

TOURISM AND STATE MARKETING UPDATE—Q1 2022

Area of Travel	1st Qtr 2022	1st Qtr 2021	% Change 22-21			
State Park Visitors*	63,990	121,954	-48%	*Numbers are being collected differently beginning Q1 of 2022. The YoY change is not accurate and cannot be adjusted.		
National Park Visitors	13,551	29,269	-54%			
Website Visits	332,025	327,125	1%			
Major Attractions	629,354	408,618	54%			
Local Visitor Centers	3,971	2,807	41%			
Cumulative Lodging Tax	\$1,452,076.69	\$835,765.44	74%			
Canadian Border Crossing	29,218	10,974	166%			
ND Airport Deplanements	250,902	166,799	50%			
Statewide Hotel Occupancy Rate						
January	39.1%	32.0%	22.2%		2022 YTD 43.3%	
February	43.4%	35.3%	22.9%		2021 YTD 35.8%	
March	47.6%	40.0%	19.0%		% Change 21.00%	
Statewide ADR-Average Room Rate						
January	\$82.00	\$71.94	14.0%			
February	\$87.75	\$75.90	15.6%			
March	\$88.88	\$77.09	15.3%			
RevPAR				\$37.54	\$26.89	39.6%
Taxable Sales and Purchases						
			2021 YTD	2020 YTD	% Change	
Arts, Entertainment & Recreation			\$122,133,387	\$88,036,775	38.73%	
Accommodation & Food Services			\$1,849,601,463	\$1,481,302,840	24.86%	

Q1 STATEWIDE TOURISM UPDATES

- North Dakota Tourism released results from a recent Stakeholder Survey. Results can be found at: <https://www.medialibrary.nd.gov/assetbank-nd/assetfile/108487.pdf>
- Industry Chats were attended by more than 80 partners in January and March.
- January 8-11 Group Travel promoted at American Bus Association and met with 25 operators. Six tours booked for 2023 with estimated impact of \$180,000.
- February 14-17 Group Travel promoted at Go West Summit. Met with 38 operators from Germany, Italy, UK, Australia, Belgium, Mexico U.S. and Philippines. Four operators went on to attend International Roundup Pre- and Post-Product Development familiarization tours (FAMs) in May.
- February 25-27 Outdoor Promotions exhibited at the Wisconsin Fishing Expo in Madison. The Devils Lake CVB partnered with North Dakota Tourism to exhibit in the North Dakota booth at the show.
- March 10-13 Outdoor Promotions exhibited at the Northwest Sportshow in Minneapolis. More than 1,100 people visited the North Dakota booth.
- March 27-April 1 Global Tourism went overseas with the Great American West – France Mission. Delegates representing the Great American West region of Idaho, Montana, North Dakota, South Dakota and Wyoming traveled to Paris and Toulouse for a full week of product trainings, relationship building, development of new leads, and reconnecting.
- Throughout the quarter, Global Tourism met with and trained 22 sales staff members and 11 product development managers, 2 airline meetings and 31 networking event participants for a total of 66 leads.

INTENT TO TRAVEL METRICS

TRADITIONAL
INQUIRIES
8,078 (↑66% YOY)

ENEWS
OPEN RATE
40.32% (↑1.26% YOY)

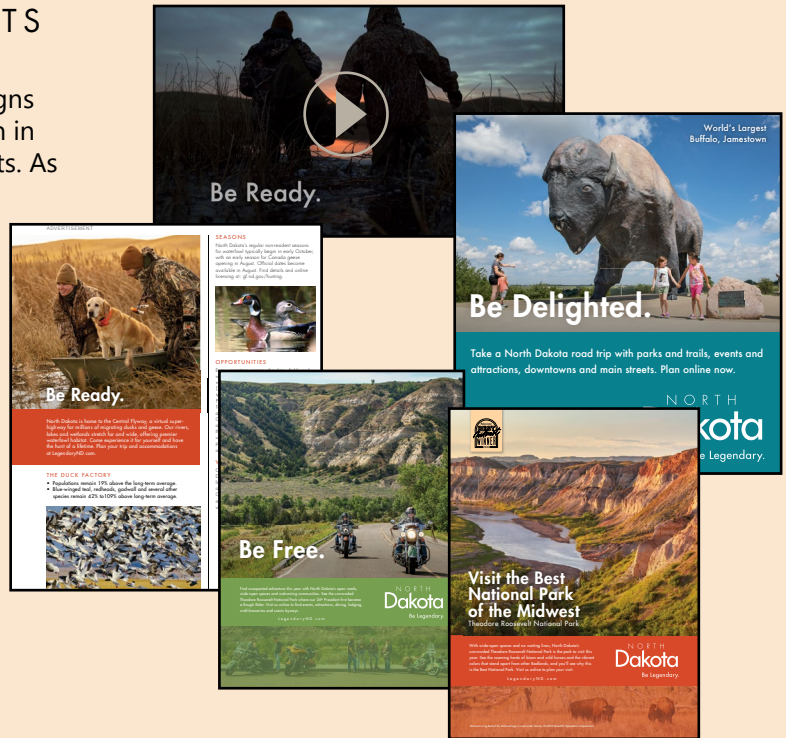
LIVECHATS
496 (Began May 2021)

DIGITAL AD
CONVERSIONS
504 (↓76.5% YOY)

WEBSITE VISITS
332K (↑1.5% YOY)

Q1 TOURISM MARKETING EFFORTS

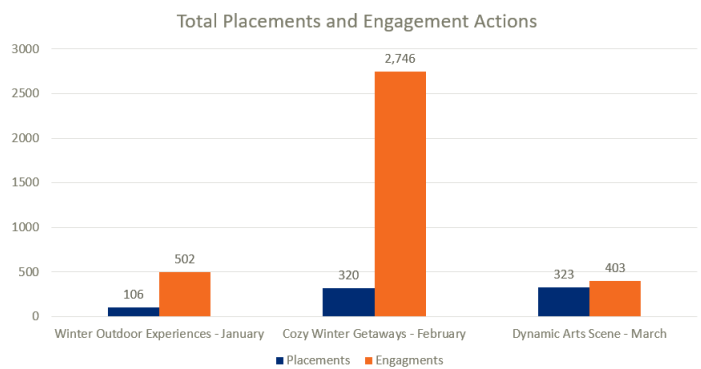
- Based off the success of the 2021 advertising investments and calendar, several digital campaigns began earlier than normal. SEO campaigns began in February in both U.S. and Canada primary markets. As a result, paid search acquisition to the website increased 151.31% in Q1 of 2022.
- Advertising appeared in several publications, including North Dakota Living, AAA Living, Midwest Living, RoadRunner, and Ducks Unlimited.
- Jason Mitchell Outdoors programming aired with Bally Sports, Midco Sports Network and YouTube, featuring North Dakota programming and commercial.
- Bonus out-of-home displays continued into the quarter, including a bus wrap in Winnipeg and billboards in Chicago and South Dakota.



Q1 MEDIA RELATIONS EFFORTS

546 national media mentions reached 473 million.

Cozy Winter Getaways content was popular with the national audience.



TOURISM SOCIAL MEDIA

Total Followers
158, 414

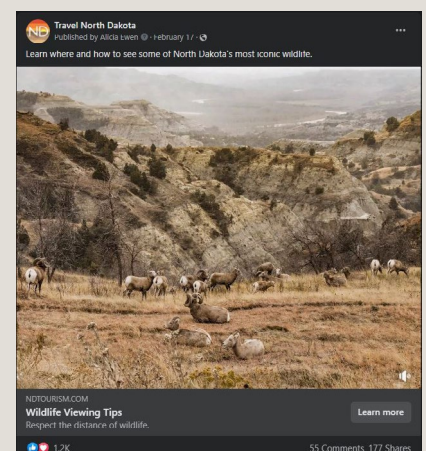


TOTAL
IMPRESSIONS
4.83M

VIDEO
VIEWS
160K

Addressing a need surrounding where to find some of North Dakota's most iconic wildlife, we developed a Wildlife Guide. This included tips on where and how to see specific kinds of wildlife in North Dakota as well as interesting facts about them. A social campaign promoted the guide generating 13,000 link clicks and 300,000 impressions.

Featured
Content





STATE MARKETING AND COMMERCE UPDATE—Q1 2022

COMMERCE AND STATE MARKETING PROJECT HIGHLIGHTS

- Main Street Presentation – Governor's Office
- North Dakota Development Fund Annual Report
- ED&F PowerPoint for Sumitomo
- ED&F Capital Formation graphics
- ND Regional Educational Council wordmark
- State of the State slides
- Palo Alto promotion
- MSI Visits Map/graphics for Governor's Office
- Public Hearing Presentation – Community Services
- Strat Review Presentation
- Legal Counsel for Indigents social media favicons
- Asset Bank Presentation to State Communicators Network
- IDEAA wordmark – OMB
- Transportation – Asset Bank Support
- Regional Workforce Impact Program (RWIP) communications
- Fact Sheet updates:
 - Agriculture
 - Operation Intern
 - Renaissance Zone
 - Main Street
 - Rural Development Council
 - AmeriCorps
- Logo lockups:
 - Financial Institutions
 - Public Instruction and Regional Education Association
 - OMB lockups – 130+ revised for brand compliancy
 - State Website Platform – lockups built for 50 agencies, totaling 566 files
- Consultations:
 - Game & Fish – Signatures, banners, logos
 - Plumbing Board – logo/emblem
 - Racing Commission – marketing strategy

MEDIA RESULT: Atlanta Black Star

"The New Migration": What's Behind Black People Leaving Traditional Urban Cities?"
March 25, 2022 | REACH: 13,885,174

Atlanta Black Star

"The New Migration": What's Behind Black People Leaving Traditional Urban Cities?"

By Katherine Smiley | March 25, 2022 | 11 min read
What are some traditional hubs of a thriving Black population, urban centers located across the Chicago, Detroit, New York, and even Washington, D.C., are seeing drops in their Black population over the past few decades, according to the latest census data. The possible reasons behind the population shift is a modern-day migration of Black people leaving urban cities for the suburbs for better economic opportunities.

"In Fargo, North Dakota, the Black population grew from 2.7 percent in 2010 to 8.8 percent in 2020. Palmer cited the emerging Black immigrant community in the northern Plains state as part of the population growth. "There are about 7,000 Liberians living in Fargo, and they also have a strong Somali community there as well," Palmer said.

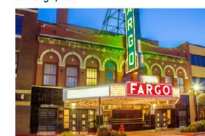
Terry Hogan is one of Fargo's newer Black residents. He recently moved to the city from Chicago to work as the city's first director of diversity, equity and inclusion.

MEDIA RESULT: Travel Noire

"8 Cities Black Americans Should Consider For Career Growth In 2022"
February 22, 2022 | REACH: 497,133



6. Fargo, ND



"North Dakota continues to attract new residents as the fourth fastest growing state in the nation. The state's Black population increased by 239% over the same time period – well above the national average. Cultural celebrations reflect the state's diversity with North Dakota Powwows and events like the Global Gala and Feast of Nations.

In fact, 17% of North Dakota's population identifies as a race other than white in the latest Census.

As a result of DCI proactively pitching North Dakota as a rising destination for Black professionals, Travel Noire featured Fargo and included key economic development, talent and diversity messages in this placement.

MEDIA PLACEMENTS

Quality of place – 31 national media mentions reaching nearly 753.7 million – far exceeding the 11 mentions in 2021 with a reach of 103.8 million. Primary topics — Top State to Retire, New Migration and FTGL.

Business – 371 national media mentions reaching nearly 1.07 billion – far exceeding the 3 mentions reaching 6.3 million in 2021. Primary topics — Fufeng, Bitcoin opportunities and alternative energy.

Workforce – 158 national media mentions reaching 881 million – up from 3 mentions reaching 215K in 2021. Primary topics — XAP Corp new work-base (CTE), Workforce Development Program (RWIP) and black people leaving urban cities (DCI).

COMMERCE SOCIAL MEDIA

TOTAL
IMPRESSIONS
92.5K

TOTAL
ENGAGEMENTS
3.59K