

I AM LEGENDARY! RU?

North Dakota Tourism
HOSPITALITY TRAINING WORKBOOK



HOSPITALITY TRAINING
WORKBOOK

www.NDtourism.com

North Dakota[®]
LEGENDARY

Thank you for participating in this Legendary hospitality training. There's so much to learn about North Dakota's third-largest industry - travel and tourism - and the important role YOU play. We really are counting on you!

This workbook originally accompanied a DVD. The chapters of that DVD can be viewed at: <http://www.ndtourism.com/industry/hospitality-training-program/>. For the most updated resources, use the workbook alone - it is available in a PDF at the site listed above.

Throughout this workbook are testimonials from visitors to North Dakota. They are raving about the legendary hospitality and experiences encountered during their trip to our great state. Read more at www.RULegendary.com where visitors and residents are constantly sharing their vacation stories, photos and videos.

Legendary Hospitality

Chapter 1: "U R Legendary"

Fun facts about the travel and tourism industry.

Chapter 2: Guestology

Tourism is North Dakota's third-largest industry - and you play an important role in welcoming and hosting our guests.

Chapter 3: Culture

Visitors are seeking unique and authentic experiences available only in North Dakota.

Chapter 4: Heritage

We can help our visitors experience North Dakota's unique traditions, history and lifestyles.

Chapter 5: Discoveries

Discover North Dakota's role in the story of Lewis and Clark and explore the "Wildlife & Wonders" of our state.

Chapter 6: AgriTourism

Visitors have lots of questions about our state's farms, ranches and gardens.

Chapter 7: Resources

There are great free, printed travel guides and maps available for you to share with our visitors (or use for your own backyard vacations).

Chapter 8: [NDtourism.com](http://www.ndtourism.com)

Tour North Dakota's official travel website.

Chapter 9: ND Host

Great tips for getting visitors to "stop ... spend ... recommend ... and return, again and again."

Chapter 1: “U R Legendary”

The North Dakota Tourism advertising campaign asks visitors to find their legendary self while experiencing the state’s arts, culture, history, attractions, scenery and fun events. The North Dakota experience is legendary and so are the people who provide that experience.

“... the hospitality by the locals was outstanding and we definitely plan to return next year to enjoy your state.”

Legendary Facts:

- Each year North Dakota hosts more than **16 million** vacations.
- According to the US Census, 83% of the U.S. population lives in metro areas with a population of 50,000 or more.
- When visitors are surveyed about their trip to North Dakota, they praise our **friendly people**. Their favorite experiences include:
 - Visiting rural farming areas
 - Visiting small towns
 - Experiencing unusual wildlife
 - Visiting lakes/ivers
 - Visiting historic/cultural areas

Think About - Talk About

(reflect on your experiences in this legendary industry)

- Describe a time when you were able to help a visitor have a legendary experience in North Dakota.
- What is your favorite “Backyard Vacation” in North Dakota?

“... we have visited lots of states. Who knew that North Dakota would be so sensational.”

It’s a Fact (Fun Facts)

Each visitor to North Dakota:

- Creates about **\$24 in tax receipts**, \$12 of which goes to state and local authorities
- Generates about **\$39 in wages** to workers employed across an array of industries
- Adds about **\$83 to the Gross State Product**

Chapter 2: Guestology

Tourism is North Dakota's third-largest industry and you play an important role in welcoming and hosting our guests. Learn the "Guestology" - the science of studying and understanding more about the millions of travelers who experience our state each year.

Legendary Facts:

- The average visitor stays 3.2 nights in North Dakota.
- Visitors come to North Dakota throughout the year:
 - 16% visit January-March
 - 31% visit April-June
 - 32% visit July-September
 - 23% visit October-December
- 71% of overnight visitors travel more than 300 miles to get to North Dakota.

"North Dakota turned out to be the highlight of our trip."

Think About - Talk About

(reflect on your experiences in this legendary industry)

- 50% of our visitors are friends and family. What is the favorite North Dakota thing to do or place to go when your family and friends are visiting?
- Oxford University recognized North Dakota as the friendliest state. What is it about North Dakota - and specifically your community - that sets you and your hospitality apart from the rest?

"North Dakota offered up one fascinating discovery after another."

It's a Fact (Fun Facts)

State Beverage:	Milk
State Tree:	American Elm
State Flower:	Wild Prairie Rose
State Fish:	Northern Pike
State Dance:	Square Dance
State Bird:	Western Meadowlark

The word "Dakota" in the Sioux language translates to "friend" in English.

Chapter 3: Culture

Visitors are seeking unique and authentic experiences available only in North Dakota. Every community in North Dakota has a story to tell - and savory food to share as part of that experience!

Legendary Facts:

- North Dakota's free **Culture & Heritage Trail Guide** uses five icons to identify culture and heritage attractions, destinations and activities.



- Worldwide, cultural and heritage tourism is the **fastest** growing segment of the travel industry.
- The top visitor activity worldwide is **shopping**.
- A great number of North Dakota's cultural and historic attractions have **free admission**, earning us the AAA designation as most affordable state to visit.

"... one of the most enjoyable vacation experiences we have ever had, and we travel quite a bit."

Think About - Talk About

(reflect on your experiences in this legendary industry)

- What places does your community offer for people to gather for arts, entertainment and sporting events?
- What are some unique shopping and dining experiences available in your area?

It's a Fact (Fun Facts)

North Dakota's top visitor activities:

- Outdoor adventures
- Business-pleasure trips
- Special events
- Touring
- City trips

Chapter 4: Heritage

We can help our visitors experience North Dakota's unique traditions, history, lifestyles and talents - from pioneering places to legendary footsteps.

Legendary Facts:

- According to the National Trust for Historic Preservation, visiting historic sites and museums is the third most popular vacation activity for U.S. travelers.
- Abraham Lincoln was born in 1809. He's part of North Dakota's history along with legendary figures like Theodore Roosevelt, Lewis & Clark, Sakakawea, General Custer and Sitting Bull.
- Canadian explorer David Thompson created maps of today's North Dakota **seven years** before Lewis and Clark left St. Louis.
- A complete listing of cultural events and festivals is available on our state tourism website: www.NDtourism.com.

It's a Fact (Fun Facts)

- Super Bowl XLV 30-second advertisements cost between \$2.8 million and \$3 million (not including production).
- North Dakota's Tourism Division spends **\$2 million** to market the entire state for a year.
- For every \$1 spent on tourism-related media advertising, North Dakota gets an economic return of **\$91**.

"Visiting Fort Mandan and the Knife River Indian Village gave me a new perspective on how the expedition members and the plains tribes really lived."

Think About - Talk About

(reflect on your experiences in this legendary industry)

- What are the historic sites and museums in your area? What resources do you have to direct visitors to those sites?
- Go to www.NDtourism.com and find the listing of festivals and events in your area.
- A free Passport to North Dakota History is available from the State Historical Society of ND and at all North Dakota Tesoro gas stations.

Chapter 5: Discoveries

North Dakota plays an important role in the story of Lewis and Clark. And today's explorers appreciate the wildlife and wonders in our state.

"If we are to learn about Lewis and Clark's relationship to the Indians, we have to learn first about Indian culture and way of life."

Legendary Facts:

- The Corps of Discovery spent more time in North Dakota than anywhere else along the trail.
- Most of the scenery and wildlife encountered by Lewis and Clark remains unchanged in North Dakota.
- Our state is home to:
 - 21 state parks and recreation areas
 - 4 national and international parks
 - 56 historic sites
 - 250 lakes and reservoirs
- Birding is big business.
- North Dakota has more than 60 national wildlife refuges, more than any other state in the nation.

Think About - Talk About

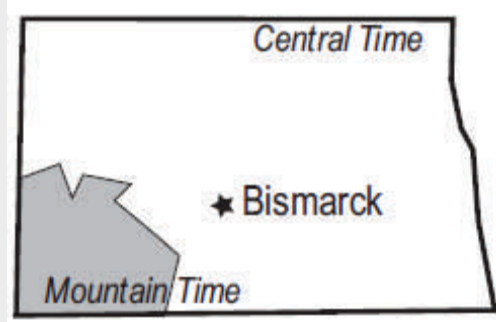
(reflect on your experiences in this legendary industry)

- What Wildlife & Wonders can be experienced in your area?
- What maps or guides would you use to help visitors experience scenic hikes or drives in your area?

"The pheasant hunting was excellent!"

"... it's hard to imagine a region that can captivate one's spirit of adventure and appreciation of the outdoors ... ND is fabulous ..."

It's a Fact (Fun Facts)



Remember: North Dakota has two different time zones, Mountain and Central

Chapter 6: AgriTourism

Visitors have lots of questions about our state's farms, ranches and gardens. And we have amazing agritourism experiences to share.



Legendary Facts:

- For the first time in history, more people worldwide live in cities than on farms.
- Tourism that features visits to farms and ranches is called agritourism.
- More than 90% of North Dakota is farmland.
- One out of 4 North Dakotans works in agriculture.
- We have more than 30,000 farms in our state.
- The one-of-a-kind International Peace Garden has 2,339-acres of botanical splendor.
- North Dakota is home to 6 wineries and numerous vineyards.

It's a Fact (Fun Facts)

We're #1 - North Dakota is the #1 producer in the nation of:

- Flaxseed
- Canola
- Pinto beans
- Dry edible peas
- Durum wheat
- Navy beans
- Spring wheat
- Sunflowers
- All dry edible beans
- Barley
- Lentils
- Honey

Think About - Talk About

(reflect on your experiences in this legendary industry)

- What crops are grown in your area?
- What are these crops used for?
- How can visitors experience agritourism in your area?

Chapter 7: Resources

There are great, free printed travel planning guides and maps available for you to share with our visitors (or use for your own backyard vacations!).

Legendary Facts:

- The Travel Guide and State Highway Map are free, along with numerous other brochures and publications from North Dakota Tourism and around the state.
- You can order complimentary ND Travel Guides and State Maps by calling 1-800-435-5663 (1-800-HELLO-ND)
- Even more information is available on the website: www.NDtourism.com

Chapter 8:

www.NDtourism.com

North Dakota's official travel website is visited more than 300,000 times each year. This is a great resource for you to make your own travel plans, promote your business and help visitors explore our state.

It's a Fact (Fun Facts)

- North Dakota Tourism is mobile! Free window clings are available to place in businesses and help direct visitors to on-the-go information. Just contact the Tourism Division to request.

**Bookmark our mobile-friendly site now
for what to do in legendary North Dakota!**

NDtourism.com



North Dakota
LEGENDARY

Think About - Talk About

(reflect on your experiences in this legendary industry)

- Where in your community could visitors access maps, guides and calendars of events, 24 hours a day, 7 days a week?
- Go online and take a tour of the great information and resources available at www.NDtourism.com
 - Do you need to update anything about your business, organization or community?

Chapter 9: ND Host

Get visitors to “stop ... spend ... recommend ... and return, again and again” to your community.

Legendary Facts:

- North Dakota welcomes 16 million vacationers each year.
- Every 489 visitors creates a new job in North Dakota.
- If tourism didn't exist, each household would pay \$646 more in taxes annually.
- 81% of our visitors travel by motorized vehicles.

The North Dakota Tourism Division will provide complimentary certificates of completion for the “Legendary Hospitality” training program. Email North Dakota Tourism at tourism@nd.gov and note “Hospitality Training” in the subject line. Include the following information in the email:

Training participant's:

- Name
- Business or organization
- Mailing address
- Date of completion

Partner Access / Log-In

YOU have the power to add your current accommodation, attraction or event to www.NDtourism.com through a tool called “Partner Access.” It allows you to log into the website to add this information, photos, press releases and more. Find more information about Partner Access at: <https://www.ndtourism.com/industry/partner-access/>

Think About - Talk About

Community Checklist:

- Decide what you want your community to be remembered for.
- Look at your community with “visitor’s eyes.”
- Make the entrance to your town welcoming and entice visitors to stop.
- Have a place that visitors can get maps, travel guides and calendars of events, 24 hours a day, 7 days a week.
- Local libraries have been “discovered” by travelers. Help your library stock visitor information.
- Honor your community tourism volunteers.
- “Sell the quilt.” Promote ALL you have to offer by promoting packages in your region.

Business/Organization Checklist:

- Have clear signage, be open, be clean, be well-lit and be welcoming.
- Perpendicular store signs are easier to read.
- Have signs that state the hours and days you are OPEN.
- Look for ways to support local, regional and state tourism promotion.
- Provide customers with free visitor guides and maps.
- Provide continuous hospitality training for all employees.

Service Professional Checklist:

- Get ready to go “on stage.”
- Make all customers feel welcome and appreciated.
- Be familiar with local and state travel guides and websites.
- Learn about, and be proud of, your area’s history, events and attractions.
- Know where local information centers are located.
- People can only remember one or two directions at a time. Use a map or write down travel routes.
- Give directions using existing points of reference.
- Encourage visitors to “stay an extra day.”
- Always invite customers to return again.

Thank you for participating in the North Dakota Tourism Division Legendary Hospitality Program.



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