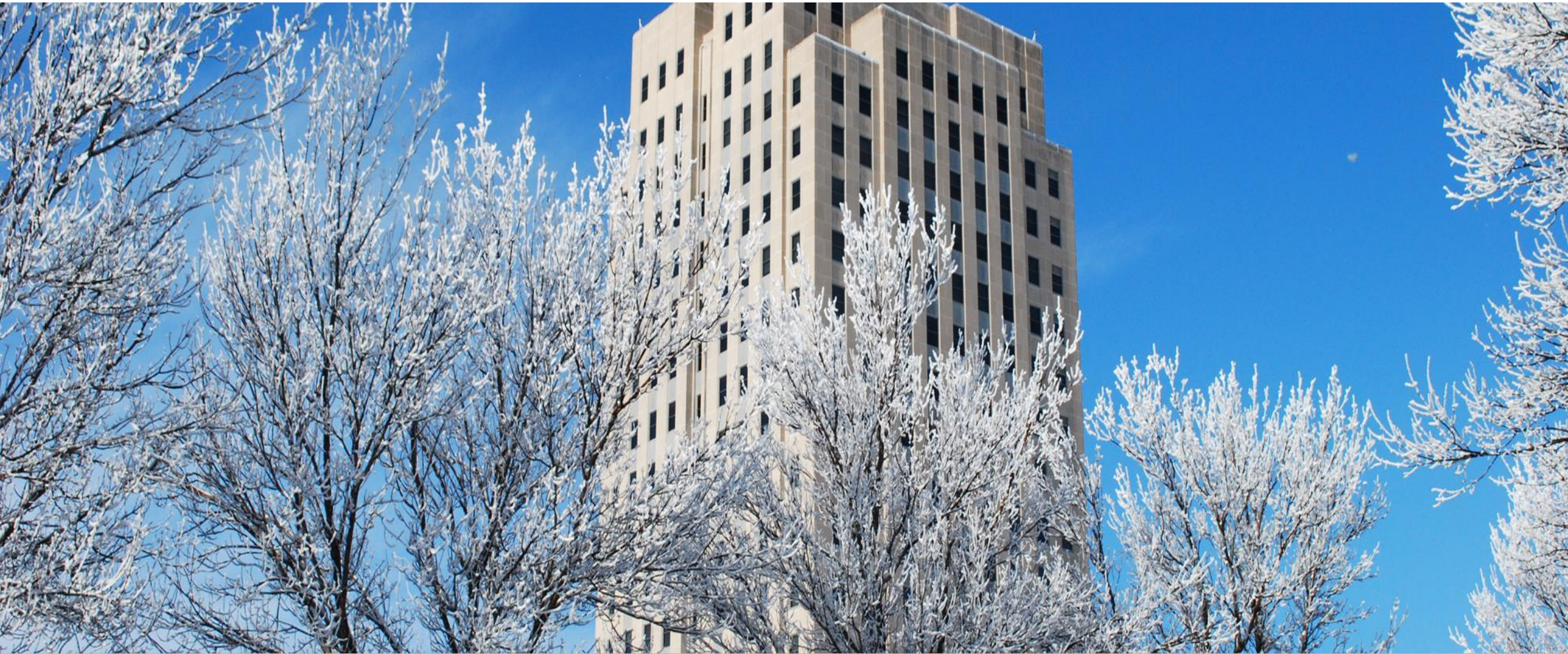


NORTH  
**Dakota** Be Legendary.



# AGENDA

Visitor metrics to date

Trends and predictions for 2023

Legislative Session

Governor's Budget

Travel Alliance Partnership – Terri Thiel

Co-op reminders

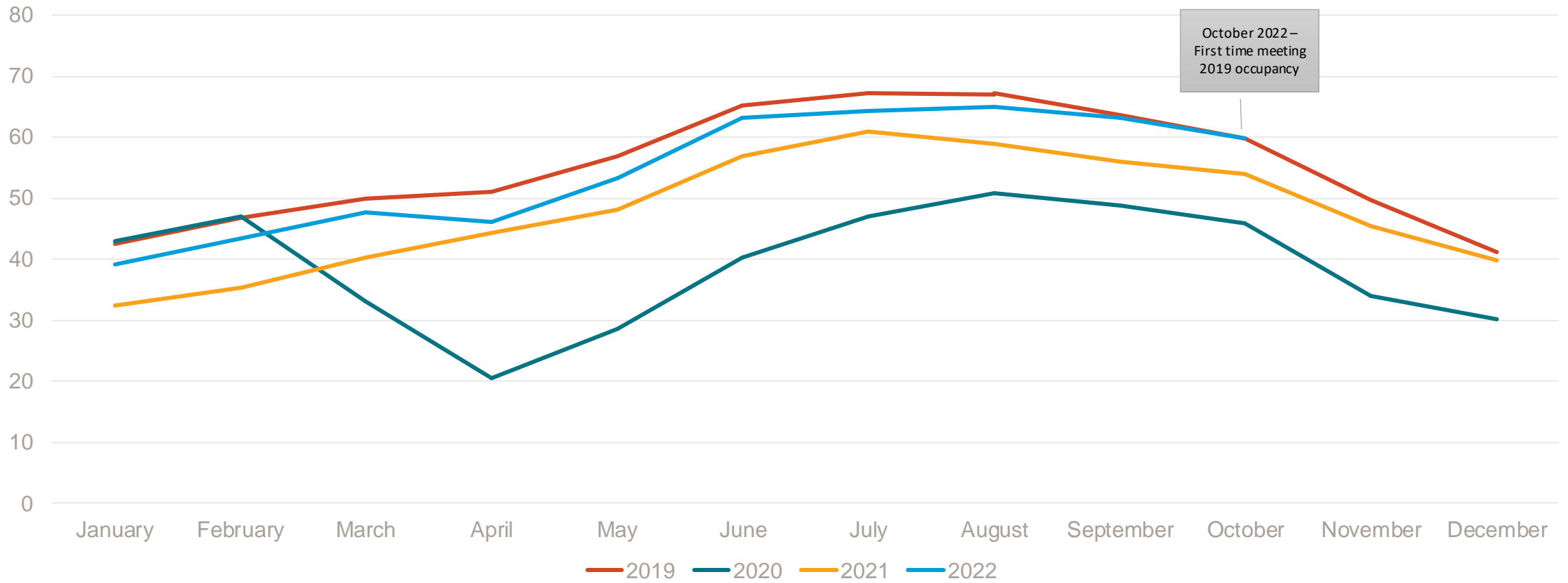
Tourism Day at the Legislature Jan. 25



# NOT QUITE YEAR-END INDICATORS

- Website traffic is down 3.2% from last year's record visits  
*(still more than 2-million visits to date)*
  - Partner referrals – 132,529
  - Event views – 27% higher than last year
- Traditional inquiries down 1% through November
- Enews open rate of 45% in Q3

# Statewide Hotel Occupancy



## Summary

The number of visitors to the destination are **-1.2%** compared to last year, with **65%** spending at least one night at the destination. On average, visitors stayed **1.5** nights at the destination.

## Key Performance Indicators

Download 

**-1.2%**

Year over Year Change



**65.1%** ↑0.71%

Share of Overnights



**1.5** ↑1.44%

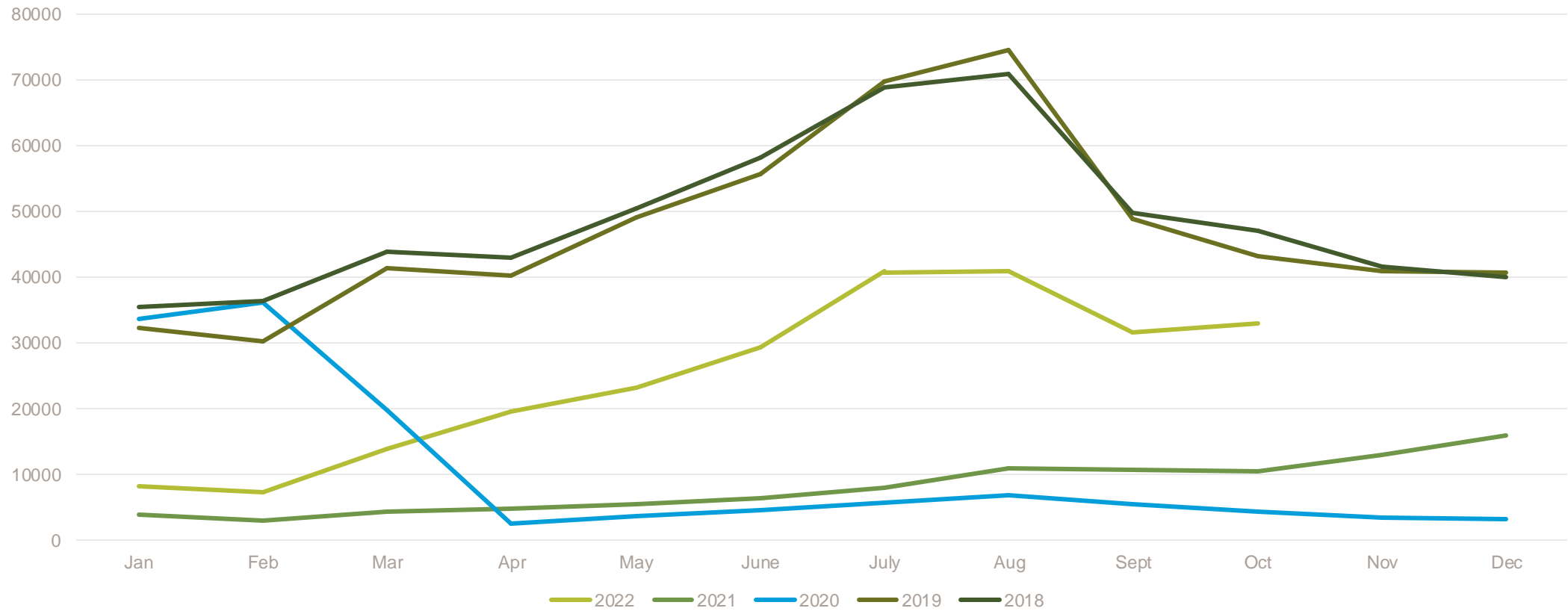
Avg Nights in Destination



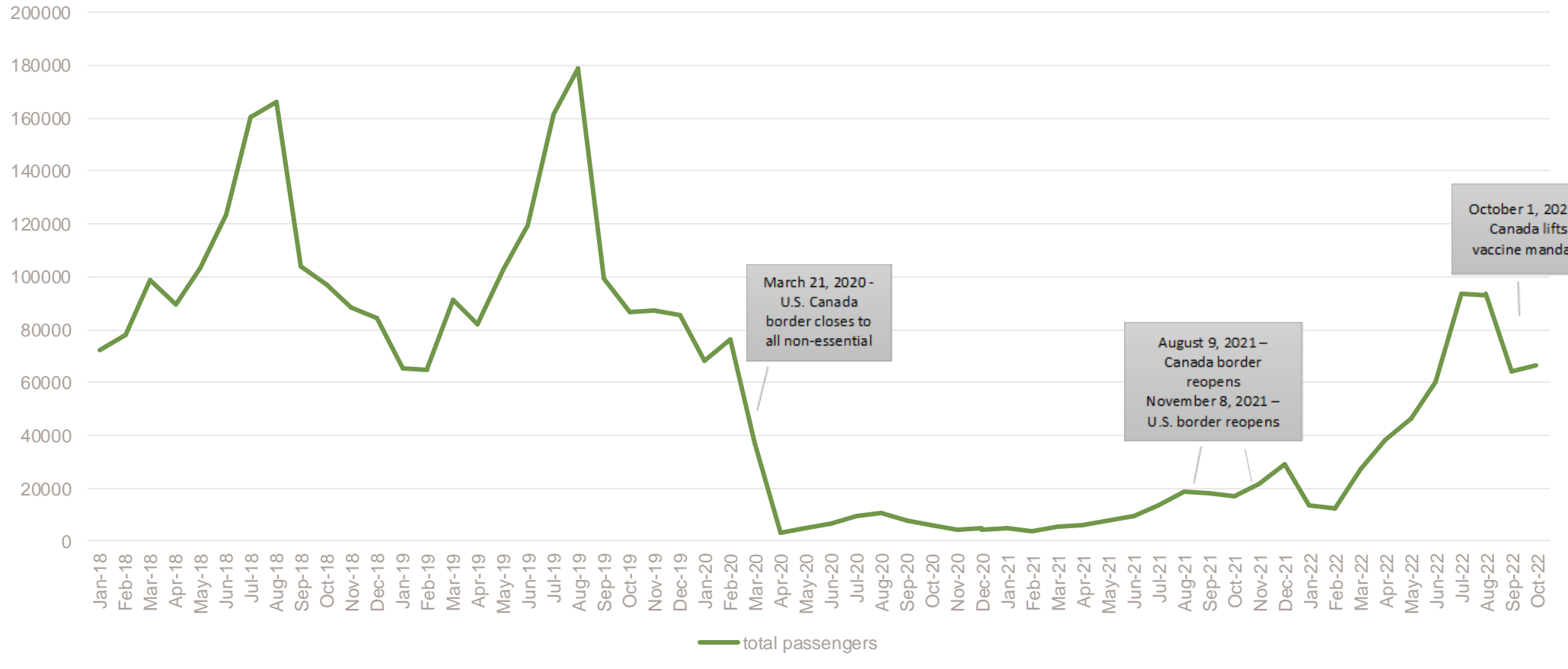
## ENTRIES FROM CANADA

- Through October, volume of entries is 50% of pre-pandemic levels.
- Lost Canadian visitor spending due to the pandemic and border restrictions is estimated > \$307 million.
- Action taken by TAP, Commerce and Governor

### Border crossings into North Dakota (personal vehicles)



Passengers entering the U.S. through ND ports-of-entry





# PREDICTIONS FOR 2023

- MMGY reports in their Portrait of American Travelers:
  - Affluent/older travelers and business travelers will drive modest travel-industry growth
  - Local/regional travel increases, with less affluent Americans simply deciding they cannot afford to travel at all
  - International travel will continue to recover
  - Culinary tourism remains high with growing interest in cooking classes, food trails, food & wine festivals and culinary gifts

# PREDICTIONS FOR 2023

- Increasing demand for sustainable travel options
- Booking.com predicts increased optimism for travel in 2023
  - Eccentric eating tops their list for most popular niche
  - Report that 55% of travelers want to spend their vacations off-grid

# MORE TRENDS TO WATCH FOR 2023

Miles Partnership, Phocuswright and Arival recently presented trends in travel

- Technology like Hopper and Fintech— reduces risk
- Subscriptions
- General search leads online sources used followed by Tripadvisor, OTA and social
- Social media supported 52% of destination choices still lead by Facebook and Instagram

## TRENDS - 2023

- Hotel comparisons remain
- Path to purchase – experiences follow transportation and accommodations (20% don't book until in destination)
- Performing arts, amusement parks, culture activities lead advanced bookings
- Experiences over “things”

# Governor Burgum's Budget Recommendation

## **TOURISM MARKETING**

\$5.1 million additional one-time for destination awareness marketing (added to 2021-2023 base budget)

2021-2023 \$16,254,410 – \$6,670,394 covid = \$9,584,016

2023-2025 recommendation for tourism ops \$14,684,016

# Governor Burgum's Budget Recommendation

## **DESTINATION DEVELOPMENT FUND**

\$50 million – to be matched by private or non-state sources to build or expand unique attractions

Other community development funds:

\$10 million for Rural Revitalization and Redevelopment grant program to promote in-fill development, especially in blighted areas

# Governor Burgum's Budget Recommendation

## **WORKFORCE DEVELOPMENT- MARKETING NORTH DAKOTA**

- \$25 million for a strategic marketing and recruitment campaign including support for expanding Find the Good Life campaign and other initiatives
- \$167 million comprehensive package to address workforce shortages

Childcare, regional grants, innovation grants, energy scholarships and retraining

# Governor Burgum's Budget Recommendation

## **TOURISM PROJECTS – OTHER AGENCIES**

- \$20 million in matching funds for a state military museum to be added to the North Dakota Heritage Center and Museum
- \$51 million for state parks and recreational/historical sites, including \$9 million to build cabins at state parks, \$6 million in grants for local parks and recreation, and \$8 million for a new campground at the Pembina Gorge

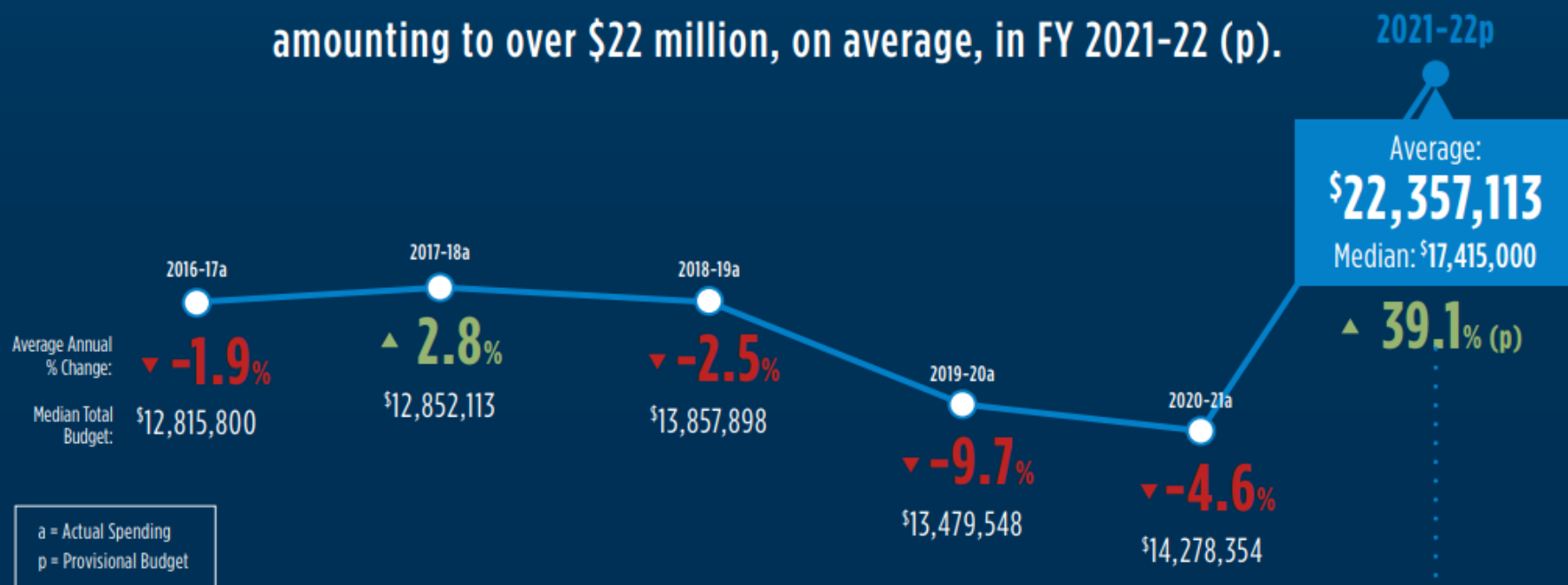


# State Tourism Office

## BUDGETS DASHBOARD

An Overview of FY 2021-22 (p) | (40 States Reporting)

Over the past five years, state tourism funding increased 20%, amounting to over \$22 million, on average, in FY 2021-22 (p).



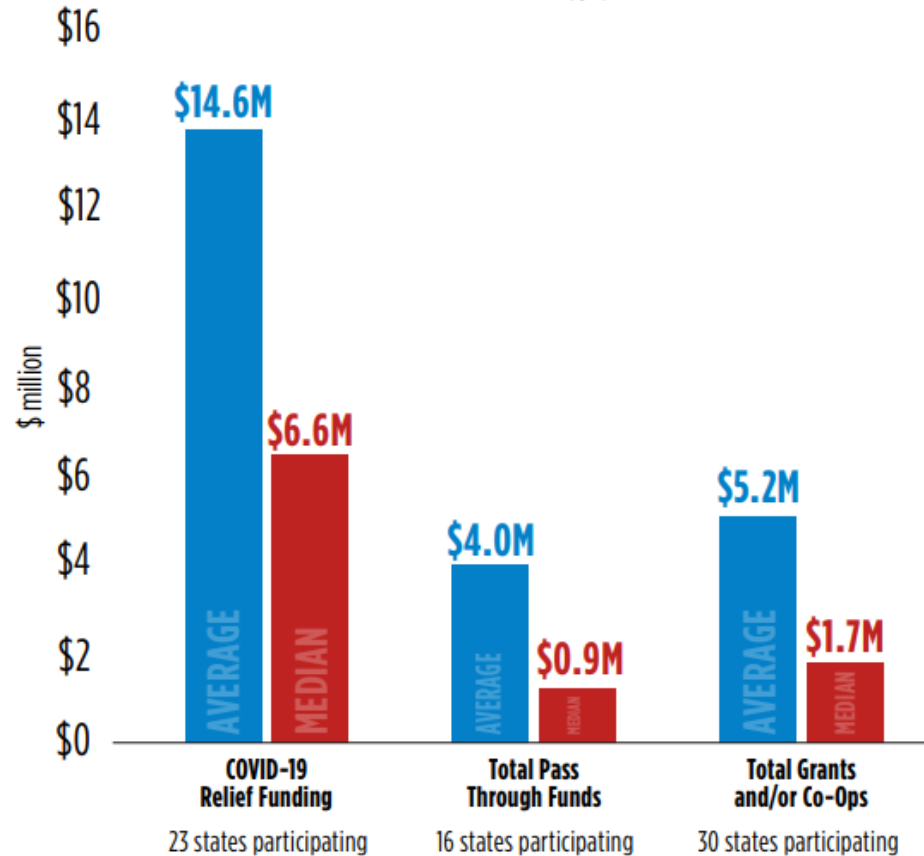
MARKETING FUNDING FY 2021-22 (p)

# Average: \$12,466,356

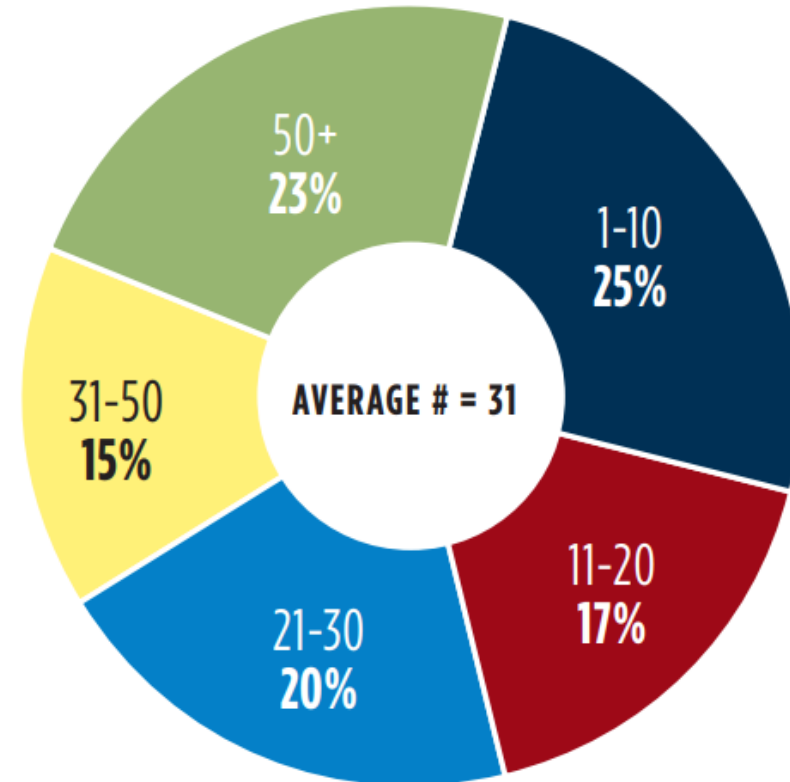
## Median: \$9,264,000

24% increase from average 2020-21 (a) | 24% increase from median 2020-21 (a)

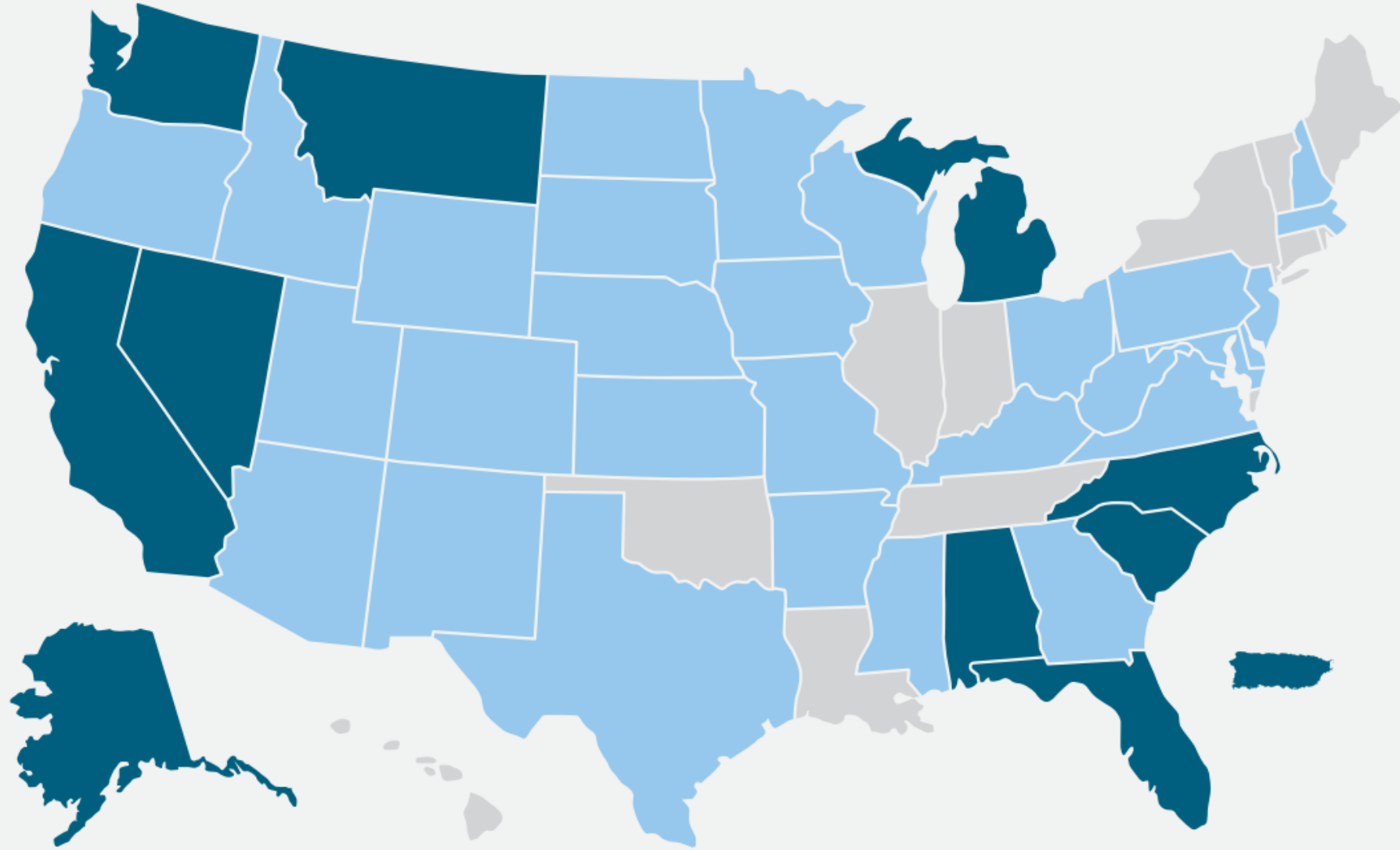
### OTHER REVENUE FY 2021-22(p)



### TOTAL STAFF BREAKDOWN FY 2021-22(p)




# FUNDING SOURCE BY STATE FY 2021-22 (p)



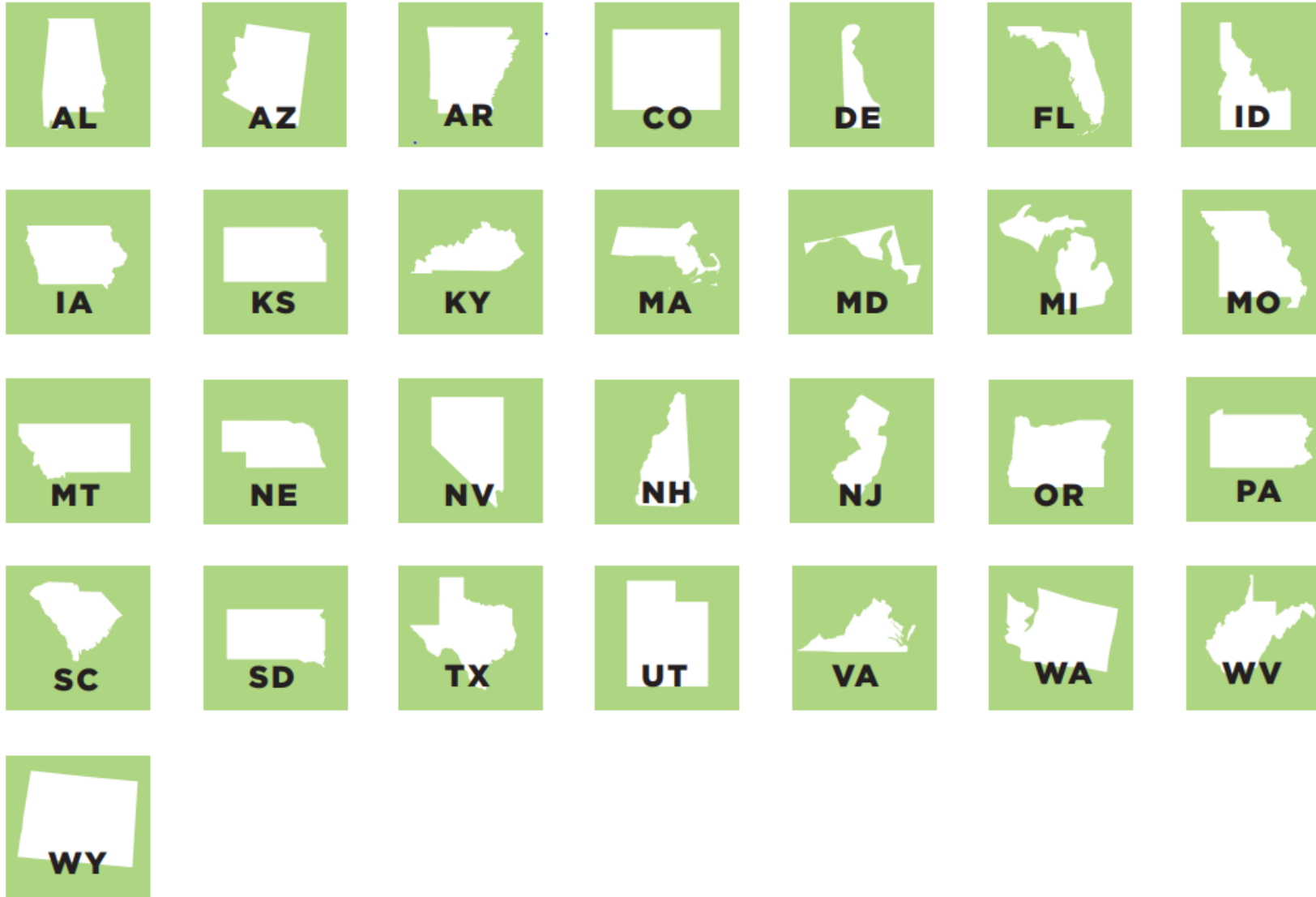
 PUBLIC

 BOTH - PUBLIC & PRIVATE

 NO DATA

# STATE TOURISM BUDGETS FOR FY 2021-22 (p)...

**INCREASED** in **29** STATES





# Legislative Update

**Terri Thiel, Chairwoman**

# TAP Legislative Agenda

- Support \$25 million of Legacy Funds for tourism infrastructure development
- Support funding to expand and improve state park amenities and historical sites
- Maintain tourism as primary sector
- Support HWY 85 expansion
- Encourage state support of airport and aviation infrastructure
- Support organizations seeking funding to enhance lake access

# TAP Legislative Agenda

- Workforce – improve awareness of tourism’s role in attracting and entertaining potential new residents
- Signage – support signage program that would allow identification of hospitality businesses to travelers
- Hunting and Fishing – promoting free enterprise and public access
- Liability insurance
- Travel access – support affordability and access for Canadian travelers
  - Border crossing hours extended, vaccine mandates removed

# For more information

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**Office: (701) 355.4458 | Mobile: (701) 880.0840**

**Travel Alliance**  
**Partnership**  
**NORTH DAKOTA**



## COMING UP

- January 3<sup>rd</sup> State of the State
- January 9<sup>th</sup> – Commerce budget hearing in house E & E
- January 25<sup>th</sup>
  - Tourism Day at the Legislature
  - Release of 2023 Travel Guide and Hunting & Fishing Guide
  - Unveil of new advertising campaign

## CO-OP REMINDERS

- Advertising – print, digital, streaming, keyword, and social promoted post options available but must be confirmed with Odney ASAP
- Rest area brochure program – deadline is **January 13**
  - Agreement and full payment must be received by deadline
- Influencer campaign – 1 spot (silver) remains
- NDtourism.com and e-mail subscribers

## CO-OP REMINDERS

- IRU and IPW intents are due **NOW** – contact Fred to be a part of either show ASAP
- For Groups: Annual membership to American Bus Association (ABA) is \$580 for a full year access to tour operators
- Visitor Services: the Commerce Tourism & Marketing team is available to present in your community – call or email for details

# REGISTER FOR THE 2023 CONFERENCE

- Early bird registration is open
- Governor's awards nominations being accepted
- Sponsors wanted



