

NORTH Dakota

Be Legendary.™

NORTH DAKOTA TOURISM UPDATE—Q2 2019

Area of Travel	2nd Qtr 2019	2nd Qtr 2018	% Change 19-18	2019 YTD Total	2018 YTD Total	% Change YTD 19-18
State Park Visitors	402,758	496,025	-19%	496,941	594,531	-16%
National Park Visitors	232,740	244,711	-5%	244,371	260,975	-6%
Web site Pageviews	761,762	909,502	-16%	1,134,064	1,278,877	-11%
Web site Visits	452,327	520,780	-13%	646,651	709,855	-9%
Major Attractions	906,046	878,154	3%	1,505,029	1,557,616	-3%
Local Visitor Centers	26,789	24,848	8%	35,461	33,065	7%
Cumulative Lodging Tax	\$1,551,319.44	\$1,477,120.86	5%	\$2,916,765.04	\$2,733,014.42	7%
ND Airport Deplanements	304,322	274,338	11%	591,870	538,004	10%
Canadian Border Crossing	144,910	151,722	-4%	248,616	267,126	-7%
Statewide Hotel Occupancy Rate						
	April	51.5%	45.6%	12.9%	2019 YTD 52.5%	
	May	57.3%	52.0%	10.2%	2018 YTD 46.7%	
	June	65.7%	59.7%	10.0%	% Change 12.4%	
Statewide ADR-Average Room Rate						
	April	\$80.05	\$80.13	-0.1%	2019 YTD \$81.26	
	May	\$82.83	\$81.32	1.9%	2018 YTD \$80.97	
	June	\$83.37	\$81.33	2.5%	% Change 0.4%	
RevPAR						
Taxable Sales and Purchases						
				1st Quarter 2019	1st Quarter 2018	% Change
	Arts, Entertainment & Recreation			\$18,116,403	\$19,693,507	-8.01%
	Accommodation & Food Services			\$408,558,320	\$394,624,405	3.53%

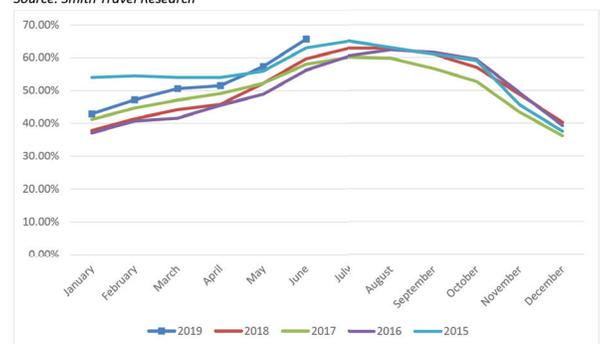
The chart shows the visitation stats for 2nd quarter 2019. Listed below are the participating entities.

STATEWIDE UPDATES

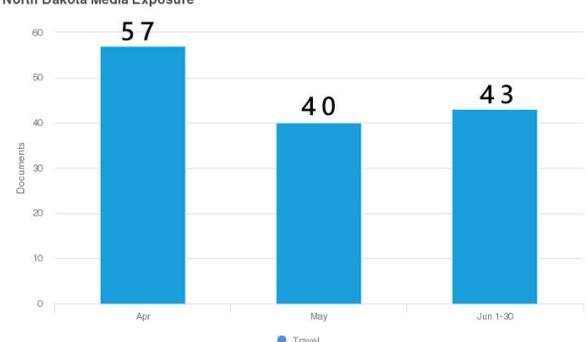
- Midwest Travel Network Conference welcomed more than 80 influencers who have shared more than 259 posts with a social media impact of \$78,600 reaching more than 107,800.
- North Dakota Tourism was included in 140 media articles reaching 106,437,022 with an ad value of more than \$980,000. Coverage includes mentions in Travel + Leisure, MSN Travel, Conde Naste Traveler, USA Today and Brit+Co.
- The American Airlines publication, American Way, had a 24-page feature on North Dakota and was seen by more than 7 million.
- Traffic to NDtourism.com hit a monthly record with 157,000 website visitors in June.
- Ads influenced 5,813 verified arrivals in Q2. (Map illustration on back.)
- Hotel occupancy is at its highest rate in five years, YTD up 12.4%.
- There were 11% more deplanements in state than Q2 of 2018.
- Q1 taxable sales and purchases showed a 5.39% increase in retail trade, 8.01% decrease in arts, entertainment and recreation and 3.53% increase in accommodations and food service.
- The annual Travel Industry Conference held in Minot attracted 215 attendees.
- Motorcoach groups tracked included 2,039 guests, 238 sites and 133 cities with estimated spending of \$280K.

Monthly Statewide Hotel Occupancy (%), 2015-2019

Source: Smith Travel Research

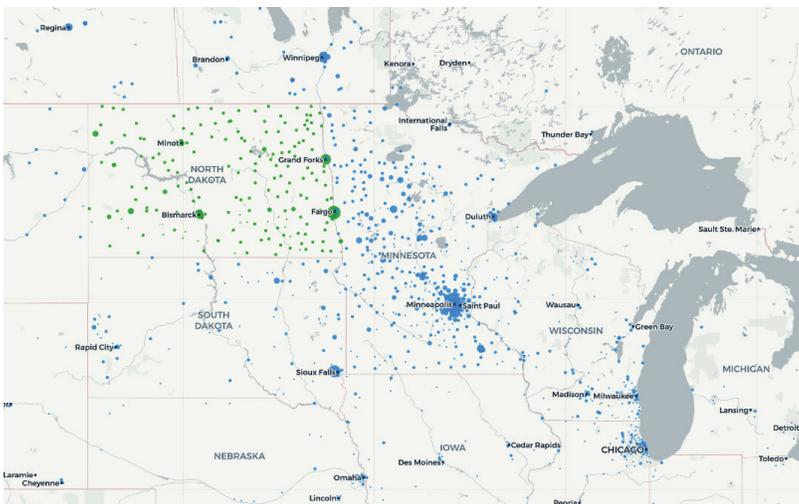


North Dakota Media Exposure



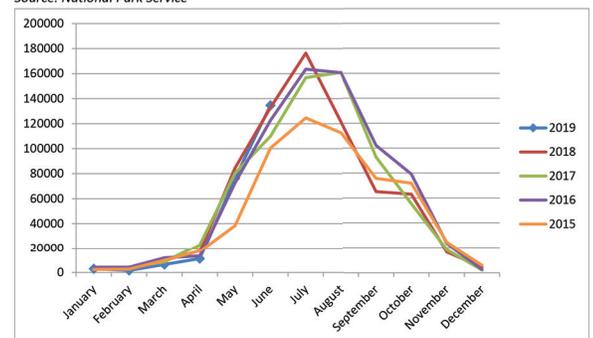
Q2 MARKETING EFFORTS

- The Twins are hot and so is the TV campaign! North Dakota's television ads, as seen during Minnesota Twins games and throughout Minnesota and Wisconsin, have had a viewership of 36 million and TV URL use is up 81%!
- We've taken over Chicago and it shows! Cable TV, print targeting, Union Station take over and event activation are the many ways we've been targeting this market. To date, web traffic from Illinois is up 5% and Arrivalist has tracked an 8% increase in arrivals from the Chicago market year-over-year.
- The digital ad campaign, including branded social media, has netted more than 87 million impressions. This campaign is the second-largest driver of traffic to NDtourism.com, after organic search.
- Requests for travel guides are at their highest level in six years! A database retargeting effort, via email, is just one of the reasons.
- North Dakota advertising was present in 25 publications during Q2, with a circulation of 12.6 million.



Theodore Roosevelt National Park Visitation, 2015-2019

Source: National Park Service



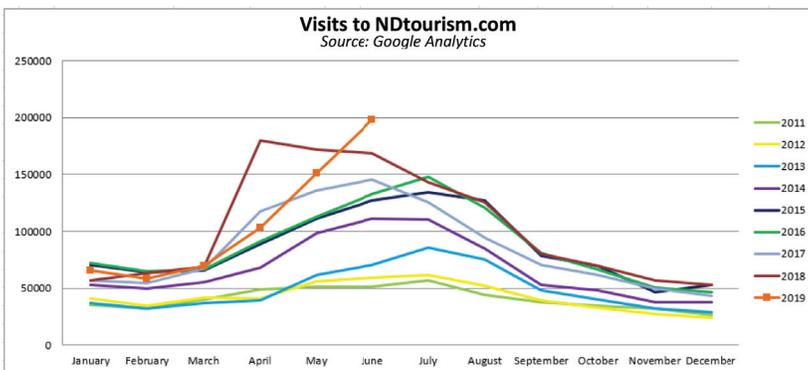
Arrivalist research records a 30% sample of phones/tablets/laptops arriving in North Dakota that have interacted with digital ads or content from NDtourism.com. There were 5,813 verified arrivals in Q2, a 5% increase over 2018. Blue dots show locations where ads were served. Green dots show where visitors arrived in North Dakota.

SOCIAL MEDIA

67,379 fans

40,779 followers

29,659 followers



64% of traffic to NDtourism.com is from mobile

Website Visits By Region			
Region	Q1 2019	Q1 2018	%chg
Minnesota	92,229	76,517	20.5%
North Dakota	64,170	77,642	-17.4%
Illinois	60,140	57,266	5.0%
Wisconsin	23,960	22,269	7.6%
Manitoba	15,483	36,410	-57.5%
Nebraska	15,466	14,548	6.3%
California	12,883	13,768	-6.4%
Saskatchewan	10,962	25,527	-57.1%
Texas	10,921	26,109	-58.2%
Ontario	7,793	6,500	19.9%

Signals of Intent to Travel Totals			
	Q2 2019	Q2 2018	%ch
Print Guide Orders	13,630	15,232	-10.5%
eNews Signups	5,828	6,398	-8.9%
Event Views	9,133	12,212	-25.2%