

COMMERCE VISION

Providing solutions to empower the success of North Dakotans.

COMMERCE MISSION

We lead the efforts to attract, retain and expand wealth and talent in North Dakota.

TOURISM & MARKETING MISSION

We build the positive image of North Dakota through tourism marketing which elevates awareness, inspires travel and improves the success of workforce attraction and economic development efforts.

We support the development of tourism offerings to diversify our economy and improve our quality of life.

BRAND PROMISE

The Be Legendary brand celebrates the land, the legends, the adventurous spirit, the vibrant communities, the scenic places and the genuine people of North Dakota.

OVERVIEW

NORTH DAKOTA DEPARTMENT OF COMMERCE

25
27

WHAT WE DO



Enhance economic resilience and diversification.



Market North Dakota resulting in improved awareness and image and increased visitation and spending.



Empower healthy, vibrant communities.



Expand new workforce.



Deliver a responsive, accurate, and efficient set of initiatives, programs, and services to meet our business, community, clients, customers, and industry needs.



Energize statewide collaboration.

2025-2027 TOURISM-MARKETING PRIORITIES

- Market North Dakota resulting in improved awareness and image and increased visitation and spending.
- Provide services to potential visitors to support longer stays and increased spending.
- Work to grow the tourism industry's impact.
- Elevate marketing our state and tourism as essential to growing our economy and improving our quality of life.
- Communicate the importance and value of North Dakota and our work at Commerce with a focus on workforce recruitment.

2025-2027 TOURISM & MARKETING STRATEGIC AREAS OF FOCUS

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Provide services to potential visitors to support longer stays and increased spending.

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OBJECTIVES AND STRATEGIES

1. Advertising and Branding: Inspire travel through compelling advertising. Increase awareness of the state through consistent branding, influencer partnerships, logo use, merchandising and more.
2. Cooperative Partnerships: Create programs that maximize budget for state and industry partners, including advertising/marketing, shows and missions, photo and video assets and promotional publications.
3. Earned and Social Media: Create opportunities to tell the North Dakota story, garner positive media coverage and increase awareness and consumer engagement.
4. Digital Presence: Inspire and inform through engaging, informative content across web and digital channels.
5. Targeted Sales and Support: Provide direct sales and tour development assistance for groups, global operators and foreign individual travelers to increase visitation including hosting FAM trips.
6. Research and Data Analysis: Employ robust research methodologies and data-driven insights to effectively measure the impact of tourism and marketing initiatives, future investment decisions and optimizing external marketing strategies.

1. Visitor Service: Provide exceptional visitor service through personalized travel counseling, free access to information, in-house social media response and interaction.
2. Travel Industry Service: Provide exceptional service through:
 - Staff availability and assistance.
 - Free use of photo and video resources.
 - Partner profiles and referrals on NDtourism.com.
 - Listings in guides and brochures.
 - Training and presentations.
 - Provide travel information in high traffic sites.
 - Cooperative opportunities.
 - Provide itinerary and content development to support easy trip building.

1. Facilitation and Coordination: Strengthen connections between tourism entities.
2. Communication: Provide ongoing information using industry channels.
3. Public Relations: Support communities, attractions and events through publicity, content development and social media.
4. Education: Coordinate industry conferences and events, providing best practices, trends, research and information that can strengthen North Dakota's travel industry and economy.
5. Destination Development: Identify opportunities for strategic business expansions to support growing communities, visitor attraction and improved quality of life.
6. Use Destination Development grant program to expand offerings that motivate over night trips.

1. Use state economic development tools, including primary sector designations, to incentivize the recruitment of more tourism offerings to diversify the state's economy.
2. Business Assistance: Provide resources for planning, funding, operating and promoting tourism, hospitality, and community businesses, events and products to assist in sustaining healthy and vibrant communities.
3. Outreach, Engagement & Education: Pursue opportunities to inform and bring together policymakers and stakeholders on issues affecting the travel industry.
4. Develop formula for a dedicated tourism marketing funding stream.
5. Garner support for sustainable funding model and adoption timeline.

1. Strategic communications to increase success of Commerce efforts.
2. Evolve the Find the Good Life marketing program to maintain best efforts with smaller budget.
3. Manage the Be Legendary brand and leverage use across state agencies.
4. Deeper and Broader Storytelling: Develop strategic communication strategies to lift awareness for new workforce and targeted industry influencers.
5. Research and Data: Prioritize research and data that shows the value of Commerce initiatives.
6. Incorporate tourism messaging in Commerce communications.
7. Available and Accountable: Offer a high standard of public and partner accessibility and transparent organizational operations.

METRICS

- Paid media impressions.
 - Conversion rates
- Earned media and influencer coverage.
- NDtourism.com site sessions.
- Social media impact.
- ROI - measured by ad effectiveness research.
- Direct sales contacts.

- Touchpoints with travelers: emails, website, live chat, telephone, and social engagements.
- Provide and distribute travel guides, maps, hunting and fishing guides to potential visitors, travel groups and highway rest areas.

- TSA -Economic Impact Analysis Report showing number of visitors and spending.
- Tourism related taxable sales and purchases.
- Visitation metrics at major attractions and events.
- Expanded offerings funded by Destination Development grants.
- Number of tourism-related businesses and jobs in the state.

- Number of tourism primary sector applications.
- Number of meetings with associations and leaders.
- Number of communities visited or engaged with.
- Use new dashboards to show sales tax and impacts of visitation.

- Use of the KPI reporting platform.
- Number of communities visited or engaged with and technical support.
- Communications metrics such as engagements and conversions.
- Visual asset downloads.
- ND Commerce and ND.gov website sessions.
- Attendance at Commerce events and webinars.
- Find The Good Life marketing metrics.