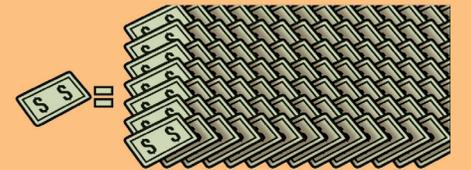




North Dakota
LEGENDARY

Tourism Impact

2016 Direct Campaign Results



\$1 invested = \$104 in visitor spending



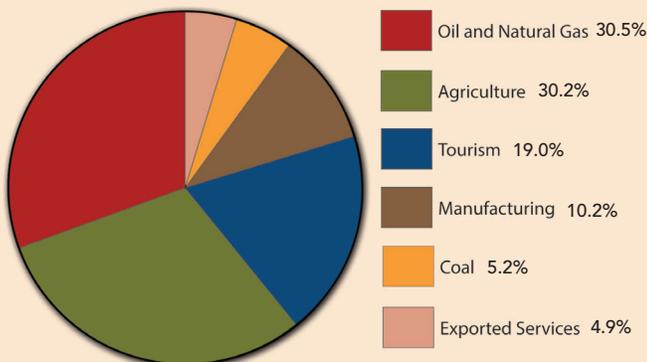
\$1 invested = \$5.90 in returned tax dollars

Source: Strategic Marketing and Research Insights 2016

North Dakota's Top Industries

The following industries are the top contributors to North Dakota's gross state product:

Tourism – North Dakota's 3rd-Largest Industry



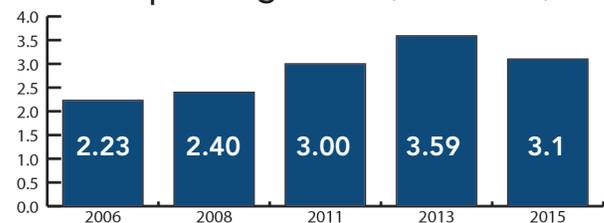
Source: NDSU Economic Base 2016

The Importance of Tourism to North Dakota's Economy

Source: Tourism Economics 2015

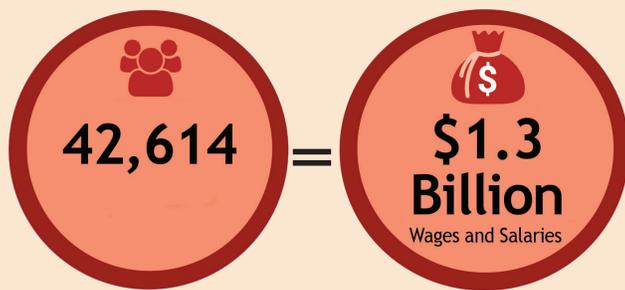
- 21.9 million people visited North Dakota in 2015
- Visitor expenditures reached \$3.1 billion

Visitor Spending in ND (in billions)



- Tourism makes up 4% of gross domestic product but generates 5.8% of state and local taxes
- Core tourism is the fifth-largest private sector employer in the state
- Tourism impacts all 53 counties in North Dakota
- Tax revenue of \$327 million was generated through visitor activity

North Dakota Tourism Jobs



Source: Tourism Economics 2015

Resident Tax Savings



In the absence of state and local taxes generated by visitors, each North Dakota household would have to pay \$1,092 additional taxes to fill the gap.

Source: Tourism Economics 2015

Tourism = Revenue Generator

- Tourism has shown consistent growth since 1990 when NDSU began measuring the impact
- Research (2002–2014) shows tourism marketing:
 - ▶ Is a safe and sound investment
 - ▶ Measurably elevates the state's image
 - ▶ Benefits the entire state
- Tourism development efforts have helped attract new tourism businesses and expanded offerings
- Experiences that attract visitors also attract and engage new residents

County	2015 Visitor Expenditures	2015 Tourism Jobs**	County	2015 Visitor Expenditures	2015 Tourism Jobs**
Cass	\$839,983,943.81	13,126	Foster	\$7,263,104.58	104
Burleigh	\$470,329,659.54	6,571	Traill	\$6,005,135.17	100
Ward	\$374,368,700.89	4,214	Dickey	\$5,609,135.92	88
Grand Forks	\$287,796,193.65	4,688	Ransom	\$5,597,636.25	100
Williams	\$254,451,516.93	2,782	Cavalier	\$4,553,677.61	49*
Stark	\$145,897,438.92	1,248	Hettinger	\$4,497,439.50	71*
McKenzie	\$111,791,377.69	1,276	Divide	\$4,104,216.27	68*
Mountrail	\$79,888,976.27	845	Nelson	\$3,650,401.06	79
Stutsman	\$62,392,439.70	1,198*	Emmons	\$3,500,222.50	73
Morton	\$47,095,660.38	873	Burke	\$3,369,618.52	36
Ramsey	\$39,263,773.50	707	LaMoure	\$3,302,635.63	28
Richland	\$36,271,023.35	439	McIntosh	\$3,026,343.73	52
Rolette	\$29,137,406.31	408	McHenry	\$2,738,337.15	54*
Mercer	\$22,174,395.41	363	Kidder	\$2,649,299.02	33
Barnes	\$20,553,967.42	340*	Griggs	\$2,387,770.71	32
Bottineau	\$18,803,942.18	279*	Golden Valley	\$2,017,214.88	19*
Sioux	\$16,764,330.30	331	Sargent	\$1,988,200.98	49
Benson	\$16,728,234.03	297	Renville	\$1,980,733.37	30*
Billings	\$15,771,402.09	167*	Towner	\$1,903,904.62	25*
McLean	\$14,651,676.61	156	Sheridan	\$1,689,630.26	34*
Pembina	\$12,568,193.85	207	Steele	\$1,610,269.96	20*
Walsh	\$11,267,689.79	230	Grant	\$1,610,128.40	24
Bowman	\$10,744,116.72	135	Eddy	\$1,580,126.33	26*
Dunn	\$9,630,763.63	99	Logan	\$1,249,663.62	23*
Wells	\$8,845,766.20	105	Oliver	\$624,376.36	27
Pierce	\$7,847,174.24	157*	Slope	\$480,582.29	22*
Adams	\$7,568,118.51	106*			

* Indicates additional unreported jobs in a sector category. Number of industry businesses must exceed a minimum level to be reported.

Source: Job Service and Tourism Economics 2015 ** Private sector jobs only (exclusions include self-employed, religious, railroads, federal, tribal, etc.)