

TOURISM AND STATE MARKETING UPDATE—Q3 2022

Area of Travel	3rd Qtr 2022	3rd Qtr 2021	% Change 22-21	2022 YTD Total	2021 YTD Total	% Change YTD 22-21
State Park Visitors - pending	N/A	644,027	N/A	N/A	1,201,746	N/A
National Park Visitors	416,668	465,637	-11%	638,980	756,579	-16%
Website Visits	835,970	729,609	15%	1,842,722	1,700,651	8%
Major Attractions - pending 7	1,549,964	1,620,340	-4%	2,977,645	2,730,454	9%
Local Visitor Centers	25,833	27,175	-5%	44,763	45,770	-2%
Cumulative Lodging Tax	\$2,196,722.93	\$1,922,430.51	14%	\$5,289,211.22	\$3,854,349.61	37%
Canadian Border Crossing	113,123	29,605	282%	214,310	56,935	276%
ND Airport Deplanements	258,216	248,904	4%	765,765	640,921	19%
Statewide Hotel Occupancy Rate						
July	64.3%	60.7%	5.9%		2022 YTD 54.0%	
August	65.0%	58.5%	11.1%		2021 YTD 48.0%	
September	63.2%	55.4%	14.1%		% Change 12.6%	
Statewide ADR-Average Room Rate						
July	\$98.72	\$91.64	7.7%		2022 YTD \$90.93	
August	\$93.54	\$86.59	8.0%		2021 YTD \$81.93	
September	\$94.61	\$85.67	10.4%		% Change 11.0%	
RevPAR				\$49.10	\$39.30	24.9%
Taxable Sales and Purchases						
			2nd Quarter 2022	2nd Quarter 2021	% Change	
	Arts, Entertainment & Recreation		\$37,853,245	\$32,967,246	14.82%	
	Accommodation & Food Services		\$510,582,210	\$474,705,109	7.56%	

Q3 STATEWIDE TOURISM UPDATES

- North Dakota Tourism website, NDtourism.com, was recognized as an "Outstanding Website" by the Web Marketing Association WebAward for the recent redesign.
- Photo and video shoots took place across the state with major campaign shooting taking place in August and a number of in-state creatives gathering assets at state parks, scenic byways, events and attractions.
- Research was conducted on the state's national image, advertising effectiveness and economic impact of visitation from the 2021 ad year, and new resident recruitment. These reports can be found on the [Industry website](#).
- Hotel occupancy rose to 63.2% by quarter's end, meeting the September 2019 occupancy. While North Dakota had gains for the last month of the quarter, occupancy, ADR and RevPAR declined slightly nationally and in the west north central region.
- Border crossings from Canada were up 282% over Q3 2021, but were only 58.7% of the quarterly volume seen in 2019.
- Global travel representative participated in 39 appointments during BrandUSA Travel Week.
- 76 confirmed tour groups with an estimated \$1.28 million in visitor spending.
- Outdoor media efforts included Archer's Choice, The Flush, Live2Hunt and Wisconsin Outdoors.
- Participated in the communication and marketing sub-committee for the America 250 Commission.
- Main Street Tourism Outdoor Recreation Grant was awarded to six projects totaling \$100,000.
- Community visits included Bowman, Belcourt, and Minot. Consulted for the Red River Regional Council and served on the Native Tourism Panel at the United Tribes Summit.

INTENT TO TRAVEL METRICS

TRADITIONAL
INQUIRIES
5,853 (↓10% YOY)

ENEWS VISITS
TO SITE
Leisure 862
H&F 90

LIVECHATS
408

DIGITAL AD
CONVERSIONS
35.52K

WEBSITE VISITS
822K (↑12.8% YOY)

Q3 TOURISM MARKETING EFFORTS

Advertising presence slowed in Q3 but promoting visitation and providers in North Dakota remained a priority. Special event and niche advertising, such as to motorcyclists heading to Sturgis, and outdoors and sponsorships amped up.

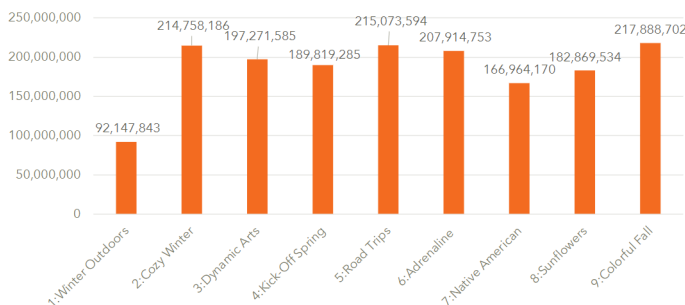
- Report from Midwest Living showed the impact of the North Dakota Road Rally feature had a digital content readership of more than 2 million, digital content that received 2,500 views, and a social campaign that reached a total of 140,500+ followers.
- Fall advertising in Canadian markets continued to drive website traffic. While NDtourism.com as a whole was up 13.51% over Q3 2021, traffic from Canada soared 261%.
- Throughout the quarter, social advertising on Facebook and Instagram outperformed average advertising click through rates.
- Digital advertising converted more than 35,520 user actions.
- Arrivalist reported that of the arrivals into North Dakota in Q3, the arrival rate was 2.34x higher with those who had been exposed to advertising.
- Traditional inquiries trended slightly below 2021.
- Arrivalist tracked nearly 2 million U.S. road trips to North Dakota during Q3, which was slightly lower than 2021.



Q3 MEDIA RELATIONS EFFORTS

758 national media mentions reaching 4 billion for Q3.

"Colorful Fall" content featured this quarter has the highest reach for the year.



The 2022 Influencer Co-op Campaign recap:

- 12 days capturing content
- Over-delivered on content by 130%
- 324 video & photo assets
- 175 posts
- 703,996 impressions and counting



TOURISM SOCIAL MEDIA

Total Followers
167,695



The 2022 Sunflower Campaign featured more fields than ever before with 21 fields from 11 farmers. This effort led North Dakota's "Sunflower Map" to be the top visited page in the month of August with over 16,000 visits. Social impressions totaled over 452,000, reached 265,000 people and garnered thousands of engagements. This remains to be North Dakota Tourism's strongest social campaign of the year.

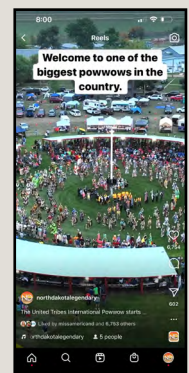
TOTAL
IMPRESSIONS
7.5M

TOTAL
ENGAGEMENTS
292K

VIDEO VIEWS
379K

Featured Content

A reel featuring the UTTC Powwow resulted in our strongest piece of Instagram content to date. It garnered 7,599 engagements, reached 131,450 people and had 128,309 video views.



STATE MARKETING AND COMMERCE UPDATE—Q3 2022

Q3 COMMERCE AND STATE MARKETING PROJECT HIGHLIGHTS

- Commerce's newly designed website visitation was 35,279 during Q3 of 2022, a 458% increase over Q3 of 2021 and 220% increase over Q3 of 2020.
- The Find the Good Life in North Dakota paid marketing campaign in Q3 garnered 2,634,246 impressions with 20,600 clicks, for a click-thru rate of .78%, well above the industry average. The paid social campaign, consisting of Facebook and LinkedIn, also resulted in well above industry average results. A planned organic social approach was also incorporated to expand the Find the Good Life message. Website visitation in Q3 was 33,375, an increase of 571% compared to Q2 2022.
- Branding Consultations: James River Correctional Facility, Health & Human Services, Game & Fish.
- Created logo lockups, email signatures and business cards for four state agencies, for a total of 68 files.
- Edited and branded the Rural Workforce Housing document.
- Japan Trade Mission – assisted with content and built two presentations – Overview of North Dakota and Energy-focused.
- Main Street Initiative – created assets and provided support for Park River visit, TMBC visit.
- Main Street ND Summit – created videos, coloring card centerpieces, television ad, sponsorship sheet, digital outdoor and online display ads, nametags, agenda and other misc collateral pieces. Began PSA marketing and Google Ads campaigns in coordination with digital display paid marketing.
- Developer Day assets – print pieces and presentation.
- ServeND marketing consultation.
- Theodore Roosevelt Public Library presentation.
- Main Street Initiative presentation for EDND.
- Webinar support for Artists on Main and EDA.



MEDIA PLACEMENTS

Quality of place – 60 national media mentions reaching 285 million.

Business – 406 national media mentions reaching 1.1 billion.

Workforce – One national media mention reaching 1,153.

COMMERCE SOCIAL MEDIA

TOTAL
IMPRESSIONS
518K

TOTAL
ENGAGEMENTS
18.5K