



North Dakota
LEGENDARY

Annual Report

2017



FROM THE TOP



I have been Commerce commissioner for a year and have learned a great deal about the impact of tourism and the work being done across the state to attract visitors. I also recognize the strong connections between a quality place people want to visit and one they want to make their home. With the combination of the great outdoor experiences we offer and a growing dining, art and entertainment scene, we have what many young people are looking for. We need to work together to improve, expand and market all the great destinations across North Dakota.

Commerce Commissioner
Jay Schuler

Looking back on 2017 and the travel and tourism industry, I must acknowledge that 2017 was not without challenges.

The continuation of the Dakota Access Pipeline protest presented obstacles in perception of our state through social and earned media. Commodity prices in oil and agriculture impacted state revenues and business travel, and the Canadian exchange rate was at one of its lowest points in more than a decade. Our budget, like those of most state agencies, took a 24% hit.

Looking forward, the travel and tourism industry will continue as a top contributor to our economy by attracting new revenue. I couldn't be prouder of our staff, which took the challenges to heart and drove many successes. Our paid digital campaign netted 74 million impressions and a click-through rate of .41%, nearly 5 times the industry average. This was a 133% increase over 2016 and is not an isolated statistic. Most of our media metrics show strong growth. Our media relations efforts netted 260 stories, including the Today Show. Our team also counteracted a dip in website visits with an Explore North Dakota campaign to drive traffic to the website; partnered with more than 35 businesses and destination marketers on cooperative programs; produced 48 short videos; and launched the ND Travel Matters series, which not only gives potential visitors insider info, but also helps North Dakotans celebrate all our great state has to offer. I am especially proud that NDtourism.com connected 230,900 potential visitors to partners through external link-outs.



We look forward to inspiring more visits and helping communities across the state develop and market all that is unique on their Main Streets and beyond.

Tourism Director Sara Otte Coleman

ADVERTISING/MARKETING



2017 Target Markets



Partnerships

- **FSN:** North Dakota Tourism partnered with Fox Sports North, Grand Forks, Devils Lake, Williston, Medora and Bismarck in an on-air social media program that reached more than 200,000 social fans and aired with live Minnesota Twins games in 2 million homes.



- **VIKINGS:** A new initiative with the Minnesota Vikings provided an on-plaza booth when the Vikings played host to the Green Bay Packers and Baltimore Ravens. Sweepstakes campaigns were implemented and Josh Duhamel made an appearance to sign autographs and take pictures.



24 million Print Circulation Reach

Newspaper inserts were distributed to **2.18 million** potential travelers in Minnesota, Wisconsin, Manitoba and Saskatchewan. North Dakota was advertised in 33 publications with a circulation of **21.5 million** in the U.S. and **595,400** in Canada. More than **334,000** Travel Guides and Hunting and Fishing Guides were distributed.

FYI ...
Airport ads in Chicago and Minneapolis earned **\$280,000** in bonus advertising and **87 million** impressions

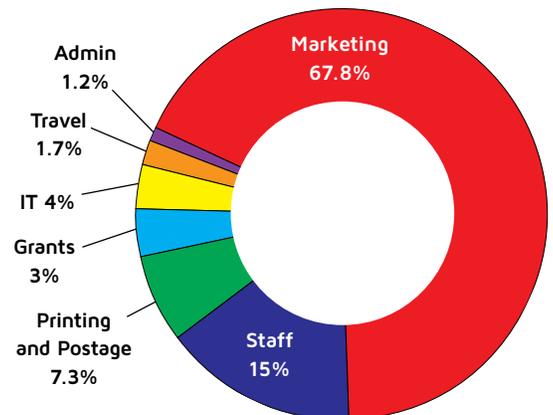
- **4%** increase in traditional inquiries – largest volume of inquiries were from website visitors converting a request for material.
- **55.7%** increase in print campaign vanity URL use.

61 million TV Impressions

The television campaign included sponsorships with Fox Sports North/Minnesota Twins programming, Jason Mitchell Outdoors, Ron Schara Productions, UND versus University of Minnesota men's hockey and the Minnesota Vikings.

- **30.7%** decrease in TV vanity URL.
- **34.1%** increase in online video completions.

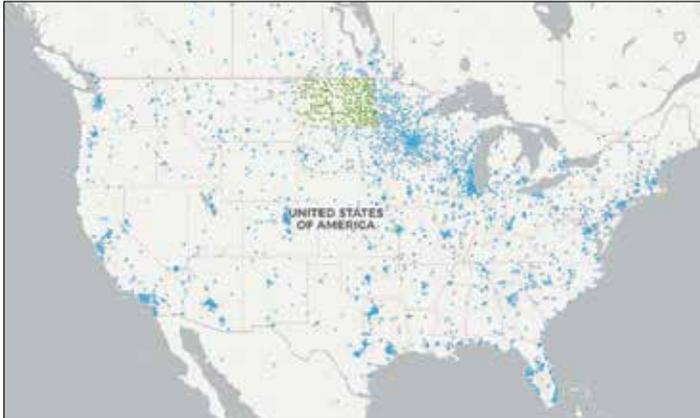
Tourism Division Budget Allocations 2015-2017 Biennium



RESEARCH

Arrivalist

Arrivalist tracks actual arrivals in North Dakota after exposure to digital advertising and NDtourism.com through mobile devices. In 2017, there were **14,862** verified arrivals to North Dakota tied to digital advertising and website visits – a **14.6% increase**. (Note: Arrivalist tracks a representative 30% sampling size.)

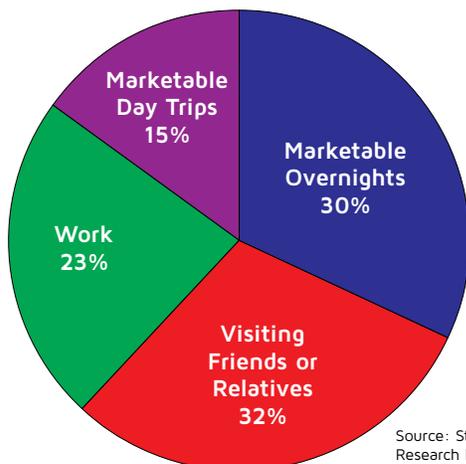


- Locations where a traveler clicked or opened digital content outside of North Dakota
- Location where the same traveler arrived within North Dakota

Leading States for Visitor Inquiries



North Dakota Trip Purposes



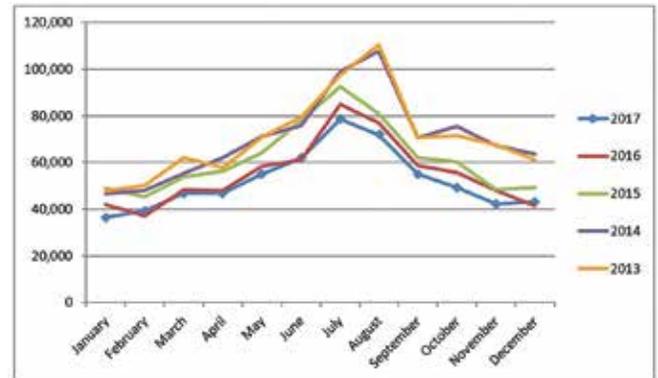
Source: Strategic Marketing and Research Insights, 2014

Tracking Visits

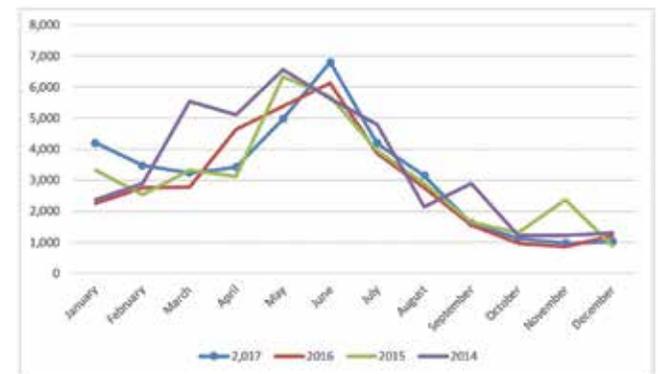
Tourism's monthly dashboards track website performance, monitor its social media presence, provide insights on email open rates and content and track border crossings, visitation, inquiries and hotel occupancy. They can be found at NDtourism.com/industry.

FYI ...
There were **14,862** verified in-state arrivals tied to digital advertising in 2017

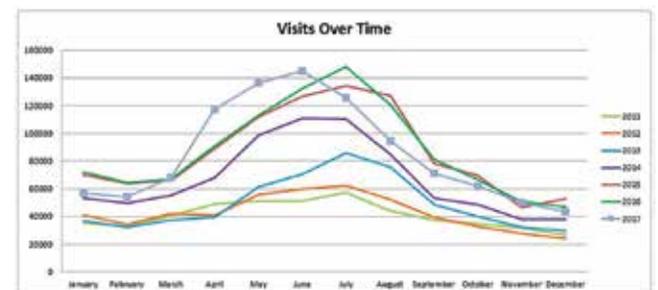
Canadian Border Crossings (Autos) 2013-2017
Source: Department of Homeland Security



Traditional Inquiries 2014-2017



Visits to NDtourism.com
Source: Google Analytics





Show and Tell

North Dakota Tourism hit the road in 2017, selling the state as a must-see outdoor destination. Staff worked the Chicago Travel and Adventure Show, Omaha Boat, Sports and Travel Show, Milwaukee Journal Sentinel Sport Show, Northwest Sport Show and Minneapolis Star Tribune Travel Experience.

Outdoor promotions manager Mike Jensen engaged in face-to-face interaction with **8,415** attendees. In addition, **12**

travel industry partners participated in brochure and in-booth cooperative partnerships during the 2017 show season.

Tourism's work in neighboring markets is paying off in visitation. One key metric is the sale of out-of-state fishing licenses. North Dakota Game and Fish reports that **18,731** individual full-season licenses were sold for 2017. There were **5,099** husband/wife licenses, **24,796** three-day licenses and **7,267** 10-day licenses



sold. Seasons run April 1-March 31. To-date sales for 2017-18 indicate strong numbers. Anglers also are upbeat about Game and Fish's record stocking

of more than **12 million** walleye fingerlings in 130 lakes, meaning there will be more than a bucket full of fish available in years to come.



Air Time

Television is critical for selling North Dakota to the traveling public and recreational adventurer. The show "Lake Sakakawea Upland Adventure" featuring Indian Hills Resort on Lake Sakakawea first aired in July 2017. Indian Hills co-owner Kelly Sorge reported that their phone "rings off the hook" every time the show airs. Tourism continued a sponsorship of Ron Schara Productions, resulting in editorial features that extended Tourism's reach in 2017.

FYI ...
Outdoor recreation generated **\$179 million** in state and local tax revenue in 2017

Revenue Generator

In North Dakota, outdoor recreation is a large revenue generator:



\$179 million in state and local tax revenue



\$848 million in wages and salaries

\$3.1 billion in consumer spending annually



Source: Outdoor Industry Association

Being Social



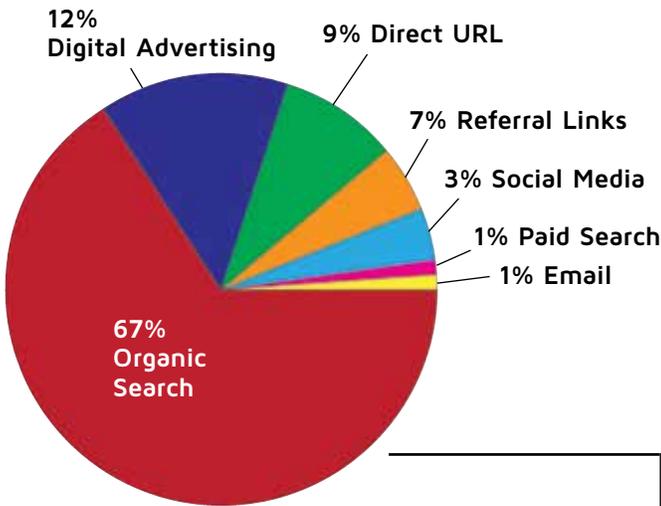
The OutdoorsND Facebook page has **11,561** followers with a total reach of **429,768** in 2017.



The OutdoorsND Twitter page has **6,610** followers.

DIGITAL

NDtourism.com Site Traffic



Advertising Impact

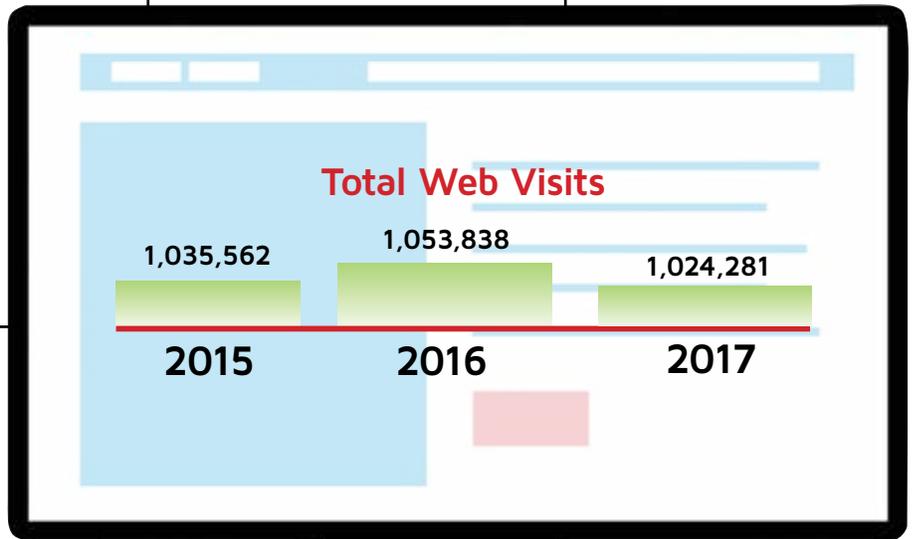
- **74 million** ad impressions and a click-through rate of **0.41%** (0.09% is the industry average).
- Year-over-year, a **133% increase** in performance – measured through ad clicks, ad views and conversions to website.
- **81% increase** in CTR from Illinois, **48% increase** from Saskatchewan, **33% increase** from Manitoba, **30% increase** from Wisconsin and **13% increase** from Minnesota.
- Canadian SEO program with Brand USA matching dollars received **434,818** impressions and a CTR of **3.18%**

FYI ...
 Digital ad campaign generated more than **300,000** click-throughs to NDtourism.com

Analytics

Tourism uses Google Analytics to track web visits and reinforce target marketing efforts. Top states and provinces visiting NDtourism.com:

1. North Dakota
2. Minnesota
3. Illinois
4. Wisconsin
5. Manitoba
6. California
7. Texas
8. Nebraska
9. Saskatchewan
10. Florida
11. Michigan
12. South Dakota

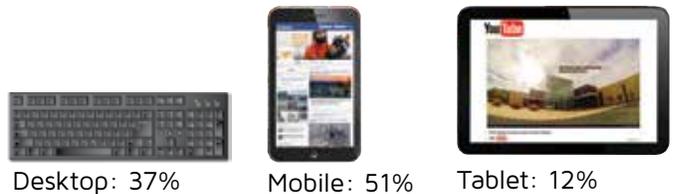


Click-Through Access



NDtourism.com had **230,845** click-throughs to partner websites in 2017, a **30% increase** over 2016.

Visits by Device



Source: Google Analytics

BY THE NUMBERS

North Dakota Travel Industry

Travel Segment	2016	2017	+/-
 State Parks	1,276,546	1,208,415	-5%
 National Parks	793,384	741,342	-7%
 Major Attractions	4,729,761	4,398,596	-7%
 Visitor Centers	88,113	88,863	1%
 Canadian Border Crossings	660,668	626,674	-10%
 Deplanements	1,048,841	1,033,522	-1%
 Lodging Tax	\$7,276,659	\$7,265,725	-0.1%
 Statewide Hotel Occupancy Rate	50.3%	49.9%	-0.4%

FYI ...
According to NDSU, 13% of North Dakota's economy is supported through travel and tourism spending

Taxable Sales and Purchases Through Third Quarter 2017
Accommodations/Food Services
2016
\$1,292,549,896
2017
\$1,286,575,972
+/-
0.00%

Arts, Entertainment, Recreation
2016
\$93,736,865
2017
\$88,703,147
+/-
-0.5%

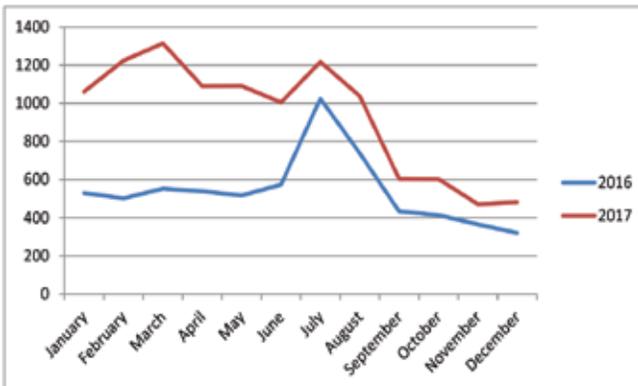
TRAVEL INDUSTRY SUPPORT

+270%

Increased Partner Brochure Fulfillment

Beginning in mid-2016, North Dakota Tourism worked with One Fulfillment to implement brochure-kit ordering into one online form. Orders for partner brochures increased more than **270%** in 2017 due to the change.

Materials Request Fulfillment (Total Orders)
Source: One Fulfillment, Rob Kalkman



292,262

Travel Guides Distributed



41,766

Hunting/Fishing Guides Distributed



137,480

New Maps Distributed



North Dakota Tourism provided personal service to potential visitors through phone, email, online forums and social media interaction.

1. Emails
2. Social media
3. 1-800 calls
4. Online forums
5. Letters
6. Walk-ins



Top Sources for Personal Travel Counseling



From IRU to U

North Dakota hosted the 2017 international tourism tradeshow event, International Roundup (IRU), in Bismarck for the first time.

IRU featured two days of intensive pre-scheduled appointments, where nearly **200** tourism professionals



from around the globe conducted business negotiations that helped influence more than **\$130 million** of estimated visitor spending in the four-state region of Montana, North Dakota, South Dakota and Wyoming.

LEGENDARY WELCOME!

During IRU Tour Day, tour operators and regional partners toured the greater Bismarck-Mandan area of North Dakota. Following IRU, 18 continued the journey of discovery with western and eastern ND FAMs.

From one international tour operator:

"Thank you for all your hard work last week which made the FAM to North Dakota such a success. I learned a lot and enjoyed seeing more of the state, especially Medora and the historic sites along the Missouri near Bismarck. Now to get that knowledge to increase visitation to North Dakota!"



91 Operators offering overnights to North Dakota
+15% YOY

336 Overnights offered in North Dakota
+38% YOY

34 Trade professionals hosted **7 FAM** tours to North Dakota

124 Businesses attended IRU, including **41 international** tourism buyers

3.2M Social media impressions for North Dakota and partner Real America
+268% YOY

Post Event FAM Tour

IRU FAM featured Black Leg Ranch, Lewis and Clark Interpretive Center/Fort Mandan, Lewis and Clark Riverboat and Fort Abraham Lincoln State Park. Post Roundup FAMs took overseas office reps and tour operators to Fargo, Devils Lake, Cooperstown, Jamestown, Grand Forks and Valley City in the east and Regent, Dickinson, Medora, Watford City, Williston, New Town, Minot and Garrison in the central and west.

FYI ...
Visitors from **7** targeted international markets spent **\$1.5 million** in the state in 2017

604 Million Passenger Trips

Motor coach travel and tourism generates as many as 1.4 million jobs in communities across the United States, paying \$62 billion in wages and benefits. More than 604 million passenger trips have covered 61.8 billion miles. North Dakota Tourism tapped into that market through a new strategic partnership between U.S. Travel Association's Experience Network, United States Tour Operator Association (USTOA), American Bus Association (ABA), Heartland Travel Association, Go West Summit and the National Tour Association (NTA), which are working to provide valuable opportunities to its members.

FYI ...
38,681 Canadian motor coach travelers came to North Dakota in 2017



North Dakota by the Numbers

\$96,000

23 communities, 50 attractions visited by 2 FAMs resulting in 24 new overnights with estimated economic impact of **\$96,000**.



\$363 million

American Bus Association estimates that **1,309,000** visitors to North Dakota resulted in **507,000** room-nights and **\$363 million** in spending.

250

More than **250** appointments.



38,681

38,681 Canadian motor coach passengers traveled on **1,379** Canadian motor coaches.



14,000

14,000 tourism professionals attended **6** travel marketplaces.



800+

800+ group travel packets sent to group travel leaders.



800

The state Tourism Division personally greeted **800** group travel guests to Bismarck.

700

700 targeted tour operators received **4** marketing videos showcasing North Dakota's downtowns, outdoor adventure and festivals.



Go West Summit, Salt Lake City

SOCIAL



Social media efforts work to inspire, share and engage conversation about our Legendary experiences. In 2017, Tourism garnered **17.6 million** impressions and

was successful in referring followers and fans to NDtourism.com. Despite a 50% reduction in the social media budget, overall impressions fell just 30%.

FYI ...
There were **1.3 million** video views on ND Tourism social channels

Exploring

The Explore ND social campaign resulted in more than **33,000** impressions, CTR of **.50%** and received **884** post engagements.



* **Cooperatize:** Partnership emphasized promoting tribal tourism and family travel in 2017 generated **14** stories, **8,054** unique readers and **26.9** million impressions.
* Cooperatize is a content platform showcasing North Dakota through bloggers and writers.



Facebook: **62,611** fans. Paid campaign delivered **2,877,400** impressions and a CTR of **.58%**, and received **686,263** post engagements.

Instagram: **21,996** followers. **74,477** posts have used #NDlegendary.

E-newsletter: **24,500** subscribers. Consistently above industry average for opens and click-throughs.

Twitter: **39,872** followers. Paid campaign delivered **1,211,273** impressions, a CTR of **.08%** and an engagement rate of **2.54%**.



YouTube: **424** subscribers and **108,000** views.

Pinterest: **1,724** followers and **162,040** views.



PUBLIC RELATIONS

Public relations efforts work to earn positive media coverage of North Dakota. These efforts resulted in **260 story placements** and **63 unique story ideas** in 2017. Tourism hosted a New York Times writer who secured a feature showcasing dinosaur digs in North Dakota. This also led to a prominent piece on the Today Show.



DESTINATION DEVELOPMENT

Innovative Approach Aids Partners

With Tourism grant funds eliminated due to budget cuts, other strategies were used to support tourism development in 2017, including:

- 1) **Sharing Ideas:** Tourism collaborated with several organizations to find alternative funding and brainstorm new ideas to help further projects.
- 2) **Grants:** Marketing and grant funds were re-allocated to award **\$41,276** in advertising grants distributed through co-op matching funds.
- 3) **Teamwork:** Tourism was active on several alliances, including the Main Street Initiative, ND Indian Business Alliance, Lewis and Clark Historic Trail, ND Native Tourism Alliance, Northern Plains Heritage Area, NDSU Extension Center for Community Vitality Advisory Council, North Dakota Downtown Conference and Rendezvous Region Tourism.

- 4) **Business Creation:** 5 new tourism-related businesses were opened or under construction; additional businesses brought the number of wineries in the state to **15**, with **2** more in development; **1** hotel opened; **4** hotels to open in 2018.

FYI ...
\$41,276 in advertising grants were distributed to partners in 2017



Co-op Grants

- Co-op grant dollars awarded in 2017:
- Bismarck-Mandan CVB
 - Williston CVB
 - Jamestown Tourism
 - Theodore Roosevelt Medora Foundation
 - Dickinson CVB
 - Valley City CVB
 - Beulah CVB
 - Fargo Air Museum
 - Norsk Hostfest
 - Devils Lake CVB
 - Grand Forks CVB
 - North Dakota Historical Society
 - North Dakota Scenic Byways
 - National Buffalo Museum
 - Northern Plains Heritage Foundation
 - Carrington CVB
 - North Dakota Cowboy Hall of Fame
 - Cavalier Area Chamber
 - Minot CVB
 - North Dakota State Fair

Bismarck-Mandan
ENJOY VIBRANT DOWNTOWN AND SHOPPING DISTRICTS
NoBoundariesND.com

Medora Musical
Medora, June 2-Sept. 9

Happy Harry's RibFest
Fargo, June 7-10

Restaurant Week
Fargo, June 8-17

Buggies-n-Blues
Mandan, June 10-11

Art on the Red
Grand Forks, June 10-11

Minot Ribfest
Minot, June 16-18

Roughrider Days Fair and Expo
Dickinson, June 23-July 4

Mandan Rodeo Days
Mandan, July 2-4

Red River Valley Fair
West Fargo, July 11-16

German Days
Bismarck, July 13-15

North Dakota State Fair
Minot, July 21-29

Fargo Air Museum
FREE WORKSHOPS, SHOWS, AND DEMOS
BLOW UP BALLOONS, REPTILES, AIRMILLS, SPACE SHIPS
CRAFTING, DOWNS, CRAFTS, BOWLING, & MORE
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Norsk Hostfest
10th Anniversary
THE ULTIMATE AND INFORMATION VISIT NORSKHOFEST.COM
September 27-30, 2017

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North Dakota LEGENDARY
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NORTH DAKOTA AERONAUTICS COMMISSION

A LEGENDARY INDUSTRY

What do travelers spend in North Dakota?

This total from the 2015 Tourism Satellite Account report does not contain a multiplier. The total is real dollars spent on lodging, shopping, transportation and entertainment collected through surveys, tax data and federal statistical agencies.

\$3.1 billion

How many trips are taken in North Dakota?

Total trips include repeat, pass-through, multi-state and single-destination trips. They also represent leisure, business and visiting friends and relatives.

22 million

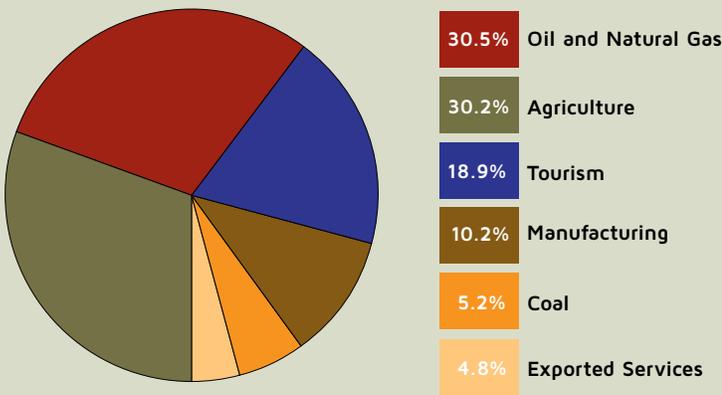
What is the tax impact of travel/tourism in North Dakota?

This is the amount visitors spent in state and local taxes in 2015.

\$323 million

Tourism: Third-Largest Economic Driver

Tourism remains the state's third-largest industry and is a top contributor to North Dakota's gross state product:



Source: NDSU Economic Base 2016

How many trips does advertising North Dakota influence?

The 2016 North Dakota Tourism advertising campaign generated 354,000 trips and returned \$104 in visitor spending for each \$1 spent on advertising that same year, according to a 2016 advertising effectiveness survey.

354,000

Jobs supported by travel/tourism in North Dakota

Visitor-supported employment represents 7.5% of all employment in the state.

42,614

U.S. Travel Market Share



Source: US Travel Association

National travel expenditures totaled more than \$990 billion in 2016 - a 4.5% increase in travel spending year-over-year. North Dakota's market share is less than 1%. California is the state with the largest share of travel in the U.S.

How does North Dakota compare to its regional competition in budget and reinvestment?

State	2015-16 Budget	Rank	% of Reinvestment
Montana	\$18.7 million	15	4.58
Wisconsin	\$15.5 million	20	8.94
Minnesota	\$14.1 million	21	3.83
South Dakota	\$13.9 million	22	4.34
Wyoming	\$10.6 million	29	3.01
North Dakota	\$6.2 million	39	1.18

