

## TOURISM AND STATE MARKETING UPDATE—Q2 2022

Area of Travel	2nd Qtr 2022	2nd Qtr 2021	% Change 22-21	2022 YTD Total	2021 YTD Total	% Change 22-21
State Park Visitors - pending	0	395,184	pending	0	517,138	pending
National Park Visitors	208,761	249,311	-16%	222,312	278,580	-20%
Web Site Visits	654,628	643,917	2%	986,653	971,042	2%
Major Attractions	794,684	718,419	11%	1,424,038	1,110,114	28%
Local Visitor Centers	14,959	15,788	-5%	18,930	18,595	2%
Cumulative Lodging Tax	\$1,640,411.60	\$1,130,477.66	45%	\$3,092,488.29	\$1,931,919.10	60%
Canadian Border Crossing	71,958	16,353	340%	101,176	27,327	270%
ND Airport Deplanements	256,647	225,218	14%	507,549	392,017	29%
Statewide Hotel Occupancy Rate						
April	46.2%	43.7%	5.7%		2022 YTD 48.8%	
May	53.4%	47.7%	11.9%		2021 YTD 42.7%	
June	63.2%	56.9%	11.1%		% Change 14.4%	
Statewide ADR-Average Room Rate						
April	\$85.53	\$75.28	13.6%		2022 YTD \$87.78	
May	\$88.24	\$78.38	12.6%		2021 YTD \$77.62	
June	\$91.37	\$83.33	9.6%		% Change 13.1%	
RevPAR				\$42.84	\$33.13	29.3%
Taxable Sales and Purchases						
		1st Quarter 2022	1st Quarter 2021	% Change		
Arts, Entertainment & Recreation		\$19,985,864	\$15,099,240	32.36%		
Accommodation & Food Services		\$440,504,384	\$397,547,681	10.81%		

### Q2 STATEWIDE TOURISM UPDATES

- Hotel occupancy is up 11% over May and June of 2021, and 14.4% YTD
- Visitation to the national park was down 16% YTD
- Border crossings from Canada were up by 340% over Q2 2021, and 270% YTD
- Testing restrictions eased in April but fully-vaccinated status extended
- Air arrivals are approximately 87% of 2019 deplanements – pricing and staffing are now a factor
- DOT reports that highway traffic in June was 2% lower than 2021
- Global marketing: French mission, Nordic mission, International Round-up and IPW resulted in 267 travel trade and media leads. International Round-up was held in Fargo and 23 attendees participated in FAMs pre and post conference. Two Swedish media representatives visited the state for 3 days.
- The 2022 North Dakota Travel Industry Conference was held April 25 – 27 in Grand Forks, with more than 200 attendees. The Governor's Travel and Tourism Award winners were:
  - Sakakawea Award for a Behind-the-Scenes Tourism Employee
    - Joel Walters, Dickinson CVB
  - Telegraph Award for Marketing Technology
    - Greater Grand Forks CVB, FORKS: Five in Five Campaign
  - Heritage Award for a Front-line Tourism Employee
    - Al Michels, Scenic Theater, Lisbon
  - Flint Firestarter Award for a Tourism Development Project
    - Broadway Square, Downtown Fargo
  - Trailblazer Award for Tourism Innovation
    - North Dakota Native Tourism Alliance
  - The Wade Westin Award for Marketing
    - Luke Shafer, ND Country Fest, New Salem
  - Legend Award for Travel & Tourism Industry Leadership
    - Charley Johnson, Fargo-Moorhead CVB

### INTENT TO TRAVEL METRICS

TRADITIONAL  
INQUIRIES  
9,423 (↓28% YOY)

ENEWS VISITS  
TO SITE  
Leisure 1,767  
H&F 142

LIVECHATS  
153 by Counselors  
94 by Bot

DIGITAL AD  
CONVERSIONS  
27.85K

WEBSITE VISITS  
654K (↑1.66% YOY)

## Q2 TOURISM MARKETING EFFORTS

The Tourism advertising campaign was fully underway. Out-of-home advertising was seen on buses and trains in the Minneapolis-St. Paul and Chicago markets and television ads ran in the Minneapolis-St. Paul, Duluth, Milwaukee, Denver, Chicago, Winnipeg and Regina markets, along with various print, radio and digital advertising.

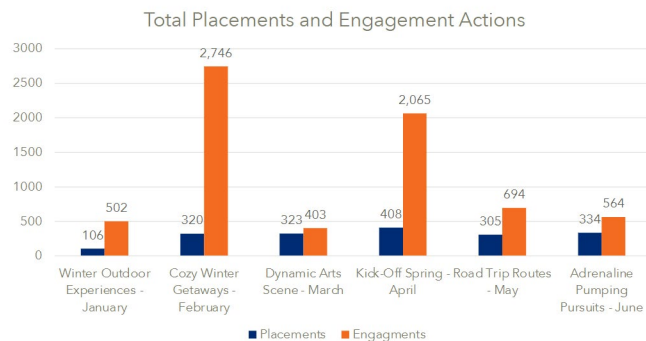
- Website traffic was up 12.68% over last year's record year, largely due to niche marketing efforts
- Traditional inquiries were down 2%
- Served 62.32 million digital advertising impressions
- CTR is double the industry average
- 86% video completion rate
- Website traffic up 135.97% from Canada YTD, with the top content being: Maps and digital guides, Ordering Travel Guide, Ports of Entry information, Family Fun, Things To Do, and Places To Stay.



## Q2 MEDIA RELATIONS EFFORTS

598 national media mentions reached 3.65 billion.

Kick-Off to Spring led placements and engagements for the quarter.



The 2022 Midwest Living Road Rally on North Dakota was featured in the May/June issues of Better Homes & Gardens, Travel + Leisure, Midwest Living Magazine and showcased on Midwestliving.com. Their editorial team created a robust itinerary visiting six communities showcasing 31 legendary experiences. This campaign reached more than 6.9 million in print and 196,000 followers on Midwest Living's social media channels.



## TOURISM SOCIAL MEDIA

Total Followers  
164,350



In June, North Dakota Tourism launched our new TikTok account. TikTok's fast growth and high engagement potential makes it an important platform to have a voice. In just a few weeks we had generated 50,000 views and grew over 3,000 followers. This is over 600% faster than more established accounts like Facebook and Instagram. We expect this to be a long-term platform whose biggest potential lies in reaching younger audiences and showcasing North Dakota in ways we never have before.

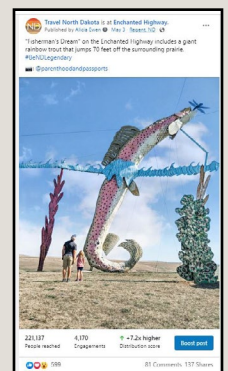
TOTAL  
IMPRESSIONS  
6.14M

TOTAL  
ENGAGEMENTS  
171.7K

VIDEO VIEWS  
704.6K

## Featured Content

Fisherman's Dream reached 100% more people and had 80% more engagements than the average post.





# NORTH Dakota

Be Legendary

## STATE MARKETING AND COMMERCE UPDATE—Q2 2022

### Q2 COMMERCE AND STATE MARKETING PROJECT HIGHLIGHTS

- Commerce's newly redesigned website launched May 24, 2022. It is easier to navigate, brand compliant, and responsively designed to adapt to all users, including desktop, laptop, tablet, and smartphones. Site visitation was 20,946 during Q2 of 2022, a 241% increase over Q2 of 2021 and 131% increase over Q2 of 2020.
- The Find the Good Life in North Dakota marketing program was refreshed and refined to align with current workforce recruitment strategy. The website has been re-tooled to targeted personas and inform people outside of the state about job opportunities and the quality of life in North Dakota. The updated website includes a relocation help desk that provides personalized relocation assistance service for prospective residents. The accompanying paid media campaign was launched in June.
- Branding Consultations: ND Retirement & Investment, Grand Forks Job Service, Center for Distance Education, Transportation, Environmental Quality, Public Instruction-Indian Affairs, NDI, Health & Human Services
- Created State Web Platform logo lockups for 26 State Agencies, for a total of 306 files
- ND Worker Recruitment Survey
- Presentation and social campaign for Regional Workforce Impact Program
- Main Street Initiative – created assets and supplied banners for the Minot visit and added fourth pillar to website and documents
- Main Street Summit – created various graphics, marketing plan and sponsor sheet
- Workforce presentation PowerPoint for keynote at the Williston Economic Development conference
- Set up Recruitment Stakeholder interviews
- Vision West presentation
- Licensing Board Survey for Workforce
- Redesigned the Economic Development Roadmap
- Empower, RDC and ED&F Foundation Handbook covers and map graphics
- EDA Grant marketing
- Bitzero marketing
- Serve ND wordmark
- SelectUSA – created collateral and assets for show, booth planning
- Webinar support for Find the Good Life and EDA Placemaking Grant



### MEDIA PLACEMENTS

**Quality of place** – 48 national media mentions reaching nearly 515.4 million. Primary topic — Best places to live.

**Business** – 58 national media mentions reaching nearly 384.5 million. Primary topics — Bitzero/Crypto and Mitsubishi Hydrogen.

**Workforce** – 23 national media mentions reaching 81 million. Primary topic — Expanded workforce training.

### COMMERCE SOCIAL MEDIA

TOTAL  
IMPRESSIONS  
239K

TOTAL  
ENGAGEMENTS  
9.2K