

## NORTH DAKOTA TOURISM UPDATE—Q2 2020

Area of Travel	2nd Qtr 2020	2nd Qtr 2019	% Change 20-19	2020 YTD Total	2019 YTD Total	% Change YTD 20-19
State Park Visitors	444,158	396,664	12%	543,582	484,695	12%
National Park Visitors	118,129	232,470	-49%	138,507	244,371	-43%
Website Visits	553,163	452,327	22%	737,959	646,651	14%
Major Attractions	328,812	906,046	-64%	895,367	1,505,029	-41%
Local Visitor Centers	5,575	26,789	-79%	13,413	35,461	-62%
Cumulative Lodging Tax	\$798,172.21	\$1,551,319.44	-49%	\$2,136,750.44	\$2,916,765.04	-27%
Canadian Border Crossing	6,019	144,910	-96%	95,486	248,616	-62%
ND Airport Deplanements	50,167	304,322	-84%	327,190	591,870	-45%
Statewide Hotel Occupancy Rate						
April	20.5%	51.5%	-60.2%		2020 YTD 35.5%	
May	28.9%	57.3%	-49.6%		2019 YTD 52.5%	
June	40.3%	65.7%	-38.7%		% Change -32.4%	
Statewide ADR-Average Room Rate						
April	\$63.46	\$80.05	-20.7%		2020 YTD \$73.12	
May	\$66.61	\$82.83	-19.6%		2019 YTD \$81.26	
June	\$70.52	\$83.37	-15.4%		% Change -10.0%	
RevPAR						
Taxable Sales and Purchases						
			1st Quarter 2020	1st Quarter 2019	% Change	
Arts, Entertainment & Recreation			\$16,745,229	\$18,116,403	-7.57%	
Accommodation & Food Services			\$384,064,882	\$408,558,320	-6.00%	

### Q2 STATEWIDE UPDATES

The COVID-19 pandemic hit the state's travel and tourism industry especially hard.

- 16,000 unemployment claims in the hospitality and leisure industries
- \$598 million in lost travel spending
- \$46 million in lost state and local tax revenue
- 32% decrease in hotel occupancy
- 84% decrease for in-bound deplanements
- 96% decrease in U.S.-Canada border crossings
- 52% decrease in tracked arrivals

The North Dakota Tourism Division quickly mobilized on several fronts, including:

- implementing an in-state marketing campaign
- adding online COVID-related information for travelers and tourism operators
- providing a fully-funded cooperative advertising program for partners
- reporting latest information and data to partners with weekly industry calls
- supporting the state's Joint Information Center
- 324 media instances reaching 3.8 million people with and ad value of \$3.5 million including Washington Post, Forbes, U.S. News and World Report, Thrillist, Travel Awaits and Reader's Digest
- supporting the ND Smart Restart plan and much more

### TRADITIONAL INQUIRIES

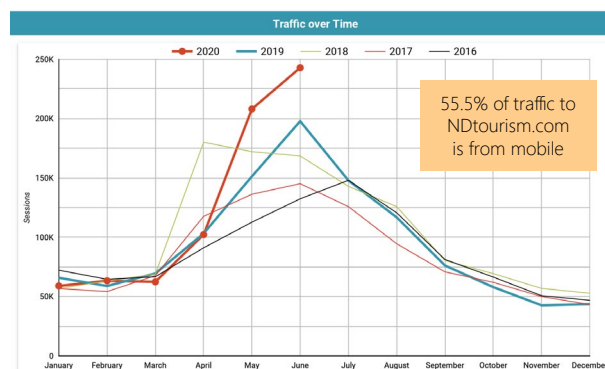
13,500 (↓2% YOY)

### E-NEWS SIGN-UPS

4,437 (↓23.9% YOY)

### PARTNER REFERRALS (WEB)

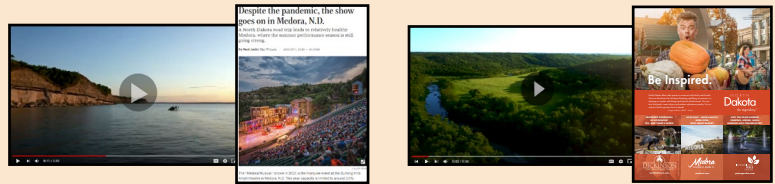
22,152 (↓27.4% YOY)



## Q2 MARKETING EFFORTS

North Dakota Tourism, along with agency partner Odney, quickly pivoted to edit and produce advertising messages sympathetic to the worldwide health crisis. Spokesperson Josh Duhamel recorded new audio and the state was one of few tourism offices to advertise a message of wide-open spaces and calm openness to travel whenever audiences were ready. Having a larger share of voice in Q2 advertising brought increased exposure to North Dakota as a travel destination with some positive travel-intent numbers, including:

- 22% increase in website traffic
- 22% increase in paid search traffic
- 44% increase in email-referred site traffic
- Overall site traffic was up in 47 out of 50 states

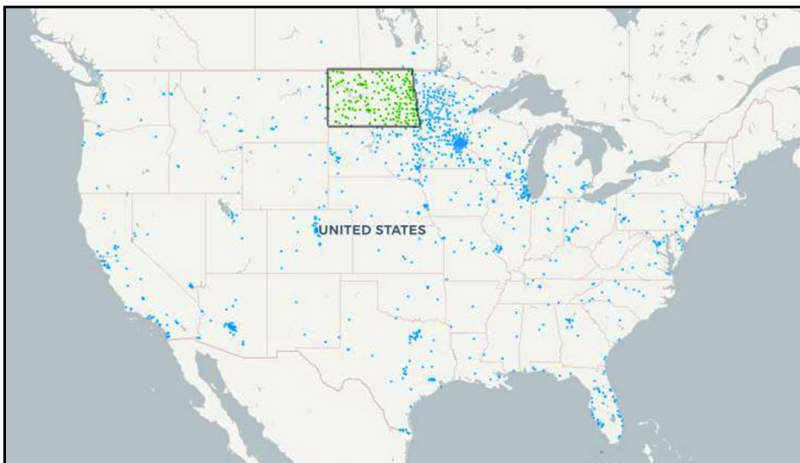


Trends toward staycations, road trips and rural destinations, coupled with the need to support local tourism businesses, resulted in a new in-state campaign. North Dakota Tourism ran five weeks of advertising in broadcast TV, six weeks of cable, digital and four publications during the quarter. Total second-quarter advertising showed:

- 1,911,662 video completions across online video and ConnectedTV
- 1,523,270 digital impressions
- 60% increase in in-state web traffic
- 44,250,028 TV impressions through outdoors programming, broadcast and cable
- 638,949 newspaper impressions
- 5,198,870 magazine circulation in 18 publications
- 56,110,491 out-of-home impressions with train and bus wraps, airport banners and digital screens, 46,834,166 digital impressions across paid social media, search and regional online campaigns

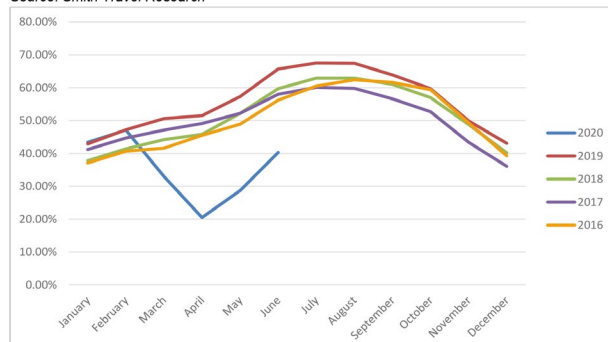


More information on this effort is available at: [www.ndtourism.com/info-page/brand-response-and-marketing](http://www.ndtourism.com/info-page/brand-response-and-marketing)



Arrivalist research records a 30% sample of enabled devices arriving in North Dakota that have interacted with digital ads or content from NDtourism.com. Q2 saw a 50% decrease in verified arrivals compared to the previous year. Blue dots show locations where ads were served. Green dots show where visitors arrived in North Dakota.

Monthly Statewide Hotel Occupancy (%)  
Source: Smith Travel Research



The effects of the March 13 emergency declaration regarding the COVID-19 crisis show in hotel occupancy. Statewide occupancy fell to 32% through Q2.

## SOCIAL MEDIA

- 68,487 fans
- 40,619 followers
- 34,307 followers

"Always" Campaign resulted in 6,000 clicks to the website, reached 170,560 people and had more than 1,000,000 impressions

TOTAL VIDEO VIEWS  
271K

TOTAL IMPRESSIONS  
2.82M

## Highlighted Posts

