

An aerial photograph of a city, likely Fargo, North Dakota, showing a mix of urban buildings, green spaces, and a river with a bridge. The image is partially obscured by a white text box and a blue vertical bar on the left.

Q1 2024 INDUSTRY CHAT

NORTH
Dakota Be Legendary.

[Commerce.nd.gov/tourism-marketing](https://commerce.nd.gov/tourism-marketing)



Today's Agenda

PART 1

Q1 2024 Metrics

PART 2

Reminder: Add Events and Update Listings

PART 3

Planning ahead for National Travel and Tourism Week

PART 4

Planning for 701 Day

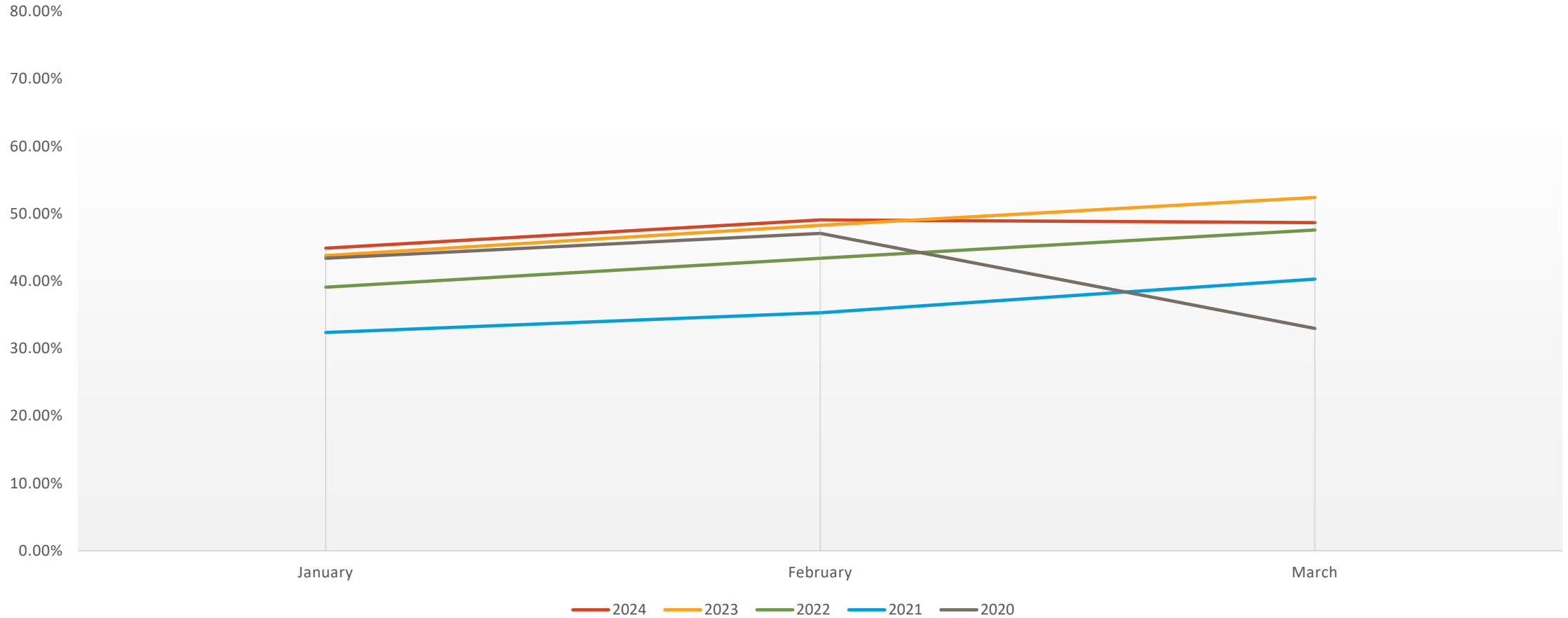
PART 5

Save the Date

First Quarter Visitation

Hotel occupancy YTD	Theodore Roosevelt NP visits	Q1 Airport arrivals	Jan-Feb Canadian border crossings	Hospitality industry tax revenue *2023	Arrivalist curated U.S. visitation
47.6%	14,646	294,069	54,478	\$2.3 billion	1,758,149
-1.2%	+18.8%	+4.9%	+22.4%	6.9%	+2.2

Monthly Statewide Hotel Occupancy (%)

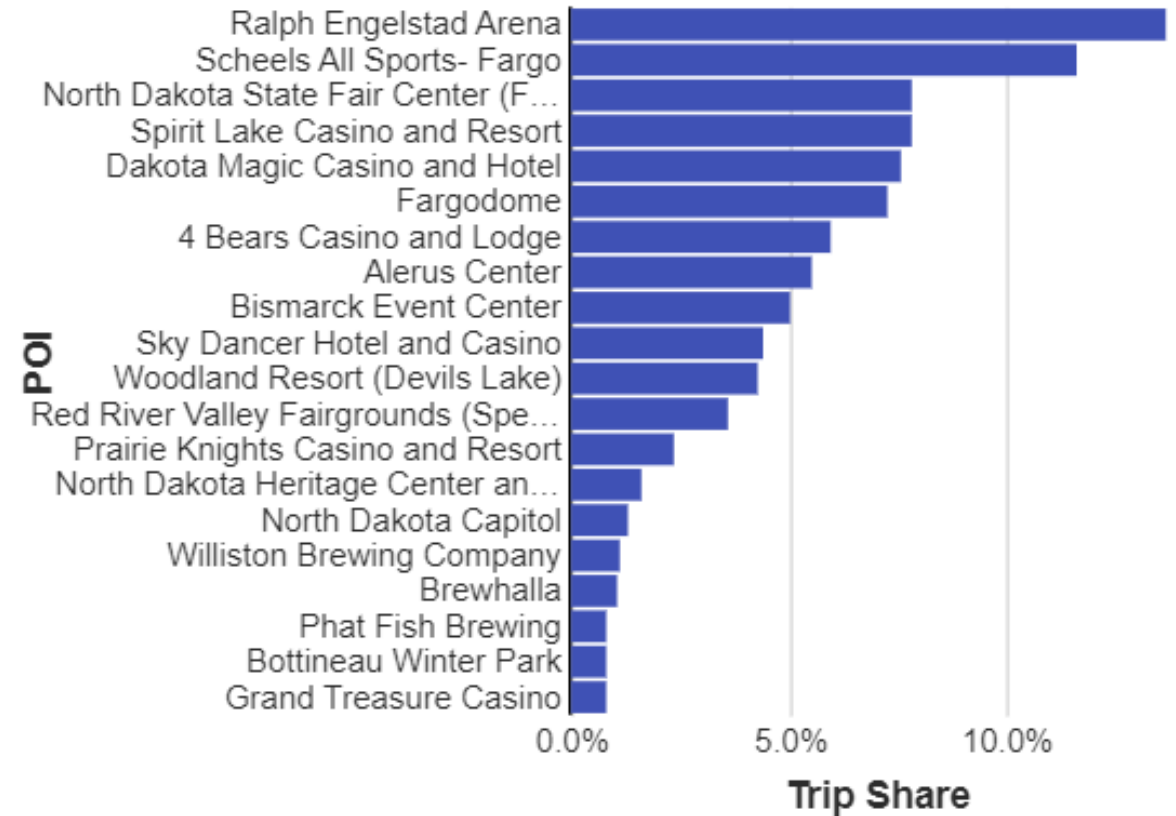


- Q1 occupancy even with 2019. Softened slightly from last year, but revenue has increased.
- State hotel revenue through March was 3.6% higher than 2023 totaling \$106,408,117.

POIs increase overnights

Arrivalist reports that Points of Interest increased the average nights in destination and the share of overnights 2.6% over Q1 2023.

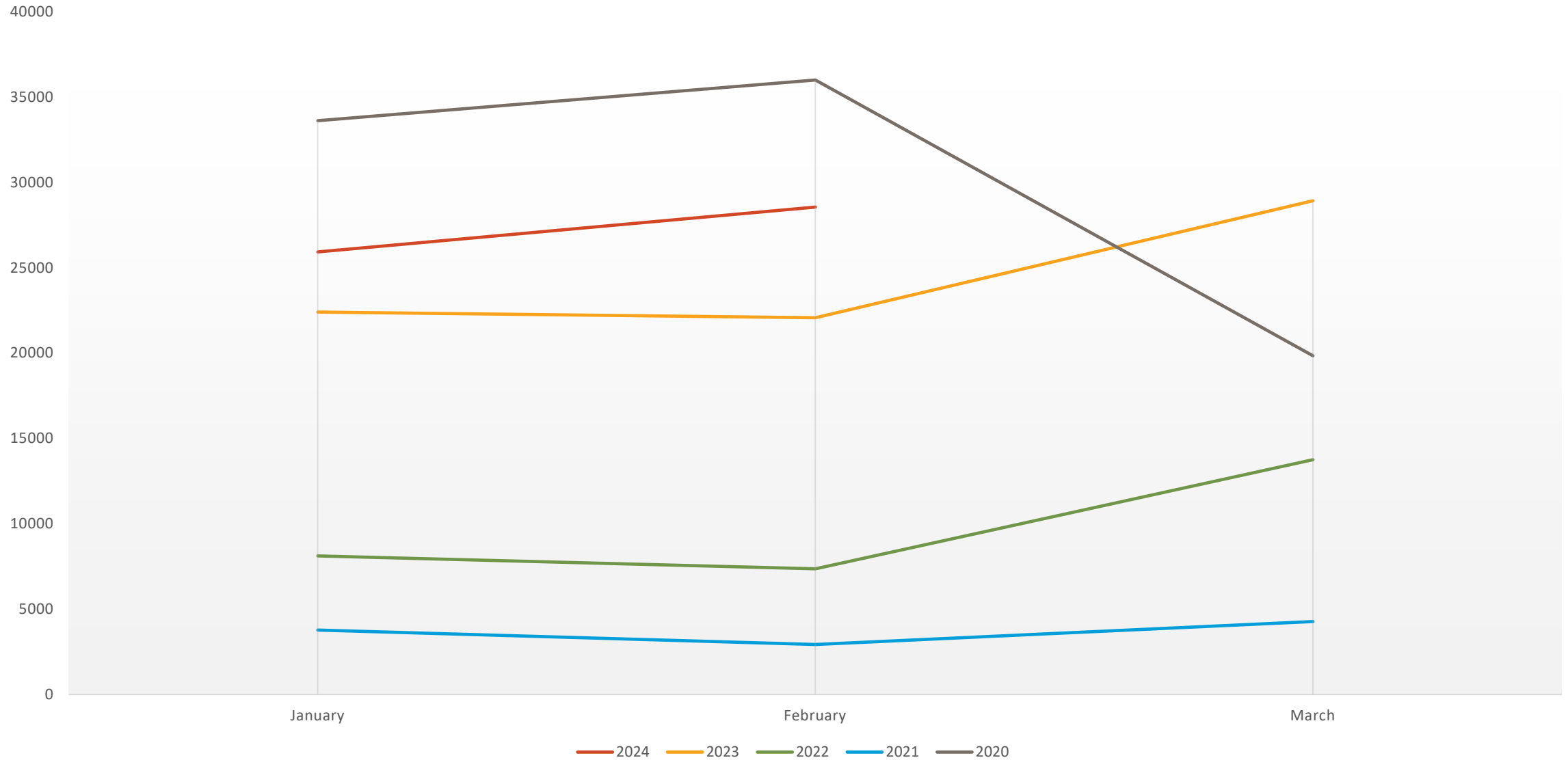
Trip Share by POI



Signals of Intent to Travel

Website sessions	Traditional inquiries	Facebook page visits	LiveChats
737,645	7,656	27,700	423
+65.5%	+24.5%	+73.9%	+11%

Canada Border Crossings into North Dakota (Personal Vehicles)



HELLO ND

DIGITAL MARKETING



Display

Keyword

Email

Video

YouTube

Native

Facebook/Instagram

- Cumulative CTR that's 5x the industry average.
- Email open rate 45% higher than 2022.
- Nearly 19 million video completions.
- Paid video conversions to website increased 328%.
- Nativo traffic to the website increased 150%.



Q1 Marketing Efforts

WMPO · OUTDOOR TV · PRINT · KEYWORD · FROZEN FACEOFF

An exciting first quarter in marketing and promotional efforts!

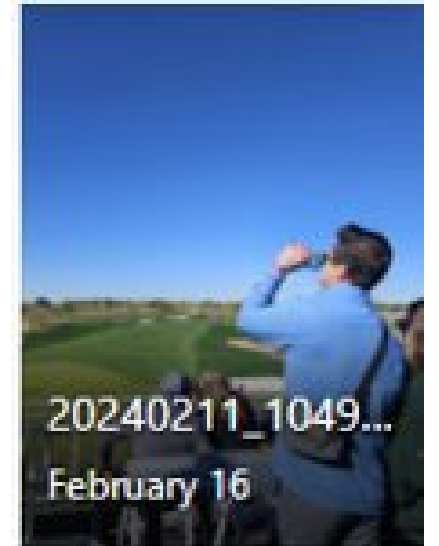
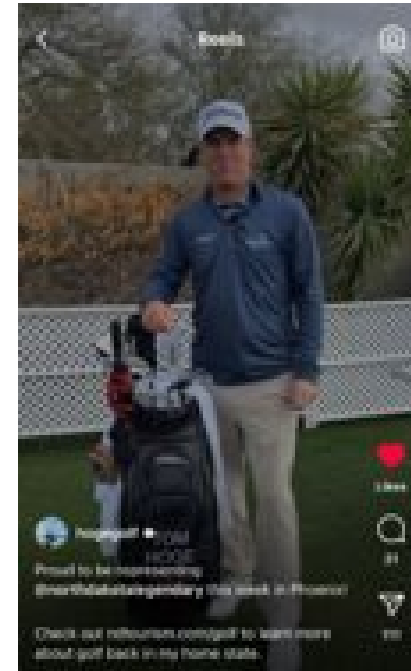
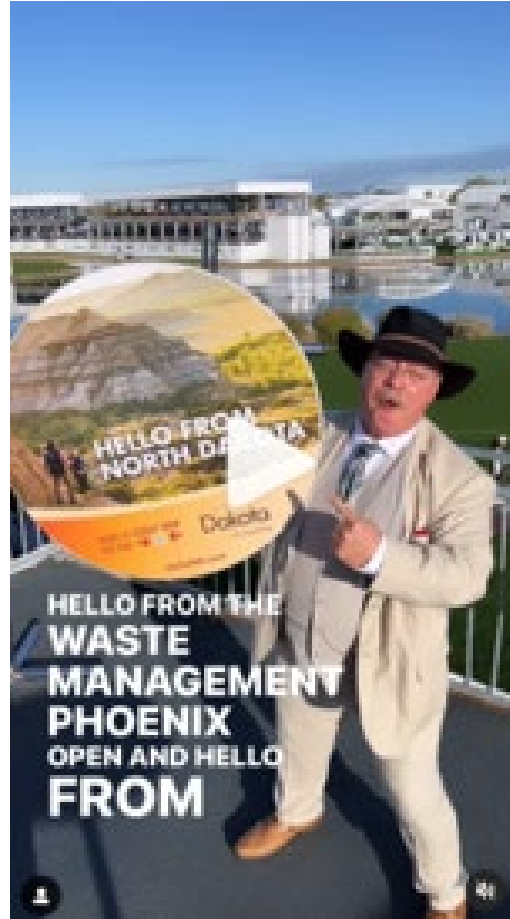
Synergy

WM PHOENIX OPEN

Traffic from Arizona up!

NDtourism.com - 789% (YOY)

FindtheGoodLife.com - 20% (YOY)



Owned Digital

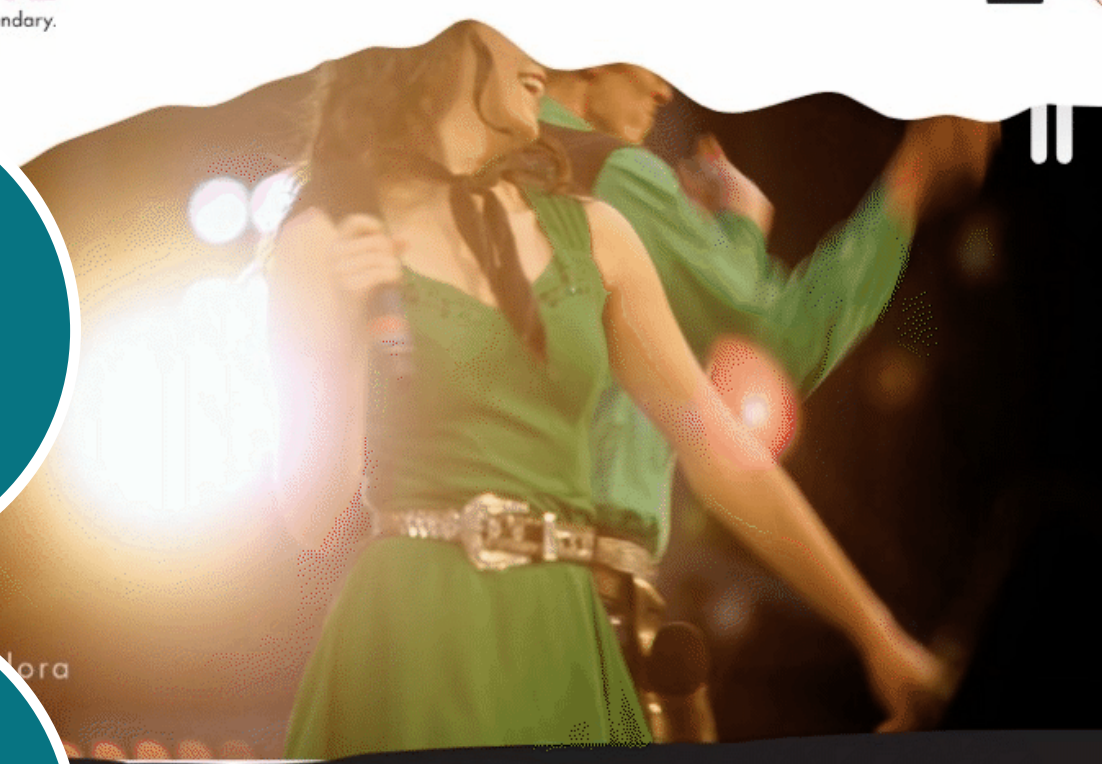
NDtourism.com



**2.7 MILLION
SESSIONS**



**260,000
REFERRALS**



HELLO!

Spring and summer are wonderful times to explore North Dakota, as the weather is generally pleasant, and nature comes alive with vibrant colors and outdoor activities. Experience the beauty of Theodore Roosevelt



Get ready for summer travel season!

Audit your online presence!

- Website - accurate hours, booking links and event dates. Freshen photos.
 - Check out our media library for new options and share your new photos with us.
 - <https://www.medialibrary.nd.gov/assetbank-nd/action/viewHome>
- Listing and events – on NDtourism.com partner portal.
 - API for events
- Google Business – up to date?
- Trip Advisor profile updates.

Summer Series

THEMES & EVENTS

May – September 2024

Promoting themes biweekly along with upcoming events

Content for the series will be gathered from [Ndtourism.com](https://www.ndtourism.com)





National Travel and Tourism Week

*TRAVEL. POWERING THE ECONOMY.
CONNECTING AMERICA.*



National Travel & Tourism Week is an excellent way for North Dakota's tourism industry to kick off our state's summer travel season. We encourage you, your colleagues, your local officials and your communities to join us **May 19-25, 2024**, to spotlight travel and tourism.

National Travel and Tourism Week

HOW TO GET INVOLVED

Spotlight on Social Media

- Tips and general social media content.
- Update your social media headers with the NTTW designs.
- Implement a splash page on your website featuring NTTW.
- In a video share reasons in 30-45 seconds why travel is essential.

Encourage Activation

- Include the NTTW toolkit in your organization's communications.
- Urge your staff to get involved.
- Incentivize participation by hosting an NTTW themed event, rally or contest.

Celebrate your Local Community

- Spotlight a local project or new business.
- Highlight your community's top travel-related wins throughout the years.
- Offer a special or discount to raise awareness for NTTW.
- Share information about NTTW in community groups.

More information at <https://www.commerce.nd.gov/tourism-marketing/national-travel-and-tourism-week>.



ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

TRAVEL. Powering the Economy. Connecting America.

- National Travel and Tourism Week celebrates the industry's critical role in powering our nation's economy, communities and connections. Together, let's demonstrate our industry's critical importance—in every corner of our country.
- Travel is a \$2.6 trillion industry that supports nearly 15 million American jobs while fueling other important industries like manufacturing, health care and agriculture—all which depend on travel to generate business, spur innovation and support education.
- The travel industry is essential to America's success—it is an economic powerhouse that unites people, benefits society and is paramount to the United States' global competitiveness.
- It's important to continue to grow this vital sector of the U.S. economy. We must elevate the perceived value of the industry among policymakers, opinion leaders and business leaders.

USE YOUR VOICE.

NTTW – Promotional Opportunities

Week of May 12

Visitor spending
by county data to
be shared with
DMOs



Week of May 19

Public release of
Tourism Satellite
Account research



Opportunity

Share with
media/public the
economic impact
of tourism

701 Day July 1st

Fun in 701!!

North Dakota is one of the few states in the country with only one area code, but that's not the only thing that makes us unique.

CELEBRATE FUN IN 701

Get ready to celebrate everything North Dakota on **July 1st, a.k.a. 701 Day!** This is your day to shout out the beauty, fun, and wonder of our area code.

How will you join the party?

- Scroll down and discover legendary activities that make the 701 so special.
- Find inspiration from the 701 toolkit to share the fun.
- Spread the NoDak love with a classic North Dakota postcard.
- Grab a "Fun in 701" GIF and share it on social media!

Don't forget: Share your favorite North Dakota moments and locations using **#701Day** on social media.

LET'S MAKE THIS 701 DAY THE BEST ONE YET!

CELEBRATE 701 DAY



701 Day

July 1st

TOOLS & TACTICS

- Sample text & messaging
- 701 Graphics and GIF's
- State Media Library filled with North Dakota video and imagery assets
- North Dakota fun facts



North Dakota is one of the few states in the country with only one area code, but that's not the only thing that makes our hidden gem of a state unique. On July 1 (701) celebrate with us on social media.

SAMPLE SOCIAL COPY:

- Today is the day to celebrate #Funin701! What is one thing you would recommend someone do if they have never visited (your community)?
- Happy 701 Day! Let's make July 1 a day to celebrate the land of the legendary. Celebrate with us by sharing your favorite memories while adventuring through our state!
- Happy 701 Day! What do you think makes North Dakota legendary?
- 701 Day is about celebrating all that makes North Dakota uniquely legendary. Let's show some love for our state today!
- It's one of our favorite days of the year! Happy 701 Day to the state with only one area code but endless adventures.

701 DAY TOOLKIT:

Virtual postcards, social stickers and more can be found at www.NDtourism.com/funin701. Resources such as the 701 Day graphic and pre-formatted social media images are available at: BeLegendary.link/701toolkit.

Save the Dates

- Q2 Tourism Industry Chat – [July 25](#)
- Industry Marketing Summit – [October 9](#)
- 2025 NDTIC – [April 28-30, 2025](#)

