

NORTH DAKOTA TOURISM UPDATE—Q2 2021

Area of Travel	2nd Qtr 2021	2nd Qtr 2020	% Change 21-20	2021 YTD Total	2020 YTD Total	% Change YTD 21-20	
State Park Visitors	395,184	444,158	-11%	517,138	543,528	-5%	
National Park Visitors	249,311	118,129	111%	278,580	152,717	82%	
Web site Visits	643,917	553,163	16%	971,042	737,959	32%	
Major Attractions	718,419	328,812	118%	1,110,114	895,367	24%	
Local Visitor Centers	15,788	5,575	183%	18,595	13,413	39%	
Cumulative Lodging Tax	\$1,130,477.66	\$798,172.21	42%	\$1,931,919.10	\$2,136,750.44	-10%	
Canadian Border Crossing	16,353	6,019	172%	27,327	95,486	-71%	
ND Airport Deplanements	225,218	50,167	349%	392,017	327,190	20%	
Statewide Hotel Occupancy Rate							
April	44.4%	20.5%	116.6%	2021 YTD 42.8%			
May	48.1%	28.9%	66.4%	2020 YTD 35.5%			
June	56.8%	40.3%	40.9%	% Change 21.8%			
Statewide ADR-Average Room Rate							
April	\$74.72	\$63.46	17.7%	2021 YTD \$77.03			
May	\$77.64	\$66.61	16.6%	2020 YTD \$73.12			
June	\$82.72	\$70.52	17.3%	% Change 2.9%			
RevPAR				\$32.93	\$26.50	25.3%	
Taxable Sales and Purchases							
				1st Quarter 2021	1st Quarter 2020	% Change	
				Arts, Entertainment & Recreation	\$14,805,436	\$16,879,912	-12.29%
				Accommodation & Food Services	\$381,087,826	\$384,424,256	-0.87%

Numbers accurate at time of reporting, and may fluctuate as new information becomes available.

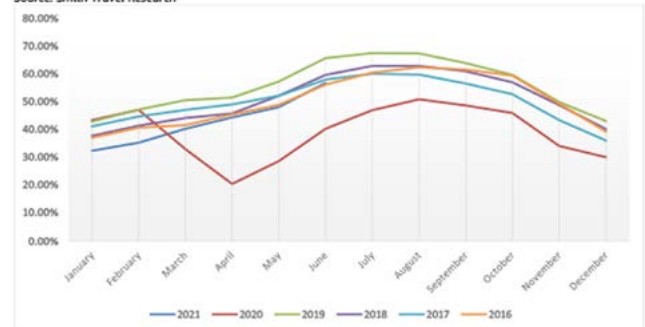
Q2 STATEWIDE UPDATES

- North Dakota's hotel occupancy saw continued recovery in Q2, meeting statewide occupancy numbers seen in 2016.
- Theodore Roosevelt National Park visitation tracked 78% higher than a year ago with June seeing the park's highest-ever recreation visits for that month (150,232).
- North Dakota's ports-of-entry recorded just 27,330 personal vehicles from Canada through Q2 (YTD), roughly 10% of normal. To date, North Dakota has lost approximately 672,000 trips from Canada.
- Traditional inquiries YOY were 85% of requests seen in 2019, but the addition of Live Chat to NDtourism.com was well received with 654 website chats and 356 SMS chats handled by tourism staff since its May debut.
- Visitor interest, as indicated by website traffic, remained high at 31.58% higher than 2020's record traffic year.
- 46 international media mentions reached 45 million people for an ad equivalency of \$428,780. 2019 Q2 saw 70 mentions reaching 60 million people.
- 10 group tours brought in an estimated \$250,000. Q2 of 2019 saw 54 tours with estimated \$743,625.
- Total nonresident fishing license sales are down 4.7% YTD compared to the record setting season of 2020, but up 3.5% over 2019 sales. Early nonresident hunting license sales have been lagging behind 2020 with the exception of nonresident whitetail deer archery licenses that are up 161%.

TRADITIONAL INQUIRIES
13,005 (↓4% YOY)

E-NEWS SIGN-UPS
5,972 (↑35% YOY)

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



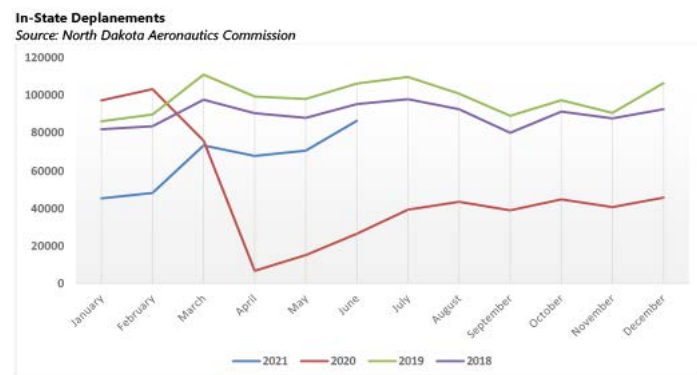
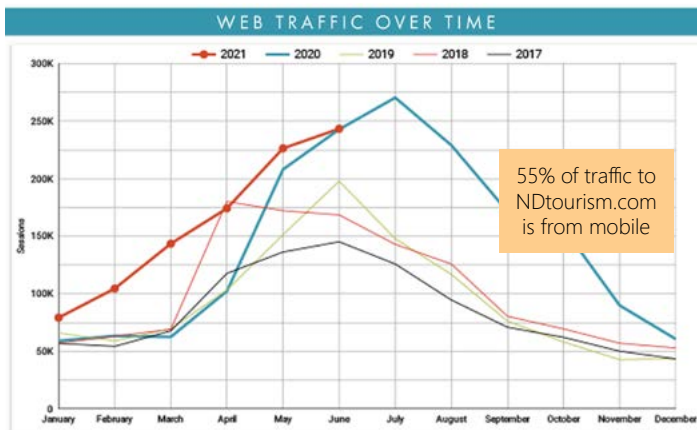
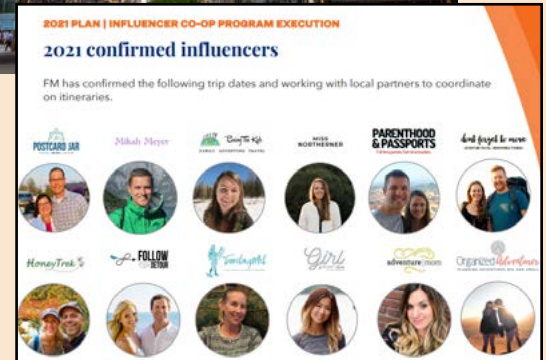
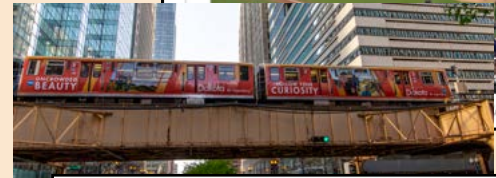
Hotel occupancy is up 42.8% YTD.

Q2 MARKETING EFFORTS

- North Dakota's combined paid marketing and public relations efforts have led to a 30% increase in organic traffic to NDtourism.com.
- During Q2, more than 139 million ad impressions were served, the largest of which was in digital advertising. Those efforts generated more than 200,000 click-throughs to the website and have been associated with 2,916 arrivals YTD.
- Out-of-home advertising can be seen on buses and trains in the Minneapolis-St. Paul and Chicago markets. As travel and commuting increased, this effort generated 42 million impressions in Q2.
- North Dakota advertising was present in 19 U.S. publications with a circulation of 5.3 million.
- In anticipation of welcoming Canadian visitors, advertising efforts ramped up in Manitoba and Saskatchewan. During Q2, there was a 237% increase in site traffic from Canada – indicating high visitor interest.

55 Media mentions reached 351 million people. A few examples:

- Public Art is Everywhere in Grand Forks — <https://www.newsbreak.com/@jeryl-brunner-561161/2214038589090/public-art-is-everywhere-in-grand-forks-why-the-city-has-such-a-thriving-arts-scene>
- Why you should visit what was once known as 'bad land to travel' — <https://matadornetwork.com/read/visit-known-bad-land-travel/>
- 10 Best North Dakota Experiences — <https://www.travelawaits.com/2487878/best-north-dakota-experiences/>



In-state deplanements are showing some recovery, approaching 2018 numbers.

SOCIAL MEDIA

- 71,672 followers
- 39,651 followers
- 39,978 followers

Second quarter signaled the start of our Partner Co-Op campaign season. This year we have five partners participating with matching dollars from ND Tourism to promote their events, attractions and communities. We also hosted influencer couple Postcard Jar who visited the eastern portion of our state. Their takeover resulted in a reach of almost 950,000 people.

TOTAL VIDEO VIEWS
353K

TOTAL IMPRESSIONS
4.93M

Top Content

