

TOURISM AND STATE MARKETING UPDATE—Q2 2023

Area of Travel	2nd Qtr 2023	2nd Qtr 2022	% Change 23-22	2023 YTD Total	2022 YTD Total	% Change 23-22
State Park Visitors	414,022	N/A	N/A	488,626	N/A	N/A
National Park Visitors	236,663	208,761	13%	249,563	222,312	12%
Website Visits	768,818	667,608	15%	1,105,250	986,653	12%
Major Attractions	848,136	794,684	7%	1,460,142	1,424,038	3%
Local Visitor Centers	10,457	14,959	-30%	13,006	18,930	-31%
Cumulative Lodging Tax	\$2,035,725.66	\$1,640,411.60	24%	\$3,654,259.74	\$3,092,488.29	18%
Canadian Border Crossing	107,907	71,958	50%	181,318	101,176	79%
ND Airport Deplanements	284,077	256,647	11%	564,320	507,549	11%
Statewide Hotel Occupancy Rate						
April	50.3%	47.7%	5.5%		2023 YTD 53.6%	
May	58.8%	54.7%	7.5%		2022 YTD 50.0%	
June	68.2%	64.4%	5.9%		% Change 7.4%	
Statewide ADR-Average Room Rate						
April	\$93.03	\$85.02	9.4%		2023 YTD \$95.40	
May	\$96.96	\$87.89	10.3%		2022 YTD \$87.25	
June	\$100.59	\$91.15	10.4%		% Change 9.3%	
RevPAR				\$51.18	\$43.58	17.4%
Taxable Sales and Purchases						
			1st Quarter 2023	1st Quarter 2022	% Change	
Arts, Entertainment & Recreation			\$25,789,146	\$21,839,381	18.09%	
Accommodation & Food Services			\$478,799,769	\$443,091,063	8.06%	

STATEWIDE TOURISM UPDATES

- Statewide hotel occupancy is at its highest level in years and outpacing national growth. Year-to-date occupancy is 7.4% higher than 2022, ADR is 9.3% higher and RevPAR is 17.4% ahead of 2022.
- Visitation metrics are strong at the mid-year point.
 - Arrivalist reports 7.67% higher total visitation.
 - Deplanements are 11% higher than 2022.
 - Border crossings for the quarter were 50% ahead of 2022.
 - Visitation to Theodore Roosevelt National Park is up 12.46% with its second-highest visited June in history.
- 47 international tour operator appointments at International Roundup and 87 appointments at US Travel's IPW. International media reach of 29M with an ad equivalency value of nearly \$761K.
- 20 group tours with estimated \$270K in economic impact.
- Hosted Heliconia Productions to produce an episode of the show "Epic Trails" with Eric Hanson. Sites visited include Theodore Roosevelt National Park, the Maah Daah Hey Trail and Lake Sakakawea.

INTENT TO TRAVEL METRICS

TRADITIONAL
INQUIRIES
10,011 (↑6% YOY)

ENEWS
OPEN RATE
40.4% (↓6% YOY)

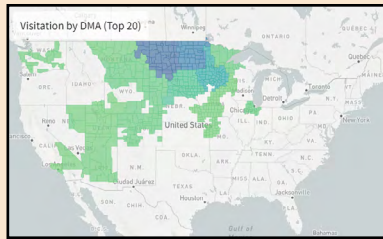
LIVECHATS
168 by Counselors
492 by BOT

WEBSITE VISITS
755K (↑15.41% YOY)

TOURISM MARKETING EFFORTS

The first year of the HELLO campaign is going strong and during Q2, the full campaign was running across television, print, out-of-home, radio, and a variety of digital platforms.

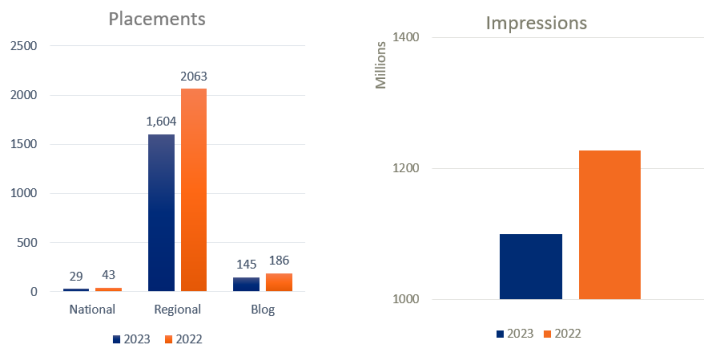
- Year-to-date website traffic tracked 9.67% ahead of 2022 and during Q2 interest surged 15.41% ahead of the same quarter last year.
- Arrivalist reported a 60% lift in arrivals due to digital advertising.
- The digital campaign has served 57.5M impressions. The keyword click-through-rate of 16.55% is 7x the industry average. Video interest continues to grow, with 9.1M views of North Dakota Tourism videos, 15% more than Q2 of 2022.
- Traditional inquiries also rebounded during the quarter and were 6.2% higher than Q2 2022.



MEDIA RELATIONS EFFORTS

643 national media mentions reached 2.6B.

North Dakota received great coverage from national release strategy along with other pitches receiving coverage on scenic hikes and drives.



TOURISM SOCIAL MEDIA

Total Followers
165,665



TOTAL
IMPRESSIONS
10.26M

VIDEO
VIEWS
277K

North Dakota Tourism social channels started the year strong with an 84% increase in engagements and 64% increase in impressions compared to the same time range last year. The highest driver of this is strong organic content paired with a higher post rate on Facebook.

Featured Content

Celebrating the 140th anniversary of Medora performed extremely well using comparison photos of when Medora was founded and present day. This content generated more than 8K engagements.



NORTH Dakota

Be Legendary.

STATE MARKETING AND COMMERCE UPDATE—Q2 2023

COMMERCE MARKETING EFFORTS

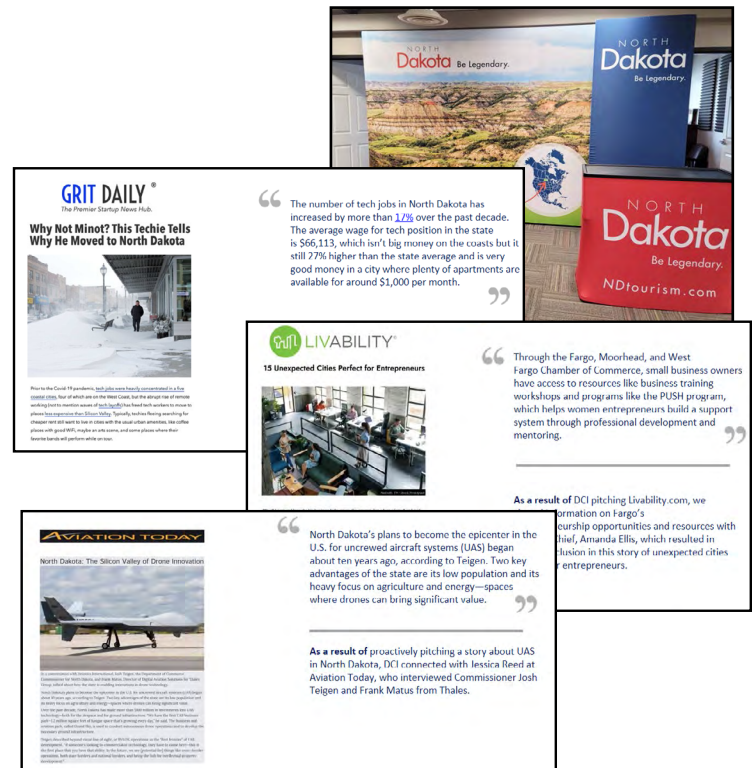
- The AmeriCorps Volunteer Recruitment marketing effort began on May 15th. The campaign consists of Google digital advertising, Facebook, and Snapchat. 4.7M impressions were served in Q2, with over 15K clicks. A Facebook leads campaign was also used, resulting in 71 direct contacts.
- New booths were created to help promote Commerce at various trade shows. Select USA was the first show that the new booths made an appearance, followed by the U.S. Travel Association's IPW event.
- A quality-of-life pitch deck for NE North Dakota was created to help promote North Dakota to larger companies that are considering locating to the state. The deck incorporated the Commerce video, new North Dakota Anthem video, and other high quality visual assets.

FIND THE GOOD LIFE MARKETING

- The paid marketing campaign served 3.6M impressions and drove 26,604 users to the Find the Good Life (FTGL) website, a 19.7% decrease from Q1 2023.
- The Relocation Help Desk webpage had 5,110 pageviews, with 210 help desk requests, for an average of 70 requests per month in Q2 2023.
- The FTGL website garnered 53,893 unique pageviews in Q2, a 16% decrease from Q1 2023. This can be attributed to the paid campaigns slowing with an end date of June 30, 2023.

STATE MARKETING – LOGO AND BRAND COMPLIANCY

- Consulted with: DSR / Health & Human Services (video and font) / Game & Fish (forms)
- Business Card template update with QR codes / Business Card template for NDIT
- Created logo lockups for: AmeriCorps-Serve ND combo / Favicon for RIO / Office of Lt. Governor



MEDIA PLACEMENTS

Quality of place – 30 national media mentions reaching 575M – Primary topics include Best Places to Live, Top State to Retire, and Livability content.

Business – 84 national media mentions reaching 472M – Primary topic coverage included Checkable Medical, and Best for Small Business content.

Workforce – 198 national media mentions reaching 13M – Primary topic coverage include Blue Stone Therapy great place to work, and Find the Good Life pieces.

COMMERCE SOCIAL MEDIA

TOTAL
IMPRESSIONS
358K

TOTAL
ENGAGEMENTS
13K