

A vibrant field of sunflowers under a clear sky. In the foreground, a large sunflower is in sharp focus, showing its bright yellow petals and detailed brown center. The background is filled with many other sunflowers, some in focus and some blurred, creating a sense of depth. The overall color palette is dominated by warm yellows and oranges, with some green foliage visible.

2020 TRAVEL INDUSTRY MARKETING SUMMIT

NORTH
Dakota Be Legendary.™

NORTH
Dakota Be Legendary.™



WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

WELCOME

Tourism Marketing Summit

A word cloud centered around the year '2020' and 'COVID-19'. The words are arranged in various sizes and colors (teal, orange, red, grey) against a white background with an orange border. The central focus is the year '2020' in large, dark grey letters, with 'COVID-19' in teal below it. Other prominent words include 'disruption', 'physical distancing', 'cancellations', 'cautious', 'the unknown', 'travel-restrictions', 'closures', 'social-distance', '6-feet', 'uncertainty', 'remote-workers', 'shelter-in-place', 'family-time', '50%-capacity', 'podcasts', 'catastrophic', 'closed border', 'isolated', 'distance-learning', 'unprecedented', 'curb-side', 'trapped', 'home-school', and '50%-capacity'.

social-distance
6-feet **disruption** uncertainty **cancellations**
curb-side trapped **physical distancing**
unprecedented **cautious**
distance-learning **2020** home-school
isolated the unknown
closed border
pods 50%-capacity **COVID-19** 50%-capacity
catastrophic **closures** shelter-in-place family-time
remote-workers **travel-restrictions**

new protocols
trails **outside** ND Smart Restart
safe safety improvements road trips **opportunity**
responsibility **2020** **country**
recreation "safecation"
RVing small groups **North Dakota** roadschooling
small cities **hiking** wide-open space **rural**
outdoor dining



CURRENT CLIMATE OF THE TRAVEL INDUSTRY

Heather LeMoine, Marketing & Research Manager

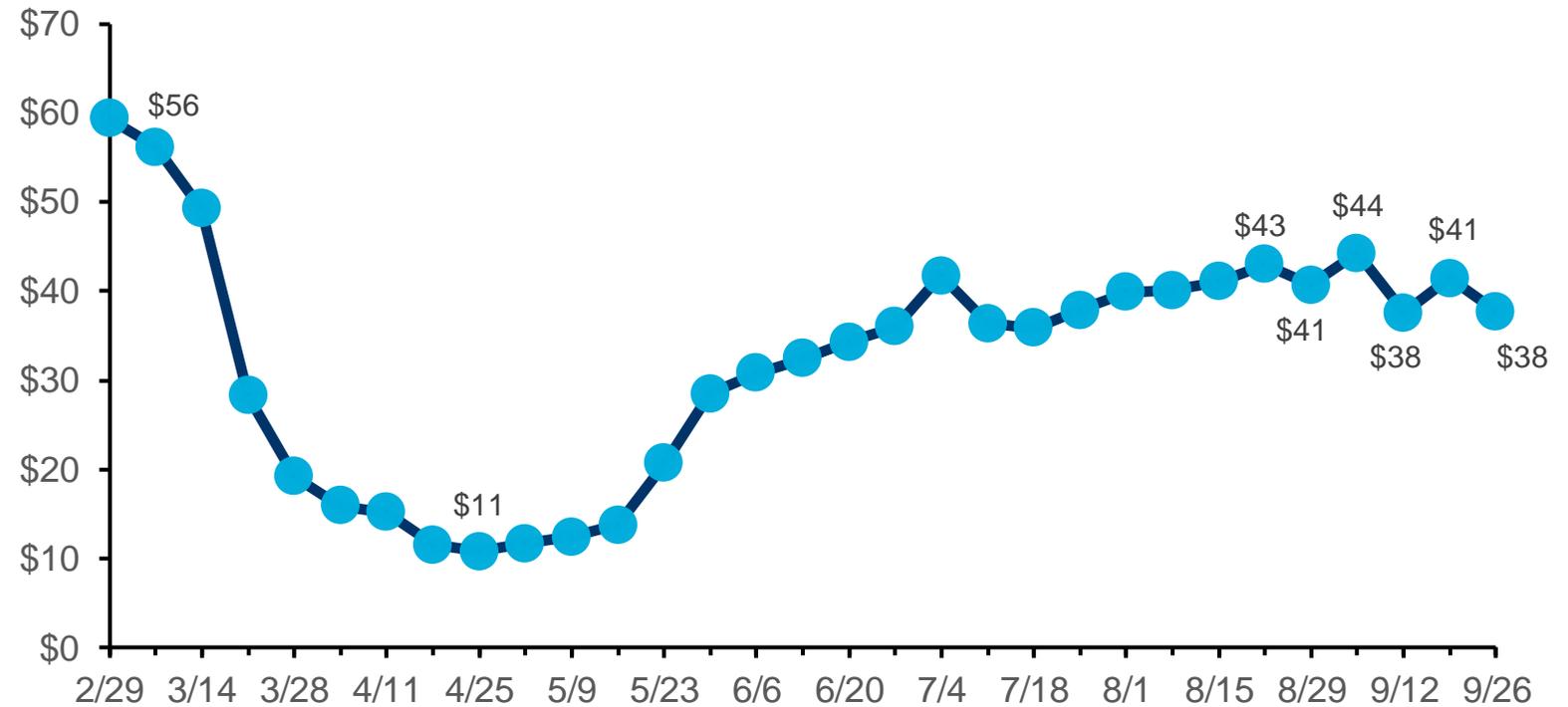
HIGHLIGHTS FOR THE 16TH INDUSTRY UPDATE

- The COVID-19 pandemic has resulted in over \$396 billion in losses for the U.S. travel industry.
- As seen globally, when travel and tourism stops – the rest of the economy stops.
- North Dakota is one of the states best positioned for rebound with competitive advantages that align with priorities.
- Labor Day 2020 equal to 2019.

TRAVEL SPENDING

The national emergency was declared on March 11 and visitor spending immediately declined. North Dakota has fared slightly better than the U.S., but overall weekly travel spending has been 50% of normal.

North Dakota weekly travel spending
\$ millions

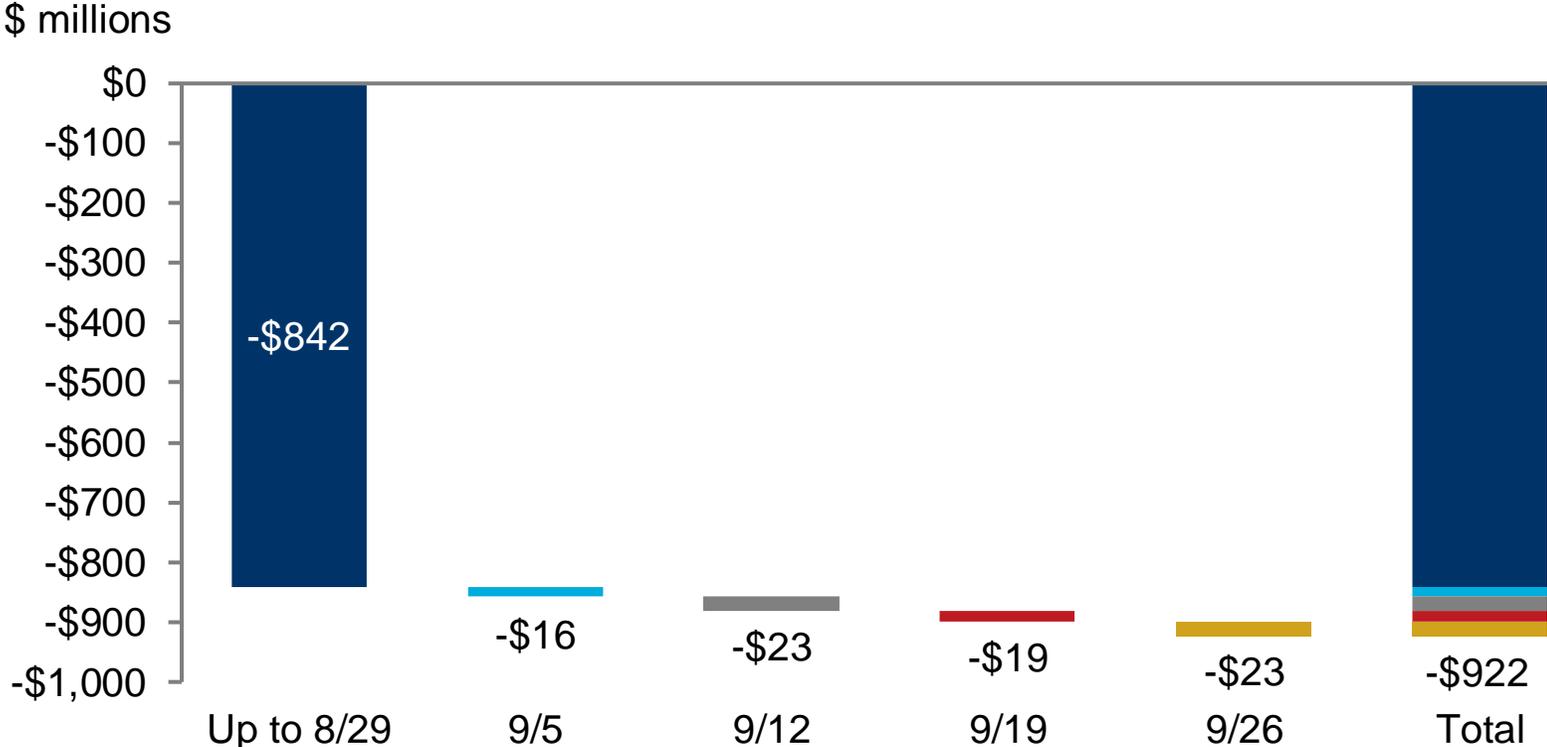


Source: Tourism Economics

LOST TRAVEL SPENDING

The impact of lost visitation and visitor-spending in North Dakota due to the pandemic now totals \$922 million.

North Dakota weekly travel spending losses through September 26th



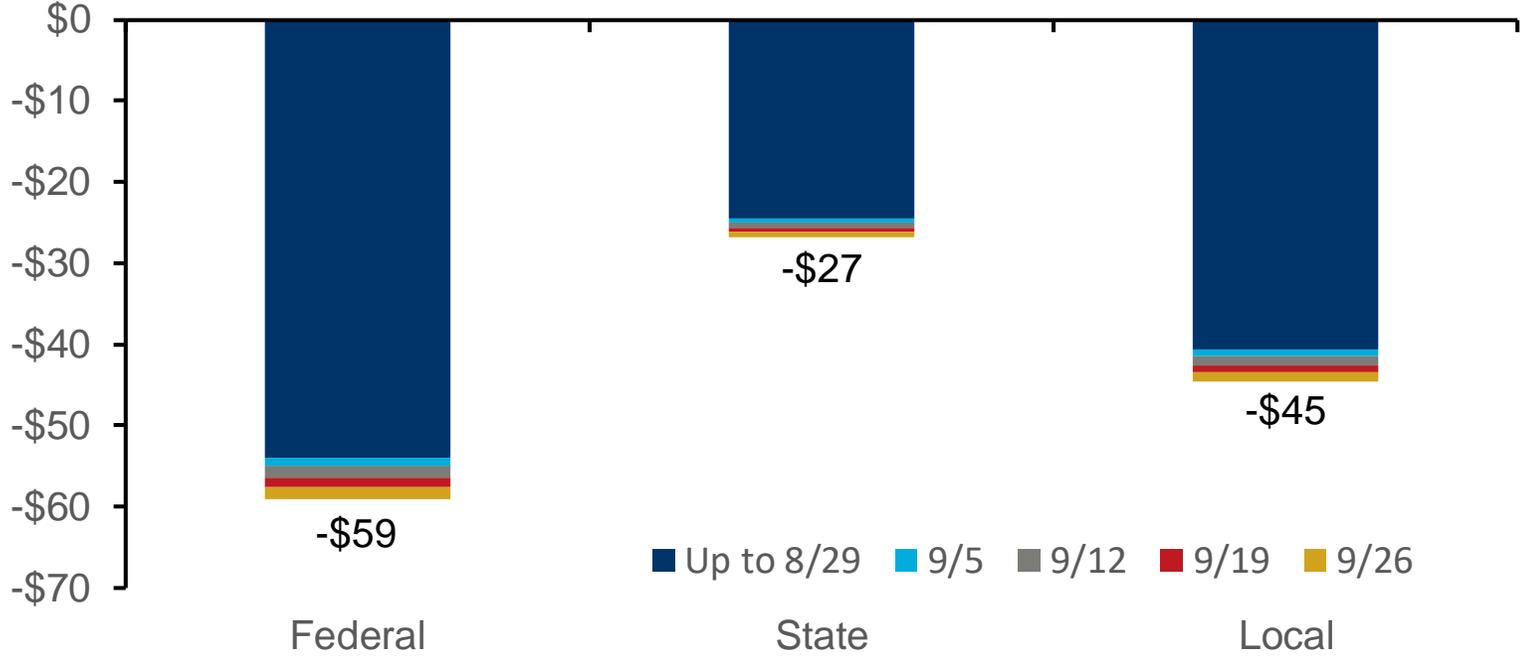
Source: Tourism Economics

LOST TAX REVENUE

Through 9/26, North Dakota has lost \$131 million in tax revenue from decreased visitor spending.

North Dakota tax revenue losses on travel spending

\$ millions, year-over-year change

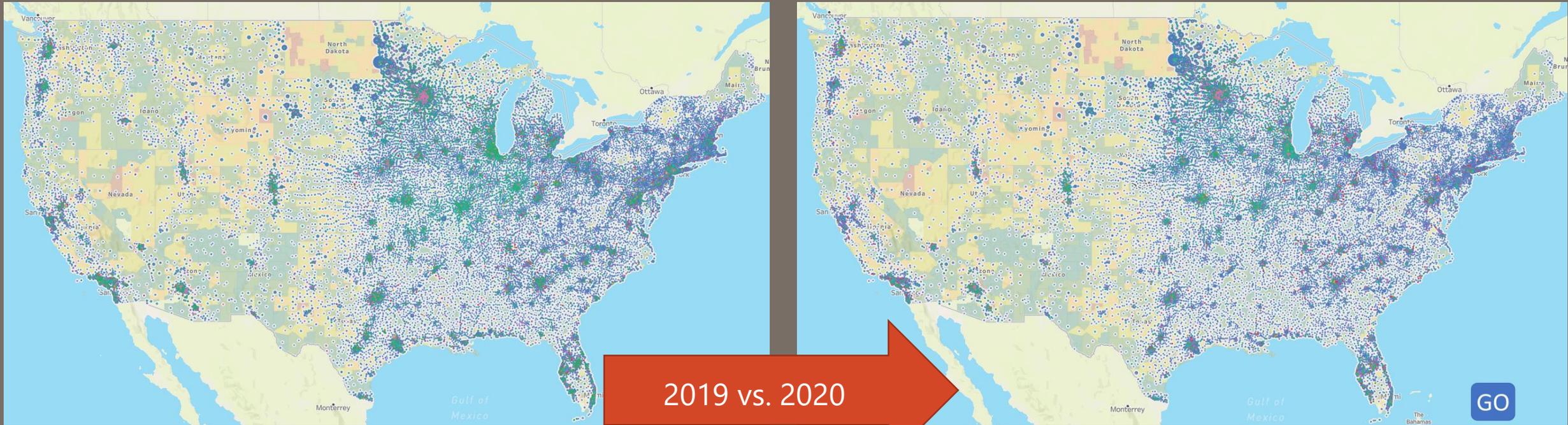


Source: Tourism Economics

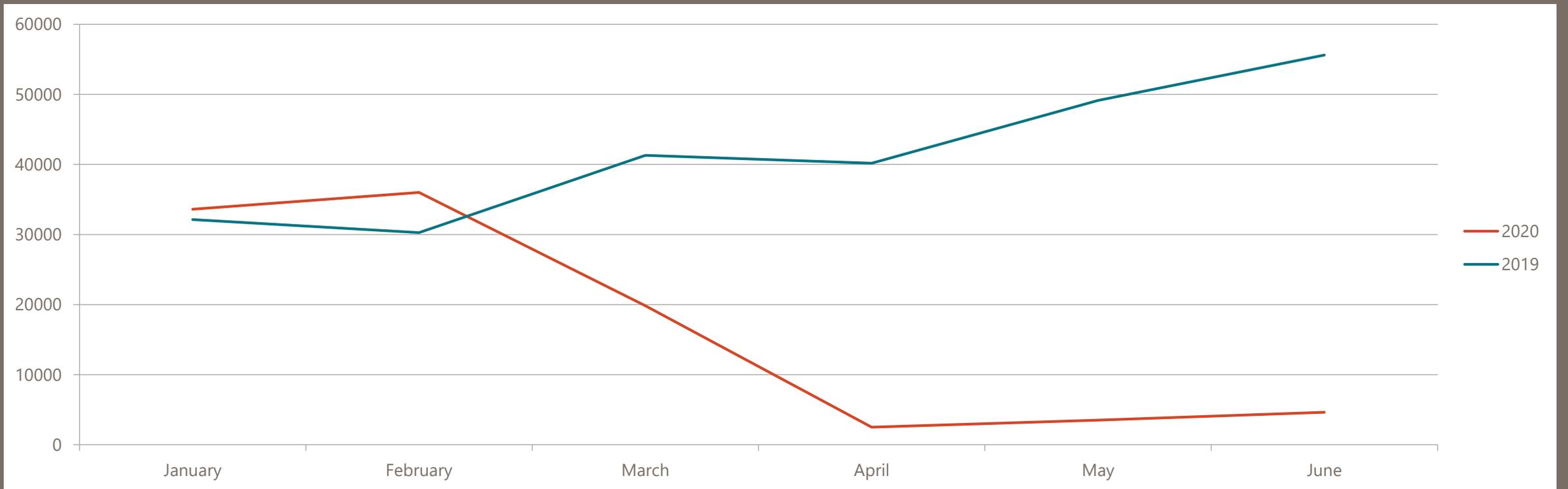
TRAVEL SPENDING % CHANGE BY STATE

Week ending	2/9	3/14	5/9	6/13	8/22	9/26
North Dakota	3%	-19%	-80%	-50%	-32%	-38%
South Dakota	8%	-21%	-78%	-43%	-30%	-25%
Minnesota	-5%	-27%	-86%	-61%	-49%	-46%
Montana	8%	1%	-78%	-48%	-26%	-15%
Wyoming	-3%	-11%	-81%	-45%	-26%	-26%

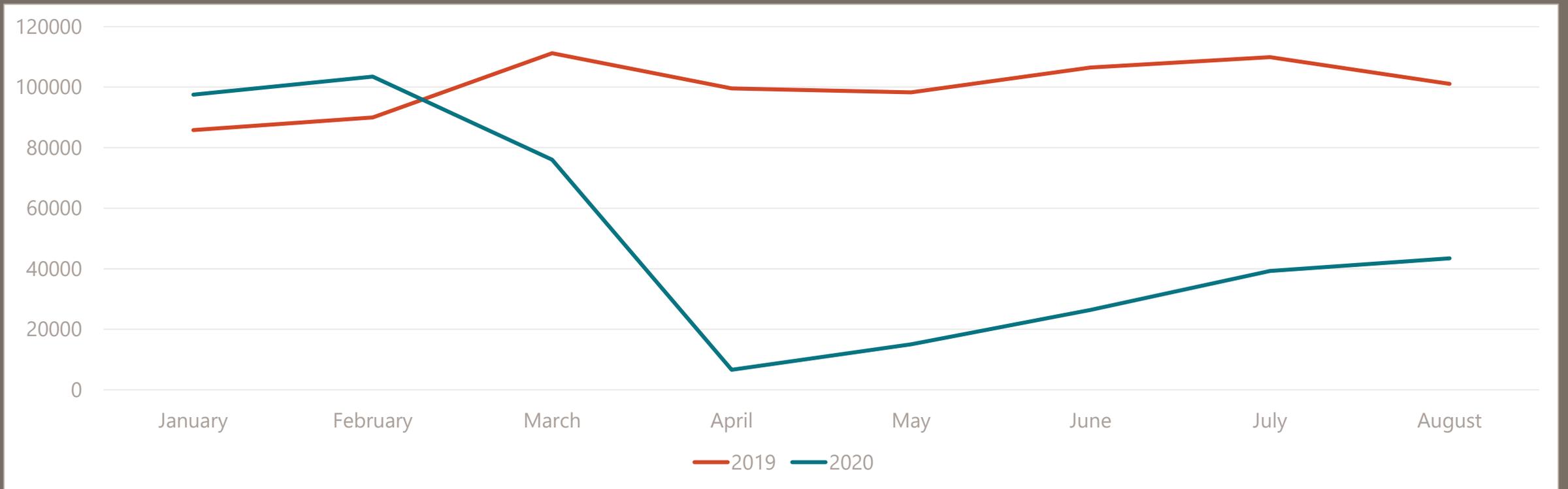
2020 VISITATION



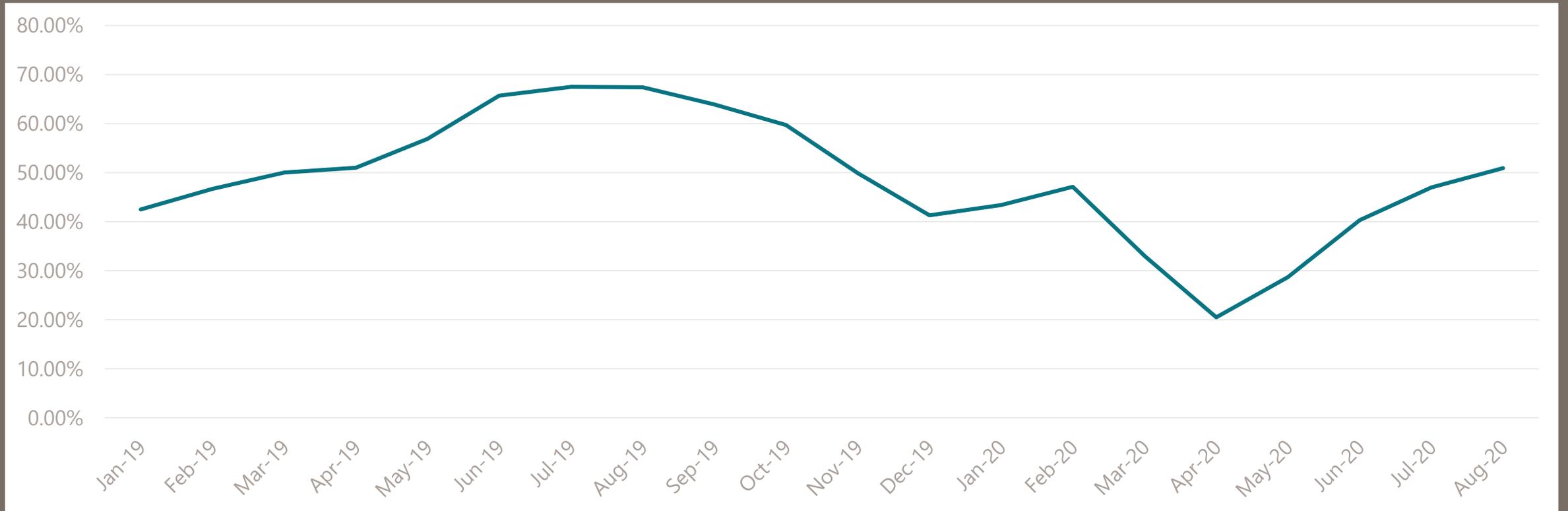
CANADA BORDER CROSSINGS



IN-STATE DEPLANEMENTS



MONTHLY HOTEL OCCUPANCY



POSITIVE VISITATION INDICATORS

- TRNP – most August visits in 30+ years
- ND State Parks – annual passes +16%
- Hunting & Fishing license sales – up in nearly every category

"There's no question about it; the great outdoors, the rural regions are where people are going to go ... I expect that Mount Rushmore, the Dakotas, are going to get massive amounts of travelers."

-Roger Dow, president and CEO, U.S. Travel Association

OUTLOOK FOR TRAVEL

- U.S.-Canada border re-opening to recreational travel
- Road trips continue to outpace other travel
- Online searching and booking down, more spontaneous
- Nearly 60% of American travelers say they are ready to travel
- Health, safety and trust have increasing consumer value
- Americans will be hungry for events



STRATEGY

2020 – Pivot 2021 - Opportunity

NORTH Dakota Be Legendary.™



The Boiler Room, Fargo

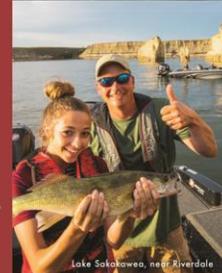
North Dakota offers safe spaces to reconnect with family and friends. Visit our downtowns for boutique shopping, grabbing an espresso, or relaxing on a patio with dining and musical entertainment. You can also find parks, scenic drives and outdoor adventures nearby. Visit us online to find inspiration for fun ahead.

LegendaryND.com

NORTH Dakota Be Legendary.™



Theodore Roosevelt National Park - South Unit



Lake Sakakawea, near Riverdale

WE'RE READY - MEDORA MUSICAL NOW OPEN WITH SMART RESTART.



Medora
EXPLORE IT. ADORE IT.
medora.com

MAKE A SPLASH! UNCROWDED FUN WITH WIDE-OPEN SPACES.



Bismarck Mandan
NO BOUNDARIES
noboundariesnd.com

GET SOME DISTANCE. PUT SOME MILES ON YOUR HIKING BOOTS IN TR NATIONAL PARK.



WATFORD CITY
The New Frontier
visitwatfordcity.com

WHERE THE LAKE AND FAMILY MEET FOR THE PERFECT VACATION.



devils lake
North Dakota
devilslakend.com

FEATHERED DINOSAURS IN DICKINSON? YES, AND THERE'S MORE!



DICKINSON
THE WESTERN EDGE
visitdickinson.com

SCENIC BRIDGES, OPEN SPACES IN THE SHEYENNE RIVER VALLEY!



Scenic Bridges
VALLEY CITY, ND
hellovalley.com

IN-STATE FULLY FUNDED CO-OP

PRINT

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Dakota Be Legendary.™

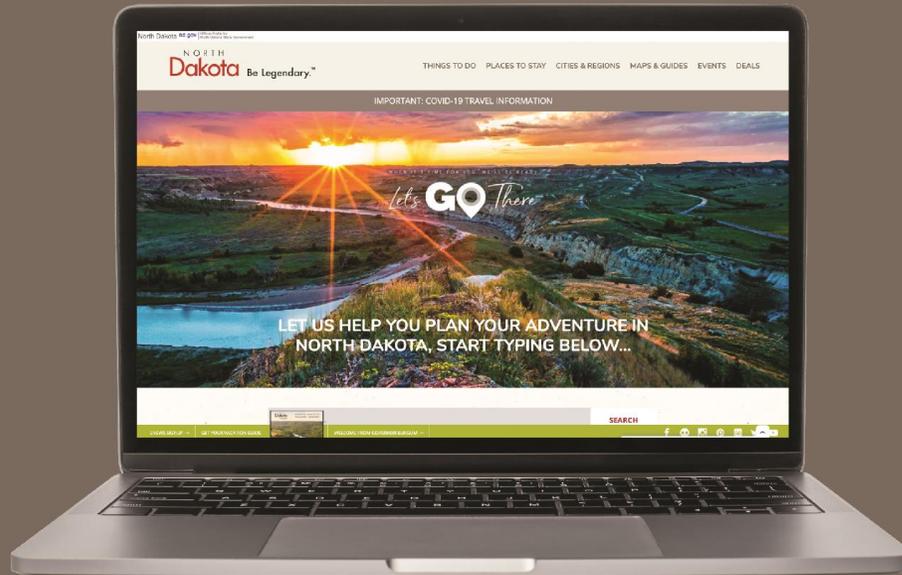


OUT OF HOME
MINNEAPOLIS & CHICAGO

NORTH
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WEBSITE SKIN

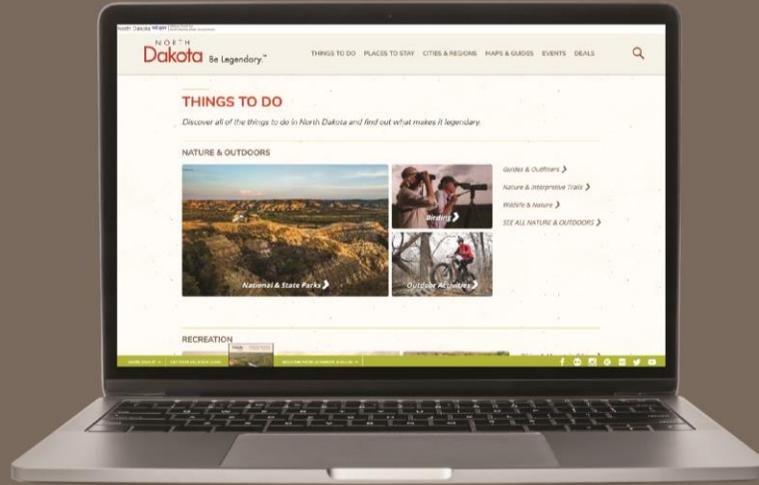


42%^{YOY}



TOTAL WEBSITE TRAFFIC

1,432,565 sessions



155%



SD

58%



NE

52%



MN

28%



IL

68%



WI

WEBSITE TRAFFIC

IN PRIMARY MARKETS YOY



49
STATES



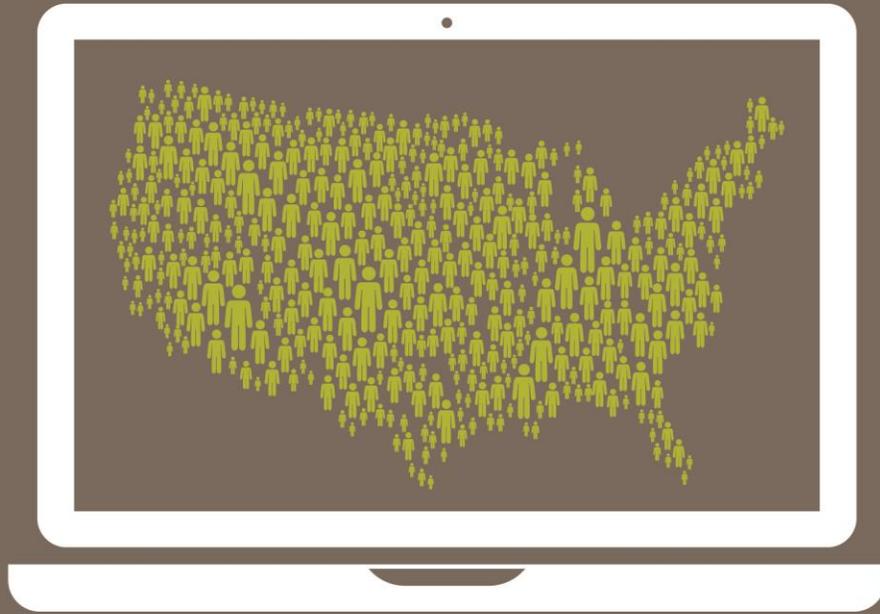
WEBSITE TRAFFIC YOY

Additional
25%
Digital Budget = **90%** YOY



U.S. DIGITAL CAMPAIGN WEBSITE TRAFFIC

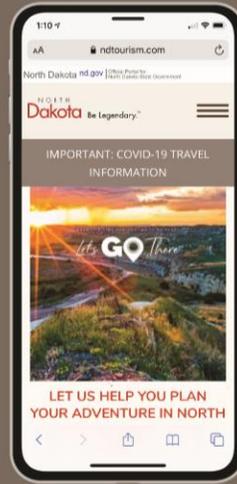
Reallocated Canadian budget



94% YOY



U.S. DIGITAL CAMPAIGN WEBSITE TRAFFIC



791%



SD

578%



NE

25%



MN

11%



IL

19%



WI

U.S. DIGITAL CAMPAIGN WEBSITE TRAFFIC IN PRIMARY MARKETS YOY

CLICK-THRU



4x National Average

DIGITAL CAMPAIGN

CLICK-THRU RATE

8.4 million



DIGITAL CAMPAIGN
VIDEO COMPLETIONS

300K



DIGITAL CAMPAIGN

WEBSITE VISITS

2021 PLAN

- Prioritize \$3 million for destination advertising
- Use all data sources to refine as necessary
- Focus on our “cash cows/bread and butter” markets and tactics for fastest ROI and support for businesses
- Be open to opportunities
- Aggressive request for budget increase for 2021-2023

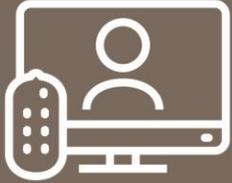


2021 CREATIVE

PRIMARY MARKETS

- Minnesota
- Wisconsin
- Illinois
- Saskatchewan
- Manitoba
- South Dakota
- Nebraska





28.77%

TV



21.57%

Editorial Print



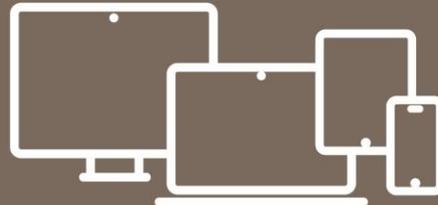
7.23%

All Other Magazines



7.39%

Out of Home



32.7%

Digital



2.34%

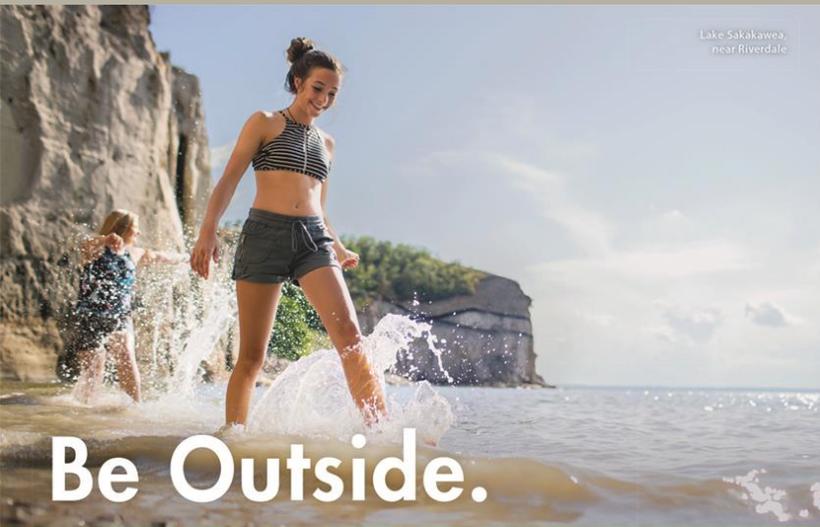
Newspaper

MEDIA MIX

Adjusted based on research and consumer trends

NEW AND INNOVATIVE OPTIONS

- More print – new Travel and Leisure, Artful Living, Community Lifestyles, Wild West, Toast..
- Digital rich media multiscreen, new native, regional outdoor targets
- Brand activation – 8 options in review
- Road Rally – Secure major broadcast TV Segment...



Lake Sakakawea, near Riverdale

Be Outside.

Now is the perfect time to rediscover North Dakota. Family fun lies ahead, with Theodore Roosevelt National Park or one of many state parks. Enjoy long summer days on our 400 lakes and rivers. You'll have access to boat ramps, kayak rentals, hiking and biking trails, campgrounds and lodging. Visit us to plan your next adventure.

LegendaryND.com

NORTH
Dakota
Be Legendary.™

EXPLORE UNFORGETTABLE HISTORIC FRONTIER FORTS AND MORE.

WALK ON THE WILD SIDE WITH A FAMILY GETAWAY TO MINOT!

UNCROWDED FUN! VIBRANT DOWNTOWNS MEET WIDE-OPEN SPACES.



visit **Williston** ND

visitwilliston.com

visit **MINOT**

visitminot.org

Bismarck
Mandan
NO BOUNDARIES

noboundariesnd.com



Terrault Woods State Forest, Outlook, Pembina George

Be Spontaneous.

Now is the perfect time to rediscover North Dakota. Family fun lies ahead, with Theodore Roosevelt National Park or one of many state parks. Enjoy the last days of summer on our 400 lakes and rivers. You'll have access to boat ramps, hiking and biking trails, campgrounds and lodging. Visit us to plan your next adventure.

LegendaryND.com

NORTH
Dakota
Be Legendary.™

SOCIAL DISTANCE THE #SIMPLYGRAND WAY!

FUN AND SAFE ADVENTURES FOR THE FAMILY! #NORTHOFNORMAL

FISHING AND TRANQUILITY IN THE SHEYENNE RIVER VALLEY.



visitgrandforks.com



fargomoorhead.org



hellovalley.com



Theodore Roosevelt National Park, South Unit

Be Inspired.

Now is the perfect time to rediscover North Dakota. Family fun lies ahead, with Theodore Roosevelt National Park or one of many state parks. Enjoy long summer days on our 400 lakes and rivers. You'll have access to boat ramps, kayak rentals, hiking and biking trails, campgrounds and lodging. Visit us to plan your next adventure.

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FEATHERED DINOSAURS IN DICKINSON? YES, AND THERE'S MORE!

WE'RE READY - MEDORA MUSICAL NOW OPEN WITH SMART RESTART.

GET SOME DISTANCE. STAY CONNECTED. DISCOVER WATFORD CITY.



DICKINSON
THE WESTERN EDGE
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Medora
EXPLORE IT. ADORE IT.
medora.com

WATFORD CITY
The New Frontier
visitwatfordcity.com

NORTH **Dakota**

Be Legendary.™

2021 COOPERATIVE MARKETING

- Inspire travel to North Dakota and funnel visitors to destinations through targeted regional advertising
- Retain North Dakota travelers thru collaboration with long-standing partners: NDNA and North Dakota Living
- Provide digital platforms and the amplification of the North Dakota brand messages

NDTOURISM.COM AND ENEWS



WEB: 1.9M PAGEVIEWS



ENEWS: 40,000+
SUBSCRIBERS/MONTH

- Two of the most qualified ways to reach your audience
- Web advertising on homepage or run-of-site
- Ads in monthly newsletter or custom eNews sends

Mitch Knothe
208-867-5175

Mitch.Knothe@MilesPartnership.com

PARTNER ACCESS

NORTH
Dakota
Be Legendary.™

Login

Enter your username and password below and we'll move you right along.

[Submit a Film Commission Listing](#)

[Retrieve Your Log In Information](#) [Create a New User](#)

Username
tiffany.azzara@milespartnershi

Password

Remember my username

LOG IN

TIFFANY'S DASHBOARD Last log-in: May 8, 2020 7:41 AM

Search Text

Product: All Tier: All

Category: All

County: All City: All Region: All

SEARCH Active Only Exclude Events

Search results: Page 1 of 179

List ID	Property Name	Address	Phone	Listing Owner	Users
4116	#IMOMSOHARD: Mom's Night Out Round 2 (2020-10-25 - 2020-10-25)	3475 University Ave. Grand Forks, ND 58202	701-777-4090	Shelley Wagen Dorf	u: shelley@visitgr p: d21a7a68c3
4	1026 Oasis Inn	1026 West Villard Dickinson, ND 58801	701-225-6703	Doris Callahan	u: oasis@ndsUPER p: 8407c49edc
9	11th Annual Bismarck Christmas Big One Art & Craft Fair (2020-11-20 - 2020-11-21)	315 S. Fifth St. Bismarck, ND 58504	701-837-6059	Lisa or Stacy Frank	u: info@thebigone p: Altika03!

Tools

Listings

- Add New Event
- Add New Listing
- Add New Film
- Commission Listing
- Approval Queue (0)
- Added Today: 0
- Export Listings

Collections

- Manage Collections
- Collection Reports
- Collection Letters
- Collection Blast

Users

- Manage Users
- Approve Users

My Account

- Manage Profile

Help

- How-To Video

Update Credentials

New passwords must be at least six characters long and may not include spaces. Usernames must be an email address.

Username / Email Address
tiffany.azzara@milespartnership.com

Current Password

New Password

Confirm Password

SAVE **Cancel**

So how do you log in to the new system?

- Go to <https://partners.ndtourism.com/>
- Enter the login information that was previously sent to you. Your new individual login is based on your email address.
- If you have forgotten your login information, contact Scooter (jpursley@nd.gov) or Tricia (tamiller@nd.gov).

I'm logged in, now what?

- Once you are logged into your dashboard for the first time, go to Manage Profile in the right column.
- Here is where you will update your contact information as needed.
- The first thing you will want to do upon logging in for the first time is change your password.

Update credentials:

- Click Manage Profile, then scroll down to the Update Credentials section.
- Enter your existing password, then your new password and click the Save button.
- Now you can use the Partner Access system to make changes to listings or events as you did before. Any questions, please contact Scooter Pursley at jpursley@nd.gov.

WITHIN YOUR LISTING

Business Information Section

- *Business Name:* Input full business name to avoid vagueness or confusion. "Billy's Bed & Breakfast" instead of just "Billy's"
- *Email:* Avoid using personal emails here and try to use a more generic company email address that will last longer (ex: info@yourbusinessname.com)
- *Website:* Please do not use a social media page in the website field. Instead, add those links into the "Social" section (near the bottom) and leave the website field blank
- *Phone:* Please use the business telephone number, one that a visitor can reach if needed.

Descriptions

- Do not enter info that could date the listing. Examples below.
 - *Do not put "in business for 20 years." Use "founded in 2000" instead.*
 - *Do not put names of employees that are subject to change. "Chef Justin uses fresh ingredients"*
 - *Do not put anything that doesn't exist yet at the time of entering the listing. "Coming soon in 2022" or "restaurant opening next summer"*
 - *Do not put "currently under renovations"*
- Avoid repeating information already listed in other sections of the listing
 - Do not include links or contact information within the description that are already within the "Business Information" and "Social Media Links" sections
 - Example: *So instead of "Call us at 123-456-7890", remove the redundant phone number and say, "Call for more info!"*
 - Do not list amenities in description, keep those in the amenities section.

Categories

- Choose ACCURATE categories that reflect your actual offerings. For example, if you are an Accommodation with restaurants nearby (but you do not have an on-premise restaurant), please do not select the “Restaurants” category

Photos

- Upload some appealing, engaging images that showcase your business
- Do not use photos with text, as the text may get cut off when rendered on the site
- Photos must have dimensions larger than 640 pixels in width and 480 pixels in height and must NOT be larger than 15MB and must be in .jpg format.

Social Media section

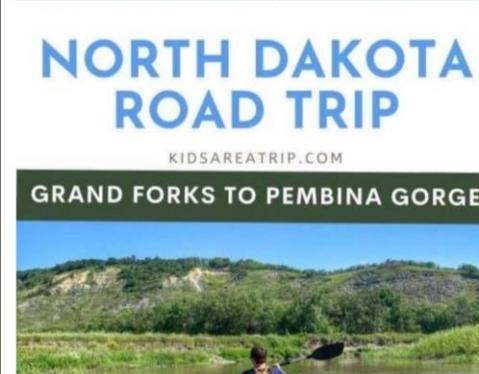
- Do not copy and paste entire social media link. Only copy and paste what comes AFTER the backslash (ex: *facebook.com/copy-and-paste-this-part*)

By listing your business and events, North Dakota Tourism may feature you in our news releases and social posts. The best part is this advertising is **FREE!**

PUBLIC RELATIONS

INFLUENCER PROGRAM 2020

- 8 influencers hosted
- 50 days capturing content
- 569 posts
- 11.6 million reached and counting...



PUBLIC RELATIONS

INFLUENCER PROGRAM 2021

- Similar to the 2020 offering
- Tiered structure to fit budgets
- More info coming soon...

North Dakota Tourism Influencer Co-Op Program

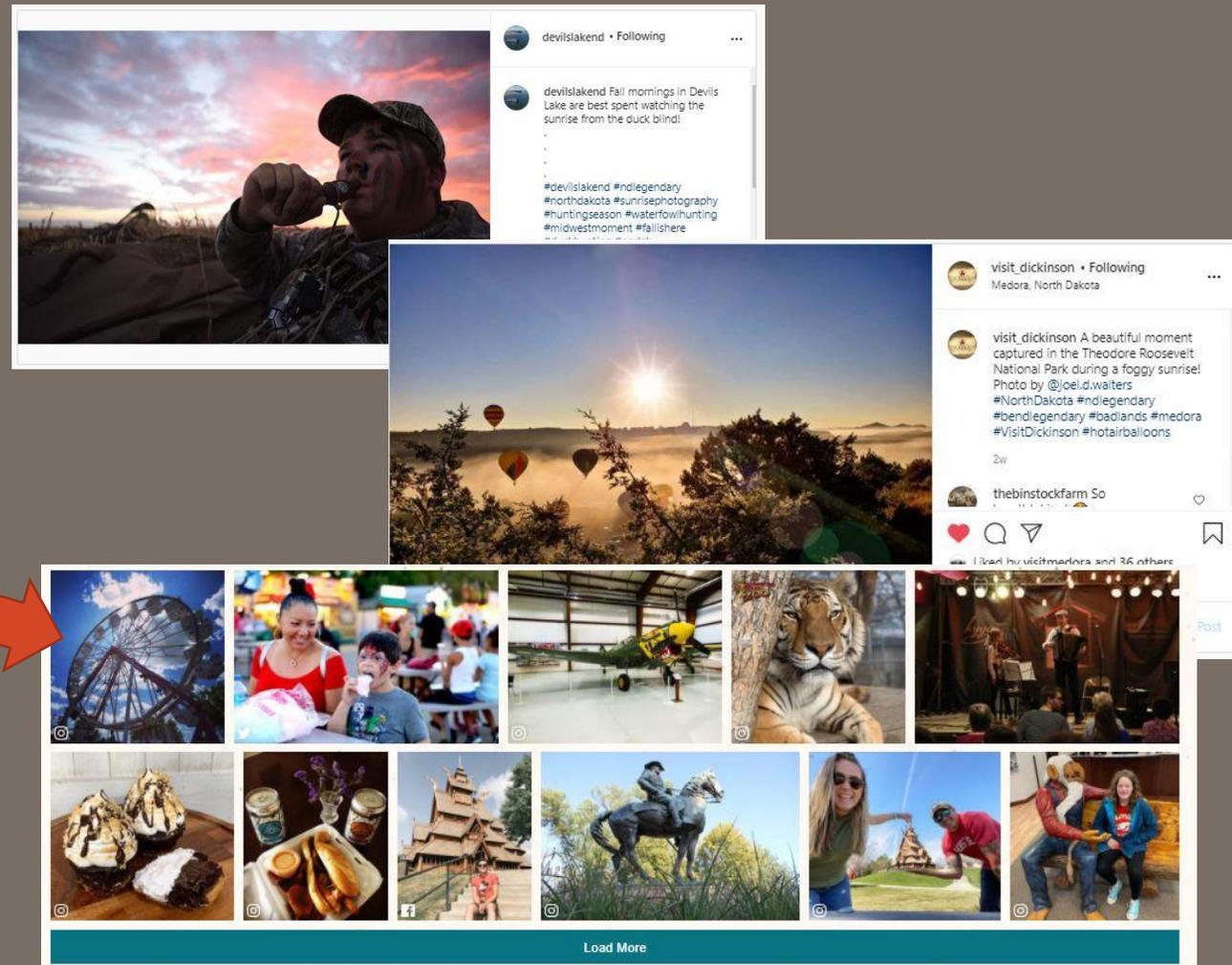
2021 CO-OP OPPORTUNITIES

	<i>Influencer Overview</i>	<i>ND Tourism Provides</i>	<i>Co-Op Partner Provides</i>	<i>Co-Op Partner Receives</i>	<i>Partner Investment</i>
GOLD	Minimum reach: 30k (blog UVM + social media) 2 influencers secured	Influencer vetting Airfare Transportation \$200 gift card for misc. expenses Personalized itinerary	Itinerary Suggestions Accommodations Media pass (attractions guaranteed for them/guest) Meals covered by restaurant or partner	Minimum of 1 blog post Social media posts while in-market 1 Instagram takeover while in-market Social media posts (promoting blog post) post-trip Campaign recap following trip	\$3,500 *Exclusive partner with ND Tourism OR *Share partnership with up to 2 other CVBs
SILVER	Minimum reach: 20k (blog UVM + social media) 2 influencers secured	Influencer vetting Airfare Transportation \$200 gift card for misc. expenses Personalized itinerary	Itinerary Suggestions Accommodations Media pass (partner discretion) Meals covered by restaurant or partner	Minimum of 1 blog post Social media posts while in-market Social media posts (promoting blog post) post-trip Campaign recap following trip	\$2,500 *Exclusive partner with ND Tourism OR *Share partnership with up to 2 other CVBs
BRONZE	Minimum reach: 10k (blog UVM + social media) 3 influencers secured	Influencer vetting Airfare Transportation \$200 gift card for misc. expenses Personalized itinerary	Itinerary suggestions Accommodations Media pass (partner discretion)	Minimum of 1 blog post Social media posts while in-market Social media posts (promoting blog post) post-trip Campaign recap following trip	\$1,500 *Exclusive partner with ND Tourism OR *Share partnership with up to 2 other CVBs

North Dakota Tourism Social

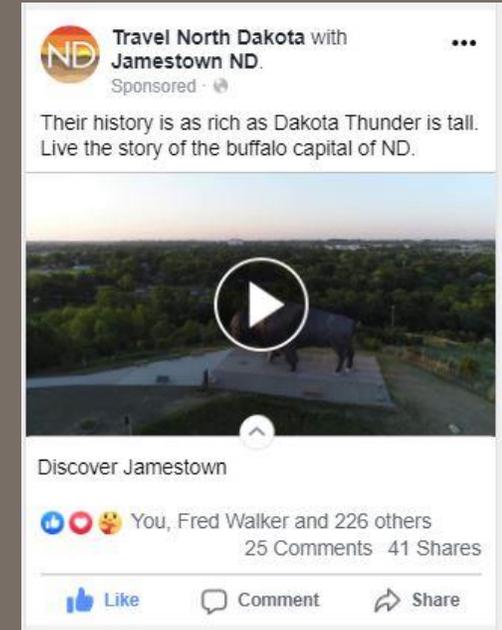
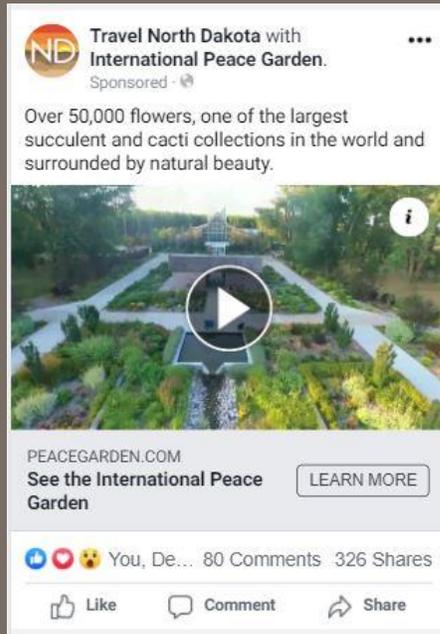
How to support both North Dakota and your community, business or destination socially:

- Tag us or use #NDLegendary or #BeNDLegendary in posts.
 - By interacting with each other's content, more people will see our content and help showcase North Dakota as a whole!
 - We also use these photos to create user-generated content on our website to showcase authentic experiences!
- Add your events to partner access so we can cross-promote on Facebook. You can also add us as a co-host to your FB event so it will show up on our profile as well.



2020 Social Co-Op Results

Budget for each ad is \$250



Average Website Traffic:

893 link clicks

**Half of our campaigns this year broke 1,000*

Average Reach:

30,244

Average Impressions:

70,000

Average Cost Per Click:

\$0.41

**34% cheaper than the Tourism Industry/Hospitality average CPC*

NORTH DAKOTA TOURISM SOCIAL CO-OP 2021

- You can use North Dakota Tourism's large audience to promote your destination. Next year we will expand to our other platforms. More info coming soon!



@TravelND
Fans: 69,705



@NorthDakota
Fans: 40,538



@northdakotalegendarly
Fans: 36,107



@TravelNorthDakota
Monthly Viewers: 127.7k

GROUP TRAVEL

- Industry updates
- 2021-2022
- Tradeshows

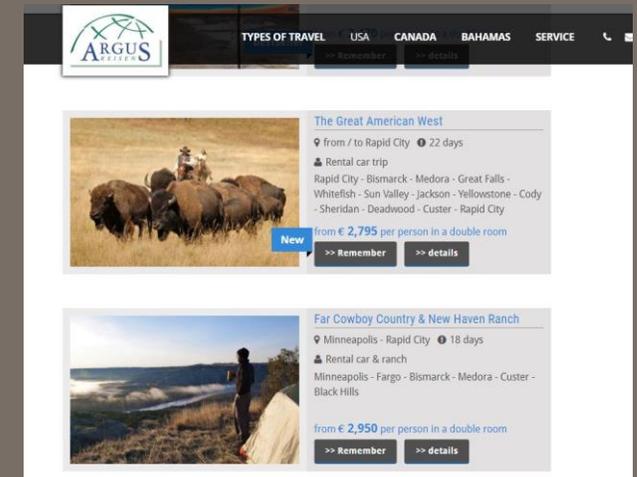
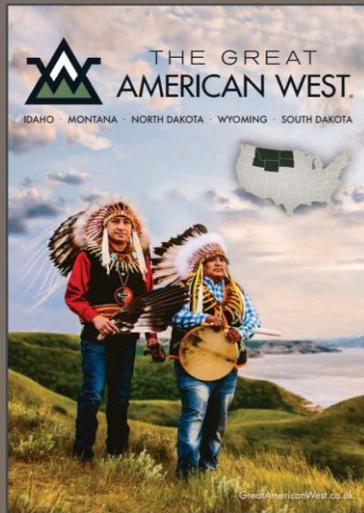


GROUP TRAVEL

- Product Development
- Best Time Now
- Keep Us Informed



GLOBAL MARKETING PROGRAM UPDATE



Great American West fully invested in five European markets.

In addition to the five European markets, North Dakota is leading the efforts in the Nordic market and partnering in Australia/New Zealand

Expanding marketing efforts to consumers and travel trade through traditional media, social media and cooperative programs with Tour Operators

What is the Travel Industry looking for?

- 2021 & 2022 hotel and attraction rates
- Unique lodging and attractions

OUTDOOR PROMOTIONS

Outdoor Recreation is wildly popular due to the safety provided by natural physical distance and being outside.

People have connected mental and physical health and wellbeing to the outdoors.



OUTDOOR RECREATION IMPACT

Outdoor recreation has been less impacted by Covid-19. Only 34% of outdoor recreation participation effected by shutdowns.

- Hiking participation +8.4%.
- North Dakota fishing license sales +12.4%.
- Positive hunting season trends. Early Canada Goose license sales +78%.

OUTDOOR GROWTH

- Bicycle Sales +63%
- Paddlesport Gear +56%
- Golf Equipment +51%
- Camping Essentials +31%
- Binoculars +22%

*June sales 2020 compared to June 2019





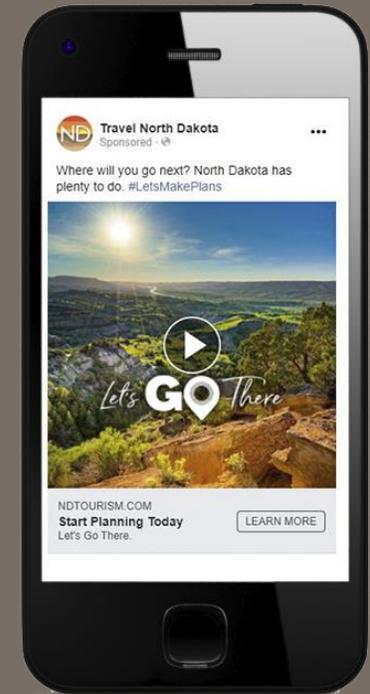
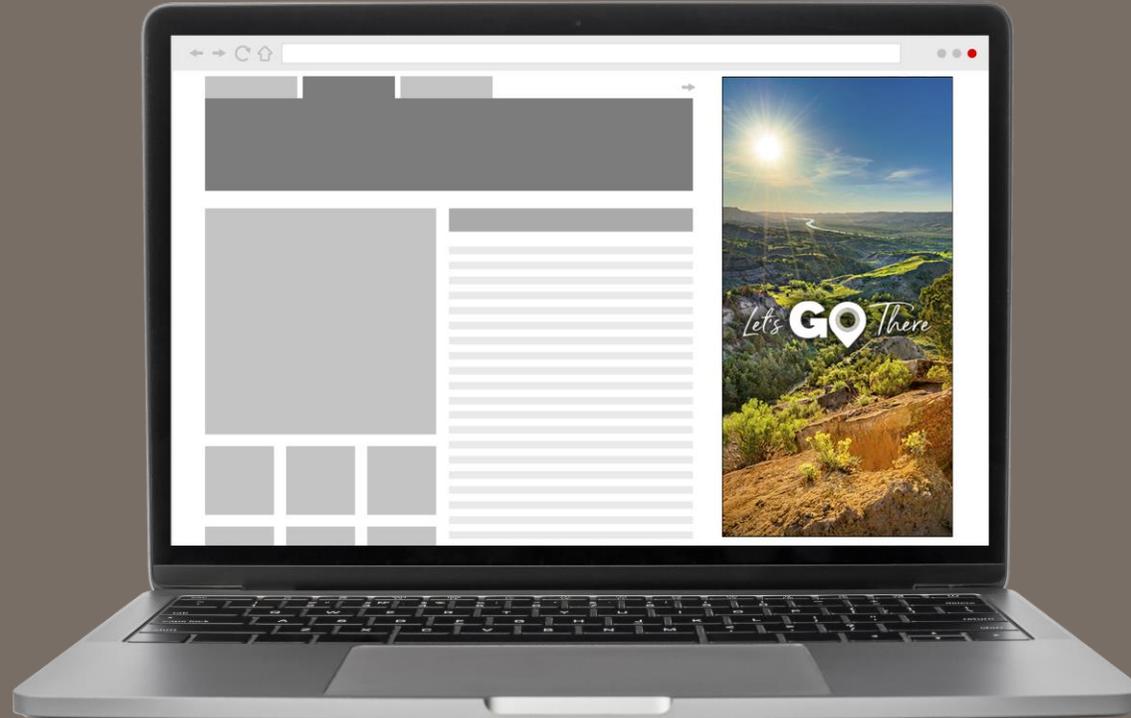
NORTH
Dakota

Be Legendary.™

CONSUMER SPORT & TRAVEL SHOWS

- Chicago Travel & Adventure Show
- Wisconsin Fishing Expo
- Sioux Empire Sportsmen's Show
- Northwest Sportshow





U.S. TRAVEL LET'S GO THERE CAMPAIGN

North Dakota can invite visitors now-

DO WHAT YOU CAN,
WITH WHAT YOU HAVE,
WHERE YOU ARE.

-THEODORE ROOSEVELT

