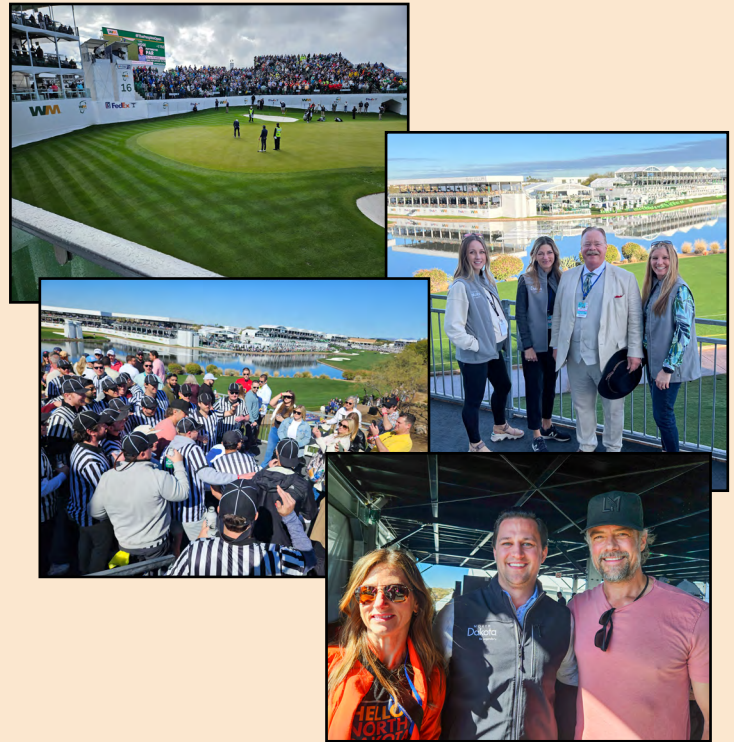


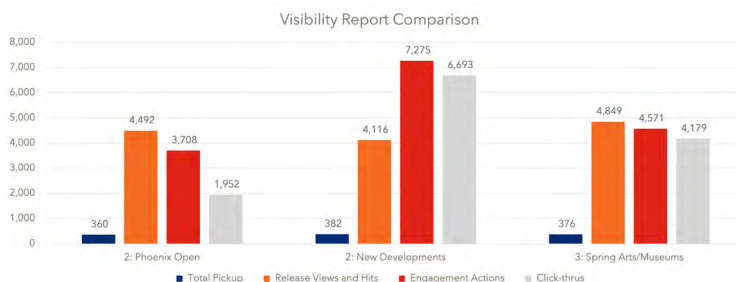
TOURISM MARKETING EFFORTS

- The 2024 Waste Management Phoenix Open became a new promotional and awareness collaboration for North Dakota Tourism and Find the Good Life talent recruitment. Targeted advertising earned 1.3 million impressions and boosted website traffic from Arizona up 272% over the same period as last year. There were more than 13,000 views of the custom WMPO landing page and 360 pickups of a PR newswire release reaching an audience of 196,312,053. Thank you to partners Theodore Roosevelt Medora Foundation, Visit Williston and Bismarck Mandan CVB.
- Additional Q1 media placements included dasherboard advertising and ticket giveaway with the NCHC Frozen Faceoff, outdoor TV programming, keyword and social media, and print ads in North Dakota Living, Midwest Living, Road Runner and Ducks Unlimited.
- Due to the inviting and colorful design of the HELLO campaign, the train wrap in downtown Chicago – which had been due to end in July 2023 – has remained live. Bonus impressions exceeded 2.5 million.



MEDIA RELATIONS EFFORTS

436 Media Instances reached 460 Million.



TOURISM SOCIAL MEDIA

Total Followers
180,520



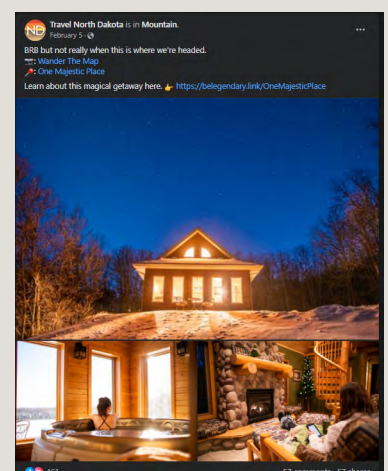
TOTAL
IMPRESSIONS
3.42M

VIDEO
VIEWS
103K

We saw a 4% increase in posts compared to last period. Engagement is also trending upwards, with a 3.73% jump in users interacting with travel and tourism content. Facebook remains our most popular platform.

Featured Content

Our most popular post from this period sharing One Majestic Place had 49,542 impressions alone.





STATE MARKETING AND COMMERCE UPDATE—Q1 2024

COMMERCE MARKETING EFFORTS

- The Commerce communications team produced 34 news releases and direct e-mails delivered to 122,645 recipients. Average number of links per bulletin was 6,065 with a click rate of 5.2% (2.5% is industry avg).
- The Main Street Initiative continued with the Monthly Community Chat webinars featuring: Artists on Main Street Virtual Workshop (Jan.); Best Practices from a Self-Serve Grocery Store (Feb.); and Rebecca Sanborn Stone (March). You can find these, along with other past webinars at MainStreetND.com.
- Commerce.nd.gov had 82,297 site sessions during the quarter: a 46% increase over Q1 of 2023.
- The Commerce e-newsletter had 62,097 subscribers in Q1 2024, an increase of 143% compared to Q1 2023's subscribers of 25,600.

FIND THE GOOD LIFE MARKETING

- The 2024 paid marketing campaign started strong in Q1, targeting general awareness, boomerangs, young families and graduates. Over 2.4M impressions were served through search, display, and online video advertising. Google Keyword had a click thru rate of 3.9% (2.5% is industry avg), with Meta (formerly known as Facebook) having a click thru rate of 4.56% (0.89% is industry avg).
- The Relocation Help Desk received 488 leads in Q1 2024, averaging 5 leads per day, with online search and social media being the main lead sources.

STATE MARKETING

- Logo Lockups / Business cards for: Brief Strategic Family Therapy | Corrections & Rehabilitation; Ethics Commission; Emergency Services; Adjutant General; Transportation; Parks & Recreation; Public Instruction, Health & Human Services combination.
- Consulted with: Unclaimed Property | Trust Lands; Commission on Legal Counsel on Indigents; Procurement & Central Supply | Management & Budget; Children's Advocacy Centers of ND; Mineral Resources.

STATE MEDIA LIBRARY (PHOTO AND VIDEO)

- 559 system users (441 new). Average engagement 16:23.
- 70,021 total asset views (5,785 unique assets). Top views included: Capitol aerial, Brand USA Bismarck video, sunflower aerial, Hwy 5 Itinerary, TRNP scenery, etc.
- 3,015 total asset downloads (2,102 unique assets). Top downloads included: Little Missouri National Grassland, Missouri River, TRNP (scenery, bison), ND 1804 in fall, etc.



MEDIA PLACEMENTS

Quality of place – 351 national media mentions reaching 351M.

Business – 454 national media mentions reaching 635M.

Workforce – 350 national media mentions reaching 326M.

COMMERCE SOCIAL MEDIA

TOTAL
IMPRESSIONS
159.3K

TOTAL
ENGAGEMENTS
23.15K