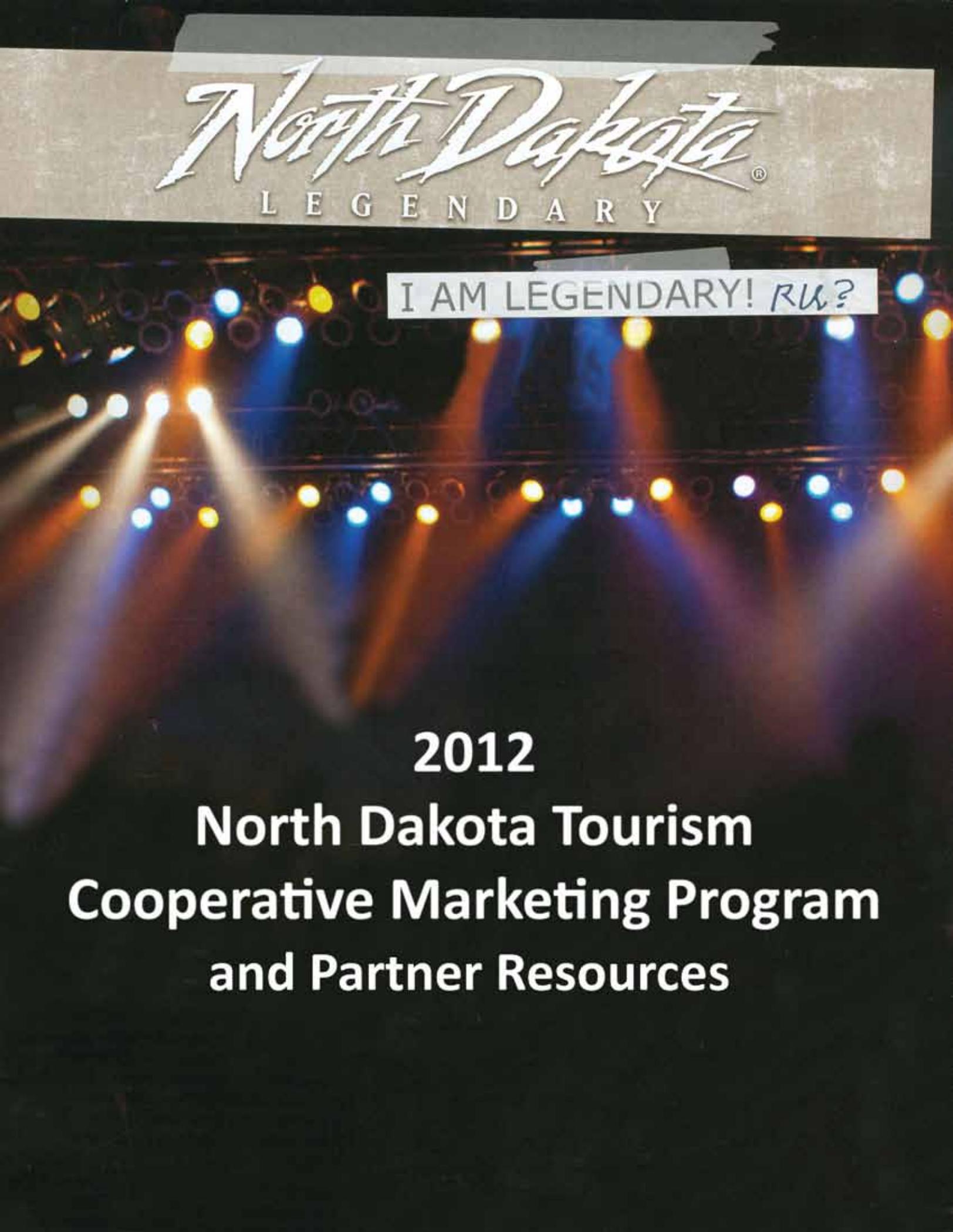




North Dakota
LEGENDARY[®]



I AM LEGENDARY! RU?

2012
North Dakota Tourism
Cooperative Marketing Program
and Partner Resources

North Dakota Tourism's cooperative marketing programs provide resources, distribution vehicles, training, partnership and much more. By combining efforts, our advertising dollars and promotion of Travel North Dakota goes farther.

MARKETING: ADVERTISING and PUBLIC RELATIONS

Advertising Co-Op

North Dakota's advertising strategies include a media mix of television, print, newspaper, online, outdoor and radio. Please see the 2012 Marketing and Media Plan for North Dakota's advertising placement plan. Below are the publications that offer special pricing and cooperative advertising options. North Dakota Tourism also custom prints three newspaper inserts. The media cooperative commitments deadline is November 1.

Heather LeMoine – hlemoine@nd.gov

Domestic/Legendary Strategy

Print Publications & Travel Directories

AAA Living/Home & Away
America's Best Vacations*
Family Circle
Good Housekeeping**
Midwest Living
Minnesota Monthly
Parade Magazine*
Reader's Digest*
Redbook* **
Travel Advertising Group (newspaper insert)*
Woman's Day**
*Denotes Travel Directory
**Denotes Geo-Targeted

Summer Newspaper Insert – 19 newspapers with circulation of 1,771,131

In-State

Newspaper Insert – 90 newspapers with circulation of 250,000
North Dakota Horizons
North Dakota Living

Canadian/City Experience Strategy

Print Publications

CAA Manitoba Going Places
Style Manitoba
Westworld Saskatchewan

Summer Newspaper Insert – 17 newspapers with circulation of 600,277

Fall Newspaper Inset – 8 newspapers with circulation of 436,251



Niche Strategy

Print Publications

Birding
Birdwatching
Living Bird
Midwest Golfing Magazine
Minnesota Golfer
Pheasants Forever
Road Runner (motorcycle touring)
Road Noise
Thunder Roads Magazine
Throttler Motorcycle Magazine
The Motorcyclist



Digital Strategy/Social Media

North Dakota Tourism's monthly digital audience is 553,615 and growing. The digital strategy is an integrated effort to build brand identity, increase awareness and impressions of North Dakota as a travel destination, promote lead generation and engage travelers. Strategies in messaging and advertising cross the following platforms:

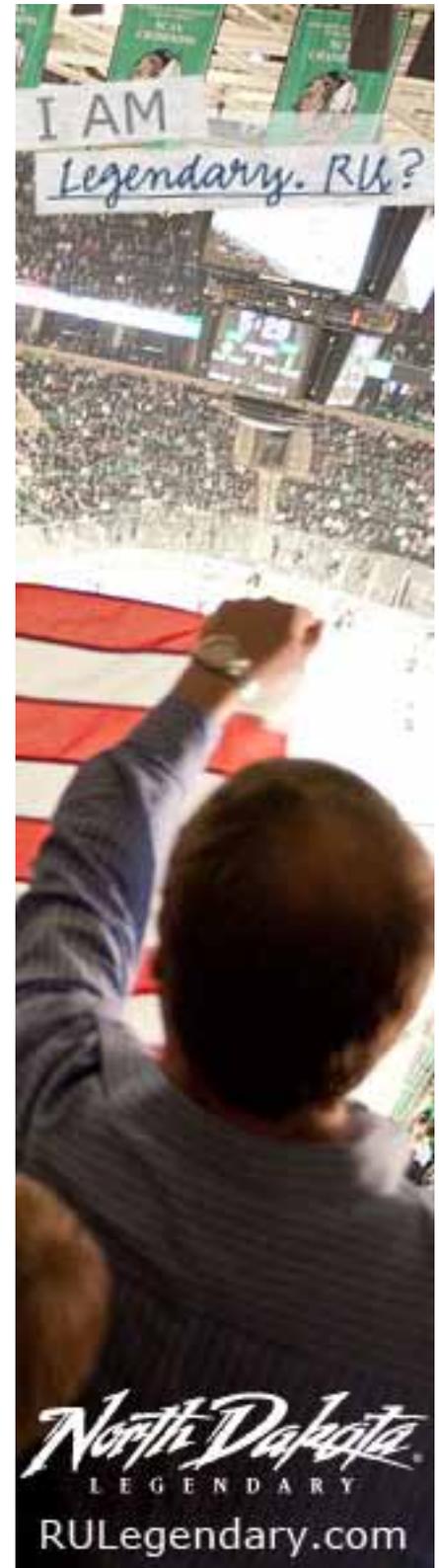
- NDtourism.com
- RULegendary.com and other secondary websites
- Mobile site
- Digital publications
- Social media channels – Facebook, Twitter
- Search-engine optimization (SEO) and search-engine marketing (SEM)
- User-generated content – YouTube, Flickr
- Online advertisements
- Electronic newsletters

With North Dakota Tourism's efforts getting more than 4 million digital impressions each month, social media and cooperative online efforts are great opportunities to get more exposure for your event, attraction or package. Be sure to like, follow, share, subscribe and join – here are some ways how:

- Facebook: Travel North Dakota
Like it and share posts, pictures and more
- Twitter: @TravelND
Follow, tag, retweet – we do the same
- YouTube Channel: LegendaryND
Subscribe and upload videos to the world's second-largest search engine
- Flickr Group: Travel North Dakota
Join and add photos
- Blog: <http://legendarynd.wordpress.com>
Guest bloggers are wanted!
- E-blasts
Content for these is gathered from events, attractions and packages provided through Partner Access at www.NDtourism.com and from social media interactions

North Dakota Tourism promotes prize giveaways through social media. Prize and package donations will help to increase social engagement and will highlight your destination.

Kim Schmidt – ksschmidt@nd.gov
Heather LeMoine – hlemoine@nd.gov.



Group Tour Marketing

The Group Travel Marketing program specializes in promotion and coordinating travel to North Dakota by creating and maintaining relationships with tour operators, group travel planners, banking professionals, affinity groups and other travel groups. Expos, familiarization tours and marketing sales missions are avenues for stakeholders to represent product and capture a prime group tour audience.

Show schedule

- National Tour Association Conference: December 5-9, 2011, Las Vegas.
www.ntaonline.com
- American Bus Association Marketplace: January 6-10, 2012, Grapevine, Texas.
www.buses.org
- Bank Travel Conference: February 7-9, 2012, Memphis, Tenn. www.banktravel.com
- Heritage Club International Conference: March 21-25, 2012, Rogers, Ark.
www.heritageclubs.com
- Travel Alliance Partners Conference: June 4-8, 2012, Shreveport-Bossier, La.
www.travelalliancepartners.com

Deanne Felchle – dfelchle@nd.gov



International Marketing

North Dakota's efforts in the international overseas market include the Nordic countries of Norway, Sweden, Denmark, Iceland and Finland; Germany and Australia. In 2008, North Dakota started to work with key tour operators in France, Italy, the United Kingdom and the BENELUX region. In 2012, New Zealand will be added to the travel schedule and North Dakota will be working closely with the industry, focusing on tour operators, travel agents and international media representatives.

Show Schedule

- Scandinavian Mission: October 18-27, 2011, Sweden, Denmark
- Australia/New Zealand expos: February 10-24, 2012, Sydney, Adelaide, Melbourne, Brisbane, Tauranga, Auckland
- Reiseliv, Swanson Travel & ITB: February 28-March 12, 2012, Oslo, Norway; Øsby, Sweden; Berlin, Germany
- US Travel Association Powwow: April 20-26, 2012 – Los Angeles, Calif.
- RMI Roundup: April 28-May 2, 2012, Buffalo, Wyo.

Partners who would like to strengthen their international presence on a country-by-country basis can also have access to contact names and addresses through a lead-sharing program.

The growth in travel from Australia, Germany, Norway, Sweden and other European countries can be linked to the positive media coverage resulting from foreign journalists visiting North Dakota. International media FAM trips are also scheduled on a per-request basis, and the interest and appeal for international travelers is North Dakota's culture, heritage and outdoors. At this time, product development is greatly needed and the international tour operators and receptive operators seek properties that are full-service/inclusive with commissionable rates.

Fred Walker – fwalker@nd.gov

Marketing Grants

Two annual marketing grant programs are available from North Dakota Tourism. Both require a 1:1 match.

- **Tourism Marketing Grants** support marketing and promotional efforts of attractions and/or destinations
- **Tourism Event Grants** support the marketing and promotion of events with a regional or national audience

Applications are due each September for funds used in the following year. The grant maximums are \$5,000. Not all awards are equal. Grant information and applications are available online: www.ndtourism.com/industry/nd-tourism-grants/

Dean Ihla – dihla@nd.gov

Positive media coverage of North Dakota continues to increase and the value of the coverage cannot be underestimated. Media familiarization (FAM) trips are scheduled on a per-request basis from writers, broadcasters and bloggers on assignment as well as freelance. Partners are often sought to assist with itinerary and accommodation planning.

Kim Schmidt – ksschmidt@nd.gov

NDtourism.com

North Dakota Tourism's official website averages more than 450,000 visitors annually and over 30,000 unique visitors each month. Free listings for all North Dakota accommodation providers, attractions, events and services offered as part of the travel industry are provided on the North Dakota Tourism website (www.NDtourism.com).

Listings Provided:

- Accommodations
- Attractions
- Events
- Vacation Packages, including Education Vacations

You can also add photos and videos to your listing. To take advantage of free listings, create a log-in at www.ndtourism.com/industry/partner-access/ and enter information. Remember to log-in often to make updates and post new packages and specials.



Media and Public Relations

Distribution of partner press releases is provided at no charge via the RSS feed at the North Dakota Tourism website (www.NDtourism.com). Partners can utilize partner access to upload press releases. These also stream onto the home page of NDtourism.com and the Tourism Division's blog.



Outdoor Promotions Marketing

Consumer sport shows are a great way to increase visibility with one-to-one marketing of destinations. The Tourism Division has pre-committed to several sport shows and has options for participation:

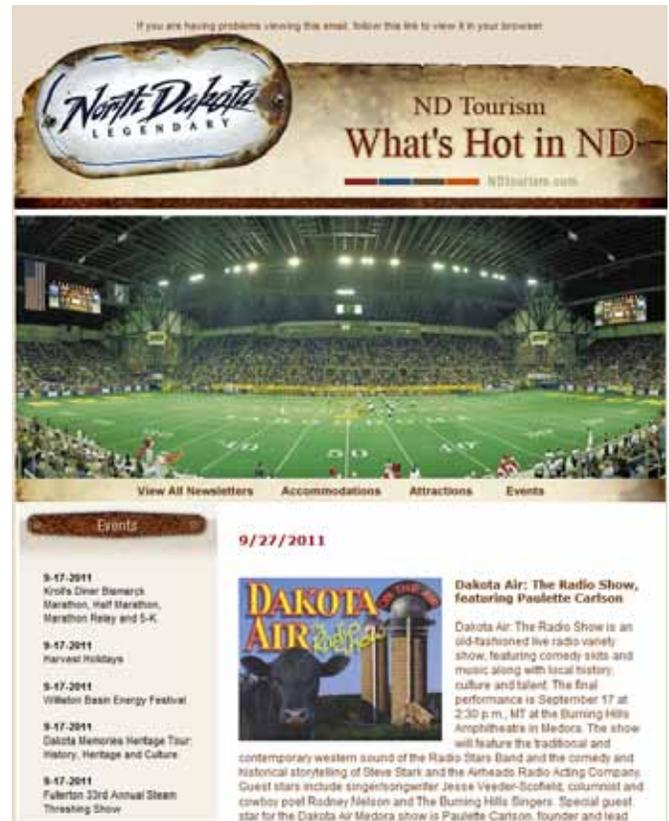
Show Schedule

- Quad Cities Sport Show: January 13-15, Davenport, Iowa
- National Pheasant Fest: February 17-19: Kansas City, Mo.
- Omaha Boat Sports and Travel Show: February 23-26, Omaha, Neb.
- Milwaukee Journal Sentinel Sports Show: March 7-11, Milwaukee
- Northwest Sports Show: March 28-April 1 Minneapolis

Partnership Opportunities

- \$75 - Placement of a single brochure in the North Dakota booth per show. Shipping costs are the responsibility of the partner.
- \$250 - Staffing of the North Dakota booth by participating partner. Each partner will be given space in the ND booth to display their signage and distribute materials. Travel expenses are the responsibility of the partner.

Mike Jensen – mjjensen@nd.gov



E-newsletters

North Dakota Tourism also maintains a list of subscribers who opt-in to receive news and updates on the following topics: birding, city scene, education vacations, family fun, golfing, great outdoors, historic sites, hunting and fishing, motorcycling, scenic drives, state parks, TRNP/Medora/Badlands, winter activities and what's hot (news). Content for electronic-newsletters comes from partner listings on NDtourism.com and interactions with North Dakota Tourism on social media.

Scooter Pursley – jpursley@nd.gov

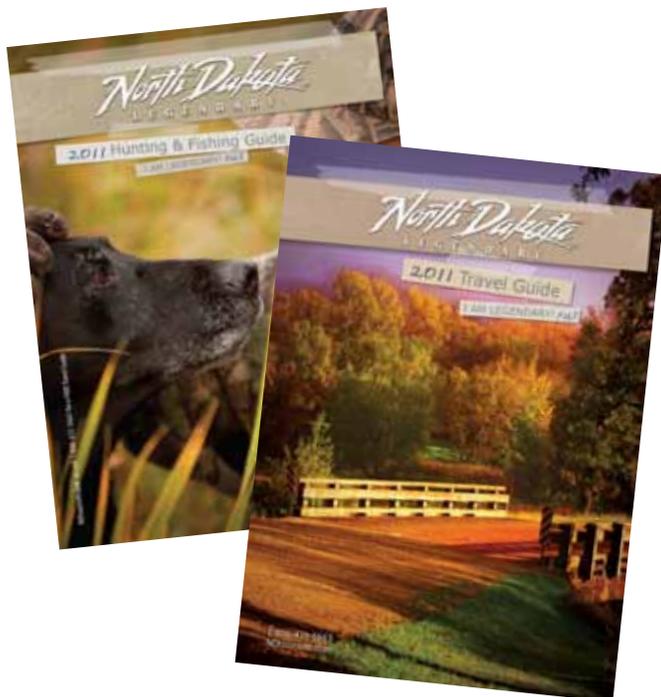
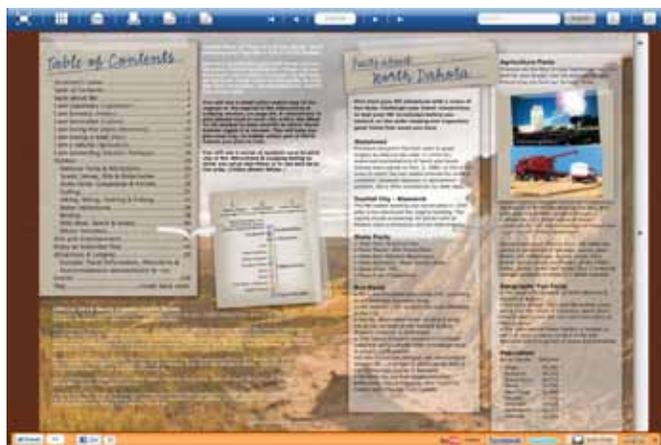
Tricia Miller – tamiller@nd.gov

Publications/Fulfillment

Travel Guide

The Travel Guide is 158 pages of activities, events and information from across North Dakota. Listings are provided free of charge, and information is gathered through use of Partner Access which is found on the Industry area of www.NDtourism.com. A digital version of the guide is also available online, with live links in all listings and advertisements. Advertising is sold through a contractor and is available on a first-come/first-serve basis, prior to October 1.

Heather LeMoine – hlemoine@nd.gov



Hunting and Fishing Guide

The Hunting and Fishing Guide is a 40-page resource for fishing areas, access points, seasons and regulations. The Tourism Division collaborates with ND Game and Fish on the content. A digital version has also been created. Advertising is sold through a contractor and must be committed prior to October 1.

Scooter Pursley – jpursley@nd.gov

Brochure Distribution

In addition to placing Travel Guides and maps into rest areas, North Dakota Tourism works with the Department of Transportation and 13 interstate and highway rest areas to provide visitor guides and brochures. The cost is \$200 per year, per brochure. The deadline to reserve space for 2012 via partner agreement is January 13, 2012.

Tammy Backhaus – tbackhaus@nd.gov

The Tourism Division works with contractor One Fulfillment LLC to provide tourism brochures to travelers via the FREE BROCHURES link at www.NDtourism.com. Partners can increase their visibility and reach, have less in-house fulfillment time and cost, while benefitting from services and monthly reports. Partner costs included the shipping of their brochures to the fulfillment warehouse, and the cost of first-class postage for each brochure mailed. There are no participation fees.

One Fulfillment LLC – 877-818-5195

North Dakota Tourism provides travel guides, maps, hunting and fishing guides and culture and heritage trail guides to partners wishing to distribute materials to visitors. There is no charge to receive these resources.

Jessica Fretty – jfretty@nd.gov

INDUSTRY RESOURCES and ADVOCACY

Business Development

The Tourism Division works to identify opportunities and conduct development functions to support the start-up, retention, expansion and attraction of businesses in the tourism industry. Areas of emphasis include agriculture-based tourism, expanding recreation offerings, expanding education vacations and rural tourism development.

Dean Ihla – dihla@nd.gov



Infrastructure Grants

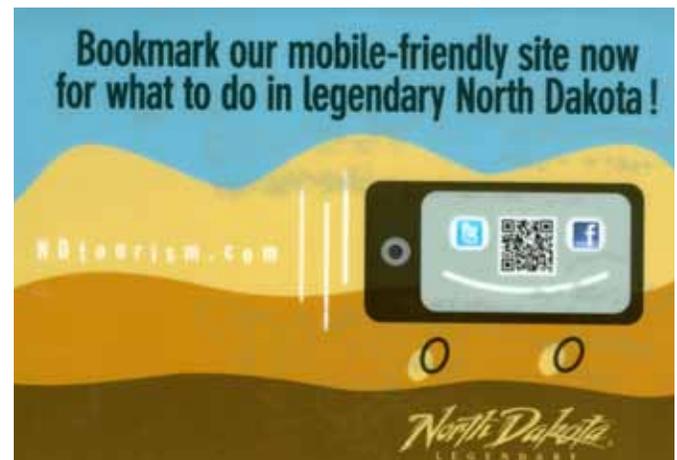
North Dakota Tourism is offering a new grant program totaling \$750,000 to one or more new tourism attractions that can bring more visitors to North Dakota. The Tourism Infrastructure Grant Program's purpose is to fund new tourism operations capable of attracting visitors from outside North Dakota for at least one overnight stay. 1:1 matching 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 or ongoing operating expenses. The first round of applications is due October 14, 2011.

Dean Ihla – dihla@nd.gov

Tourism Expansion Grants

Tourism Expansion Grants support new or expanding tourism or recreation facilities. Amounts range from \$5,000-\$25,000 and require a 1:1 match. The deadline is September. www.ndtourism.com/industry/nd-tourism-grants/

Dean Ihla – dihla@nd.gov



Hospitality Training Program

North Dakota has been recognized as being the "Friendliest State" by Cambridge University. The value of good service and hospitality has been shown to increase visitor spending, lengthen stays and result in referrals – a vital resource used for trip planning. Resources available for hospitality training include an updated hospitality training workbook and window clings to place at visitor-frequented locations to provide an information resource. North Dakota Tourism can also provide a speaker or program for hospitality training and/or working with frontline staff.

www.ndtourism.com/industry/hospitality-training-program/

Tammy Backhaus – tbackhaus@nd.gov



Industry Communication

The Tourism Division has a monthly newsletter providing industry news, research, global trends and more. View newsletter archives at www.ndtourism.com/smartmail/newsletter/. Sign up for the newsletter by contacting the Tourism Division.

Tricia Miller – tamiller@nd.gov

The screenshot shows the cover of the "North Dakota LEGENDARY" newsletter, August 2013 issue. At the top right, it features the quote: "Most Affordable" - AAA "Friendliest" - Cambridge University. The main headline is "We're still open!" with a photo of Sara. Other sections include "Kudos" (congratulating Megan Khrston), "Message from Sara" (discussing spring food festivals), "This issue" (listing various articles), and "Community Snapshot" (reporting on the state's economy and tourism statistics).



Logo

The North Dakota and the North Dakota Legendary logos are trademarked by the State of North Dakota. They are available for use by partners for branding and marketing destinations at no charge. Terms of use are granted for four years and a written agreement is required.

Tammy Backhaus – tbackhaus@nd.gov

Merchandise

North Dakota Legendary merchandise is available to partners for sale in visitor centers and retailers at reduced rates. An online gift shop can be found at



www.NDtourism.com with increased visibility of Legendary logowear and novelty items.

Cheryl Purdy – cpurdy@nd.gov

“Like” the North Dakota Travel Industry page on Facebook. Information and resources like travel trends and grant information is shared and travel-related discussions are also encouraged.



Heather LeMoine – hlemoine@nd.gov



I ♥ TRAVEL

National Travel and Tourism Week

The North Dakota Tourism Division works with partners each year on the promotion of National Tourism Week, traditionally the second full-week of May. This is an excellent time to promote your business/community and the impact of visitors on the economy. The U.S. Travel Association provides a “toolkit” of resources, find information for 2012 at www.ustravel.org/marketing/national-travel-and-tourism-week

Kim Schmidt – ksschmidt@nd.gov

TRAVEL MEANS JOBS

US: 1 in 9 ... ND: 1 in 12

Packaging

Vacation packages continue to grow in popularity. Packages make planning and purchasing hassle-free for the visitor. North Dakota Tourism can assist partners in developing vacation packages, and lists them for free at

www.ndtourism.com/vacations/packages/

Dean Ihla – dihla@nd.gov



Photo and Video Access

North Dakota Tourism has images available for promotional use, at no cost. Access images via an online gallery at www.ndtourism.com/news/high-res-images/. Photo credit of ND Tourism is expected and appreciated.



The Tourism Division also has film footage available. A library of video is provided so partners may select scenes relevant to them. www.ndtourism.com/media/film-video-footage/

PHOTO – Scooter Pursley – jpursley@nd.gov

VIDEO – Heather LeMoine – hlemoine@nd.gov



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