

North Dakota's Travel Industry

In 2013, a record 24.2 million travelers enjoyed North Dakota's hotels, events, retailers, attractions and entertainment.



**24.2 million
visitors**



16.1 million domestic
leisure travelers

5.8 million business
travelers

2.3 million
international travelers

\$3.6 billion

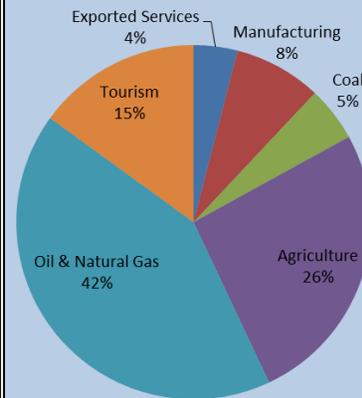


Visitor spending in
the areas of

- Accommodations
- Entertainment
- Food
- Shopping
- Transportation

65% of spending
generated by
non-residents

**Third-largest
industry**



**1.2 million
trips**



Trips motivated
by advertising
North Dakota in
2014

\$236.4 million



Incremental visitor
spending due to
advertising North
Dakota in 2014

Source: IHS Tourism Satellite Account which measures the impact of travel to a local economy in jobs, wages, spending and taxes. It is the standard statistical framework used worldwide.

Source: NDSU Economic Base, 2012, which measures activities and products purchased by non-resident companies and/or individuals.

Source: Longwoods Advertising Evaluation & Image Study which measures the awareness and direct trips and spending that resulted from a tourism advertising campaign.

What is tourism?



“Social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes.”

- *World Tourism Organization*



“Tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration.”

- *Wikipedia*



“(1) The activity of traveling to a place for pleasure. (2) The business of providing hotels, restaurants, entertainment, etc. for people who travel.”

-*Merriam-Webster*

Adventure tourism * *Business travel* * Riverboat tours * *Business leisure* * Culinary * *Ecotourism* * Agritourism * *Genealogy tours* * RVers * *Motorcycling* * Wildlife watching * *Staycation* * Volunteer travel * *Scenic routes* * Guest ranches * *Historic sites* * Package tour * *Golf trips* * Visiting friends and relatives * *Sports tourism* * Girlfriend getaways * *Fishing trips* * Hunts * *Touring* * Trail seekers * *International travelers* * Shopping * *Rural tourism* * Geocaching * *Roadside attractions* * Cultural tourism * *Special events* * Day-tripper * *Cross-country trips* * Garden tours *