



SHARED MISSION: EMPOWER PEOPLE • IMPROVE LIVES • INSPIRE SUCCESS

WHAT WE DO



VALUE WE CREATE



TOURISM AND MARKETING

COMMERCE MISSION

We lead the efforts to attract, retain and expand wealth and improve the quality of life for the people of North Dakota.



TOURISM & MARKETING MISSION

We build the positive public image of North Dakota as a dynamic place to live and work. By showcasing opportunities and inspiring visitors to Be Legendary, we strengthen the economy and provide opportunity for people across our communities.

2019-2021 PRIORITIES

- Grow awareness of ND
- Connect marketing efforts to results and impact
- Increase offerings through policy changes
- Brand unification
- Improve understanding of tourism's impact on state's economy

BRAND PROMISE

The Be Legendary brand celebrates the land, the legends, the adventurous spirit, the vibrant communities, the scenic places and the genuine people of North Dakota.

2019 – 2021 STRATEGIC AREAS OF FOCUS

We market North Dakota: image development, brand building and storytelling	We support tourism/Main Street development and business activity	We drive industry support and advocacy	We provide exceptional, personal service and accountability	We elevate community building and economic diversification efforts and support a unified state brand
OBJECTIVES AND STRATEGIES				
<p>1. Advertising and Branding: Inspire travel through compelling advertising. Increase awareness of the state through consistent brand messaging, logo use and merchandising.</p> <p>2. Cooperative Partnerships: Create programs that maximize budget for the state and industry partners, including advertising/marketing, shows and missions, photo and video assets and promotional publications.</p> <p>3. Earned and Social Media: Create opportunities to tell the North Dakota story, garner positive media coverage and increase awareness and consumer engagement.</p> <p>4. Digital Presence: Engage audiences with innovative and informative digital content across websites and other channels.</p> <p>5. Targeted Sales and Support: Provide direct sales and tour development assistance for groups, global operators and foreign individual travelers to increase visitation.</p>	<p>1. Collaboration and Partnership: Foster cooperation between local, state and federal agencies, stakeholders and private sector organizations.</p> <p>2. Product Development: Work with Main Street communities and policy advisors to include recreation and entertainment in their planning. Identify opportunities for advancing business expansion, supporting vibrant communities and quality of life</p> <p>3. Business Assistance: Provide resources for planning, funding, operating and promoting tourism and hospitality and Main Street businesses, events and products to assist in sustaining healthy and vibrant communities.</p> <p>4. Research: Determine best research, statistics and information to report on the impact of tourism and marketing the state and influence future investments in external marketing.</p>	<p>1. Outreach and Engagement: Pursue opportunities to inform and bring together policymakers and stakeholders on issues affecting the travel industry.</p> <p>2. Facilitation and Coordination: Be a gateway to enhance public/private partnerships and business-to-business collaboration through familiarization tours, media events, shows and missions.</p> <p>3. Education: Advocate for the visitor economy with policymakers, inform stakeholders of trends, opportunities and resources.</p> <p>4. Communication: Provide ongoing information using industry channels on NDtourism.com, social media, newsletters and presentations.</p> <p>5. Public Relations: Support communities, attractions and events through publicity, content development and social media.</p>	<p>1. Visitor Service: Provide exceptional visitor service through personal travel counseling, free access to information, in-house social media response and interaction, itineraries and consumer shows to generate bookings.</p> <p>2. Travel Industry Service: Provide exceptional service through staff availability and assistance, free use of photo and video resources, partner profiles on NDtourism.com, listings in guides and brochures, training and presentations, continual work to improve and expand programs and opportunities for business-to-consumer services such as brochure distribution outlets, cooperative marketing and shows.</p> <p>3. Available and Accountable: Offer a high standard of public and partner accessibility and transparent organizational operation.</p>	<p>1. Targeted Strategic Communications Plans: Increase success of economic diversification and workforce development efforts.</p> <p>2. Unified Be Legendary brand: Leverage brand across all state agencies while coaching on consistent usage and providing branding support, including a new portal for brand materials. Meet with elected officials and state agencies to encourage brand adoption.</p> <p>3. Deeper and Broader Story Telling: Develop strategic communication strategies to lift awareness for new workforce and targeted industry influencers.</p> <p>4. Branded Meeting/Event Planners Tool Kit: Develop and launch to assist agencies in upscaling their events.</p> <p>5. PIO and SMUG Networks: lead training and collaboration to elevate consistent messaging.</p> <p>6. Leverage Content: Curate, edit and publish tourism-developed content for workforce marketing to highlight destinations and quality of life.</p>
METRICS				
<ul style="list-style-type: none"> Advertising awareness and ROI Impressions, video views and content pick-ups Number of industry co-op participants Media coverage Social engagement NDtourism.com site traffic Tracked arrivals 	<ul style="list-style-type: none"> County share of visitor spending Tourism-related employment and wages Tourism-related taxable sales and purchases Numbers of attractions, events and businesses New offerings as a result of Main Street development grants and policy adjustments. 	<ul style="list-style-type: none"> Industry newsletter use Conference and training attendance Influencer engagement growth: legislators, administration, associations, etc. Training and resources provided Press release distribution 	<ul style="list-style-type: none"> Personal service provided through phone, email, online forums and social media interaction Traveler social sentiment Staff professional development Reports: quarterly, annual and special 	<ul style="list-style-type: none"> Strategic plans that include recreation and entertainment Agencies using Be Legendary brand Projects, events, campaigns assisted Logo usage by external partners