

OPEN SEASON ON
THE ORDINARY

#NDLEGENDARY

Embracing Social Media

KIM SCHMIDT
PUBLIC & MEDIA RELATIONS MANAGER,
TOURISM DIVISION, NORTH DAKOTA DEPARTMENT OF COMMERCE

Social Media Platforms...



Instagram

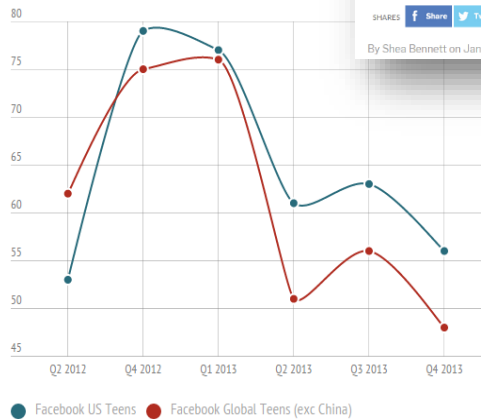


The Social Media Landscape

It's **fast**, **ever-changing** and **unpredictable**.

January 2014

Teens Leaving Facebook



SocialTimes

TWITTER

Facebook 'Dead And Buried' For Older Teens, Says Study [INFOGRAPHIC]

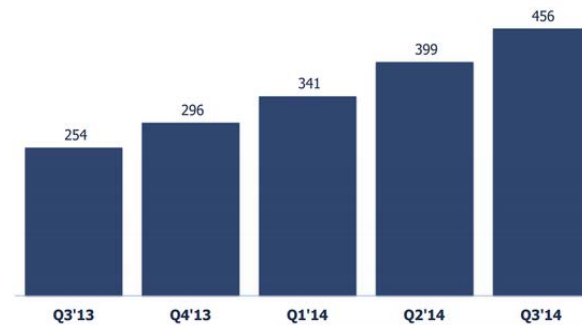
SHARES [f](#) [Share](#) [Twitter](#) [More](#)

By Shea Bennett on Jan. 9, 2014 - 9:00 AM [Comment](#)

October 2014

Mobile-Only Monthly Active Users (Mobile-Only MAUs)

In Millions



Mobile-only MAUs are defined as users who accessed Facebook solely through mobile apps or mobile versions of our website, or used our Messenger app, in the last 30 days of the given quarter. The number of mobile-only MAUs do not include their other activities on Facebook.

VB

NEWS EVENTS RESEARCH

BUSINESS

Facebook passes 1.35B monthly active users and 864M daily active users, with a third now mobile-only

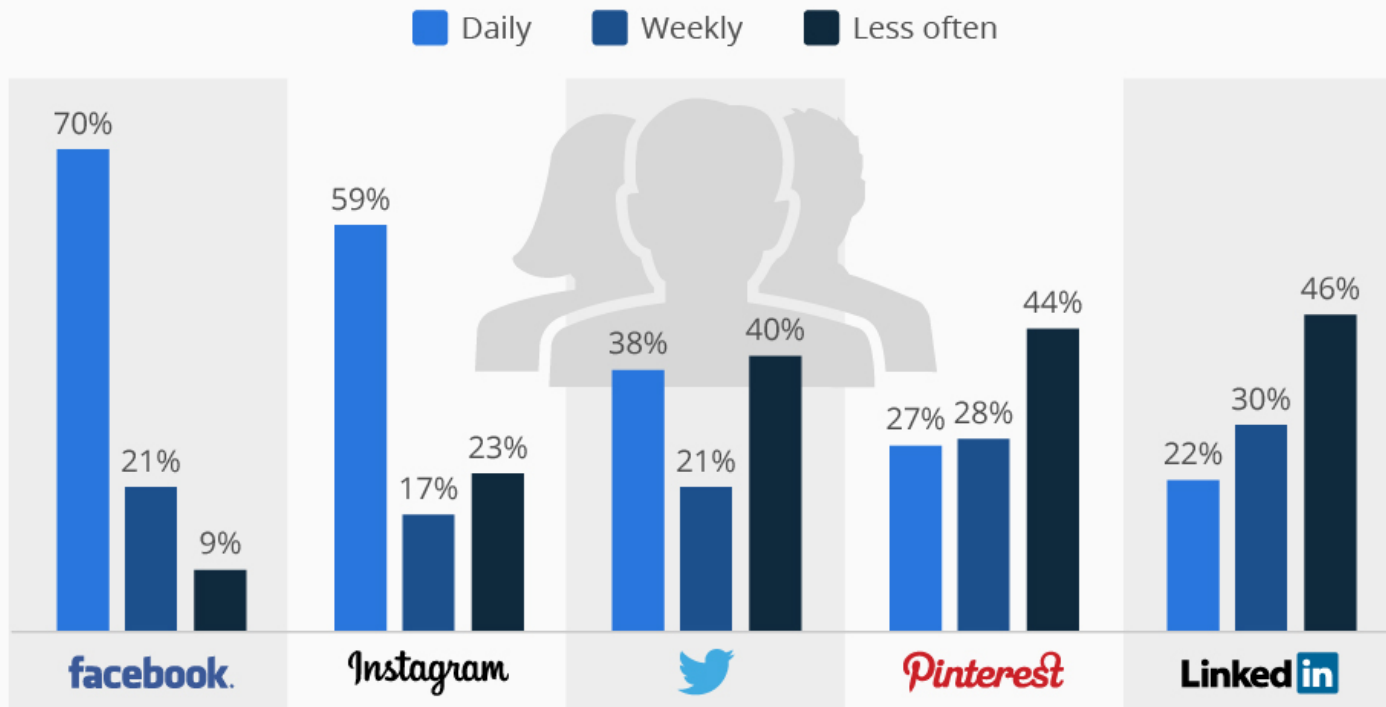
EMIL PROTALINSKI OCTOBER 28, 2014 1:12 PM
TAGS: EARNINGS, FACEBOOK, USERS

Source: GlobalWebIndex | Facebook | VentureBeat

The Social Media Landscape

Facebook Handily Beats Competition in Terms of Engagement

Breakdown of social network users in the United States by frequency of use



@Statista_com

Based on a spring 2015 survey among 1,907 adults in the United States

Quelle: Pew Research Center

statista

Facebook still #1

Worldwide, there are over 1.44 billion monthly active Facebook users. A 13 percent increase from 2014. – source: Facebook

Age 25 to 34 makes up 29.7% of users and is the most common age demographic. – source: Facebook

84% of Facebook users say their timeline affects their travel choices. –
SOURCE: *World Travel Market*

Highest traffic occurs mid-week between 1 to 3 pm. – source: *Bit.ly blog*

On Thursdays and Fridays, engagement is 18% higher. – source: *Bit.ly* blog

936 million people log onto Facebook daily representing a **17% increase year over year** – *source: Facebook*

There are 1.25 billion mobile active users, a 24% increase year over year– source: Facebook



Facebook Grows & Shrinks at Opposite Ends

Facebook grows and shrinks at opposite ends of the demographic spectrum.

In 2016, Facebook will experience the largest percentage share increase in the Ages 65+ demographic.

During that same period, eMarketer data suggests that the Ages 18-24 demographic share will decrease slightly.



Source: Social Media Examiner

Instagram recently deemed #2

Instagram has 400m monthly active users. – source: Instagram

90% of Instagram users are younger than 35 years old – source: Science Daily

Adding a location results in 79% higher engagement – source: Simply Measured

@mentions in Captions receive 56% more engagement – source: Simply Measured

**Images with high level of texture generate 79% more likes. –
source: Simply Measured**



On average, Instagram users post 70 million photos and hit the 'like' button 2.5 billion times a day – source: Instagram

Instagram advertising is NOW available to all marketers as of September 30th – source: Social Times

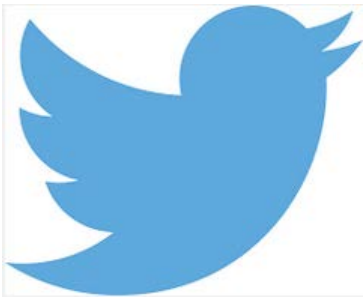
Twitter rolling in at #3

There are over **316 million active** Twitter users per month, **80%** of which are on **mobile** devices. – *SOURCE: Twitter*

About **56% of monthly active users** are actually **tweeting**. The rest are just basically lurking. – *SOURCE: Rocket Post*

The average number of **followers per user** is **208**. – *SOURCE: Jeff Bullas*

About **63%** of Twitter users regard their smartphones as their **primary** tweeting device. – *SOURCE: eMarketer*



About **71% of tweets** are **ignored** and only **23%** generate a **reply**. – *SOURCE: iMedia Connection*

42% of international brands post **10 tweets per day** on average – *SOURCE: Social Times*

Tweets containing **image links** have **5x higher engagement rate** – *SOURCE: Jeff Bullas*

Content



Travel North Dakota shared a link.

Posted by Kim Schmidt Tourism [?] · September 21

10 places to take a scenic drive and enjoy the fall foliage in North Dakota.



Take a Scenic North Dakota Drive | Official North Dakota Travel & Tourism Guide

www.ndtourism.com

Travel on North Dakota's scenic byways and backways and see the state's varied scenery and landscapes up close.

Like · Comment · Share · Assign To

↗ 97 Shares

👍 Melanie Ohman Thornberg, Charisse Dardis Fandrich, Doreen Binstock and 234 others like this.



Write a comment...



14,880 people reached

Boost Post

- Topics with Numbers: "Top 5"
- Photo Friday (Facebook)
- Post with quality imagery
- Be authentic, creative, & interesting



Travel North Dakota

Posted by Kim Schmidt Tourism [?] · September 22

Fall colors - "North Dakota Orange" by Travel Fans (6 photos)

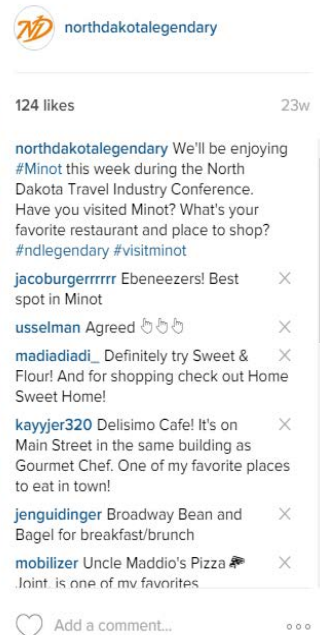
Thank you for sharing your favorite "orange" photos on Friday!



Like · Comment · Share · Assign To

↗ 69 Shares

Build Video Content Assets



- In 2016, improve your knowledge of Video content
- Work on YouTube and attempt viral marketing with video content.

Ask, Listen...



North Dakota Tourism @NorthDakota · 59m

@cdellamore Thank you for the wonderful piece on TR Park! We hope you can make another trip back soon, we'll show you some bugs!



Christine Dell'Amore @cdellamore · 45m

@NorthDakota Thx for the kudos! I had a fantastic visit—and not enough time. Missed Knife Village. I'll be back to see some prairie bugs!

FAVORITE

1



9:54 AM - 2 Oct 2015 · Details



Hide conversation

Reply to @cdellamore



North Dakota Tourism @NorthDakota · 42m

@cdellamore Fantastic! Let us know if you need anything on your return trip to ND!



- Ask questions that encourage “pass on” opportunities and allow interaction.

- Listen and join in on comments.

- Be responsive



Travel North Dakota

Posted by Kim Schmidt Tourism [?] · September 15

How long does it take to get through a corn maze? If you are up for the challenge, try weaving your way through North Dakota's 125th Anniversary logo at Nelson's Pumpkin Patch in Emerado, the Amazing Corn Maze in Mandan or the Maddock Rural Renaissance Festival. Test your inner navigational skills and race your friends to the finish line. <http://ow.ly/BvNR5>



Like · Comment · Share · Assign To

129 Shares



Michelle Van Horn Farnsworth, Doreen Binstock, Michael Boyle and 301 others like this.

Top Comments ▾

Storytelling Engagement

 North Dakota Tourism @NorthDakota · Sep 4
DYK the Least-Known founder of abstract expression is from North Dakota?
ow.ly/RAIsu #art @CultureTrip



← ↻ 3 ★ 5 📊 ⋮

- Social media is not all about self-promotion
- But more about giving info of value, entertaining and educating on your brand

 Travel North Dakota
Published by Kim Schmidt [?] · Yesterday at 2:05pm · 🌐

Traveling on a budget? Check out these #NDLegendary options!



Here Are 10 Awesome Things You Can Do In North Dakota...Without Opening Your Wallet

Leave your wallet behind.

ONLYINYOURSTATE.COM

2,019 people reached

Boost Post

52 Likes 3 Comments 25 Shares

👍 Like 💬 Comment ➦ Share

More Engagement...

 North Dakota Tourism @NorthDakota - Sep 29
#TRLT Tweeting from the beautiful North Dakota today! Happy to join in the convo.




4 15

- Participate in Twitter Chats.
#TravelerChat
#TRLT (the road less traveled)
#MWTravelChat
#TTOT (travel talk on twitter)
- Join in on #TravelTuesday,
#SunsetSunday, #frifoto etc.

 North Dakota Tourism @NorthDakota - Sep 8
#TravelTuesday #Kayak at Hazen Bay!
What adventures have you enjoyed in
#NorthDakota this summer? #Explore



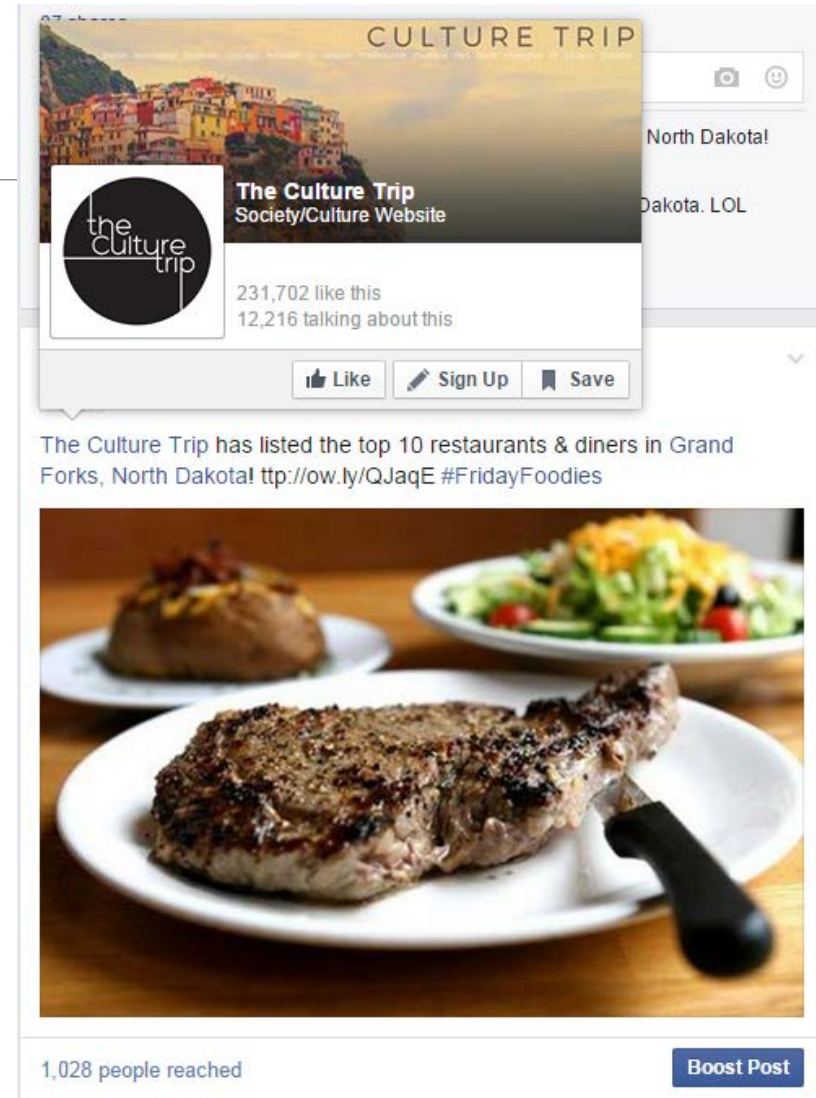
 North Dakota Tourism @NorthDakota - Sep 11
A2: When you first feel the brisk
#NorthDakota fall air, you can't help but
embrace it. #PCLTravelChat
#NDLegendary



Engage to Build Relationships



- Search by hash tags (#) and tag others to boost engagement.
- #NDLegendary
- #Parks
- #Travel



Develop a Strategy...



Strategy Ideas...

Editorial Calendar

MONTH	January	February	March	April	May	June
Ad Close Date	12/1/2014	1/9/2015	2/4/2015	3/5/2015	4/7/2015	5/4/2015
Editorial Deadline	11/14/2014	12/15/2014	1/15/2015	2/14/2015	3/16/2015	4/15/2015

Special Report	Annual Innovations & Technology Report	So You're a Cyber Victim – Now What?	Bridging the Gap Between Security Integration and Engineering	Business Continuity and Emergency Response Plans	THE NEW CSO: Customer Facing and Focused	Security Leaders Security the Year
Security Leadership & Management	Managing Access & IDs from the Security Operations Center	Profiles in Excellence: Retail Security	Penetration Testing: Cyber and Physical	Profiles in Excellence: Healthcare Security	Money Matters: Working with Your CFO	Profiles K-12 S
Enterprise Security Solutions	Executive Protection Best Practices	Security Officer Strategies and Tools	Security Steps to Improve Enterprise Insurance Rates	Protecting Intellectual Property	Life Safety Tools and Strategies	Cyber/Awareness the Ent
Integrated Solutions	<ul style="list-style-type: none"> Living in a Hybrid World: How to Migrate from Analog to IP Mass Notification Solutions for Large Campuses 	<ul style="list-style-type: none"> Lockdown Tools & Active Shooter Scenario Procedures Remote Audio and Video Monitoring Detecting Intruders with Thermal Cameras 	<ul style="list-style-type: none"> ISC West Product Preview Retail Monitoring with Video Surveillance Analytics: Bio, Facial and Voice 	<ul style="list-style-type: none"> RSA Product Preview Saving on Infrastructure with Wireless Cameras Parking Lot & Garage Security Smart Card Best Practices 	<ul style="list-style-type: none"> Covert Security Strategies for Investigations Data Center Security: Physical and Cyber Surveillance to Mitigate Crime & Litigation on Mass Transit 	<ul style="list-style-type: none"> Using to M Theft Key C Door Visits and I Solu

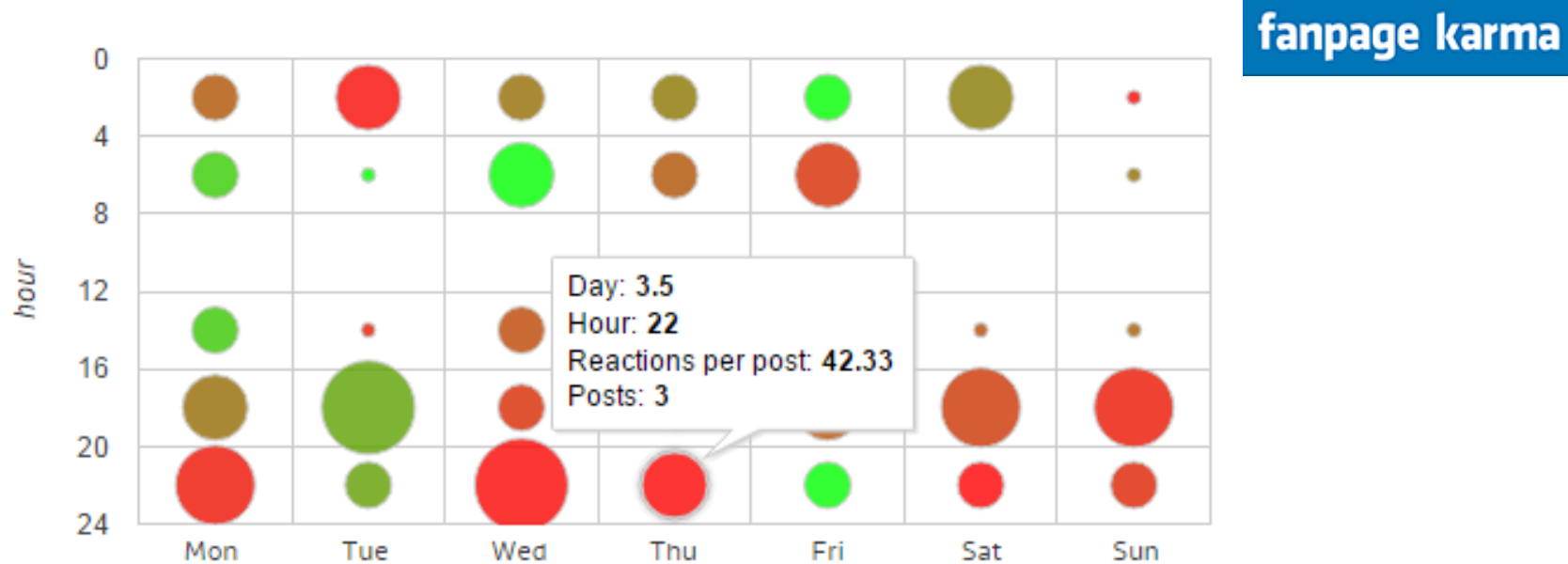
2014 ND Tourism Online Content Marketing Calendar			
Theme	October	November	December
Acres of Adventure	Ways to enjoy acres of land in ND: Mazes, food, shopping, pumpkin hunting, waterfowl hunting, etc. Also tie into Halloween	Honor our Heritage and traditions and things to do around the holidays. Tie in with ND foods, honoring Veterans Day, opening deer hunting season, Thanksgiving foods and other traditions and special things about ND heritage, legacies.	Ways to Celebrate the Christmas season in ND for those who are coming home to ND for the holidays. Foods unique to North Dakota (German & Norwegian fare, Chippers, etc. - tie in w/ foods or restaurants ND natives like to eat when they come back for the holidays), How to Entertain guests/kids over holiday break
Sub themes			
125th Anniversary	38, 42, 44, 61, 75, 76, 80, 97, 101, 119,	24, 37, 98, 110, 123, 125	30, 50, 66, 99, 115
Month Events/Holidays	Halloween (31), Boss's Day (16), Pumpkin Patches, Mazes, Harvest, Pheasant opener (11), Thanksgiving (Canada - Oct. 13), United Nations Day (24)	Nov 2 - 125th anniversary of Statehood Daylight Saving Time ends (2), Veterans Day (11), Deer Season opener, (14) Thanksgiving (27), lighted Christmas parades, Holiday craft sales start, Remembrance Day (Canada - Nov - varies by Province if commemorated)	Christmas, School break, New Year's Eve, Boxing Day (Canada - Dec. 26), Winter Begins (21)
Public Relations			
Things to do News Releases	Include events not in theme news releases	Include events not in theme news releases	Include events not in theme news releases
Other PR Opportunities	ND Governor Photo Contest Winners Announced	State Museum Grand Opening/125th anniversary event	TBD
Websites/NDTourism.com			
Article	Fall Adventure	125th Anniversary-way to honor heritage	Ways to celebrate the season in ND and Winter Activities
Home Page Tags	Fall Activities, Hunting, Sports, Shopping	Fall, Hunting, History, Culture, Entertainment & Nightlife, Winter Activities, Shopping	Winter Activities, Shopping, Culture, Entertainment & Nightlife, Family Fun, Outdoor Recreation, City Experience
Get Smart Imagery/Website Background	<p>Get Smart CA: Fall Activities and Shopping - Plan your trip/request a travel guide</p> <p>Get Smart US: Hunting - plan your trip/request a Hunting and Fishing guide and/or link to hunting article and Fall Activities</p> <p>ND Residents: Hunting - plan your trip/request a Hunting and Fishing guide and/or link to hunting article and Sporting Events</p> <p>Background: Hunting/landscape</p>	<p>Get Smart CA: Hockey and Nightlife - Plan your trip/request a travel guide</p> <p>Get Smart US: Hunting - plan your trip/request a Hunting and Fishing guide and/or link to hunting article and Heritage Center/125th Anniversary</p> <p>ND Residents: Hunting - plan your trip/request a Hunting and Fishing guide and/or link to hunting article and Heritage Center/125th Anniversary</p> <p>Background: Heritage Center/landscape</p>	<p>Get Smart CA: Winter Activities and Shopping - Plan your trip/request a travel guide</p> <p>Get Smart US: Winter Activities - Push to Winter Activities article and Holiday Shopping/festivals - push to celebrate the season article</p> <p>ND Residents: HWinter Activities - Push to Winter Activities article and Holiday Shopping/festivals - push to celebrate the season article</p> <p>Background: Winter Scenic/landscape</p>

- Create an on-online calendar
- Select a strategy and promote around seasons, events, & themes.

Posting Strategy...

BY DAYTIME

What are the best times? The bigger the dot, the more was posted. The greener the dot, the more reactions they got.



- Your follower base is only really optimized when you are posting at least 1-2 times a day
- Pinterest, Twitter and Instagram can handle a lot more! Frequency = more followers
- Posting on the weekends will give you more exposure

Social tools and Shortcuts



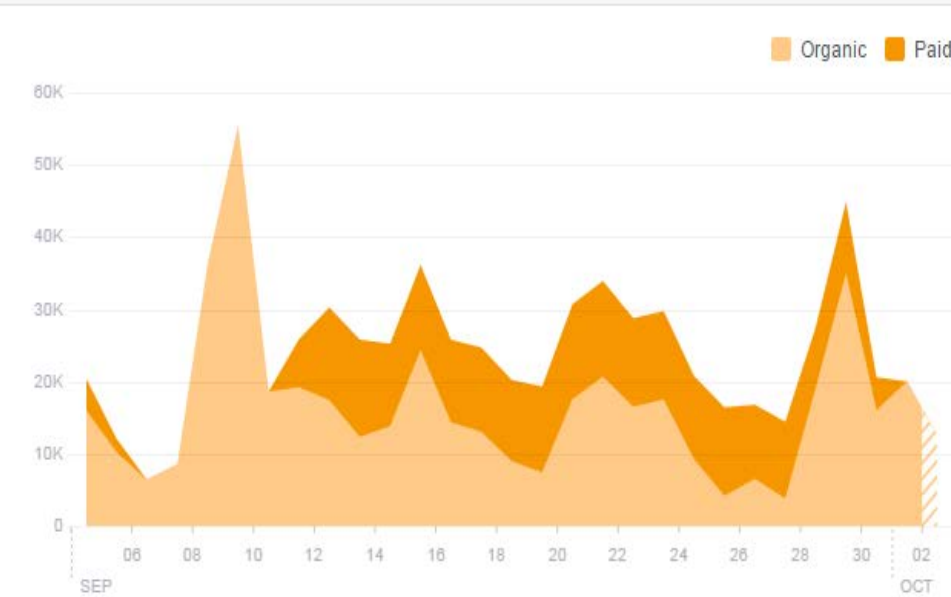
The screenshot displays the Hootsuite interface with several social media streams. The top navigation bar includes a 'Compose message...' field and various icons. Below the navigation bar, there are tabs for 'Featured', 'ExperienceND (Twitter)', 'NDLegendaryPR', 'ND 125', 'KimSchmidtND', and 'North Dakota (Google+ Page)'. The main content area is divided into four columns. The first column shows a 'Home Travel North Dakota' stream with a post from 'Travel + Leisure' about America's coolest ghost towns, a 'Google Travel' post about meeting customers at the moments that matter, and a 'National Geographic' post about a school of fish. The second column shows a 'Timeline Travel North Dakota' stream with a post from 'Travel North Dakota' about wildlife at Theodore Roosevelt National Park, and a post from 'Becky Graner' about the wind and drizzle in ND. The third column shows a 'Home North Dakota' stream with a post from 'washingtonpost' about Oregon governor holding news conference, a post from 'OhioStateFair' about being named among the best in the US, and a post from 'NatGeoTravel' about exploring Florida. The fourth column shows a '#NDLegendary Search North Dakota' stream with a post from 'NorthDakota' about wishing you a happy WorldSmileDay, and a post from 'katpinke' about the #ndlegendary #prairie view.

Aggregators

- Manage multiple accounts from desktop, web, mobile
- Track links (bit.ly, owl.ly)
- Schedule postings

Results...

Post Reach
The number of people your post was served to.



- See how well your post performs
- What is resonating with your audience
- Impressions and engagements

Twitter Analytics Home Tweets Followers Twitter Cards Videos (beta) Tools

North Dakota Tourism **ND**

Account home

North Dakota Tourism @NorthDakota

28 day summary

with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
232 ↑19.6%	509K ↓47.8%	2,944 ↓60.8%	309 ↓25.2%	26.5K ↑307

October 2015 • 1 day so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,150 impressions

Good morning from #NorthDakota!
#NDLegendary pic.twitter.com/y6CukyKfIc

4 8

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 22 engagements

VisitWilliston
@VisitWilliston · Sep 29

@NorthDakota League of Cities names #Williston 2015 City of the Year.
on.fb.me/1FG1qYq
pic.twitter.com/u9tAwHKiQV

2 5

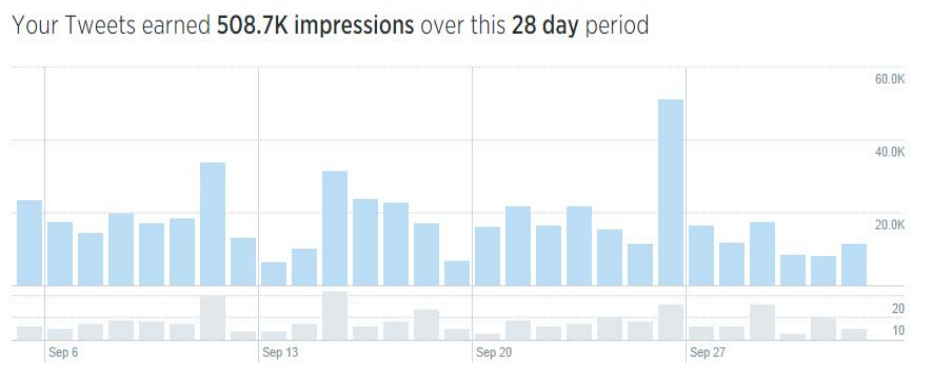
[View Tweet](#)

Top Follower

followed by 15K people

Twitter Analytics Home Tweets Followers Twitter Cards Videos (beta) Tools

Tweet activity



More results...

OVERVIEW

Top interest
Comedy (Movies and television)

DEMOGRAPHICS

Top language
English

LIFESTYLE

Top lifestyle type
Online buyers

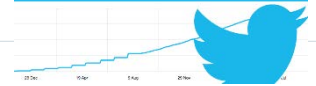
CONSUMER BEHAVIOR

Top buying style
Ethnic explorers

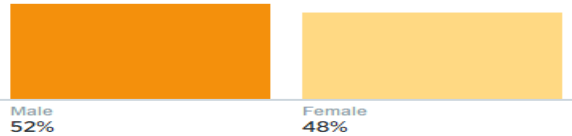
MOBILE FOOTPRINT

Top wireless carrier
Verizon

TWITTER ANALYTICS



Gender



Household income categories

Income category	% of audience
\$75,000 - \$99,999	20%
\$60,000 - \$74,999	17%
\$100,000 - \$124,999	14%
\$50,000 - \$59,999	8%
\$40,000 - \$49,999	8%

Values based on 22.1% match rate from Twitter partners

Net worth

Net worth category	% of audience
\$100,000 - \$1,000,000	30%

Education (highest level completed)



Occupation

Occupation type	% of audience
Professional/technical	36%
Homemaker	25%
Self-employed	24%
White collar worker	17%
Tradesman/laborer	16%
Health services	16%
Sales/marketing	16%
Management	16%
Retired	15%

Know your audience

- Demographics
- Lifestyle
- Location

Your Fans

People Reached

People Engaged

Check-ins

The people who like your Page

Women

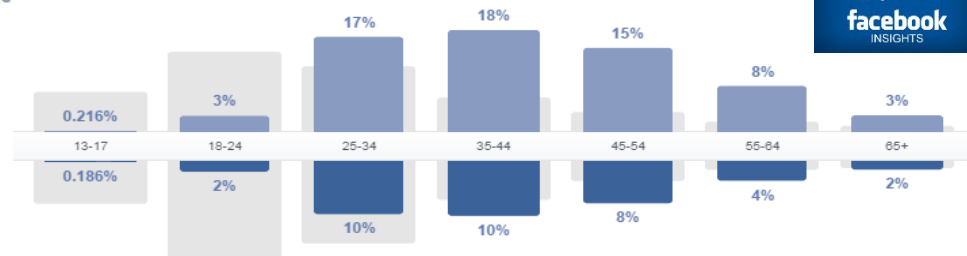
65%
Your Fans

46%
All Facebook

Men

34%
Your Fans

54%
All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	37,078	Bismarck, ND	3,163	English (US)	37,798
Canada	1,155	Fargo, ND	3,034	English (UK)	868

More results...

fanpage karma

FEATURES PRICING TOOLS ▾ ABOUT ▾

Dashboard Insights Monitoring Tagging Google Analytics

f t g+ i y p

Search for fan page

☒ Send email morning report (ksschmidt@n

f Facebook

t Twitter

g+ Google+

i Instagram

y Youtube

p Pinterest

+ new

SETTINGS

Period of time 9/7/

	SELECT PERFORMANCE INDICATORS										SORT BY	Profile Name
Travel North Dakota	31%	53k	0.31%	1.4%	0.49%	68%	109 h	2.9	12k €	25k		
Average values	31%	53k	0.31%	1.4%	0.49%	68%	109 h	2.9	12k €	25k		
<div>Enter name or id</div> <div>ADD</div> <div>+ MY PAGES</div>												

BENCHMARKING

Compare your monitored profiles

Select and compare

☒ Travel North Dakota

EXCEL REPORT

POWERPOINT REPORT

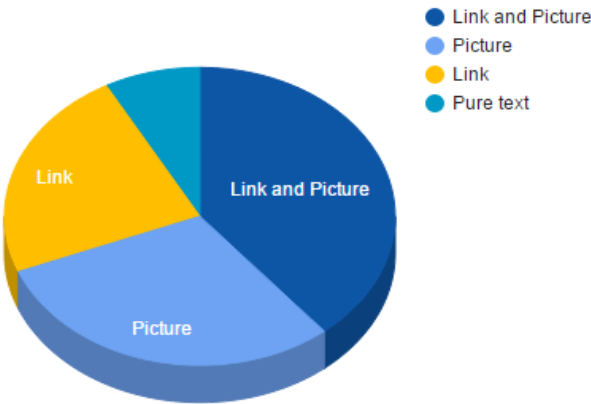
Summary Content

Times & types

History KPI Matrix Market Share Post Content

ATTACHEMENTS

Which types of attachements do the posts contain?



Facebook

Open Dashboard

Weekly summary 9/28/15 - 10/4/15 (1 page)

Ø Growth

Travel North Dakota

0.16%

Ø Engagement

Travel North Dakota

1.1%

Ø Service Level

Travel North Dakota

25%

Ø Number of Posts

Travel North Dakota

15

Top Post

Travel North Dakota - 10/2/15

This #NDLegendary photo was captured by Krista Bothum near Dickinson this evening.

Mobile Uploads facebook.com

972

28

209

Weakest Post

Travel North Dakota - 9/28/15

Who's ready for fall fishing in North Dakota? The bite is on! #NDLegendary Outdoors North Dakota

#NDLegendary Fishing facebook.com

11

0

4

Yesterday's daily summary (1 page)

Ø Growth

Travel North Dakota

0.0094%

Ø Engagement

Travel North Dakota

0.21%

Ø Service Level

Travel North Dakota

n.a.

Ø Number of Posts

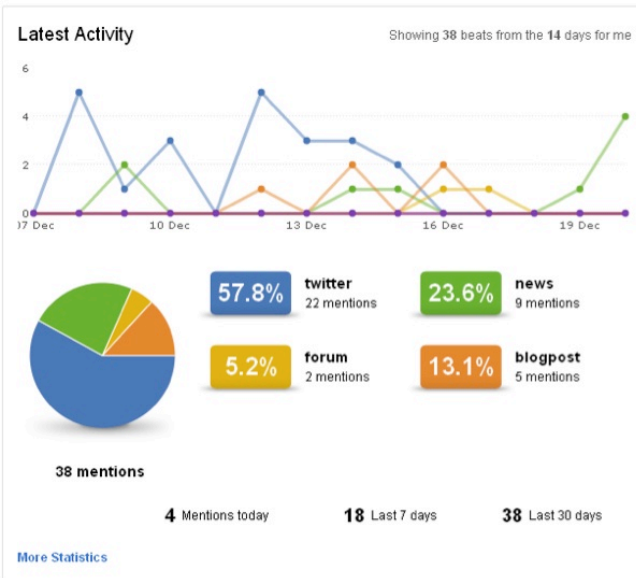
Travel North Dakota

1

Monitor your media



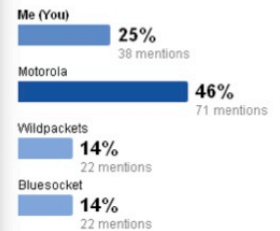
Dashboard



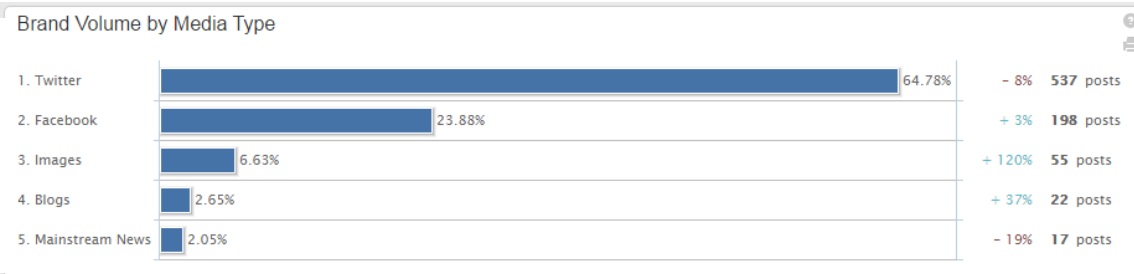
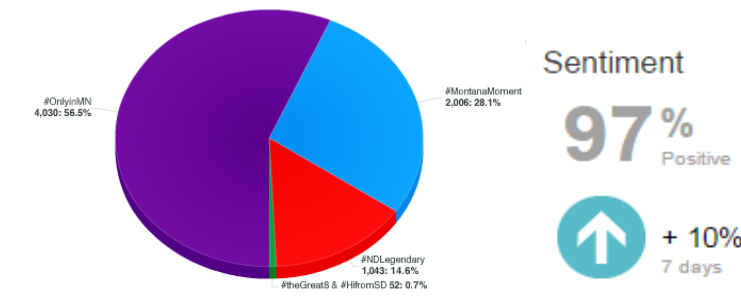
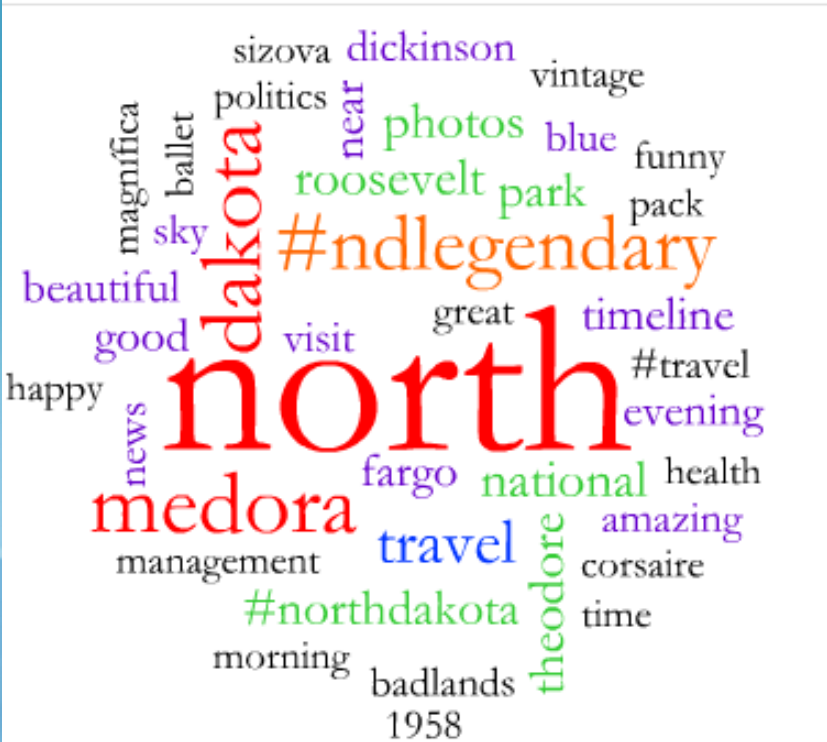
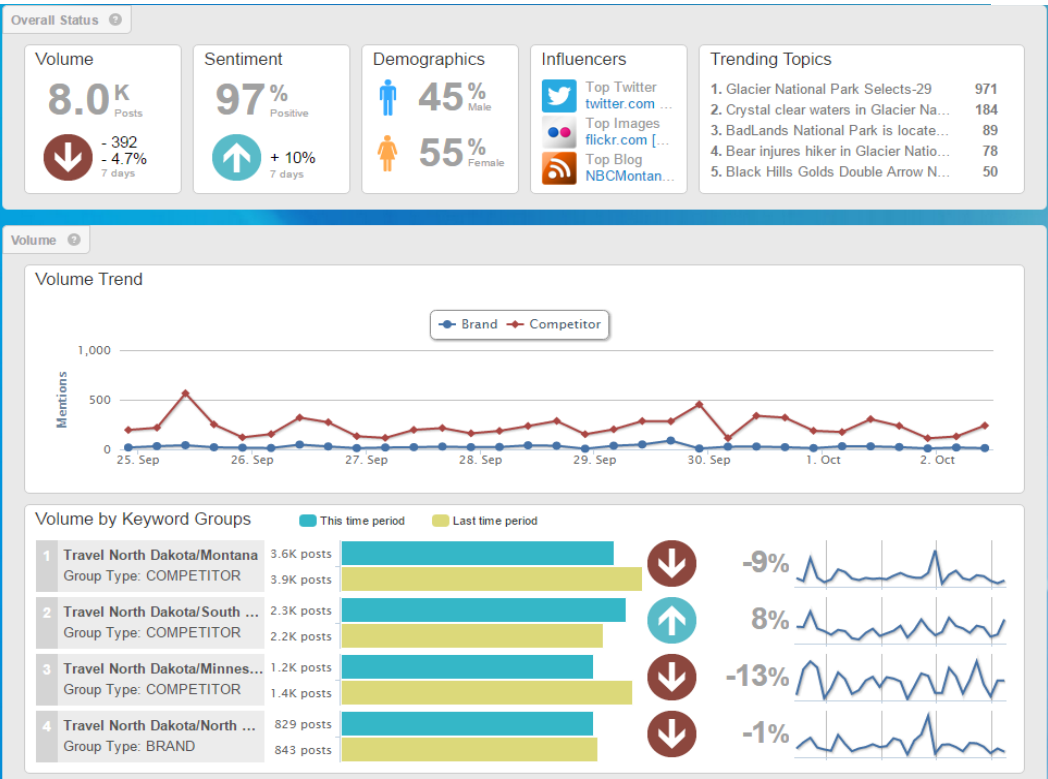
Your Bookmarks



Share of Mentions



Radian6 example



WEBSITE...Have Social Visible



enews sign-up

industry | n

North Dakota

LEGENDARY

What's your favorite place to watch a game? Share!



My favorite North Dakota football places

Submitted by Scooter Pursley on Tue, 08/27/2013 - 2:27pm

Football season gets under way this week and somebody asked



Find Fun Free Things to Do

Searching for Something

Instagram

#MedoraND







@mrzo78
#bullyPulpit #GolfCourse #Medora
#NorthDakota #ilovegolf


featured BUSINESSES

- ▶ **Charlie's Main Street Cafe**
Breakfast, lunch and dinner...
- ▶ **Downtown Minot**
Downtown Minot is the central business district of Minot, North Dakota, located south of the Souris River in the Souris Valley...

marketing matched GRANT PROGRAM

- ▶ Program Overview
- ▶ Program Application



QUICK LINKS 

TravelTips Coupons Contact Home

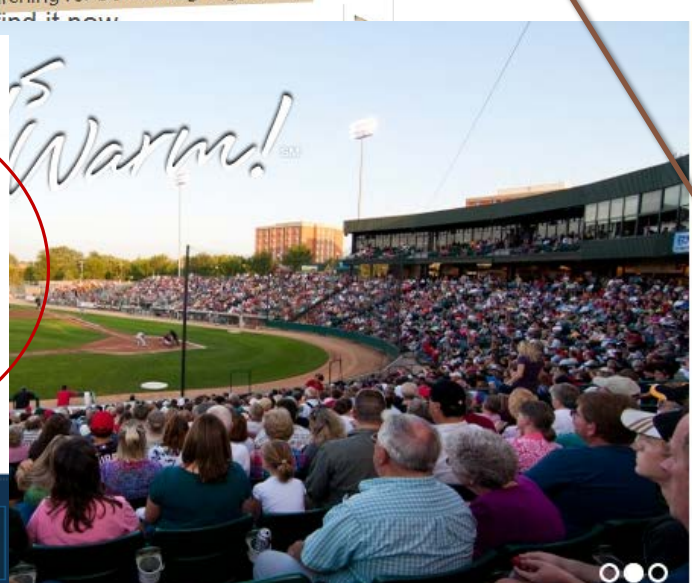
PRIVACY POLICY DISCLAIMER

REQUEST YOUR **FREE** GUIDE TO **Visit MINOT**

e-newsletter SIGN-UP

email

GO



GET THE GUIDES

 Request our MONTHLY NEWSLETTER

IN THE NEWS

OCT 3, 2014
Octoberfest 2014--Fargo-Moorhead Edition

SEP 15, 2014
Highlights from ESPN College GameDay's second visi...

VIEW ALL >



Visit the Woodchipper

Mobile

... Be accessible!

- **40%** of Americans book travel reservations on mobile devices. Expected to be **60%** by the end of **2015**. (Moxie)
- **47%** of the traffic to **NDtourism.com** is accessed from a mobile device.
- Social Media referrals to **NDtourism.com** increased **121%** over 2013.



Social Ads

...What's Working?

Campaigns Creatives Analytics Tools North Dakota Tourism

Scenic North Dakota - August /
PROMOTED TWEETS /

Using 69 keywords / Like followers of any of 71 users / In 21 locations / With any of 13 interests / 6 Tweets manually selected

Funded by: 2015 May to August NDTourism (T473514) / Starts now, runs continuously /

TOTAL BUDGET	DAILY BUDGET	MAXIMUM BID
\$1,700.00 /	\$70.00 /	\$2.00 /

Compose Tweets OR Select Tweets

Write your Tweet here. 140 characters remaining (images count as 23 characters)

Add image

Tip: Adding an image increases engagement

Promoted by North Dakota Tourism

Available 6 currently promoted

☒ North Dakot... Aug 25, 2015, 2:39:02 PM
There is still plenty of time to savor summer in North Dakota! ow.ly/Rmvlva
pic.twitter.com/Dssozm81Ss

[SAVOR SUMMER #NDLEGENDARY Devils Lake](#)

☒ North Dakot... Aug 10, 2015, 9:58:50 AM
DYK North Dakota is a leading producer of Sunflowers? ow.ly/Qlth3
#NDLEGENDARY #AgriTourism pic.twitter.com/zesCmXq5LI

[SUNFLOWERS](#)

Post Details

Reported stats may be delayed from what appears on posts

49,655 People Reached

2,004 Likes, Comments & Shares

1,505 Likes	1,113 On Post	392 On Shares
123 Comments	35 On Post	88 On Shares
376 Shares	371 On Post	5 On Shares

2,151 Post Clicks


2 Photo Views	1,583 Link Clicks	566 Other Clicks
---------------	-------------------	------------------

NEGATIVE FEEDBACK

26 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Travel North Dakota
Published by Kim Schmidt [?] · September 11 at 3:41pm ·

Make plans to explore a pumpkin patch or corn maze in North Dakota this fall! #NDLEGENDARY



5 Pumpkin Patches and Corn Mazes to Explore in ND | Official North Dakota Travel & Tourism Guide

Games, refreshments, entertainment and row and rows of pumpkins. It won't be long before pumpkin patches around the state open in preparation for Halloween.

NDTOURISM.COM

49,655 people reached

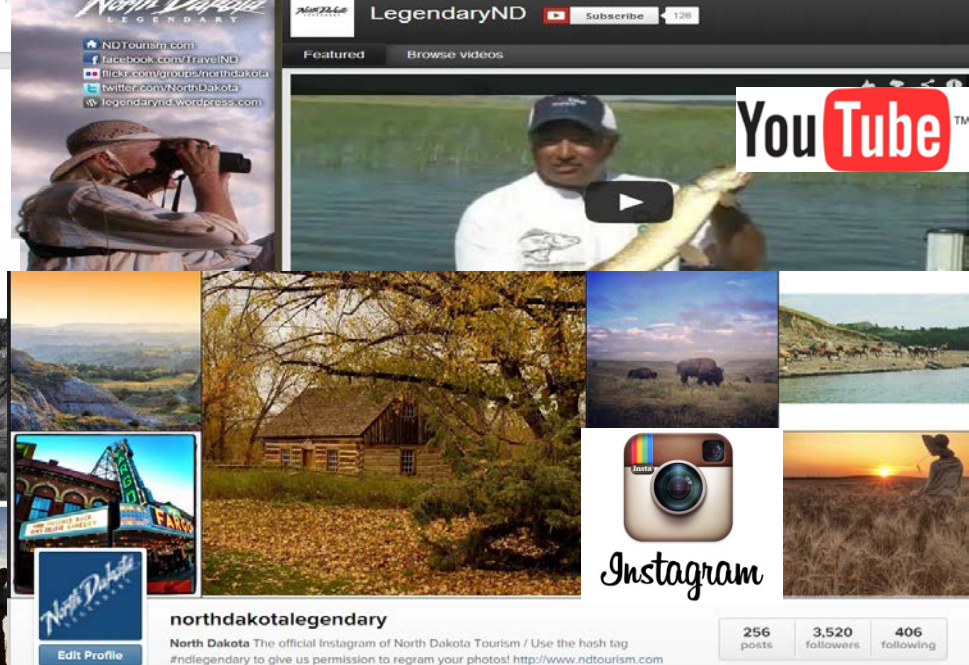
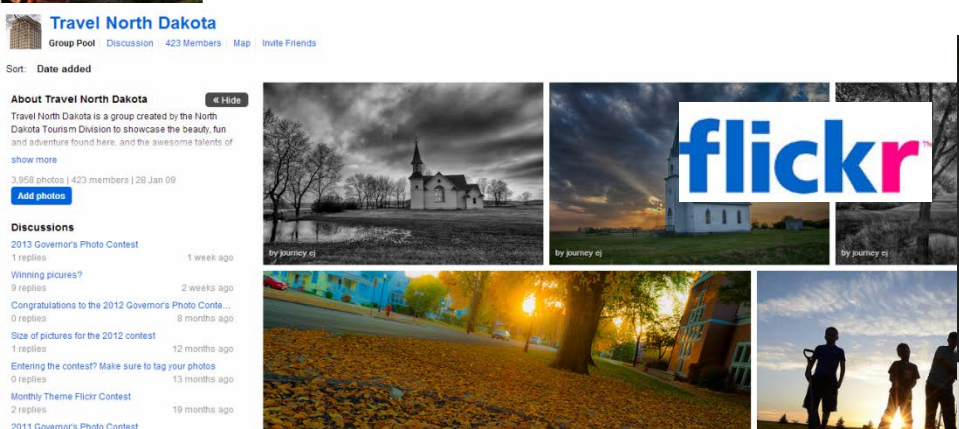
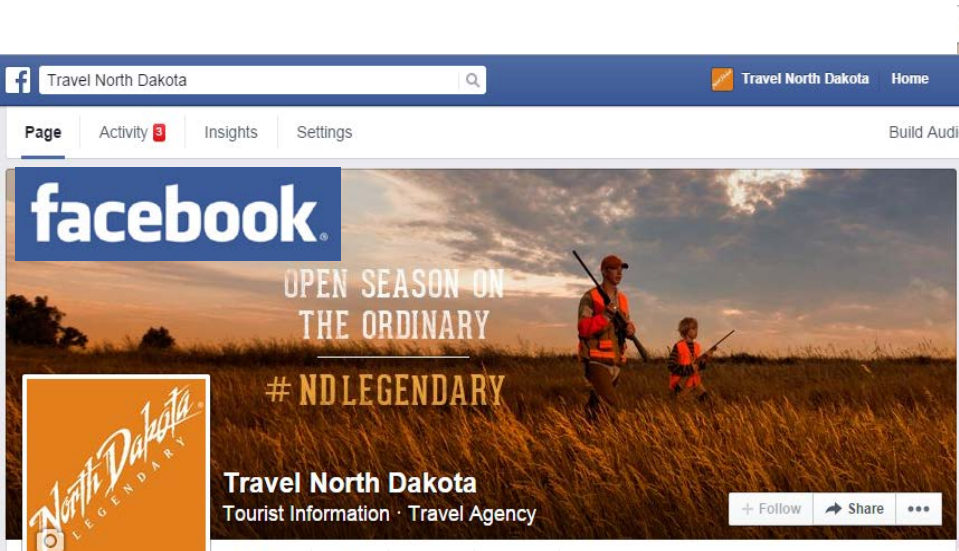
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THANK YOU!!

KIM SCHMIDT
PUBLIC & MEDIA RELATIONS MANAGER,
TOURISM DIVISION, NORTH DAKOTA DEPARTMENT OF COMMERCE