

TOURISM AND STATE MARKETING UPDATE – Q3 2021

Area of Travel	3rd Qtr 2021	3rd Qtr 2020	% Change 21-20	2021 YTD Total	2020 YTD Total	% Change YTD 21-20
State Park Visitors*	644,027	686,245	-6%	1,201,746	1,229,827	-2%
National Park Visitors	465,637	341,252	36%	756,579	479,759	58%
Website Visits	729,609	670,999	9%	1,700,651	1,408,958	21%
Major Attractions	1,620,340	561,098	189%	2,730,454	1,456,465	87%
Local Visitor Centers	27,175	12,246	122%	45,770	25,569	79%
Cumulative Lodging Tax	\$1,922,430.51	\$922,412.28	108%	\$3,854,349.61	\$3,059,162.72	26%
Canadian Border Crossing	29,605	17,832	66%	56,935	113,318	-50%
ND Airport Deplacemnts	248,904	121,520	105%	640,921	448,710	43%
Statewide Hotel Occupancy Rate						
July	60.9%	47.0%	29.6%	2021 YTD 48.1%		
August	58.9%	50.9%	15.7%	2020 YTD 39.9%		
September	55.9%	48.7%	14.8%	% Change 21.7%		
Statewide ADR-Average Room Rate						
July	\$91.37	\$72.97	25.2%	2021 YTD \$81.60		
August	\$86.30	\$73.82	16.9%	2020 YTD \$74.00		
September	\$85.55	\$72.14	18.6%	% Change 9.9%		
RevPAR				\$39.23	\$29.53	33.8%
Taxable Sales and Purchases						
			2nd Quarter 2021	2nd Quarter 2020	% Change	
**Please note: Lewis & Clark Interpretive Center and Fort Mandan moved from State Parks to Major Attractions in 3rd Quarter 2021.			Arts, Entertainment & Recreation	\$31,358,184	\$20,059,890	56.32%
			Accommodation & Food Services	\$445,878,334	\$315,217,429	41.45%

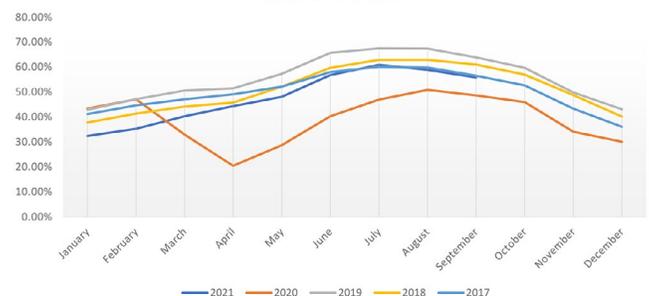
Q3 STATEWIDE TOURISM UPDATES

- Theodore Roosevelt National Park visitation is 51% higher than 2020 and 17% higher than 2019. September saw the highest-ever recreation visits for that month (130,018).
- In Q3, hotel occupancy rose 5% for a YTD percentage of 48.1% and was consistent with occupancy seen in 2017.
- Traditional inquiries were higher in the quarter, buoying requests for information within 2% of 2020.
- Travel counselors at North Dakota Tourism handled 702 online chats during the quarter.
- Website traffic remained at an all-time high, with more than 1.7 million web sessions YTD, a 20% increase over 2020.
- Visitation from Canada was limited to essential traffic only, as the border remained closed to recreational travel.
- Insights from Arrivalist show increased verified trips tied to advertising, with more trips taking place closer to home and with a shorter length of stay in 2021.
- Outdoors promotions included iHeart Media (Fred Show and Jeff Olsen Morning), Western Dakota Regional NBC stations, Flush podcast, and the Bismarck Tribune.
- Group tours brought in nearly \$750,000 estimated visitor spending and at least six new tours.
- Global Media Forum and IPW resulted in 46 meetings with international tour providers.

TRADITIONAL INQUIRIES
6,499 (↑25% YOY)

E-NEWS SIGN-UPS
3,369 (↑38% YOY)

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



Hotel occupancy is up 21.7% YTD.

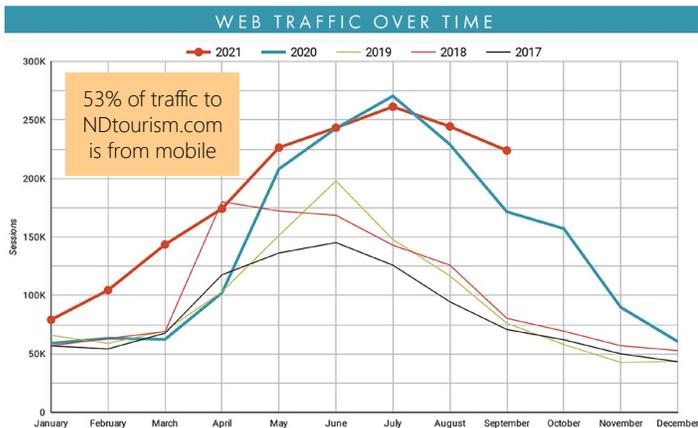
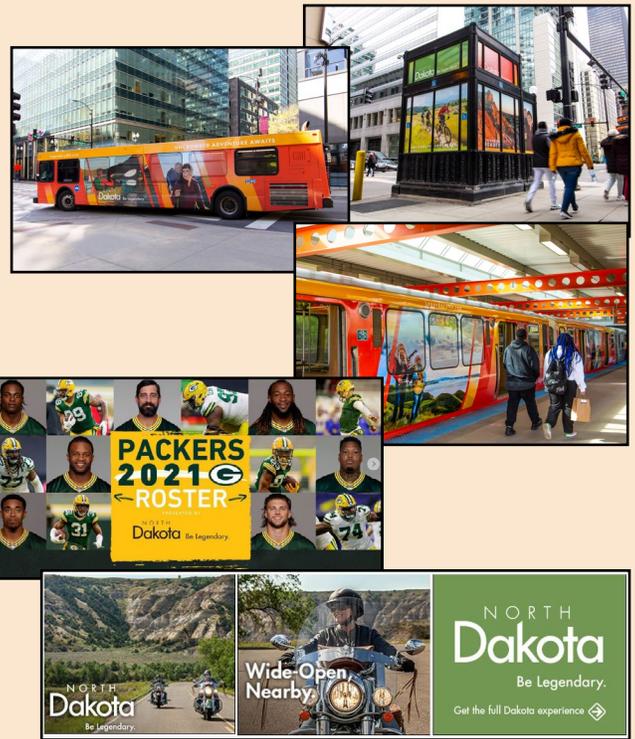
Q3 TOURISM MARKETING EFFORTS

An additional \$6.5 million of CARES Act funds were mobilized in Q3 to expand marketing, inspire visits and raise awareness of North Dakota. Advertising will run through mid-December on platforms including television, billboard, transit, print, digital, social and email. In addition to advertising, CARES Act funds were used to expand influencer programs, partner with iHeartMedia, provide cooperative efforts and initiate improvements to NDtourism.com.

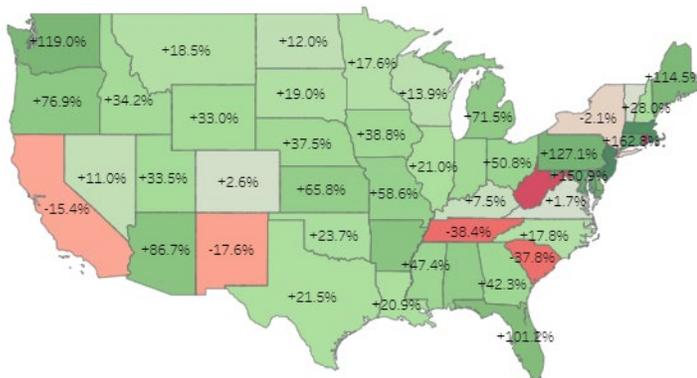
Through Q3, advertising reached more than 167 million impressions.

76 media mentions reaching 238 million people. A few examples include:

- Fall foliage tourist season just starting in North Dakota ([Yahoo News](#))
- 'The Enchanted Highway' Is a Folk-Art Odyssey Through the Heartland ([Thrillist](#))
- North Dakota: Why Theodore Roosevelt National Park, Bison, And Badlands Are Worth It ([The Travel](#))



NORTH DAKOTA SEES VISITATION INCREASES FROM SEVERAL STATES IN 2021



Insights from Arrivalist show that North Dakota had increased visitation from a majority of states, and retained in-state travelers, in 2021 vs 2020.

TOURISM SOCIAL MEDIA

- 71,945 followers
- 39,700 followers
- 40,765 followers

Third quarter included the North Dakota Postcard Contest where North Dakota Tourism's Facebook fans submitted images to be voted on as new virtual postcard options for visitors to send to friends and family. The Sunflower Map Campaign also took place primarily on Facebook and Instagram generating 7,600 visits to the website. For the third year in a row, this campaign was the most successful of the year.

TOTAL VIDEO VIEWS
394K

TOTAL IMPRESSIONS
8.22M



Top Content

STATE MARKETING AND COMMERCE UPDATE—Q3 2021

COMMERCE AND STATE
MARKETING PROJECT
HIGHLIGHTS

- Cerilon GTL RFP with Governors Office and CGK map and layout updates
- AmeriCorps Volunteer Campaign
- Main Street ND Summit preparation including:
 - Marketing
 - Event materials
 - Governor's video
- Fueling Global Energy Finance graphics, PowerPoints and documents
- Qatar PowerPoint presentation
- Carbon Neutrality sales sheet
- Health & Human Services outdoor signage
- Water Resources emblem for Keep our Beaches Clean promotion
- Be Legendary logos/lockups for
 - Human Services
 - Veteran's Affairs
 - Transportation (brand color compliance issue)
 - Economic Development/Human Services
 - Water Resources
- Be Legendary logo requests fulfilled to Icelandic, Bowman County Development Corporation, Miles Media, The Printers (business cards for Council on the Arts) and Capital Trophy (Commerce name tags)
- Commerce Developer Day
- Community Services Environmental Review Training video
- Workforce banner
- Two public notices created for Community Services
- ESG London PowerPoint Presentation and sales sheet
- Weatherization Booklet for Community Services
- Renaissance Zone Fact Sheet update
- Downloads from the online media gallery totaled 2,464. Nearly 7,000 workforce, manufacturing and value-added agriculture imagery representing 21 communities received. 2,920 new assets made available.
- Brand guide to NDIT
- Governor's Photo Contest preparation and contest voting took place.
- Assisted with Recovery Reinvented planning
- Internally produced 20 media releases that resulted in a reach of more than 439,202,526 readers/viewers totaling an advertising value equivalency of more than \$4,062,623.

MEDIA PLACEMENTS

Quality of Place – 48 national media mentions reaching 122 million - up from 29 media mentions in 2020 reaching 41 million.

Business – 232 national media mentions reaching 213 million – 2020 had 7 mentions reaching 54 million. Increase due in large part to Amazon Fulfillment news.

Workforce – 24 national media mentions reaching 158 million – up from three mentions reaching 7 million in 2020.

COMMERCE SOCIAL MEDIA

TOTAL IMPRESSIONS
3.34M

TOTAL VIDEO VIEWS
433K