

## SHARED PURPOSE

- Empower People
- Improve Lives
- Inspire Success

## COMMERCE MISSION

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

## TOURISM & MARKETING MISSION

We build the positive public image of North Dakota as a dynamic place to live and work. By showcasing opportunities and inspiring visitors to Be Legendary, we strengthen the economy and provide opportunity for people across our communities.

## 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.

## WHAT WE DO



**Economic diversification, incentives and finance**



**Workforce strategies and integration**



**Tourism, amenity and experience development**



**Healthy vibrant community development**



**Tell the North Dakota Story**

## HOW WE WORK

Marketing

Partner and Stakeholder Engagement

Program administration, grant and fiscal management

Industry, Business and Foreign Direct Investment Development

Strategy and planning support

## 2023-2025 TOURISM-MARKETING PRIORITIES

- Grow awareness of and visitation to North Dakota
- Increase tourism offerings and experiences available statewide
- Support and grow tourism industry partner engagement
- Communicate the value of North Dakota and the Department of Commerce
- Leverage the Be Legendary and Find the Good Life brands to attract new workforce

# 2023-2025 TOURISM & MARKETING STRATEGIC AREAS OF FOCUS

We market North Dakota, resulting in expanded awareness, brand building, improved image and more visitation

We lead tourism/community development and business activity

We drive industry support and advocacy

We provide exceptional, personalized service and accountability

We market North Dakota as the best place for new workforce, businesses and investment and communicate the value provided by the Department of Commerce

## 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 the 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: Engage audiences with innovative and informative digital content across websites and other channels.
5. Targeted Sales and Support: Provide direct sales and tour development assistance for groups, global operators and foreign individual travelers to increase visitation.
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. Destination Development: Identify opportunities for strategic business expansions to support growing communities, visitor attraction and improved quality of life.
2. Use state economic development tools, including primary sector designations, to incentivize the recruitment of more tourism offerings to diversify the state's economy.
3. Business Assistance: Provide resources for planning, funding, operating and promoting tourism and hospitality and community businesses, events and products to assist in sustaining healthy and vibrant communities.

1. Outreach and Engagement: Pursue opportunities to inform and bring together policymakers and stakeholders on issues affecting the travel industry.
2. Facilitation and Coordination: Be a gateway to enhance public/private partnerships and business-to-business collaboration through familiarization tours, media events, shows and missions.
3. Communication: Provide ongoing information using industry channels.
4. Public Relations: Support communities, attractions and events through publicity, content development and social media.
5. Education: Coordinate industry conferences and events, providing best practices, trends, research and information that can strengthen North Dakota's travel industry and economy.

1. Visitor Service: Provide exceptional visitor service through personalized travel counseling, free access to information, in-house social media response and interaction, and itineraries.
2. Travel Industry Service: Provide exceptional service through;
  - Staff availability and assistance
  - Free use of photo and video resources
  - Partner profiles on NDtourism.com
  - Listings in guides and brochures
  - Training and presentations
  - Continual work to improve and expand programs and opportunities for business-to-consumer services such as brochure distribution outlets
  - Cooperative marketing and shows
3. Available and Accountable: Offer a high standard of public and partner accessibility and transparent organizational operations.

1. Strategic communication plans to increase success of Commerce efforts.
2. Create synergistic targeted consumer marketing to attract new workforce and visitors.
3. Manage the Be Legendary brand and leverage use across state agencies.
4. Deeper and Broader Story Telling: Develop strategic communication strategies to lift awareness for new workforce and targeted industry influencers.
5. Leverage Content: Curate, edit and publish tourism-developed content for workforce marketing to highlight destinations and quality of life.

## METRICS

- Advertising awareness and ROI
- Impressions, video views and content pick-ups
- Number of industry co-op participants
- Media coverage and deliverables
- Social engagement
- NDtourism.com site traffic
- Tracked arrivals
- Image studies

- New offerings as a result of community development and business recruitment
- New primary sector applications
- New businesses opened using destination development grants and other incentives
- Economic Impact Analysis reports
- Collected visitor data and insights - length of stay, geo tracking how many offerings they visit across the state

- County share of visitor spending
- Tourism-related employment and wages
- Tourism-related taxable sales and purchases
- Tourism industry website use
- Conference and training attendance
- Training and resources provided
- Community outreach meetings

- Travel counseling through phone, email, online forums, social media and online chat
- Distribution of travel guides and other printed and e-publications
- Reports: quarterly, annual and special including identified KPIs

- Find the Good Life metrics:
  - Marketing and media impressions
  - Leads in the pipeline
  - Tracked moves to North Dakota
- DOT new drivers license transfers
- Halo or image studies