

## TOURISM AND STATE MARKETING UPDATE—Q3 2023

Area of Travel	3rd Qtr 2023	3rd Qtr 2022	% Change 23-22	2023 YTD Total	2022 YTD Total	% Change YTD 23-22
State Park Visitors - pending	0	N/A	N/A	488,626 (Q1 & Q2)	N/A	N/A
National Park Visitors	444,872	416,668	7%	694,435	638,980	9%
**Website Visits	874,383	822,669	6%	1,969,807	1,822,502	8%
Major Attractions	2,144,489	1,549,964	38%	3,685,869	2,977,645	24%
Local Visitor Centers	23,089	25,833	-11%	38,345	44,763	-14%
Cumulative Lodging Tax	\$2,608,692.95	\$2,196,722.93	19%	\$6,262,952.69	\$5,289,211.22	18%
Canadian Border Crossing	156,698	113,123	39%	338,016	214,310	58%
ND Airport Deplanements	284,582	258,216	10%	848,902	765,765	11%
Statewide Hotel Occupancy Rate						
July	70.7%	65.2%	8.4%		2023 YTD 58.9%	
August	69.7%	65.4%	6.6%		2022 YTD 55.0%	
September	67.5%	63.8%	5.8%		% Change 7.2%	
Statewide ADR-Average Room Rate						
July	\$109.21	\$98.52	10.9%		2023 YTD \$99.50	
August	\$104.25	\$93.05	12.0%		2022 YTD \$90.47	
September	\$103.02	\$94.59	8.9%		% Change 10.0%	
RevPAR				\$58.64	\$49.73	17.9%
Taxable Sales and Purchases						
			2nd Quarter 2023	2nd Quarter 2022	% Change	
Arts, Entertainment & Recreation			\$46,195,107	\$37,853,245	22.04%	
Accommodation & Food Services			\$541,616,334	\$510,582,210	6.08%	

### STATEWIDE TOURISM UPDATES

- The Tourism Division's annual staff familiarization tour took the team to the north unit of Theodore Roosevelt National Park, Watford City, Tobacco Gardens, Fort Union, Fort Buford, the Confluence, Williston, Lund's Landing, the Links of North Dakota and Garrison.
- Visitation remained strong throughout the quarter. Highlights include:
  - Hotel occupancy rates that outperformed the national average in July, August and September. The September OCC % was 7.2% higher than 2022.
  - Border crossings from Canada were 38.5% higher than 2022, but remain 76% of the volume seen in 2019.
  - September 2023 was the first month that in-state air arrivals met the volume seen in 2019.
  - Arrivalist estimated a 10.4% increase in visitation over the same quarter last year.
  - Signals of intent to travel were improved with website sessions, Facebook page visits and live chats all exceeding 2022 volume.
- 138 international tour operators offering North Dakota product, up 10% YOY. Estimated rooms booked up 154% over 2019. Italian, Dutch and UK media FAMs resulted in ad equivalency of \$162K and a reach of nearly 13.4M.
- Recorded 79 group tours with more than \$1.5M in economic impact.
- Story ideas pitched to 35 qualified outdoor media at AGLOW.
- Rest area distribution included more than 30K Travel Guides and 61.5K highway maps.

### INTENT TO TRAVEL METRICS

TRADITIONAL  
INQUIRIES  
6,254 (↑7% YOY)

ENEWS  
OPEN RATE  
42.4% (↓3.6% YOY)

LIVE CHATS  
194 by Counselors  
542 by BOT

WEBSITE VISITS  
874K (↑6% YOY)\*\*

\*\* GA (Google Analytics) UA and GA4 track differently. The numbers will not match perfectly, and the definitions have slightly changed. There is up to 20% discrepancy on sessions and users between the GA UA and GA4 numbers.



## TOURISM MARKETING EFFORTS

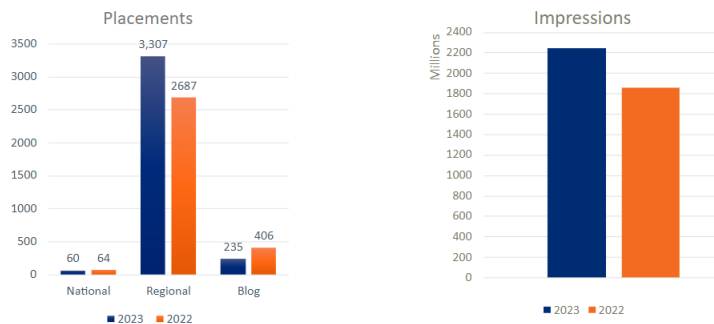
The HELLO campaign has been exceeding key performance indicators.

- Heliconia's Epic Trails feature has aired on Outdoors TV, Backpacker and YouTube TV 37 times reaching a viewership of nearly 1M.
- The Green Bay Packers sponsorship in stadium, online and email boosted web traffic from Wisconsin by 95%.
- Out-of-home advertising in Chicago remained in circulation, giving a bonus 8.9M impressions.
- The Q3 digital campaign had 61M impressions with a CTR of .40%, 32,910 conversions and more than 10.8M video completions.
- Outdoors programming on TV, print and sponsorships featured the excellent upland and waterfowl potential.



## MEDIA RELATIONS EFFORTS

81 national media mentions reached 1.1B.



## TOURISM SOCIAL MEDIA

Total Followers  
171,200



TOTAL  
IMPRESSIONS  
11.35M

VIDEO  
VIEWS  
1.67M

North Dakota Tourism social channels are outperforming last year's performance across the board. In third quarter, engagements increased by 73%, impressions increased 52% and video views increased 348%. ND Tourism also started a new Threads account and is currently testing its effectiveness in our overall social goals.

## Featured Content

North Dakotan and actor Josh Duhamel continues to bring positive media exposure to the state. Content celebrating a visit to North Dakota while creating marketing content was our top social performer.





## STATE MARKETING AND COMMERCE UPDATE—Q3 2023

### COMMERCE MARKETING EFFORTS

- The AmeriCorps Volunteer Recruitment marketing effort wrapped up mid-August, with a campaign total of over 15M impressions and 55K clicks. 11M+ impressions were served in Q3, garnering over 40K clicks. Using GA4 analytics, the campaign served 48,062 unique users, with Google and Snapchat being the top sources of traffic for the life of the campaign.
- A 36-page Major Projects booklet was created to assist Commerce staff members with sales missions to bring more businesses and investments to North Dakota. It is already in its second revision, bringing it to 40 pages and has been printed four additional times.
- A Multi-State Placemaking Best Practices Workshop was held in Minot August 2–3. More than 70 attendees gathered for the two-day event. Various marketing efforts were involved, including 4,363 special email sends, newsletter content, agendas, registration materials, and event signage.

### FIND THE GOOD LIFE MARKETING

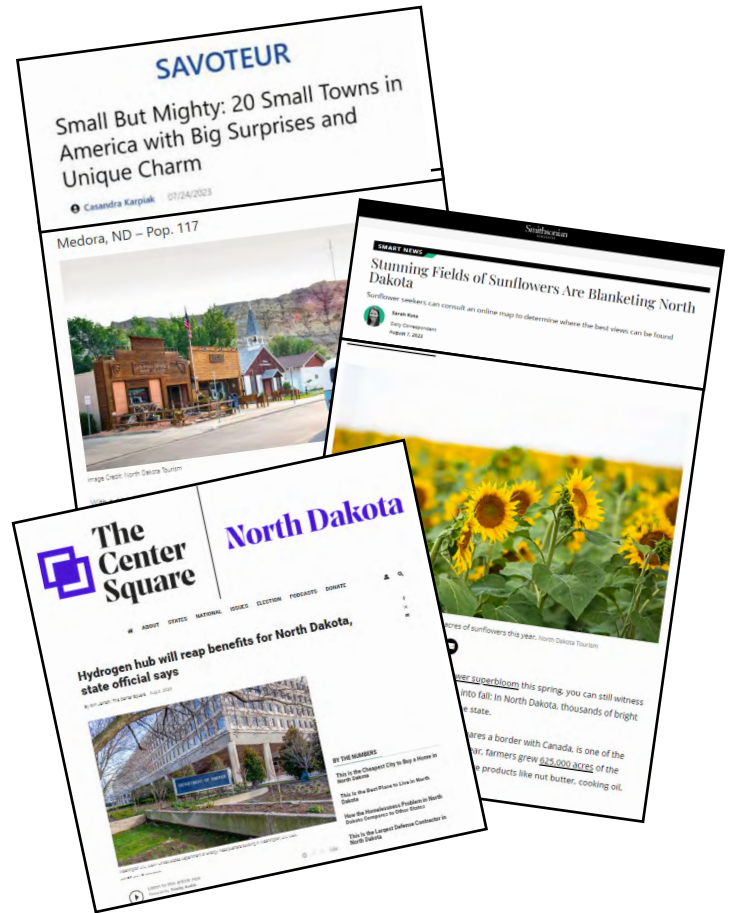
- The Q3 paid marketing campaign served 4.5M impressions, garnering 43,516 clicks to the Find the Good Life website with a CTR of .97%, well above industry average.
- The Relocation Help Desk web page had 1,019 Relocation form submissions with 370 leads, averaging over 130 leads per month.
- The FTGL website had 37,731 users in Q3, a 44.7% increase from Q2 2023. There were 75,924 pageviews for Q3, an increase of 25.8% from Q2.

### STATE MARKETING – LOGO AND BRAND COMPLIANCY

- Updated the State Brand Color Palette at a Glance
- Logo Lockups for: Parks & Rec / Mineral Resources / Secretary of State / Ethics Commission / Corrections & Rehabilitation
- Consulted with: Health & Human Services (3 divisions) / OMB / Ethics Commission

### STATE MEDIA LIBRARY (PHOTO AND VIDEO)

- Nearly 3K downloads for the quarter. Top downloads include TRNP (wildlife/scenery), Missouri River, Pembina Gorge, State Capitol, Killdeer Mountain Four Bears Scenic Byway, sunflowers, wheat, and Lake Sakakawea
- More than 750 new assets made available by Commerce



### MEDIA PLACEMENTS

**Quality of place** – 12 national media mentions reaching 89M.

**Business** – 241 national media mentions reaching 439M.

**Workforce** – 26 national media mentions reaching 59M.

### COMMERCE SOCIAL MEDIA

TOTAL  
IMPRESSIONS  
1.49M

TOTAL  
ENGAGEMENTS  
19K