending.
- **Return on Investment (ROI)** = Contracted through Longwoods International, measures the awareness and effectiveness of advertising campaigns.
- **Tourism Satellite Account** = A measurement of the economic impact of travel and tourism, contracted by IHS Global Insight. Uses jobs, wages and taxes to quantify the contribution tourism makes to the gross state product (GSP).
- **Visitor Studies** = A survey of recent visitors to North Dakota, documenting their travel habits and spending and comparing to U.S. travel data; contracted through Longwoods International.

Tourism At-A-Glance



Domestic Visitor Profile (2008)

Longwoods International

- Domestic tourism expenditures total \$2.2 billion
- 6.08 million overnight trips; 15.27 million total trips
- 25% growth in overnight-visitor spending (01-06)
- Trip Seasonality
 - January-March 19%
 - April-June 31.5%
 - July-September 27%
 - October-December 23%

Tourism Satellite Account (2008)

IHS Global Insight

- Tourism expenditures total \$2.4 billion
- 70% of travelers are non-resident
- Each visitor adds \$83 to Gross State Product
- 31,208 jobs were created by travel and tourism economic activity
- Approximately \$760 million in wages and salaries was generated by travel and tourism in 2008
- Tourism generated \$370 million in federal, state, and local government taxes in 2008
- North Dakota is outpacing the nation in core tourism growth, growing 10.7% in the last two years, the U.S. grew 8.1%

Canadian Travel to ND (2008)

Statistics Canada & Longwoods International

- Canadian visitor expenditures total \$196 million (CAN)
- North Dakota is the 10th most visited U.S. state by Canadians
- 15% more visits than 2006: 722,000
- 1.5 million nights spent in-state

North Dakota's Economic Base (2008)

North Dakota State University

- Non-resident expenditures total \$4.13 billion
- 3rd largest industry in state
- 19.3% growth in non-resident spending since 2000

Return on Investment (2007)

Longwoods International

- The 2007 advertising campaign returned \$203.9 million in visitor spending that year
- \$12.7 million in state taxes generated
- The state invested \$1.66 million in advertising, giving a return of 1:123
- The campaign was 24% more efficient, with cost-per-trip decreasing to \$1.35

Domestic Travel Expenditures (2007)

U.S. Travel Association & U.S. Bureau of Labor Statistics

- Tourism expenditures total \$1.7 billion
- 37.6% growth since 2000 - outpacing national growth of 31%

Additional Statistics

The Department of Commerce Tourism Division tracks inquiries, fulfillment, border crossings, airport boarding's, attraction visitation, hotel occupancy rates and much more. Quarterly and annual reports can be found in the Tourism Division newsletter, through the annual report, and online. The following are some 2009 highlights:

National Park Visitation:	15%
State Park Visitation:	19%
Airport Passengers:	5%
Hotel Profitability:	5.8%
Hotel Occupancy:	1.5%

Top 5 states requesting visitor information:

1. California
2. Texas
3. Florida
4. Illinois
5. Minnesota