

Annual Report 2018



NORTH Dakota

Be Legendary.™

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

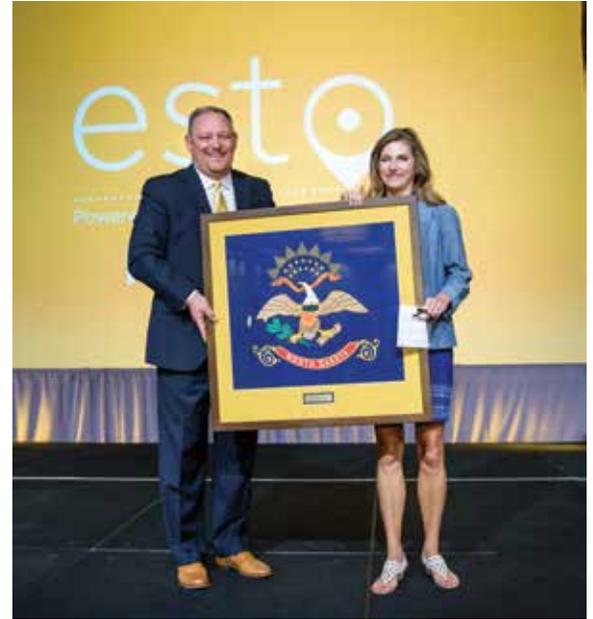
YEARLY REVIEW

As we look ahead to our goals and mission for 2019, it's important to also recognize where we've been and successes from the past year.

The North Dakota Travel Matters campaign was born from the Destination Marketing Association of North Dakota. This series features the people behind our visitor economy. To date, there have been more than 4,800 web visits for this series and more than 100,000 video views on YouTube and Facebook. This is a compelling campaign that we invite you to become part of.

Additional highlights and successes from 2018 include:

- A 20% increase in website traffic, with more than 1.2 million sessions making 2018 the highest trafficked year to date;
- More than 253,000 click-throughs to partner websites;
- More than 14,500 in-state arrivals tracked through Arrivalist (representing 30% of paid media tracking);
- Visitation to Theodore Roosevelt National Park was tracking 6% higher year-over-year;
- Higher hotel occupancy, more deplanements and a start to the collection of lodging tax from Airbnb properties;
- Media pitching secured 141 national placements, reaching an audience of 723 million;
- Paid social media reached a new audience of nearly 724 million, garnering 4.7 million impressions;
- North Dakota's outdoors welcomed more than 63,000 nonresident anglers and 23,000 nonresident waterfowl hunters;
- Global tourism efforts resulted in media exposure with an estimated \$1.8 million in ad equivalency. The number of tour operators carrying North Dakota product increased from 91 to 101.

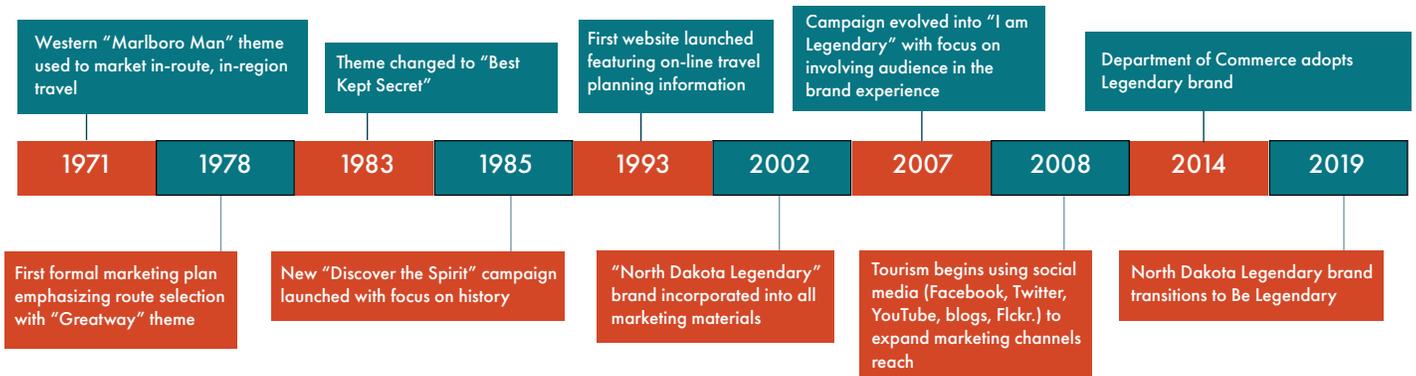


North Dakota Tourism Director Sara Otte Coleman was recognized as Tourism Director of the Year for 2018 by the U.S. Travel Association.

North Dakota Tourism also led the introduction of a unified statewide brand. The state brand was built on the remarkable foundation laid by this industry. For more than 15 years, Legendary represented our hospitality, history, culture and more. The need to unify agencies and appeal to various audiences led to the refreshed Be Legendary logo. The expanded statewide brand delivers a promising and inspirational call-to-action for visitors, businesses and residents: North Dakota is a place where you can achieve your American dream. North Dakota is where you can Be Legendary.

Tourism Director
Sara Otte Coleman

North Dakota Tourism Campaigns/Themes



ADVERTISING/MARKETING

Targeted Marketing Home Run

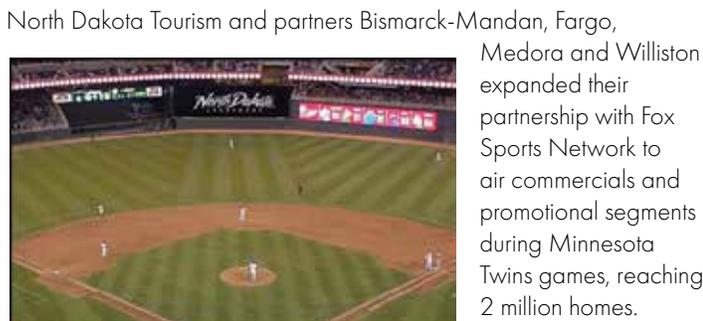
North Dakota Tourism's out-of-the-park targeted sporting event marketing increased the state's advertising reach.



North Dakota Tourism capitalized on Super Bowl LII by early placement of North Dakota Travel Guides in the Minneapolis-St. Paul Airport and Minnesota hotel brochure racks, and by wrapping two cars of the Blue Line of the Minneapolis Light Rail System with images of North Dakota for eight weeks. Metro Transit reported 210,000 additional rides in January of 2018, a 12% increase, and 67% more guides were distributed in MSP than the previous year.



North Dakota Tourism sponsored the U.S. Hockey Hall of Fame game featuring the University of North Dakota men's hockey team against rival University of Minnesota. The game was played at the Orleans Arena in Las Vegas in front of 9,000 fans and aired regionally to 23,442 households.



North Dakota Tourism and partners Bismarck-Mandan, Fargo, Medora and Williston expanded their partnership with Fox Sports Network to air commercials and promotional segments during Minnesota Twins games, reaching 2 million homes.

Branded social media advertising added to the media plan in 2018 resulted in 2.9 million targeted impressions.

Top Origins of Verified arrivals according to Arrivalist Data

- | | |
|--------------------|----------------------|
| Minneapolis, Minn. | Brainerd, Minn. |
| St. Paul, Minn. | Rochester, Minn. |
| Winnipeg, Manitoba | Bemidji, Minn. |
| Sioux Falls, S.D. | Regina, Saskatchewan |
| Duluth, Minn. | St. Cloud, Minn. |



Subscriber newsletters sent. Website referrals +21%. **418,576**

Print circulation reach. Custom URL (LegendaryND.com) use -42%. **10.1 M**

Out-of-home impressions. **16.3 M**

TV impressions. Custom URL (NorthDakotaLegendary.com) use +11%. **92 M**

Digital impressions. Website referrals +60%. **111 M**

PUBLIC RELATIONS

20

Media visits resulting in features in the Chicago Tribune, Today Show, NY Times, USA Today and CNN Travel.

300+

Story placements in various media reaching **700M** readers in 2018.

47M

Earned media reach from partnership with actor Josh Duhamel.

182M

Readers reached by hosted media trips, leading to articles in Shape, Men's Journal, USA Today and Outside magazines

TODAY
26. THEODORE ROOSEVELT NATIONAL PARK



Chicago Tribune

Go Away With ... Josh Duhamel



Hosted Media 2018



Lisa Davis,
Contributing Writer



Colleen Stinchcombe,
Travel Freelancer



Robin Soslow,
Freelance Writer/
Photographer



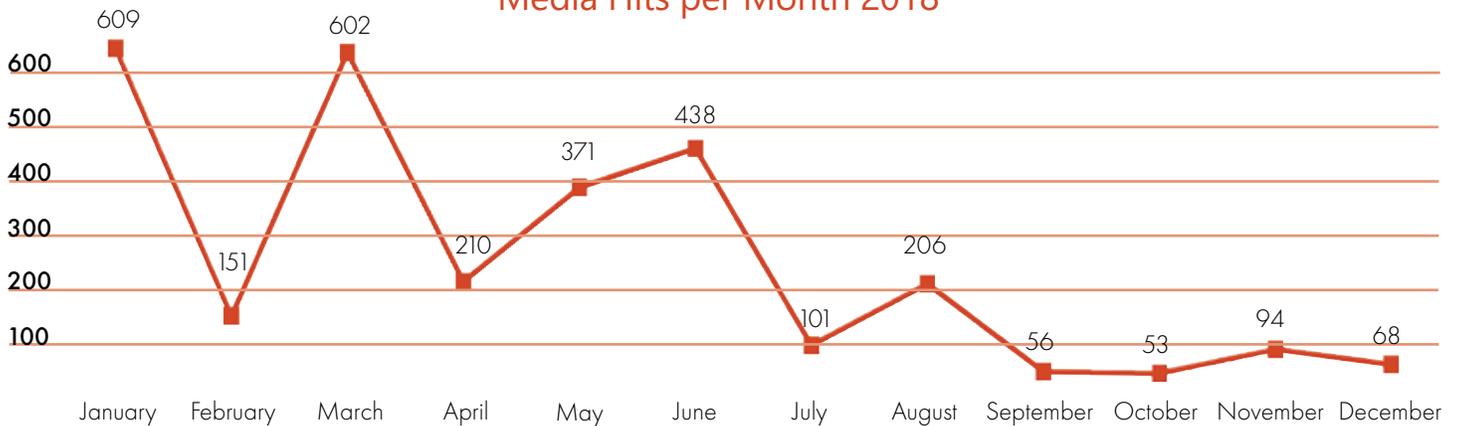
Samantha Lefave,
Freelance
Writer/Editor



Eric Althoff,
Freelance Writer



Media Hits per Month 2018



SOCIAL MEDIA



Total Travel Matters video views. **100,000+**

Haunted Fort Facebook takeover impressions. **105,000**

Impressions by social media co-op with Norsk Hostfest. **150,000**

Total video views on Facebook and YouTube in 2018. **1.44M**

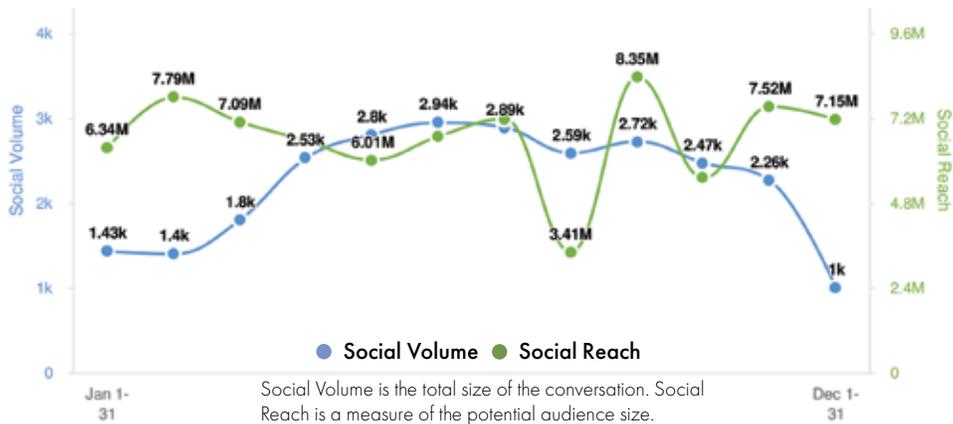


Total digital social media impressions. **19.3M**

Top Instagram Post

- 21,658 impressions
- 1,827 likes
- 68 comments

Social Reach vs. Social Volume



northdakota



travelND



northdakotalegandary



Travel North Dakota



Travel North Dakota

BY THE NUMBERS

16%

Attendance jump for North Dakota state parks in 2018.

17%

Percent of visitors to NDtourism.com influenced by digital advertising.

44,534

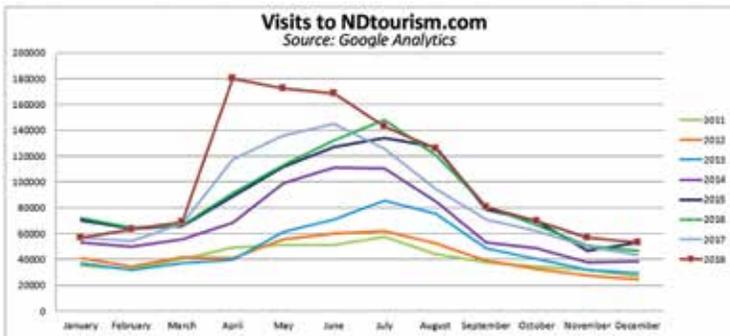
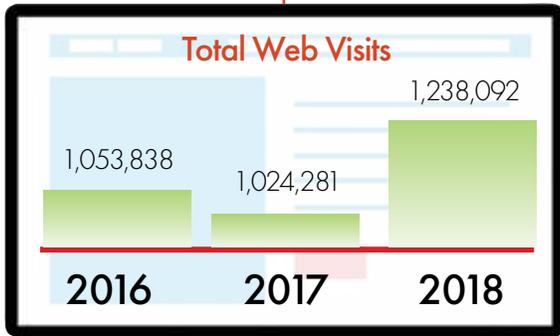
Leisure and hospitality jobs in

North Dakota in 2017, according to Job Service North Dakota - an increase of 2% from 2016.

+2%

1.2M

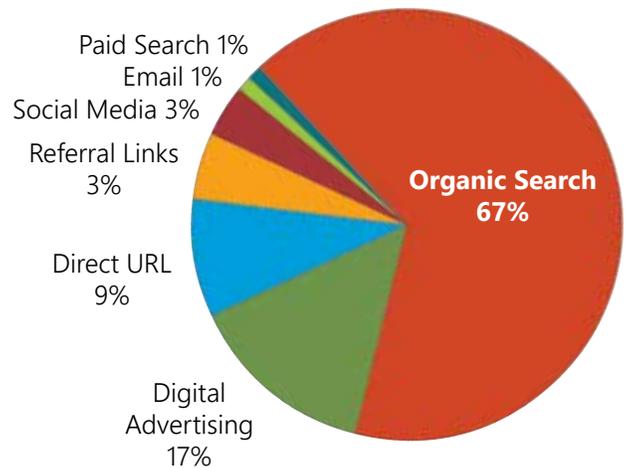
Total web visits to NDtourism.com



Travel Segment	2017	2018	+/-
State Parks	1,208,085	1,390,966	16.0%
National Parks	741,342	782,328	5.5%
Major Attractions	4,410,388	4,564,301	3.5%
Visitor Centers	76,010	86,790	14.2%
Canadian Border Crossings	626,674	584,855	-6.7%
Deplanements	1,033,522	1,081,269	4.6%
Lodging Tax	\$6,494,206	\$6,568,173	1%
Statewide Hotel Occupancy Rate	49.6%	51.3%	3.3%

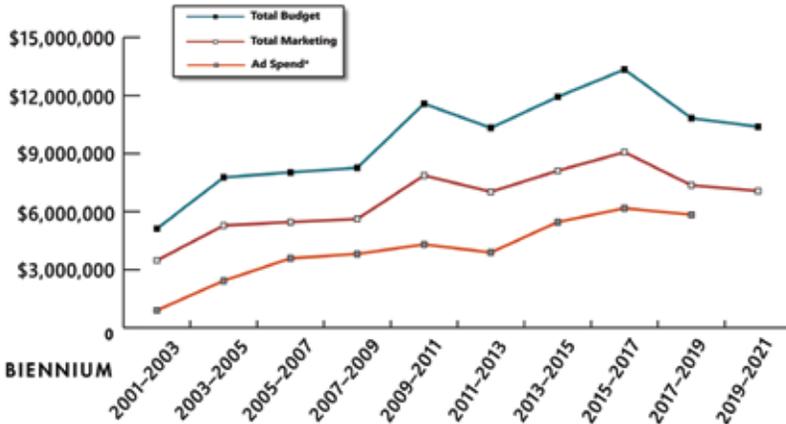
Category	2017	2018	+/-
Accommodations/Food Services	\$1,286,575,972	\$1,320,630,840	2.2%
Arts/Entertainment/Recreation	\$88,703,147	\$98,599,433	10.0%

Origin of NDtourism.com Site Traffic



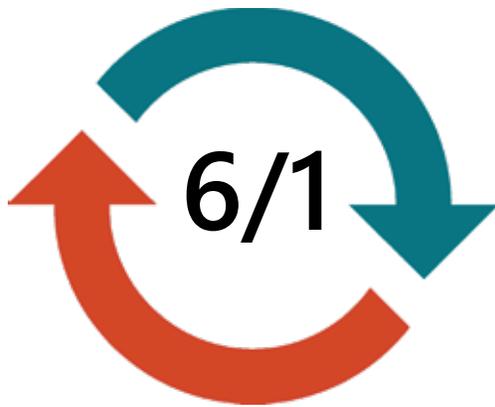
BY THE NUMBERS

North Dakota Tourism Budget History



BIENNIUM	2001-2003	2003-2005	2005-2007	2007-2009	2009-2011	2011-2013	2013-2015	2015-2017	2017-2019	2019-2021
TOTAL BUDGET	\$5,114,733	\$7,766,089	\$8,027,878	\$8,262,064	\$11,569,674	\$10,322,946	\$11,924,663	\$13,336,512	\$10,826,410	\$10,382,092
TOTAL MARKETING	\$3,478,019	\$5,280,941	\$5,458,958	\$5,618,204	\$7,867,379	\$7,019,604	\$8,108,771	\$9,068,829	\$7,361,959	\$7,059,822
AD SPEND*	\$900,452	\$2,429,750	\$3,585,225	\$3,813,948	\$4,302,907	\$3,887,552	\$5,460,471	\$6,172,665	\$5,838,556	\$5,838,556

*Ad spend years offset from biennium years because main advertising season happens before the beginning of a biennium (i.e. 2017-2019 biennium funds 2018-21



For every \$1 dollar invested in tourism advertising, North Dakota receives \$6 in visitor-generated tax revenue.

State	2017-18 Budget	Rank	% of Reinvestment
Montana	\$17.5 million	16th	10.2%
South Dakota	\$15.7 million	19th	12.77%
Wisconsin	\$15.5 million	20th	2.36%
Minnesota	\$14.6 million	22nd	1.21%
Idaho	\$12.2 million	27th	5.63%
Wyoming	\$12.1 million	28th	13.23%
North Dakota	\$4.5 million	43rd	3.33%

Reinvestment represents the percentage of marketing budget relative to visitor-generated state tax revenue.

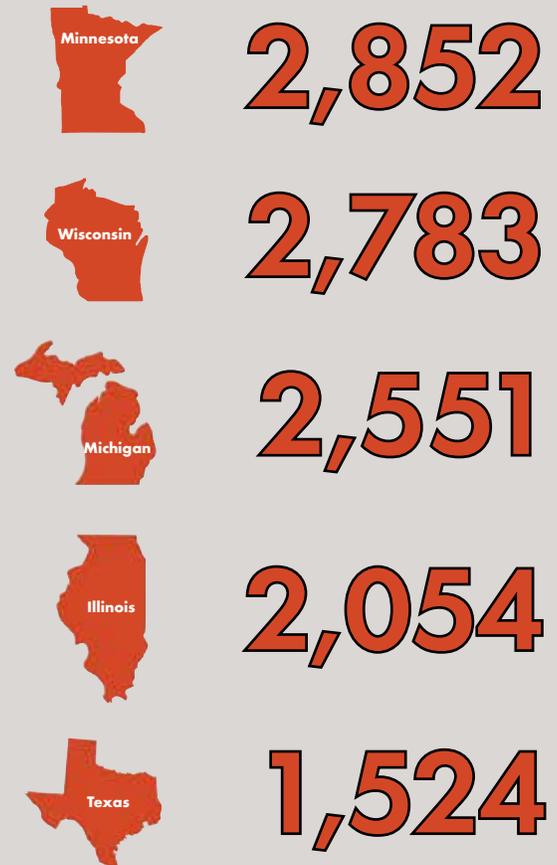
Top Locations for Website Traffic

1. North Dakota
2. Minnesota
3. Illinois
4. Texas
5. Manitoba
6. Nebraska
7. Wisconsin
8. California
9. Indiana
10. Saskatchewan

Traditional Inquiries, 2014-2018



Leading States Requesting Travel Guides



PARTNER ENGAGEMENT

111 / 142

Partners/brochures in Rest Area Brochure Program.

1,022

Partners with attraction, event or accommodation listings on official website (NDtourism.com).

1,690

Attractions and accommodations listed in the state Travel Guide.

42,200

Hunting and Fishing Guides distributed.

253,457

Click-throughs to partner websites.

263,500

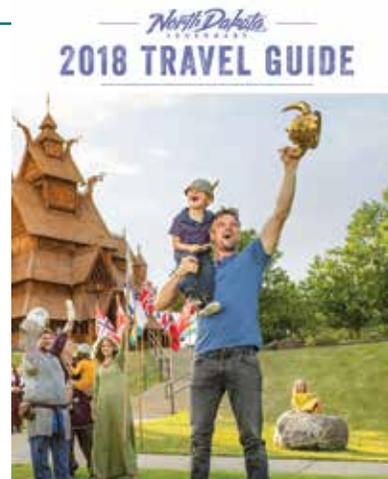
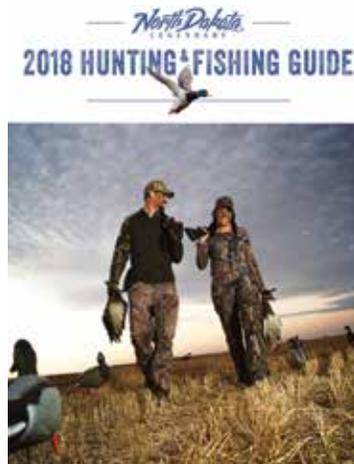
Highway maps distributed.

270,700

Travel Guides distributed.



Winners of Governor's Awards for Travel and Tourism at the state Travel Industry Conference. From left: Tourism Director Sara Otte Coleman, ND Chief Operating Officer Jodi Uecker, award artist Tara Fermoyle and award winners Nick Ybarra, Amy Krueger, Tanner Cherney, Nicole Blair, Noah Dobmeier and Roger Jensen.



OUTDOOR



Joe Wiegand portraying Theodore Roosevelt in the North Dakota booth.

North Dakota was AGLOW

In September, North Dakota Tourism co-hosted the Association of



AGLOW shooting range at Moffit

Great Lakes Outdoor Writers (AGLOW) annual conference in Bismarck-Mandan. One hundred forty people attended the multi-day event, including media, outdoor industry representatives and tourism professionals. North Dakota Tourism partnered with the Bismarck-Mandan CVB to host events at Fort Abraham Lincoln State Park and the North Dakota

Heritage Center and State Museum and a day afield with activities that included hunting, kayak fishing, river fishing and target shooting.

Tourism also partnered with Theodore Roosevelt Medora Foundation and Devils Lake CVB to host pre- and post-conference tours. In Medora, the group toured the national park, took in the Medora Musical and pitchfork fondue and was treated to a hike on the Maah Daah Hey Trail, led by Theodore Roosevelt himself. In Devils Lake, post-conference tour participants enjoyed two days of fantastic guided walleye fishing.

- Outdoor Promotions Manager Mike Jensen exhibited at five travel and sport shows: Milwaukee, Chicago, Billings and Minneapolis (twice). Tourism worked with 15 partners to distribute brochures and have representatives in its booth.
- North Dakota Game and Fish license sales numbers indicate increases in all major hunting areas. Nonresident small game licenses were up 2.1% and nonresident waterfowl licenses increased 3%. Nonresidents fishing license for three-day, 10-day and annual nonresident fishing license sales increased 5.2% YTD.

Travel and sports shows attended.

5

Partners joining North Dakota Tourism at shows.

15

Increase in sales of nonresident waterfowl licenses.

3.0%

Year-to-date increase in nonresident fishing license sales.

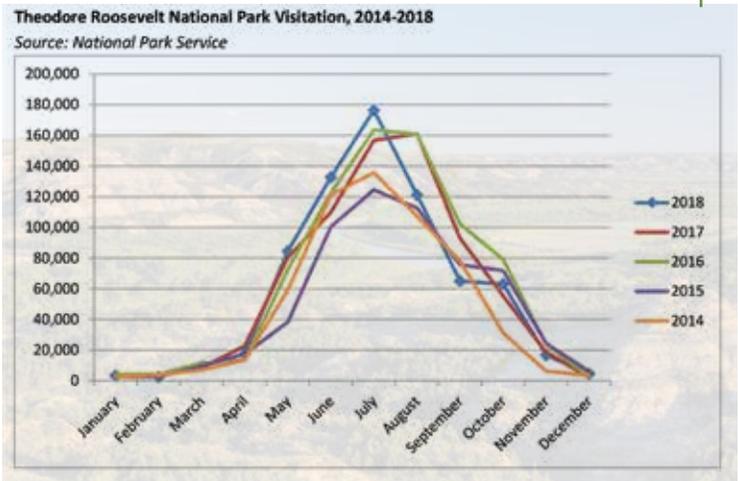
5.2%

Increase in visits to North Dakota's National Parks Service sites.

5.5%

2017 economic impact of National Park Service sites in North Dakota.

\$56.7M



GLOBAL MARKETING

11 Media professionals hosted on 7 media trips.

24 Trade professionals hosted on 7 product development tours to North Dakota.

101 Operators offering overnights to North Dakota. +11 YOY.

142 Stories written for global audiences.

437 Overnights offered in North Dakota. +30% YOY.

190K Engagements for the Great American West on 8 social media channels.

\$1.8M Media value for North Dakota, garnering 88 million impressions from 142 stories.



Global media at Painted Canyon

"We've seen an increased interest in North Dakota from the European markets. Tour operators are creating new itineraries that include North Dakota, with a focus on Native American Culture, the Lewis and Clark Expedition and the gorgeous landscape – especially Theodore Roosevelt National Park. Visiting North Dakota also provides the travelers with a glimpse of the authentic Western lifestyle and wonderful hospitality that comes with it, a characteristic that many tourist destinations have lost over the years. It's truly a destination unlike any other!"

— Chris Pilley, CEO Rocky Mountain Holiday Tour
Receptive operator selling N.D. tours

2018 at a glance

- Post International Roundup travel professionals development tour rode Amtrak to North Dakota for the first time.
- Post-IPW development tour with press and travel professionals combined to see North Dakota and South Dakota on a drive from Denver.
- Development tours featured Cross Ranch State Park, Fargo, Medora-Theodore Roosevelt National Park, Dickinson, Devils Lake, Bismarck, Fort Yates, Richardton, New Salem, Rugby, Garrison, Washburn, Minot, Grand Forks, Williston, Watford City, New Town, Regent, Jamestown and Valley City.
- Global Marketing Manager Fred Walker attended travel shows in Austria, Iceland, Norway, Sweden, Denmark and the United Kingdom.

We Are The Great American West

In 2018, the region rebranded following years of global and domestic research. The Great American West gave the region a geographical locator without losing touch with its history or culture. North Dakota, South Dakota, Montana and Wyoming also welcomed Idaho into the consortium. Working collectively, the global marketing regional partnership leverages each state's marketing dollars to deliver consistent messaging and increase the value and scope of these programs.



GROUP



American Bus Association Marketplace

New tour packages developed that included North Dakota. **22**

North Dakota cities included in new tour packages. **77**

Reported tours in North Dakota. **324**

Reported group tour overnights in North Dakota. **520**

Motorcoach trips to North Dakota. **1,309**

Visitors to North Dakota via Canadian motor coach tours. **34,367**

Group Travel on the Road Again

North Dakota Tourism took to the road in 2018, meeting with tour operators, receptive operators, travel agents, group leaders, motor coach operators and travel trade media.

Tourism and its stakeholders staffed trade show booths at the American Bus Association, National Tour Association, Heartland Travel Showcase and Go West Summit, where more than 10,000 travel industry members took to the marketplace floors.

Group Travel Marketing Manager Deanne Cunningham distributed promotional materials and represented state businesses in the booths. She engaged in more than 250 product development discussions, resulting in the creation of 22 new group tour packages that brought in

660 guests who visited 122 attractions in 77 cities and included 50 overnights.

North Dakota tourism partners assisted with two product development tours that had immediate results in the creation and promotion of new tours to North Dakota in 2019.

Canadian tour operators and motor coach operators brought 994 bus trips and 24,542 guests to the state in 2018. Tour and motor coach operators, along with North Dakota tourism stakeholders, shared group travel visitation numbers indicating that 324 tours to North Dakota led to more than 520 overnights with an estimated economic impact of \$3,434,125.

TRAVEL MATTERS

Beyond the rugged Badlands, dynamic downtowns and the most beautiful open sky, North Dakota's greatest treasure is the people that create the businesses and experiences visitors enjoy. There are more than **2,800** tourism businesses, many of them passion projects that help

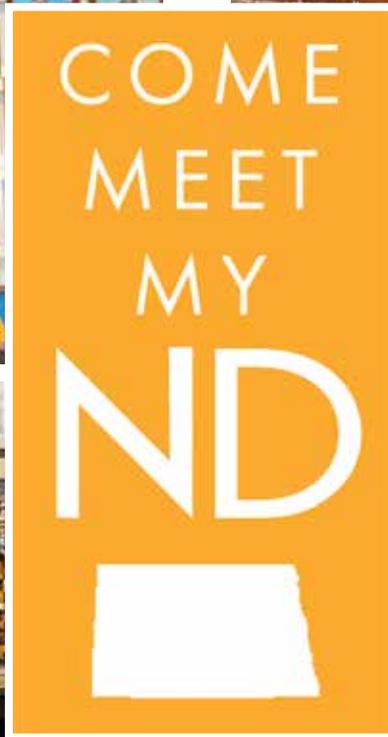
tell the story of our state. Go to www.ndtourism.com/ndtravelmatters to view the videos and meet the individuals whose contribution to the state serves as an open invitation to "Come Meet my North Dakota."

"When we first started, we guided maybe three days out of 20. We did it to put gas in our trucks, so we could go fishing every day. And it just kind of grew ... Now I have 10 guides that rely on it for a living."

— **Fishing Guide Zippy Dahl**

"Both of us remember what it was like doing all of our business within a 50-mile radius. Even going back and looking at it today, we could have never dreamed of it being this good, of it turning out this well."

— **Jeff Beyer and Shelly Spang, Pride Dairy**



"It's more than selling you a glass of beer over the bar. It's all about the people that come in here and give it energy. So, kudos to them for making this a place where people feel welcome. We have 50% new customers every day in here."

— **Brewmaster Mike Frohlich**

"What I love about having a store is being able to meet the customers who are going to have my pottery in their lives. I think it's such an honor to do that."

— **Potter Tama Smith**

NORTH
Dakota Be Legendary.™