

COVID-19 (Tourism)
Talking Points
March 19, 2020

- North Dakota Tourism takes the safety of its citizens and visitors seriously and are working closely with state and national partners to continually monitor the ever-evolving COVID-19 outbreak.
- Coronavirus has North Dakota Tourism Division's full attention.
- Our division is in regular communication with the Governor's office, the North Dakota Department of Health and other state and federal agencies to monitor the ongoing crisis.
- North Dakota Tourism encourages citizens and travelers to follow the recommendations of public health authorities and following the guidance for social distancing and hygiene.
- Tourism is communicating regularly with partners through informational newsletters.
- A weekly conference call will be held each Monday to share the latest updates and best practices from those on the state's travel industry
- With the situation evolving rapidly, Tourism encourages the traveling public to seek and heed the latest expert guidance, and to make fact-based travel decisions.
- Tourism is tracking reported closures and postponements events across the state.
- Tourism understands the sacrifices being made by local businesses and encourages North Dakotans to practice creative ways to show their support to businesses affected by COVID-19, including buying take-out from local restaurants, buying gift cards for later use and taking advantage of virtual offerings if available.
- Tourism is responding to phone and online questions by those planning travel once the situation has been deemed safe.
- Tourism is receiving regular updates from its global partners.

Facts

- Tourism is a \$3 billion industry in North Dakota, with 22.6 million visitors pumping \$300.5 million in state and local tax revenue into the state in 2018.
- Every dollar invested in tourism advertising in North Dakota return \$6 in visitor-generated tax revenue.