

NORTH DAKOTA TOURISM UPDATE—Q3 2020

Area of Travel	3rd Qtr 2020	3rd Qtr 2019	% Change 20-19	2020 YTD Total	2019 YTD Total	% Change YTD 20-19
State Park Visitors	686,245	615,892	11%	1,229,827	1,100,587	12%
National Park Visitors	341,252	409,645	-17%	479,759	654,016	-27%
Website Visits	670,999	340,751	97%	1,408,958	987,402	43%
Major Attractions* (10 yet to report)	561,098	1,426,167	-61%	1,456,465	2,984,830	-51%
Local Visitor Centers	12,246	45,974	-73%	25,569	81,435	-69%
Cumulative Lodging Tax	\$922,412.28	\$1,984,635.35	-54%	\$3,059,162.72	\$4,901,400.39	-38%
ND Airport Deplanements	121,520	300,314	-60%	448,710	892,187	-50%
Canadian Border Crossing	17,832	192,878	-91%	113,318	441,494	-74%
Statewide Hotel Occupancy Rate						
July	47.0%	67.5%	-30.4%		2020 YTD 39.9%	
August	50.9%	67.4%	-24.5%		2019 YTD 56.8%	
September	48.7%	63.9%	-23.8%		% Change -29.8%	
Statewide ADR-Average Room Rate						
July	\$72.97	\$85.88	-15.0%		2020 YTD \$74.00	
August	\$73.82	\$82.66	-10.7%		2019 YTD \$81.84	
September	\$72.14	\$84.51	-14.6%		% Change -9.6%	
RevPAR				\$29.53	\$46.51	-36.5%
Taxable Sales and Purchases						
		2nd Quarter 2020	2nd Quarter 2019	% Change		
Arts, Entertainment & Recreation		\$19,890,733	\$33,585,043	-40.78%		
Accommodation & Food Services		\$313,267,509	\$473,091,244	-33.78%		

Q3 STATEWIDE UPDATES

The impacts of the Covid-19 pandemic on the state's travel and tourism industry continue to add up.

- Unemployment affected more than 17,000 North Dakotans working in the Accommodations & Food Service, and Arts, Entertainment & Recreation industries
- Lost travel spending of \$941 million
- Lost state and local tax revenue of \$73 million
- 30% decrease in hotel occupancy, through Q3
- 60% decrease of in-bound deplanements
- Loss of more than 300,000 visitor trips from Canada
- 24% decrease in tracked arrivals

The North Dakota Tourism Division has been working tirelessly on efforts to assist our industry, including:

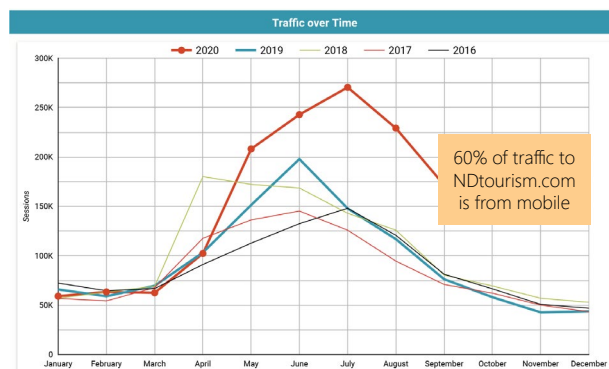
- Digital advertising campaign to motivate fall travel
- Facilitation of Economic Resiliency Grant program
- ND Smart Business Pledge and resources
- Virtual sales appointments and connecting with tour operators
- Hosting travel writers and influencers to promote North Dakota's great outdoors and amenities
- Industry calls and aligning the 2020 Tourism Industry Marketing Summit with the Main Street Summit

TRADITIONAL INQUIRIES

3,413 (↑3% YOY)

E-NEWS SIGN-UPS

33,364 (↓16% YOY)



Q3 MARKETING EFFORTS

North Dakota Tourism was able to reallocate unspent advertising dollars earmarked for Canada on a fall promotion aligned with the U.S. Travel Association's **Let's Go There** effort. A 26% increase in additional digital budget increased campaign traffic to the website by 90% YOY.



Your safety is our priority.

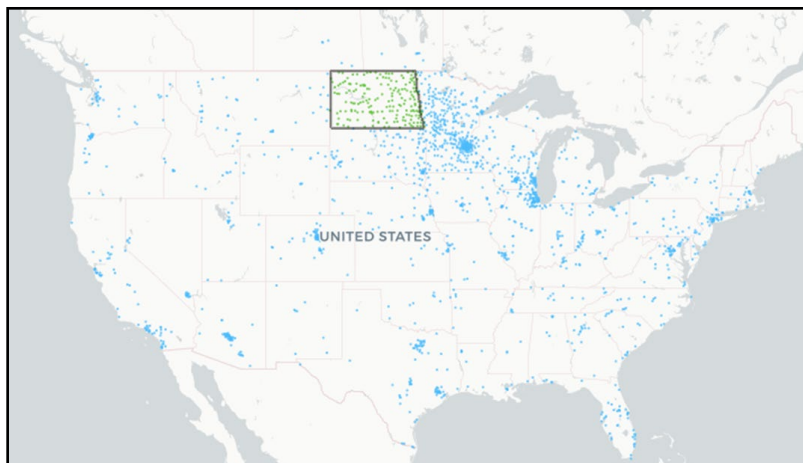
- 96% increase in Q3 website traffic
- 92% video completion rate
- 135% increase in paid search traffic
- YOY increase in September inquiries



Additionally, third-quarter advertising targeted to outdoor programming and sports and recreation, along with train, bus and traveler displays in Minneapolis and Chicago netted the following exposure and results:

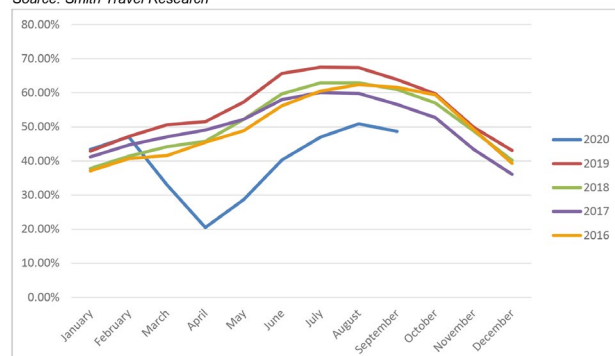
- 102 million advertising impressions
- Keyword click-thru rate six times higher than industry benchmarks

The 2020 influencer campaign program was deemed a success! North Dakota Tourism hosted 10 national travel bloggers within a span of six weeks. To date, this has resulted in 15 blog posts and 569 social media posts on Facebook, Instagram, Instagram Stories, Twitter and Pinterest. The influencers also visited 22 communities throughout North Dakota. In total, their stories have reached 11,658,871 million people across the country. Tourism was busy in Q3 earning more than 500 media mentions reaching 761 million with an ad value of \$7.1 million.



Arrivalist research records a 30% sample of enabled devices arriving in North Dakota that have interacted with digital ads or content from NDtourism.com. Top origin markets were: Minneapolis-St. Paul, Minn., Sioux Falls, SD, Bemidji, Minn., Duluth, Minn. and Brainerd-Baxter, Minn.

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



SOCIAL MEDIA



69,933 fans



45,579 followers



37,514 followers

- Socially driven Sunflower Map campaigns garner 25,000+ visits to the website.
- **Let's Go There** In-State Campaign encouraged North Dakotans to explore their own backyard

TOTAL VIDEO VIEWS
473K

TOTAL IMPRESSIONS
5.16M

Highlighted Posts

