

“Tourism” means all tourism-related businesses and activities which serve as destination attractions.

Unique accommodations

Culinary experiences

Themed education and entertainment attractions

Value-added recreation

AgriTourism

Focused niche activities that provide value-added services



TRENDS

Slow travel

Off the beaten path

Rejecting “over-tourism” areas

Local flavors

Consumers care about sustainability in the products they buy and where they stay

NEEDS

Destinations need activities that hold travelers longer in their communities: horseback riding, water activities, motorsports rentals, unique food options, authentic shopping and more bookable events. Walkable city centers, unique lodging options and public transportation are needed throughout the State.

KEY DRIVERS OF TOURISM BUSINESS OPPORTUNITIES



Diverse Natural Assets: North Dakota's stunning landscapes, from the rugged Badlands to the peaceful prairies, provide a compelling draw for outdoor enthusiasts. These include opportunities for adventure tourism, ecotourism, and agritourism.



Cultural Richness: The state's Indigenous, immigrant, and pioneer histories offer opportunities to develop immersive cultural tourism experiences, such as heritage tours, cultural festivals, and artisan workshops.



Emerging Niche Markets: Travelers seek specialized activities like culinary tours, wellness retreats, and unique accommodations, which can be tailored to North Dakota's strengths.



Growth in Visitation: North Dakota has seen steady increases in visitors in recent years, welcoming over 25 million visitors in 2023, indicating a receptive market for new tourism businesses, especially in underserved regions of the state.



Shifting Consumer Preferences: Travelers increasingly seek authentic, sustainable, and experiential offerings that align with North Dakota's natural and cultural assets.

STEPS TO LAUNCHING A SUCCESSFUL TOURISM VENTURE

- 1 STEP** **Conduct Market Research:** Identify target customer segments, assess competition, and evaluate the viability of your business concept.
- 2 STEP** **Develop Unique Experiences:** Focus on what sets your offering apart - whether it's experiential, educational, or simply showcasing North Dakota's exceptional natural or cultural assets.
- 3 STEP** **Build Partnerships:** Collaborate with other tourism providers, hospitality businesses, and local organizations to cross-promote and enhance the visitor experience.
- 4 STEP** **Emphasize Sustainability:** To appeal to conscientious travelers, design your business model with environmental and community stewardship.
- 5 STEP** **Leverage State & Community Resources:** Utilize the support and guidance available through Commerce, other state organizations, and community resources, including small business planning, funding opportunities, training programs, and marketing assistance.
- 6 STEP** **Embrace Technological Innovations:** Leverage digital platforms, virtual experiences, and data-driven strategies to reach and engage with potential visitors.

Visit [Tourism Development \(nd.gov\)](https://www.nd.gov/tourism) for more information on business resources.

DEVELOPING A THRIVING TOURISM SECTOR

North Dakota's tourism industry offers significant business growth and economic development potential. By supporting the creation and expansion of tourism-related enterprises, the state can capitalize on the rising demand for unique travel experiences while improving the quality of life for residents.

CULTIVATING A STRONG TOURISM ECOSYSTEM

By nurturing the growth of diverse, innovative tourism businesses, North Dakota can strengthen its position as a premier travel destination, generate economic benefits, diversify the economy, and preserve the state's unique character. A thriving tourism sector can create jobs, support local communities, and showcase the best of what North Dakota has to offer.

