North Dakota Department of Commerce Tourism Division Report on Marketing North Dakota and the Travel and Tourism Industry
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

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.

- 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.

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

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.

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
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

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

Source: Strategic Marketing and Research Insights, 2014
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.

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.
NDtourism.com Site Traffic

- 67% Organic Search
- 12% Digital Advertising
- 9% Direct URL
- 7% Referral Links
- 3% Social Media
- 1% Paid Search
- 1% Email

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.

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%.

Total Web Visits
- 1,035,562 in 2015
- 1,053,838 in 2016
- 1,024,281 in 2017

Visits by Device
- Desktop: 37%
- Mobile: 51%
- Tablet: 12%

Source: Google Analytics
BY THE NUMBERS

North Dakota Travel Industry

<table>
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<tr>
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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.

<table>
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<th>Source: One Fulfillment, Rob Kalkman</th>
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Materials Request Fulfillment (Total Orders)

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

292,262 Travel Guides Distributed
41,766 Hunting/Fishing Guides Distributed
137,480 New Maps Distributed
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.

Operators offering overnights to North Dakota
+15% YOY

Overnights offered in North Dakota
+38% YOY

Trade professionals hosted 7 FAM tours to North Dakota

Businesses attended IRU, including 41 international tourism buyers

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.

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!"

FYI …

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

Places Visited:
Australia
New Zealand
Scotland
Ireland
England
Belgium
Netherlands
Italy
France
**GROUP**

@grouptravelnd  
Facebook: grouptravelnd

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**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.

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### North Dakota by the Numbers

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<th>$96,000</th>
<th>$363 million</th>
<th>250</th>
<th>38,681</th>
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<td>23 communities, 50 attractions visited by 2 FAMs resulting in 24 new overnights with estimated economic impact of $96,000.</td>
<td>American Bus Association estimates that 1,309,000 visitors to North Dakota resulted in 507,000 room-nights and $363 million in spending.</td>
<td>More than 250 appointments.</td>
<td>38,681 Canadian motor coach passengers traveled on 1,379 Canadian motor coaches.</td>
</tr>
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<th>800+</th>
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<th>14,000</th>
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<td>800 group travel packets sent to group travel leaders.</td>
<td>The state Tourism Division personally greeted 800 group travel guests to Bismarck.</td>
<td>14,000 tourism professionals attended 6 travel marketplaces.</td>
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<td>700 targeted tour operators received 4 marketing videos showcasing North Dakota’s downtowns, outdoor adventure and festivals.</td>
<td>250 appointments.</td>
<td>800+ group travel packets sent to group travel leaders.</td>
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SOCIAL

Exploring
The Explore ND social campaign resulted in more than 33,000 impressions, CTR of 0.50% and received 884 post engagements.

Facebook: 62,611 fans. Paid campaign delivered 2,877,400 impressions and a CTR of 0.58%, and received 686,263 post engagements.

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

Twitter: 39,872 followers. Paid campaign delivered 1,211,273 impressions, a CTR of 0.08% and an engagement rate of 2.54%.

Facebook:

Twitter:

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%.

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.

* 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.

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

YouTube: 424 subscribers and 108,000 views.

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

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

Exploring

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

- Oil and Natural Gas: 30.5%
- Agriculture: 30.2%
- Tourism: 18.9%
- Manufacturing: 10.2%
- Coal: 5.2%
- Exported Services: 4.8%

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

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

Source: US Travel Association

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<th>2015-16 Budget</th>
<th>Rank</th>
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<td>$18.7 million</td>
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Source: NDSU Economic Base 2016

1600 E. Century Ave., Suite 2, Bismarck, N.D., 58502-2057; 800-435-5663, NDtourism.com