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In the News: North Dakota was in the news in August (Page 5)

Did you know ...

USA Today recently recognized yet another industry where North Dakota is bucking the national trend: airline boardings.

Boardings at North Dakota's eight commercial airports in August increased 12.9%. State Aeronautics Commission director Larry Taborsky says the 64,588 were the highest for August in the last 10 years. He says a big reason is Allegiant Air's low-cost fares. Jamestown saw the biggest percentage increase in boardings in August at 48.3%. Fargo had the biggest increase in actual passengers with 4,404 more boardings.

http://www.usatoday.com/travel/flights/2009-09-30-north-dakota-airline-bookings_N.htm

Stakeholders gather in Bismarck



North Dakota Tourism hosted its annual stakeholders meeting October 8 and announced plans for the 2010 media buy, along with new cooperative advertising opportunities.

More than 30 representatives from CVBs, chambers, foundations and attractions attended the meeting, held in Bismarck.

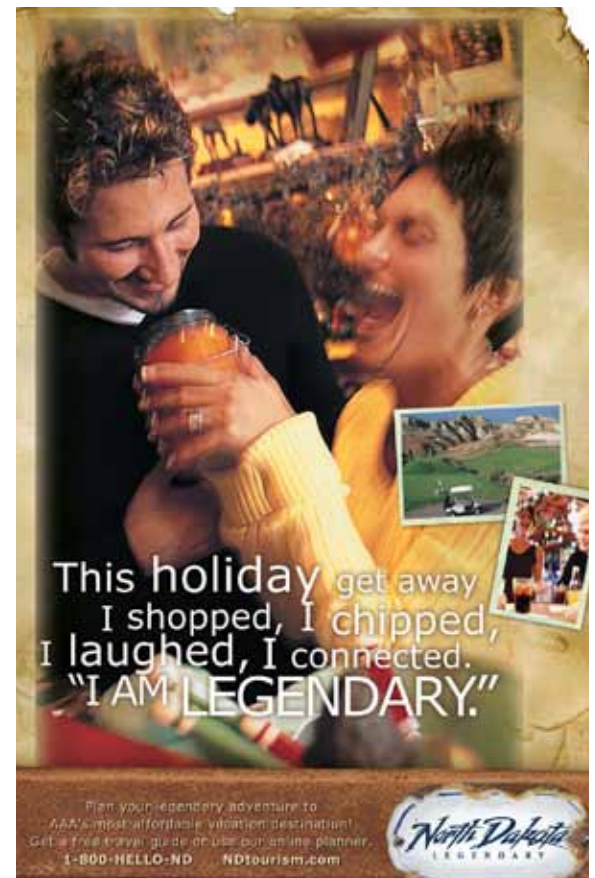
"This was a valuable meeting for stakeholders to attend," said Tourism Division Director Sara Otte Coleman. "They had a first-hand opportunity to discuss marketing plans and strategies and take advantage of great cooperative ways to stretch the budget."

Promotional Effort

In 2010, North Dakota Tourism will spend approximately \$2 million promoting the state's legendary message of rich culture and heritage set in a scenic backdrop with fun things to see and do. The media mix is 38% television, 22% print, 12% online, 11% newspaper, 8% radio, 7% out-of-home and 2% direct mail.

The primary domestic markets continue to be Minneapolis/St. Paul, Minn., Appleton/Green Bay, Wis., Madison, Wis., Milwaukee, Wis., Rapid City, S.D., and Sioux Falls, S.D. Primary Canadian markets continue to be Winnipeg, Manitoba, Regina, Saskatchewan and Saskatoon, Saskatchewan. Secondary U.S. markets include Bemidji, Minn., Fergus Falls, Minn., Fargo/Grand Forks, N.D., Aberdeen, S.D., Pierre, S.D. and Glendive, Mont.

New primary markets for 2010 include Duluth, Minn., Superior, Wis., LaCrosse, Wis., and Eau Claire, Wis. The media plan is available on [NDtourism.com](http://www.ndtourism.com) at <http://www.ndtourism.com/industry/references/media-plan/>



For details on the cooperative marketing effort, see page 8

U.S. travel outlook: Look for a rebound

The U.S. Travel Association is reporting economic indicators that the recession is ending, but that national recovery is slow in the travel economy. Analysts do seem to agree that travel overall is likely to rebound somewhat over the next 12 months, but a full recovery is unlikely until 2011 or beyond.

The Great Plains region is one of the least-affected regions in the national tourism slowdown. Smith Travel Research reports the U.S.



down -10.3% through August '09, but North Dakota's occupancy is 2% higher than a year ago with RevPAR 5.8% higher.



Legendary service worth more than \$50

Last month, we focused on the legendary hospitality found in North Dakota. This month's legendary feature goes hand-in-hand with that theme.

The Tourism Division recently received a call from a gentleman in Alberta, Canada. He had vacationed in North Dakota and stayed one night at Bismarck's Country Inn & Suites. When he returned home, he received a letter from Tim Brick, the general manager at Country Inn & Suites, along with a \$50 bill. The letter explained that when he checked out, he had paid his bill with crisp \$50 bills and two were stuck together. Returned was the extra \$50.

Our visitor was so impressed he wanted to commend Tim and the staff at the Country Inn & Suites. This visitor raved about all the attractions and people of North Dakota, and said he'd be telling all his friends.

Once again, North Dakota has demonstrated that it is a wonderful, friendly place to visit.

Way to go, Tim and the staff at Country Inn & Suites!

Historical preservation grants awarded

The State Historical Society of North Dakota's (SHSND) State Historic Preservation Office (SHPO) recently approved applications for the State Historic Preservation Program's annual grants for Fiscal Year 2009.

Grants were awarded for nominations to the National Register of Historic Places, development projects and certified local government programs.

In all, \$238,000 in grant monies were awarded. When combined with matching funds, they will result in \$485,000 worth of preservation work in North Dakota. Tourism projects receiving funds:

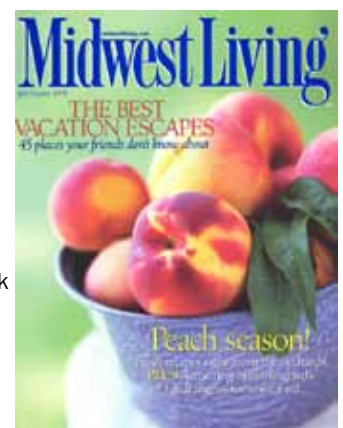
- The Hatton Museum and Historical Society was awarded \$5,000 for repair and restoration of the dining room bay window.
- The Grand Forks County Fair and Exposition were awarded \$5,500 for electrical upgrades to the grandstand.
- The City of Valley City and the Bridges Arts Council, owners of the Valley City Municipal Auditorium, were awarded \$25,000 for window restoration.
- The City of Devils Lake CLG: \$4,725 for the development and publication of a walking tour brochure of historic downtown.



The Press Run: Featuring North Dakota

North Dakota in the news: Third quarter 2009

- Time Magazine, July: Postcard from Bismarck; 50 Authentic Places in America
- Midwest Living, July/August: Celebrations in North Dakota
- Best of the Midwest, 2009: North Dakota events and attractions
- Bus Tours Magazine, July/August: Rural Pearls, North Dakota Prairie Churches
- Itineraries Midwest, Spring 2009: Authentic Old West Fun
- Midwest Living, September/October: Celebrations in Dickinson, Minot and Wishek
- Canadian Traveler, July: Attractions throughout North Dakota
- American Road, Autumn 2009: Enchanted Highway
- GolfWeek, September: North Dakota's Simple Golf Lesson



Tech Talk



Each month, the Tourism Division Newsletter will feature technology tips or best-practices for utilizing new tools and Web 2.0. Please share your success stories, or your questions and suggestions, via e-mail to hlemoine@nd.gov.

Tweet, Tweet, Tweet

No, we're not singing "Rockin' Robin" in the office, we're talking about Twitter – one of the fastest-growing social media sites on the Web. If you're not familiar with Twitter, it's a micro-blogging host where businesses and individuals can create accounts and post updates in 140-characters or less (hence, the micro part of micro-blogging).

Twitter reaches 2.4 million Americans monthly, which is why tourism offices are using it to send marketing messages to millions of potential visitors.

A site called Guerilla Viral Marketing has offered six tips for maximizing Destination Marketing Organization (DMO) tweeting. This is only a highlight, learn more at http://guerrilla-viral-marketing.suite101.com/article.cfm/6_twitter_tips_for_tourism_organizations

Twitter Tip #1: Get Tweeting!

After registering, fully complete your user profile information and link to your official Web site. Post information about events, activities and quirky roadside attractions.

Twitter Tip #2: Start Following

Following twitterers (people who use Twitter) allows you to see what interests potential visitors. Once a dozen or so tweets have been posted, find other twitterers with an interest in the destination.

Twitter Tip #3: Return the Follow

Most twitterers will return the follow, which means the marketing message can reach more potential visitors. When a twitterer follows your business/organization, follow them back.

Twitter Tip #4: Interact

Find a balance between posting events and posting about life in and about your destination. Reply and interact with your followers. Remember to keep it authentic and professional.

Twitter Tip #5: Consistency Counts

An idle account is not effective marketing. The successful DMOs using Twitter are consistent.

Twitter Tip #6: Tell the World

Issue a press release, include it in your communications and post a link on your Web site. Just be sure to have dozens of posts and a handful of followers. Twitter allows businesses to increase visibility and create buzz about their destination.



16

Arnold Palmer and his design company were asked to pick a favorite course from their many designs—but they couldn't choose just one. They did find 16, but that's not to say this list won't change next week...

KING'S WALK GOLF COURSE

Grand Forks, North Dakota

King's Walk offers classic golf course design in a natural prairie setting. Starting with a completely flat site, over 650,000 cubic yards of earth was excavated to allow the course to roll and flow around hundreds of individual mounds, deep ravines, steep ridges and two large lakes. Large, bent grass greens are well protected and framed by beautifully sculpted bunkers, mounds and collection areas. Tall fescue grasses blend the course into its surroundings and help to complete this masterpiece.

www.kingwalk.org

WHICH PAINTING WOULD REMBRANDT say was his favorite? Could Mozart choose a "best" bit of music from his catalog? And if you're a parent with more than one child, which kid do you love the most? Impossible questions, all. So it is with the Arnold Palmer Design Company and its catalog of creations. Among the more than 300 (and counting) APDC-designed golf courses in the world, it's tough to pick just one.

So we didn't; we chose 16.

Many of these have received top awards, some have hosted major professional championships, others are just beloved places where great days are possible. All of them are exceptionally designed golf courses that should make your personal must-play list.

And if you insist on asking which one is the best, we'll challenge you with our own trick question: Which day of the week is best to play golf? You know the answer: All of them.

BAY CREEK GOLF CLUB

Cape Charles, Virginia

Bay Creek marks the first time both Jack Nicklaus and Arnold Palmer designed courses for the same club. The 18-hole Palmer Signature Course combines the extraordinary views and natural features of the Eastern Shore, with historical landmarks from Cape Charles' 19th and early 20th century railroad days, all into one incredible state-of-the-art golf facility. Bay Creek Resort & Club is a premiere golf destination to be visited and remembered by passionate players, and the 3,204 yard Palmer course presents its golfers with smooth greens and perfectly manicured Bermuda fairways. Five strategically placed sets of tees are guaranteed to make golf fun and challenging for players of all skill levels.

www.baycreekgolfclub.com

Digital Horizons, Historical Society look back in time

The North Dakota State Historical Society has a new addition to its Web site. It's called Digital Horizons and contains a number of unique and historical photos from throughout the state,

including the 1942 Bison football team and Lawrence Welk's visit to Medora. To discover history through photos, go online to <http://digitalhorizonsonline.org/index.php>

2009 Governor's Photo Contest



The winners of the 2009 Governor's Photo Contest appear on this and the following page. For larger images, go to NDtourism.com. "Best in Show" went to Duane Strand of Wahpeton for " Fargo's Finest" (at left). AAA of North Dakota co-sponsored the contest.

Katherine Plessner



Duane Strand



Wayne Vedvig



Duane Strand

Diana Hoffman



Clint Fleckenstein



2009 Governor's Photo Contest

Katherine Plessner



Duane Strand



Jed Pahan



Wayne Vedvig



Diana Hoffman



Peggy McDougall



Kelly Savage

Sport and travel show schedule set

Mark Zimmerman, outdoor recreation manager, has announced a proposed schedule of dates and locations for the 2009-2010 season. These shows are in the proven market areas for North Dakota tourism and are an integral part of the overall marketing effort of the agency.

Shows are great opportunities for a community, regional tourism group and, of course, individual tourism industry businesses, to showcase their services, events and activities at events that draw 25,000 to 100,000 people. You may partner in the shows in a couple different ways:

- Brochure/magazine distribution

at the booth is a service available at \$75 per show. Many times visitors to the booth want specific information on a community, event or services and prefer not to take the travel guide if specific pieces are available.

- Your organization or business may have a staff presence in the booth at a cost of \$250 per show. You are representing the entire State of North Dakota when you work the booth, but you also have the opportunity to talk specifically about your services.

If you are interested in more information, contact Mark at 701-328-2509 or e-mail Mark at mzimmerman@nd.gov.

Tentative 2009-2010 dates

Midwest Mountaineering Outdoor Expo
Minneapolis, Nov. 20-22

Quad Cities Fishing and Vacation Show
Quad Cities, January 15-17

Minneapolis RV and Camping Show
February 11-14

Duluth Boat, Travel and Sports Show
February 17-21

Omaha Boat, Travel and Sports Show
February 25-28

Pheasant Fest
Des Moines, Iowa, February 26-28

Milwaukee Journal Sentinel Show
Milwaukee, Wis., March 10-14

International Sportsmen's Expo
Salt Lake City, March 18-21

Northwest Sports Show
Minneapolis, March 24-28

Recreation Travel Expo
Billings, March 27-28

Where Am I?



Tim Schroeder of Grand Forks correctly placed me at Turtle River State Park near Arvilla last month. This month, I was greeted by this ancient warrior in a place created to keep the peace. Where am I? Send your answers to jpursley@nd.gov by October 25. In the event of a tie, a drawing will be held to determine who receives the North Dakota item.

In the News

(Go to the links below each item for a complete news release)

North Dakota Tourism in the news in September

September 4: Harvest may be celebrated differently throughout the state, but the fact remains that harvest is an event that is cherished by North Dakotans. September is a month of change, as we bring another summer to a close and edge our way toward fall. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=325>

September 11: Enjoy fall festivities in North Dakota. Late September is festival time in North Dakota. Visitors will find festivals celebrating pumpkins, apples, arts and crafts and the old-fashioned steam thresher harvest. Get lost in a corn maze or at the amazing Norsk Hostfest. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=327>

September 30: Thirteen winning photos were recently announced in the 2009 North Dakota Governor's Photo Contest. Winning photographers will receive a \$200 cash prize for each winning photo and have their work featured in North Dakota Tourism's marketing materials, along with even greater exposure through contest partner AAA North Dakota. The winners were chosen from more than 700 photo entries. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=329>

September 30: Was that a gourd or a ghost? Is that work of art hanging in a gallery or a haunted mansion? Was its eye's following me? Take time to feed your deepest fears or soothe your spirit through arts and crafts this October. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=328>



H1N1 information

The U.S. Travel Association has created a toolkit of resources on the H1N1 (swine flu) virus. While information gathered over the past few months suggests the virus is no more severe than the annual seasonal flu, it is critical that the travel community do all it can to ensure spread of the disease is limited.

The U.S. Travel Association stressed the importance to “be prepared, not panicked.” The toolkit of information can be found at: www.ustravel.org/swineflu and includes:

- Talking points general
- Talking points for international community
- Swine Flu questions and answers
- Travel community preparation checklist
- What medical experts are saying
- 10 ways to help communicate
- Sample press release
- Sample letter to editor
- SARS impact

Leadership Summit hears concerns

More than 300 travel industry leaders converged on Washington Sept. 16-17 for the fourth annual Travel Leadership Summit, representing more than 39 state delegations.

While the primary focus was on congressional passage of the Travel Promotion Act, other priorities included educating Congress on the value of business meetings and events, retaining and growing the Visa Waiver Program, preparing for H1N1 Flu, and industry resolve to tackle climate change by creating more sustainable travel products and services.

The North Dakota delegation included Cole Carley Fargo Moorhead CVB; Wendy Howe, Minot CVB; representing the Destination Marketing Association of North Dakota and Sara Otte Coleman with the Tourism Division.

The group met with Senators Byron Dorgan and Kent Conrad, discussing additional issues specific to North Dakota like border crossing policy, airline mergers and flight availability. They also expressed gratitude to Senator Dorgan for his leadership in getting the passage of the Travel Promotion Act.

Rep. Earl Pomeroy had a last-minute schedule conflict but his staff showed interest in the issues and said the meeting has helped push passage of the bill in the House.

Enviro-friendly tourism

Eco-tourism and green travel are buzz words the tourism industry has been hearing for a while. The difficult part is understanding what sustainable tourism means and how it can be integrated into our accommodations, attractions, events and overall business.

The U.S. Travel Association has created a Web site with resources on sustainable tourism, including tips and case studies: <http://travelgreen.org/>.

The 2010 North Dakota Tourism Conference will offer a special workshop for stakeholders to learn more first-hand. The November newsletter will include information on next year’s conference.

Cultural Heritage Initiative

The State Historical Society of North Dakota is sponsoring regional meetings to discuss what is being done and what needs to be done to protect North Dakota’s heritage collections. Interested parties may still be able to attend by calling 701-355-4458.

October 15	Bismarck
October 16	Minot
October 19	Devils Lake
October 20	Grand Forks
October 21	Fargo
October 22	Jamestown



German and Australian FAMs

Fred Walker recently helped German and Australian media enjoy activities that are uniquely North Dakota.

Overseas trade reps, freelance writers, staff writers/bloggers and an Australia AP writer got a firsthand look at Theodore Roosevelt National Park. The scenery was spectacular as the leaves had started to change and many animals were near the road. The groups were amazed by elk, bison, antelope, horses and bighorn sheep.

The weather varied with Germans enjoying 90 degrees, and it was 60 for the Australians one week later.

Walker also hosted journalists in sampling local foods. Food & Wine is a niche that continues to grow in North Dakota as we prove to be the “Breadbasket of the World!”

Travel Promotion Act

The U.S. House of Representatives has passed the Travel Promotion Act.

The Senate passed identical legislation in September, but procedural dynamics require an additional Senate vote in the coming weeks.

The Travel Promotion Act will for the first time create a U.S. promotion and communications program to send a more welcoming message to international travelers. Estimates by Oxford Economics suggest a well-executed travel promotion program could result in up to \$4 billion in additional travel spending and 1.6 million new visitors.

2010 Cooperative Opportunities

The Tourism Division is pleased to present a variety of cooperative advertising opportunities to partners for the 2010 travel season, including some new, never-before-offered programs. The Cooperative Advertising Opportunities plan, with complete details and reservation form, can be found at <http://www.ndtourism.com/industry/references/media-plan/>.

As in the past, partners can choose to advertise jointly with North Dakota Tourism in regional, national and international print publications. Rates and value-added prospects are also noted in the plan. This effort creates a great presence in publications and strengthens the impact of the North Dakota messages.

There also are three new matching-fund efforts in 2010. A new in-state radio program will give partners the opportunity to promote events through 60-second spots. North Dakota Tourism will pay 100% of the production of the ad and 60% of the placement, while the partner helps to contribute content and 40% of placement costs.

A new direct mail opportunity identifies four target markets and new traveler contacts. Cooperative partners will benefit from artwork, messaging and call-to-action, and pay 50% of the purchase of the list, fulfillment and postage. North Dakota Tourism will pay 100% of the design and production of the mailer.

An e-mail cooperative opportunity identifies lists of new target markets and traveler contacts through respected vendors. Partners and North Dakota Tourism will share the cost of the list usage at 50% and partner will benefit from logo, offer description and artwork.

For more information on cooperative advertising, contact Heather LeMoine at hlemoine@nd.gov or 701-328-5372.

Patricia Bowen, you're a winner

Patricia Bowen of Ellendale is the winner of the CTV trip to Jamaica! Patricia's name was drawn at the stakeholder's meeting from all the names of individuals who have used Partner Access to enter attractions, accommodations, events and packages onto NDtourism.com this year.



The prize is a bonus offered to the Tourism Division for placing advertising with the organization. Patricia wins a 7-night stay at all-inclusive Grand Bahia Principe

Resort in Jamaica. <http://www.granbahiaprincipejamaica.com/>

IAAPA Expo planned

The International Association of Amusement Parks and Attractions (IAAPA) Expo is taking place November 16-20 in Las Vegas. From aquariums to zoos, IAAPA is a place to network, learn best practices and share success stories and business strategies. Registration fees start at \$89 and hotel rates start at \$49 per night. Learn more at www.IAAPA.org/IAAPAAttractionsExpo.