



## Travel USA Visitor Profile

NORTH  
**Dakota** Be Legendary.

2023

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for North Dakota's domestic tourism business in 2023.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For North Dakota, the following sample was achieved in 2023:



Overnight Base Size

562

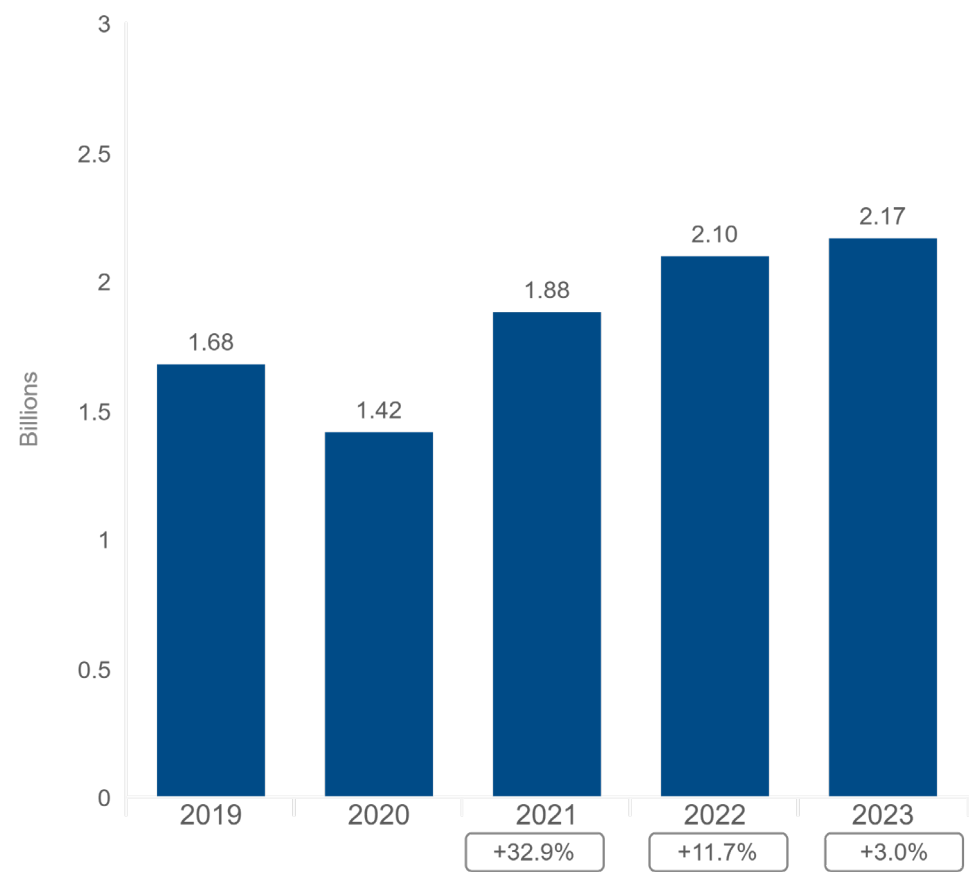


Day Base Size

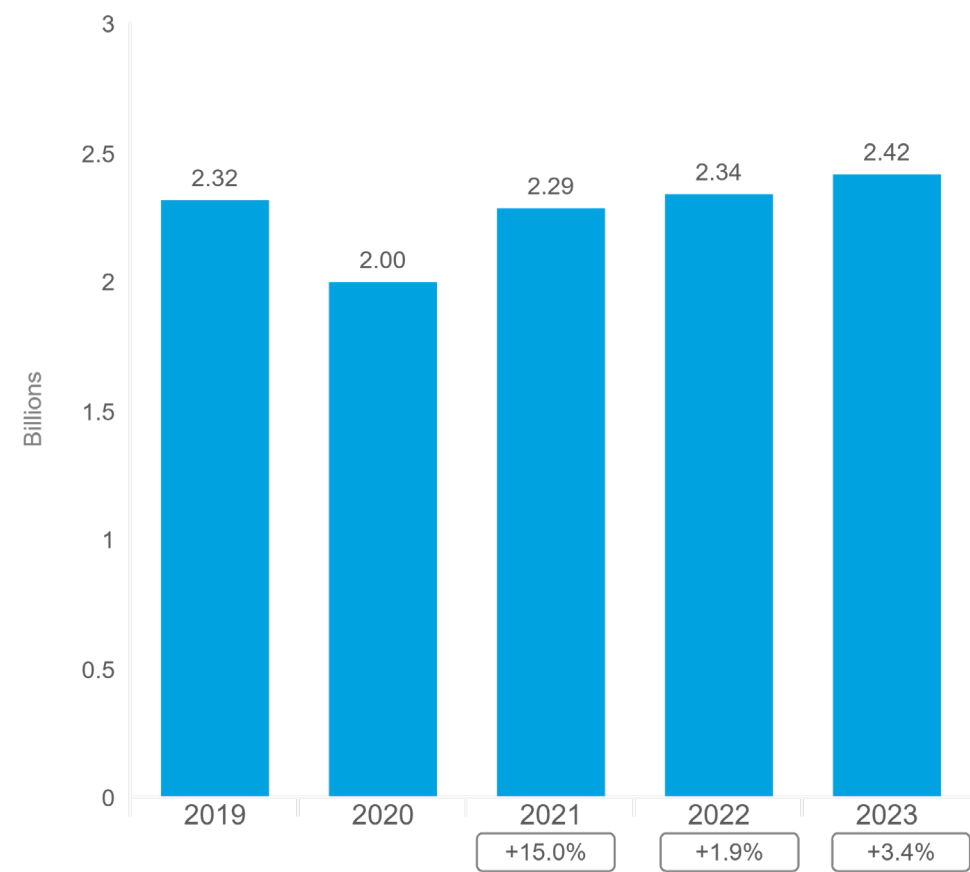
545

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

### Total Size of U.S. Overnight Travel Market



### Total Size of U.S. Day Travel Market







# Travel USA Visitor Profile

## Overnight Visitation

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2023

## Past Visitation to North Dakota












**86%** of overnight travelers to North Dakota are repeat visitors

**69%** of overnight travelers to North Dakota had visited before in the past 12 months

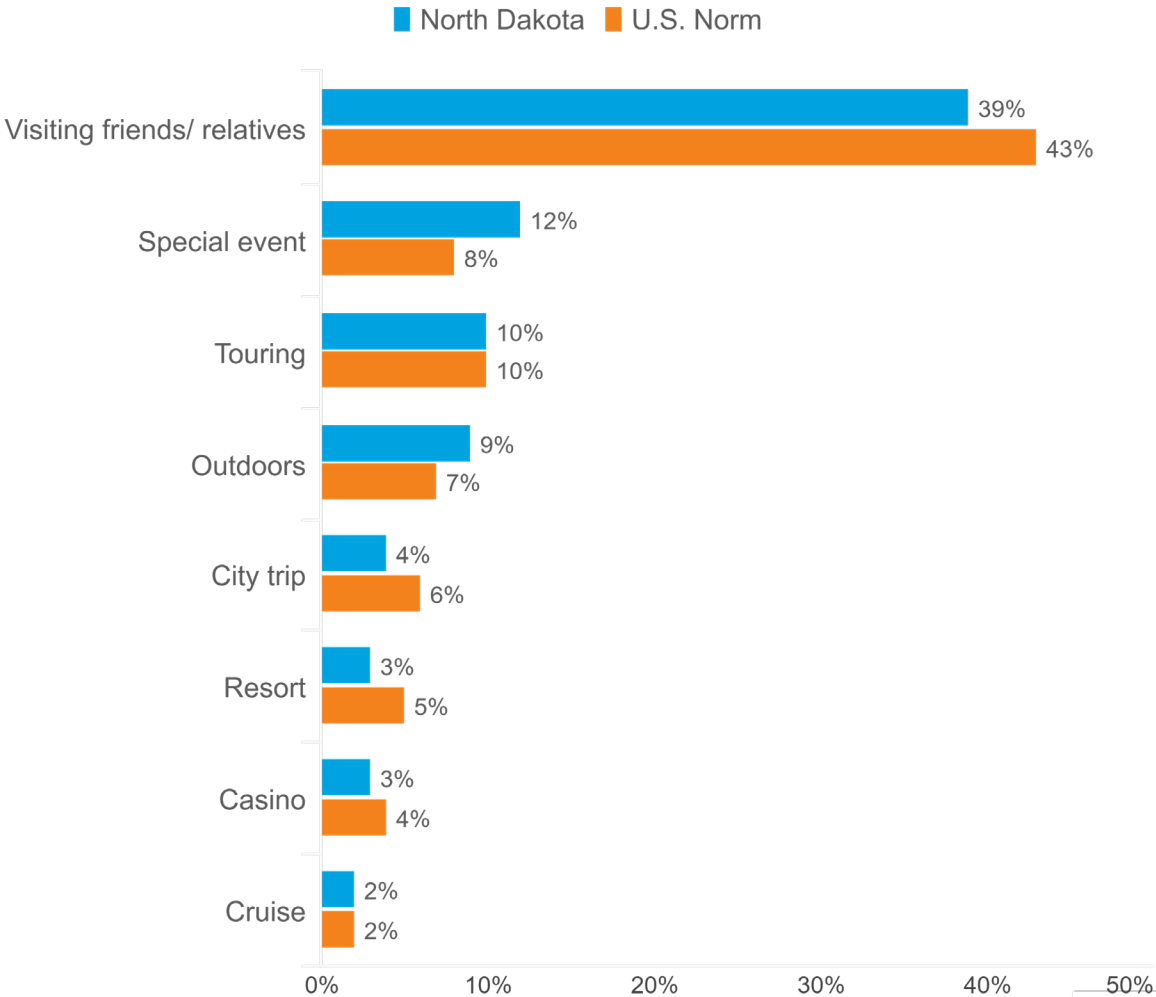
# North Dakota's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

## Main Purpose of Trip

	<b>39%</b> Visiting friends/ relatives	
	<b>12%</b> Special event	 <b>4%</b> Conference/ Convention
	<b>10%</b> Touring	
	<b>9%</b> Outdoors	
	<b>4%</b> City trip	 <b>7%</b> Other business trip
	<b>3%</b> Resort	
	<b>3%</b> Casino	
	<b>2%</b> Cruise	 <b>3%</b> Business-Leisure

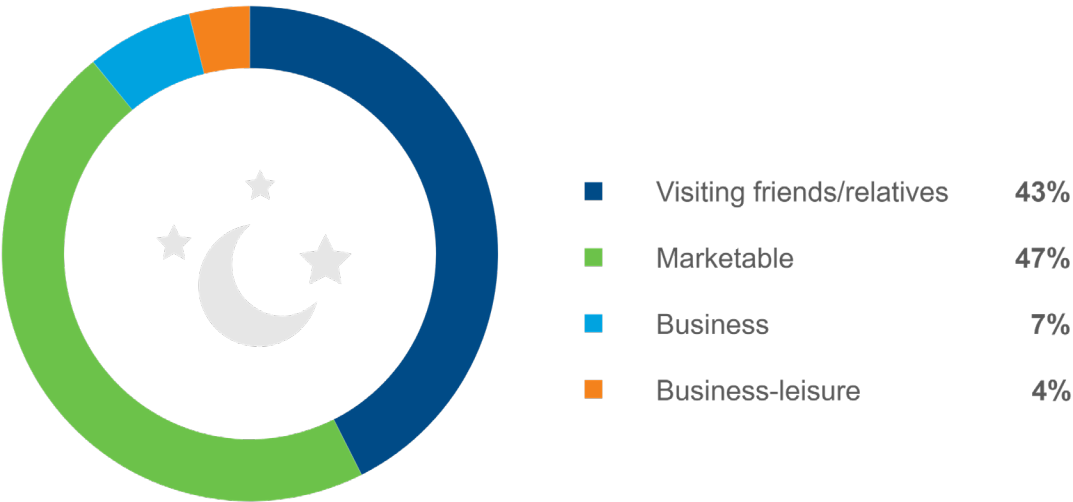
## Main Purpose of Leisure Trip



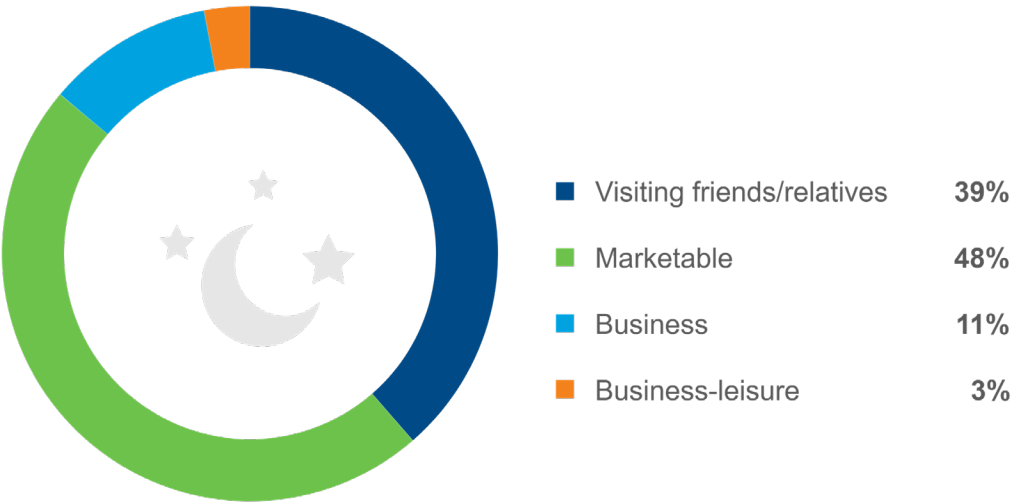
# Structure of the U.S. and North Dakota Overnight Travel Market

Base: 2023 Overnight Person-Trips

2023 U.S. Overnight Trips



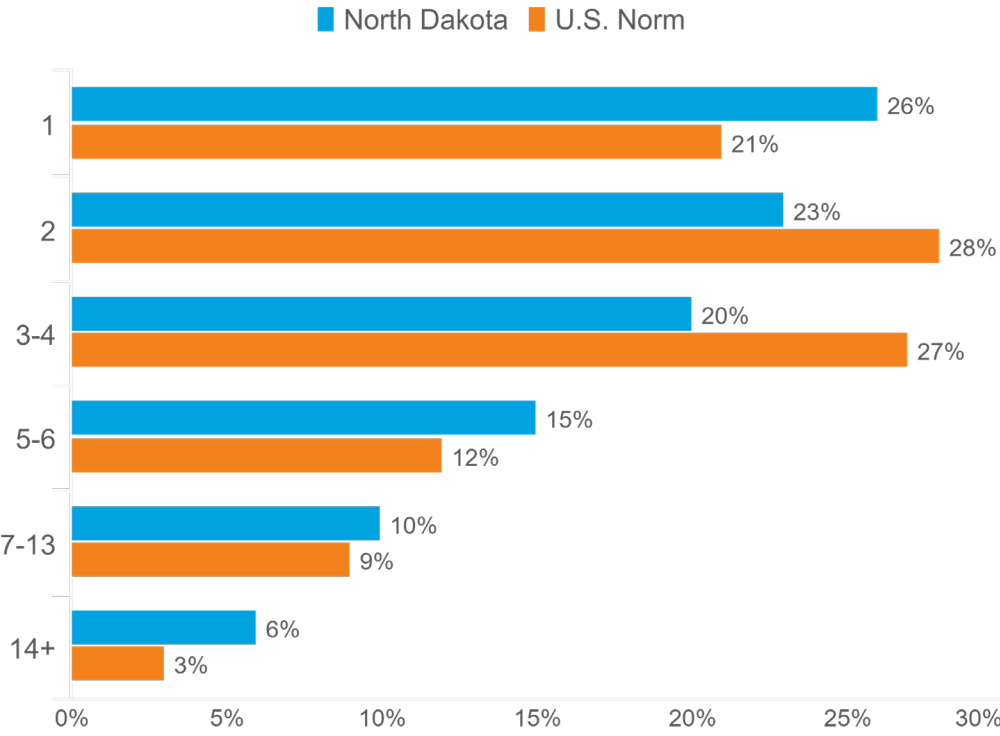
2023 North Dakota Overnight Trips



# North Dakota's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

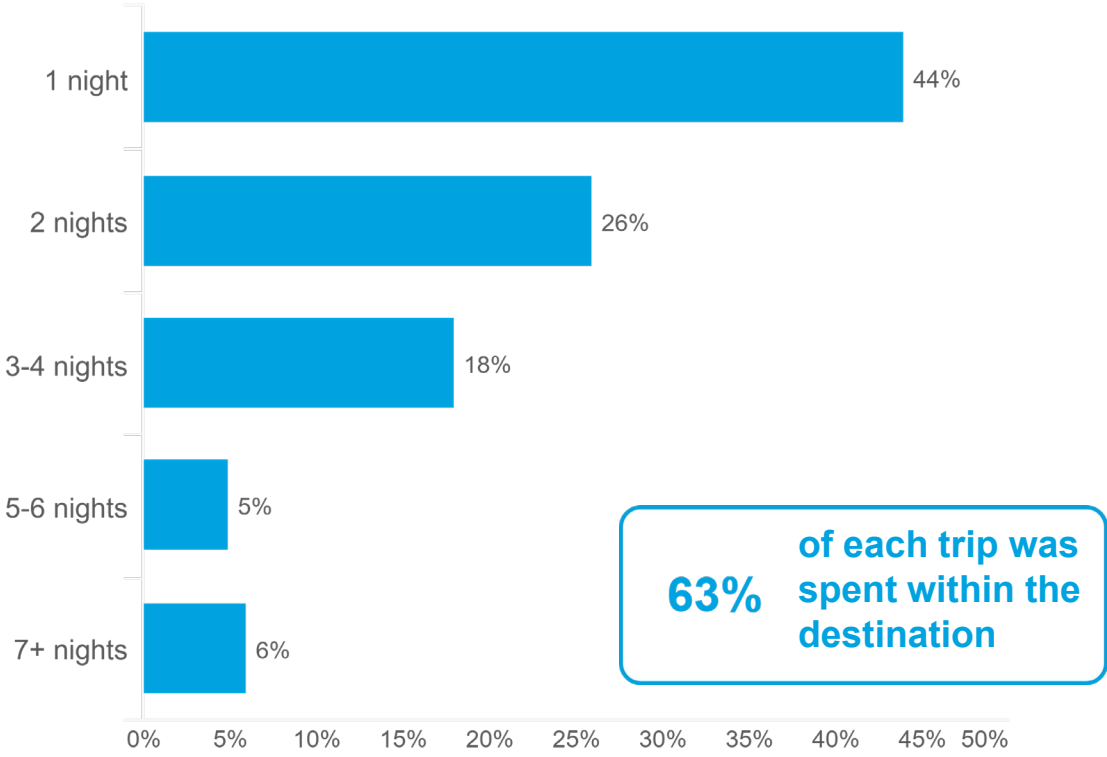
### Total Nights Away on Trip



North Dakota  
**4.3**  
Average Nights

U.S. Norm  
**3.8**  
Average Nights

### Nights Spent in North Dakota



**63%** of each trip was spent within the destination

Average number of nights  
**2.7**



## Size of Travel Party

■ Adults ■ Children

### North Dakota



Total **3.1**

Average number of people

### U.S. Norm



Total **2.9**

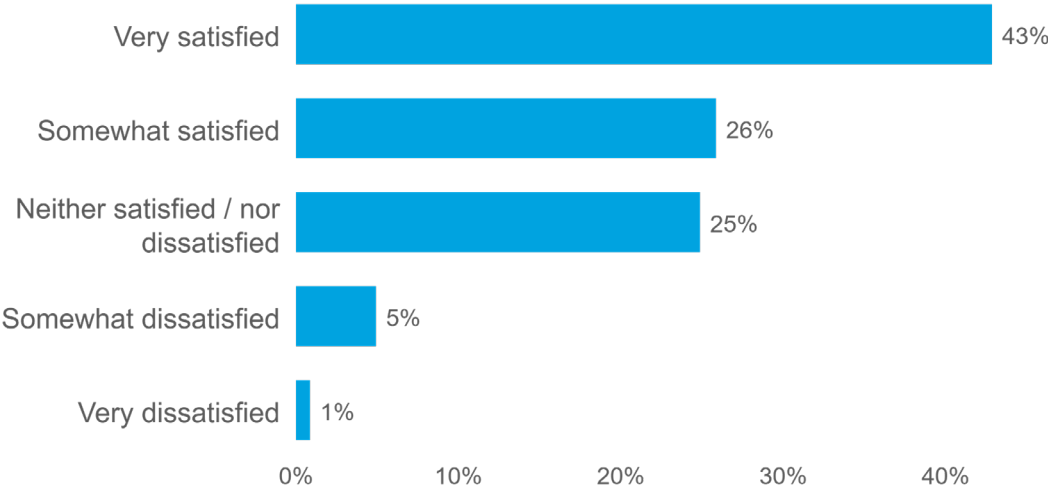
Average number of people



**23%** of travel parties had a travel party member that required accessibility services  
U.S. Norm: 17%

## Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party



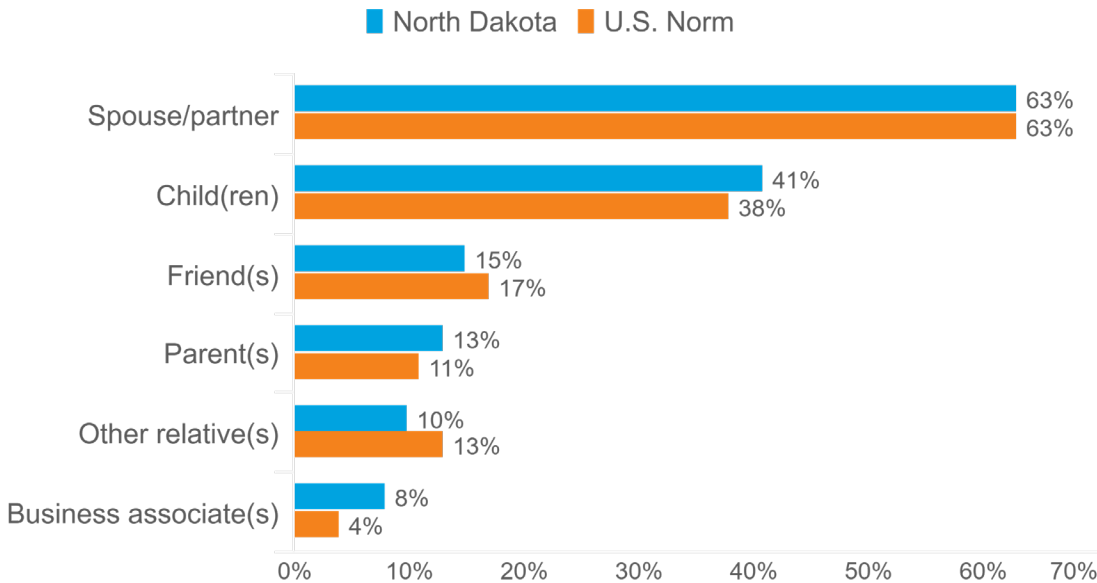


**25%** of trips only had one person in the travel party

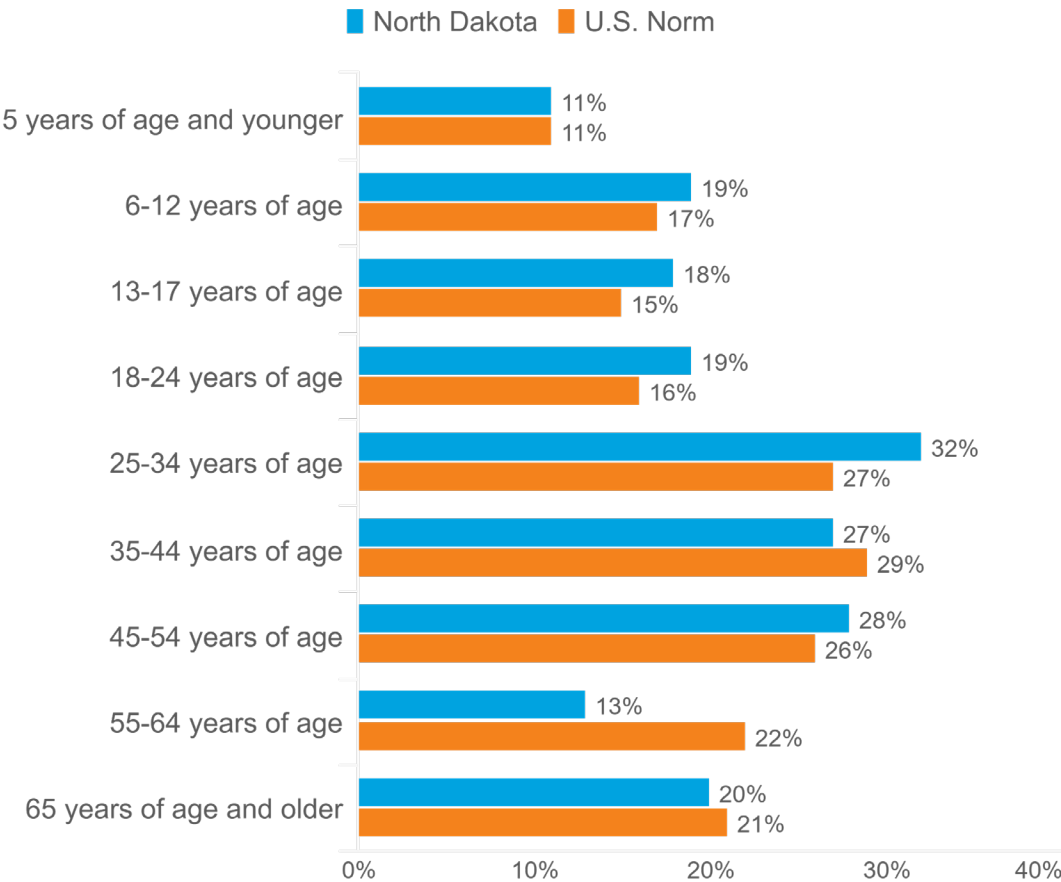
U.S. Norm: 24%

## Composition of Immediate Travel Party

Base: 2023 Overnight Person-Trips that included more than one person



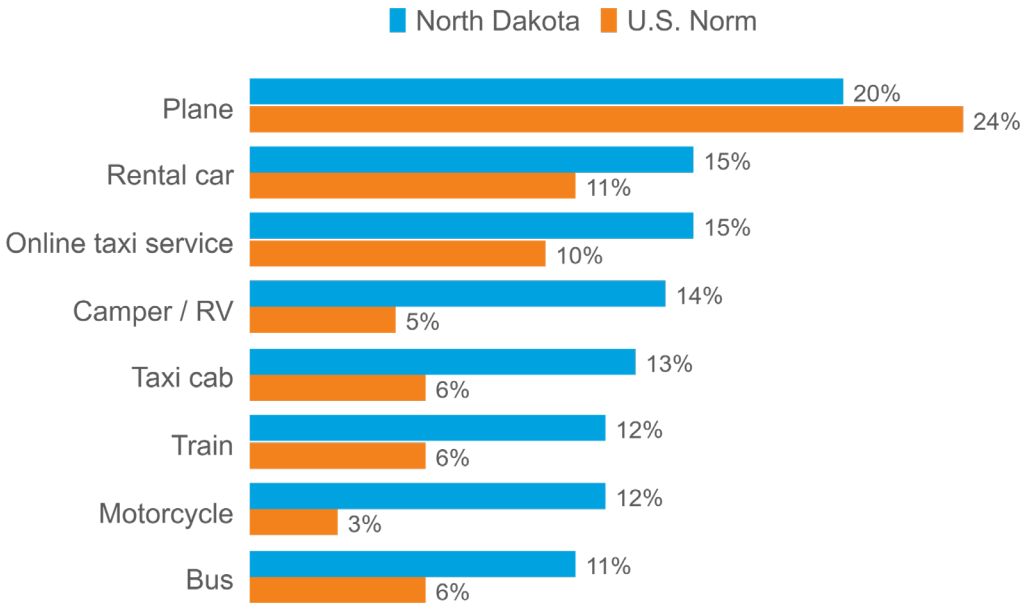
## Travel Party Age



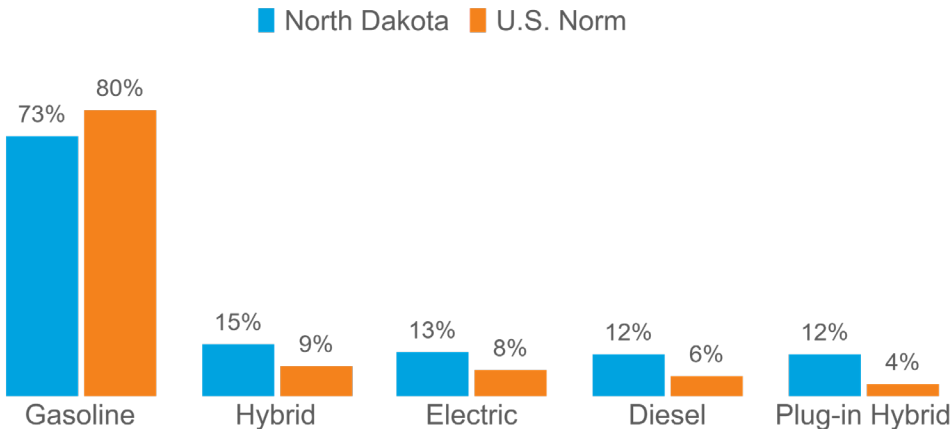
## Transportation Used to get to Destination

**80%** of overnight travelers use own car/truck to get to their destination

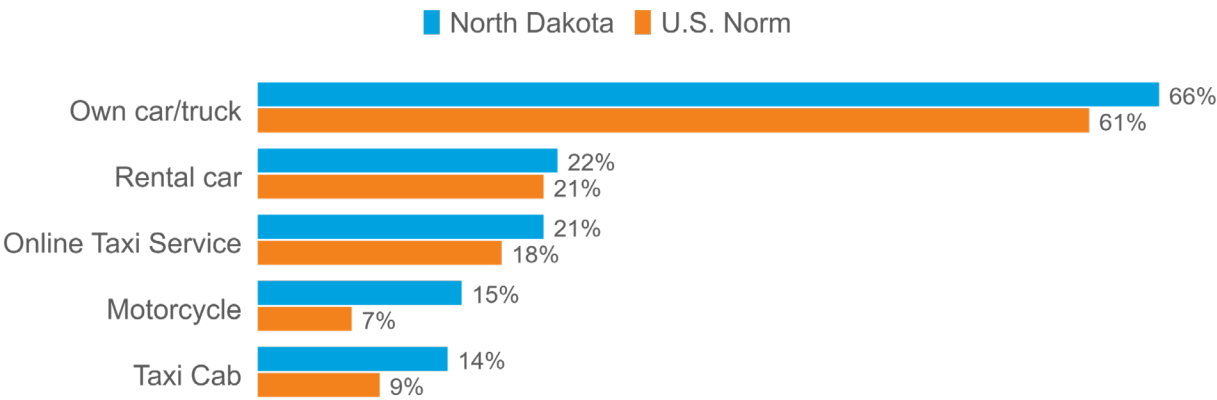
U.S. Norm: 69%



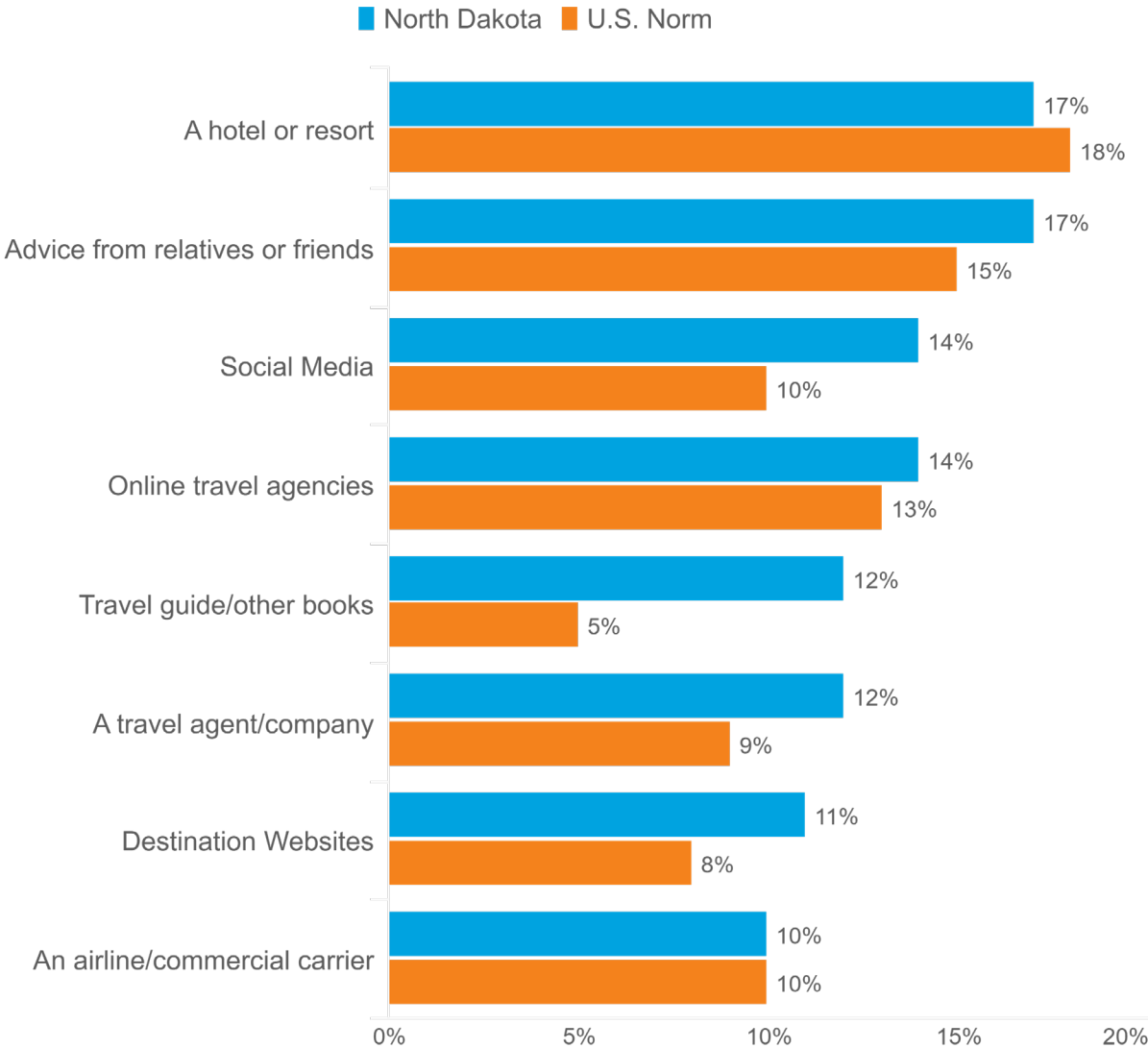
## Type of Vehicle Used to get to Destination



## Transportation Used within Destination



Trip Planning Information Sources



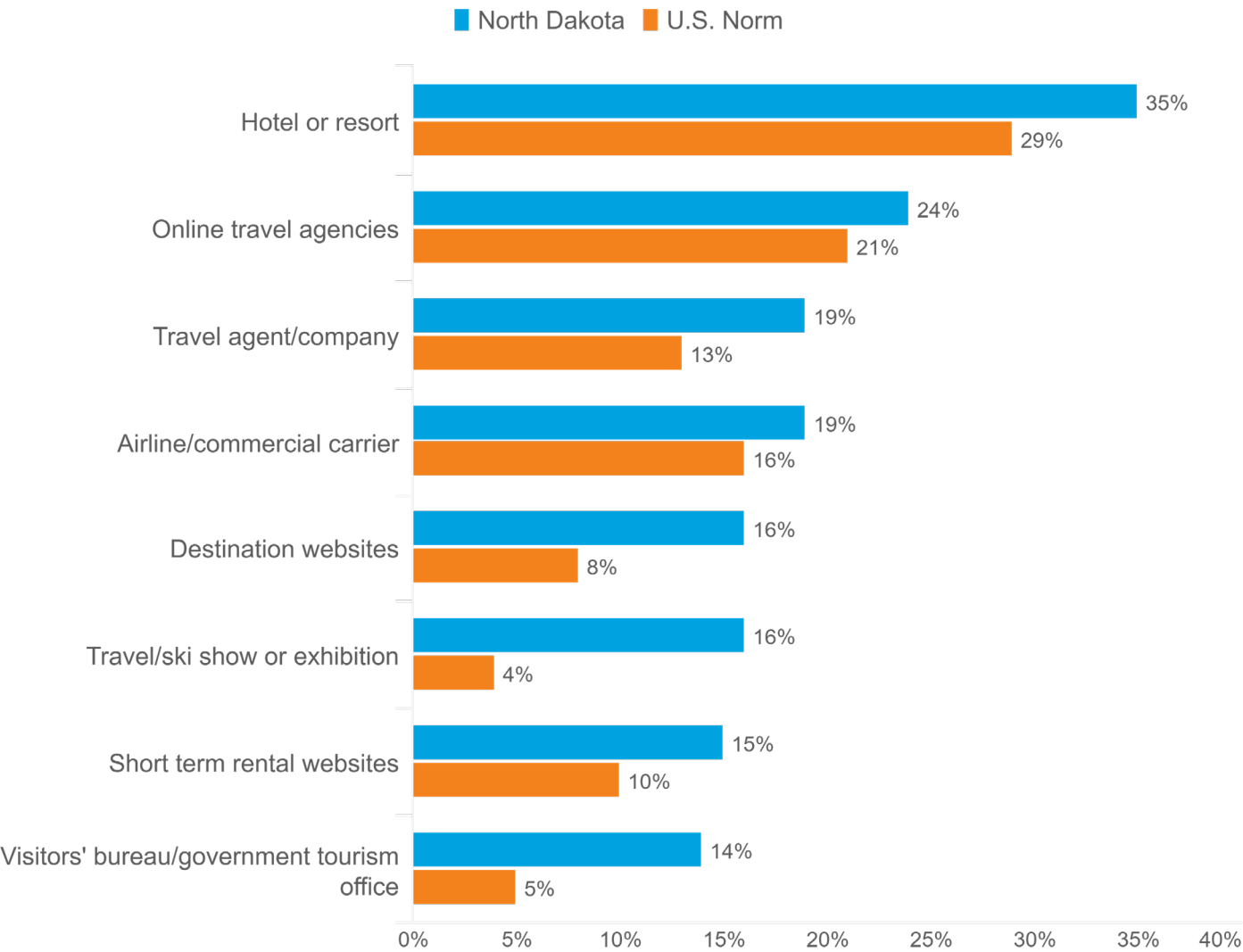
Length of Trip Planning

	North Dakota	U.S. Norm
1 month or less	33%	33%
2 months	14%	17%
3-5 months	15%	18%
6-12 months	19%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	15%	15%








# North Dakota's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

## Method of Booking



## Accommodations

		North Dakota	U.S. Norm
	Hotel	49%	42%
	Motel	25%	11%
	Home of friends / relatives	21%	22%
	Campground / RV park	12%	5%
	Bed & breakfast	12%	6%
	Resort hotel	10%	10%
	Rented home / condo / apartment	9%	7%

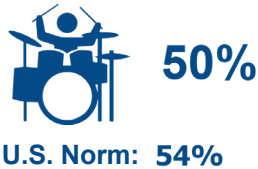


Activity Groupings

Outdoor Activities



Entertainment Activities



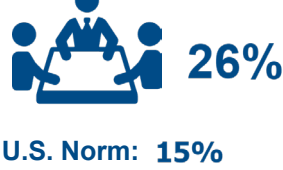
Cultural Activities













Sporting Activities



Business Activities








Activities and Experiences (Top 10)







	North Dakota	U.S. Norm
 Shopping	24%	26%
 Attending celebration	21%	15%
 Bar/nightclub	16%	15%
 Museum	14%	11%
 Sightseeing	14%	20%
 Business convention/conference	14%	7%
 Casino	14%	11%
 Business meeting	14%	8%
 Civil Rights/African-American heritage sights/experiences	13%	5%
 Attended/participated in an amateur sports event	13%	5%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

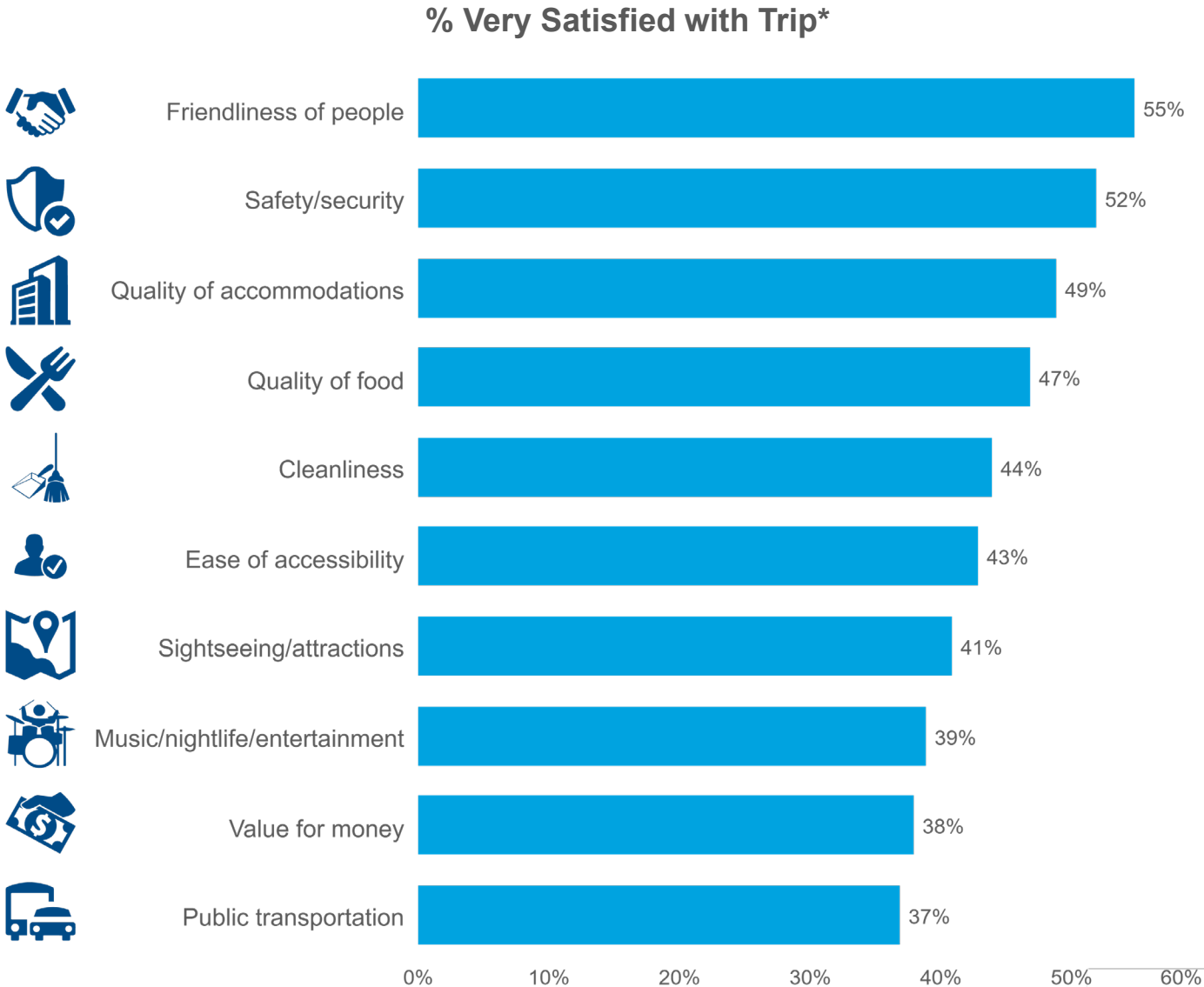
	North Dakota	U.S. Norm
	Convenience/grocery shopping	53%42%
	Outlet/mall shopping	52%44%
	Shopping at locally owned businesses	52%48%
	Big box stores (Walmart, Costco)	50%30%
	Souvenir shopping	41%38%
	Farmers market	23%17%
	Antiquing	20%12%

Dining Types on Trip

	North Dakota	U.S. Norm
	Casual dining	49%56%
	Fast food	47%45%
	Unique/local food	27%30%
	Carry-out/food delivery service	26%22%
	Fine/upscale dining	19%19%
	Picnicking	12%11%



**61%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

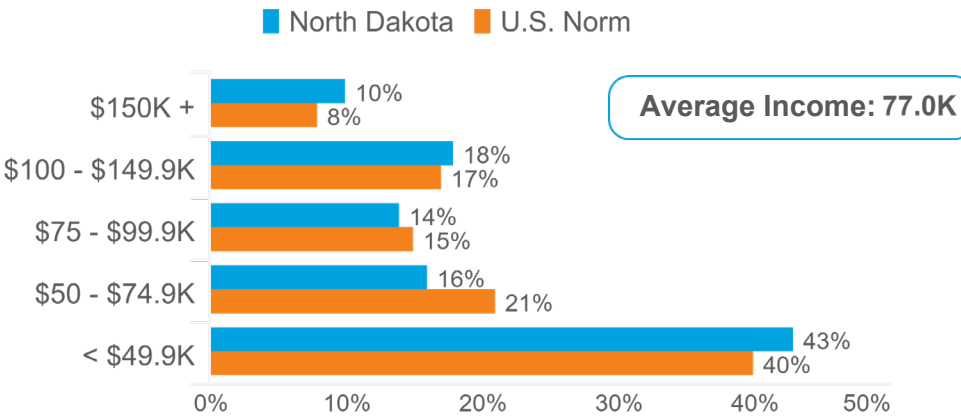


\*Very satisfied = selected top box on a five point scale  
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

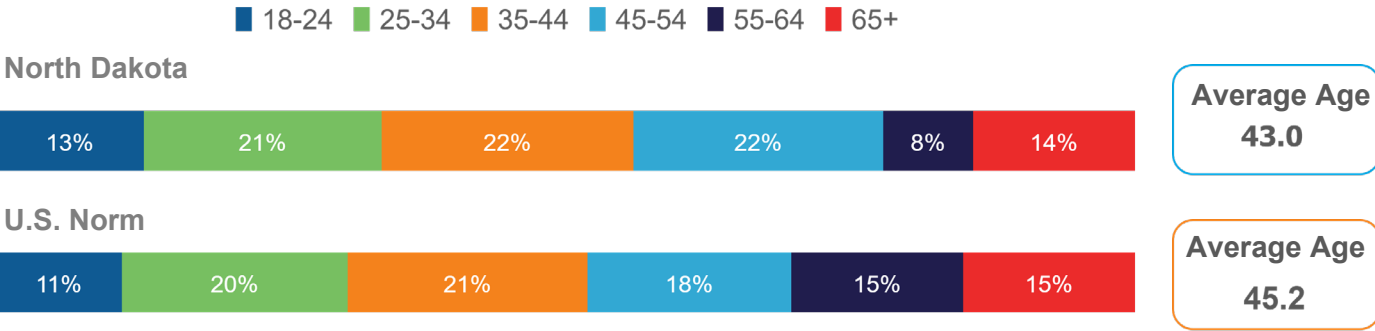
# Demographic Profile of Overnight North Dakota Visitors

Base: 2023 Overnight Person-Trips

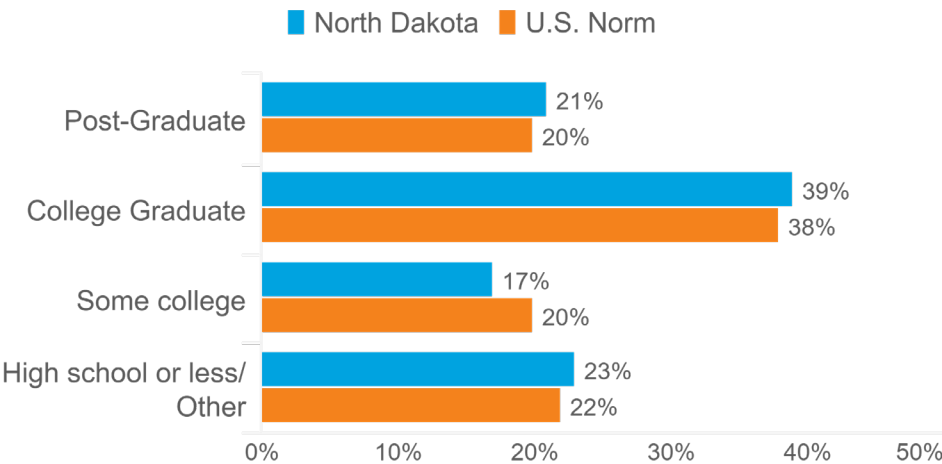
## Household Income



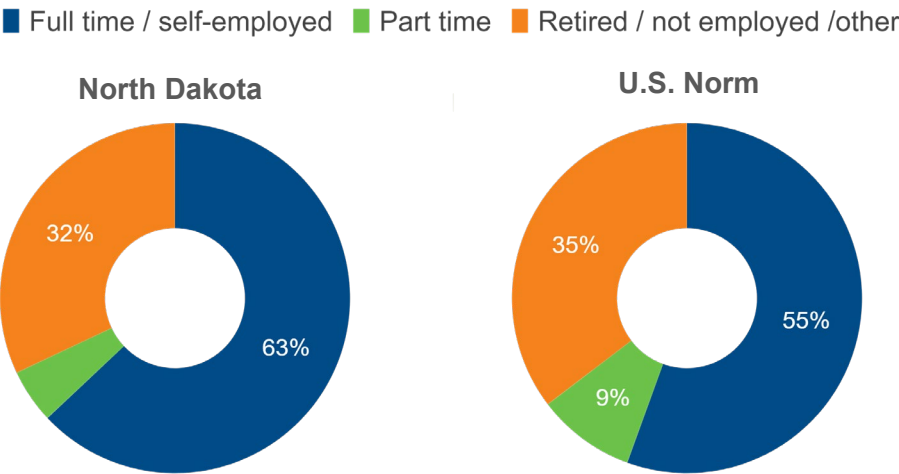
## Age



## Educational Attainment



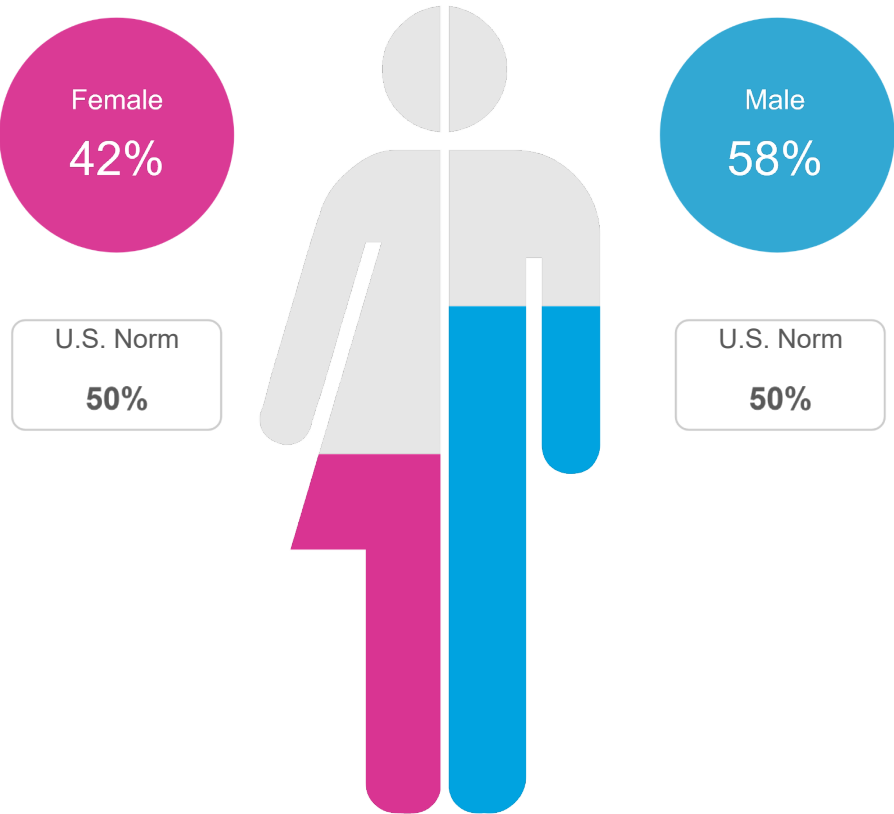
## Employment



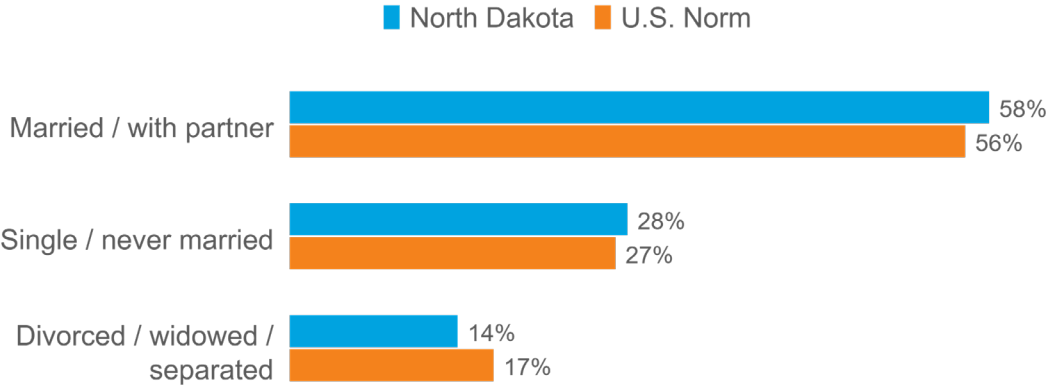
# Demographic Profile of Overnight North Dakota Visitors

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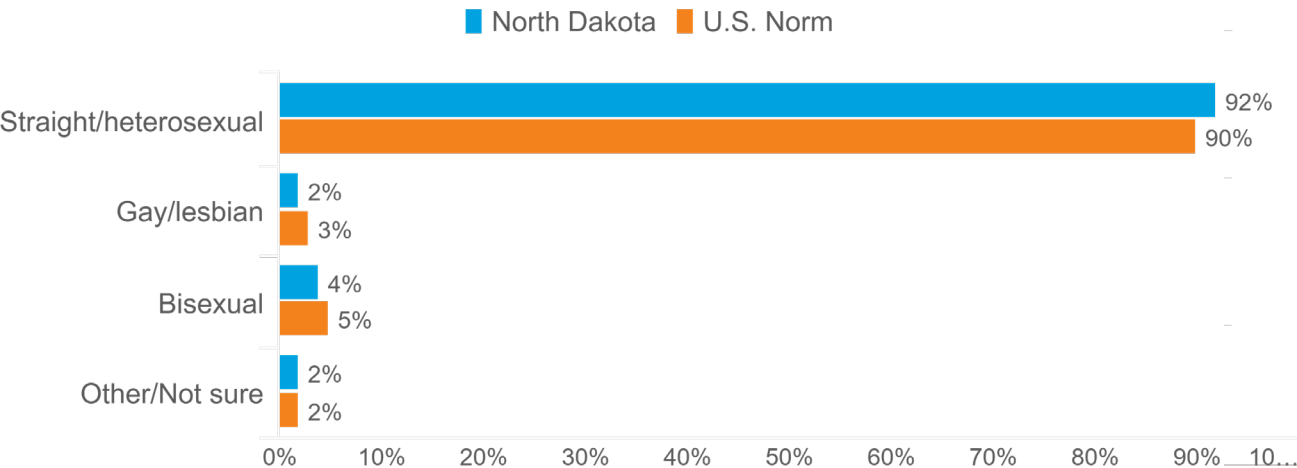
## Gender



## Marital Status



## Sexual Orientation



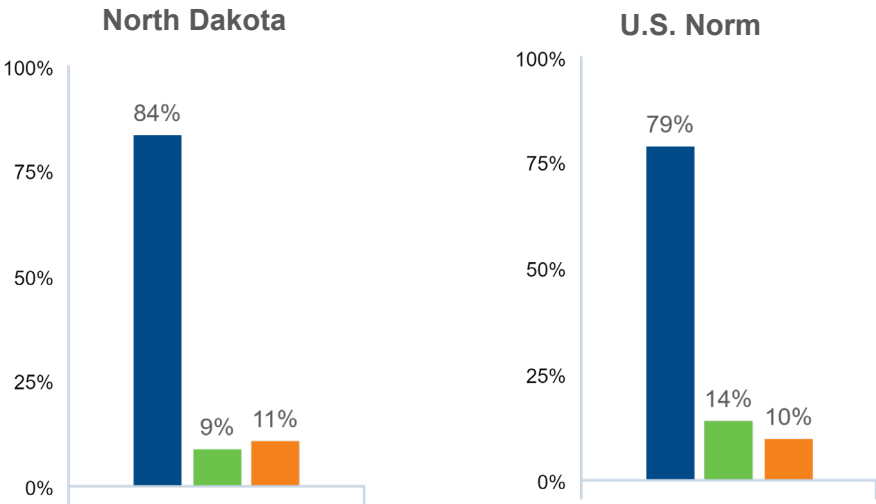


# Demographic Profile of Overnight North Dakota Visitors

Base: 2023 Overnight Person-Trips

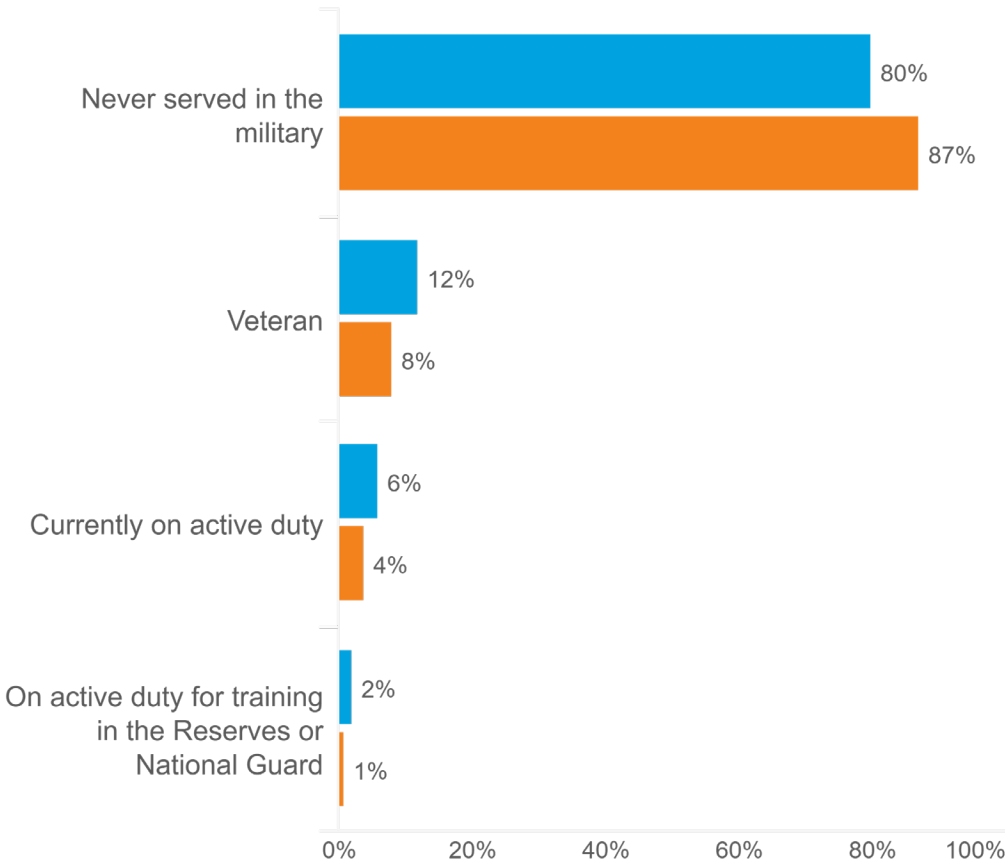
## Race

White African-American Other

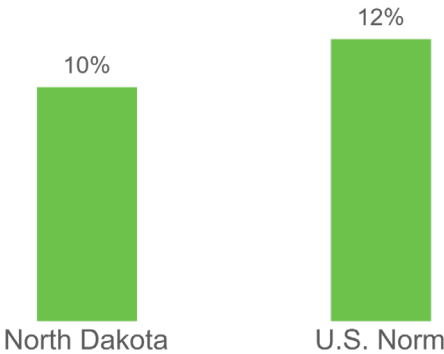


## Military Status

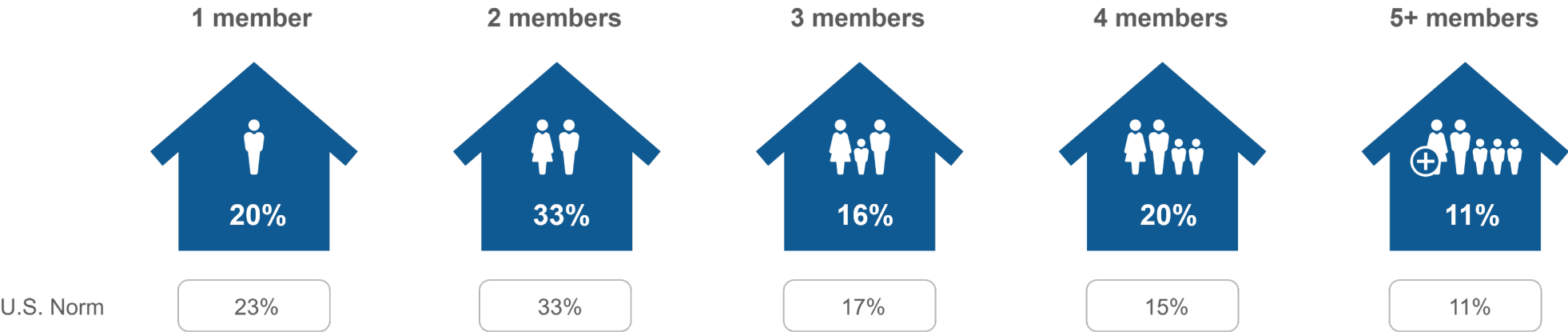
North Dakota U.S. Norm



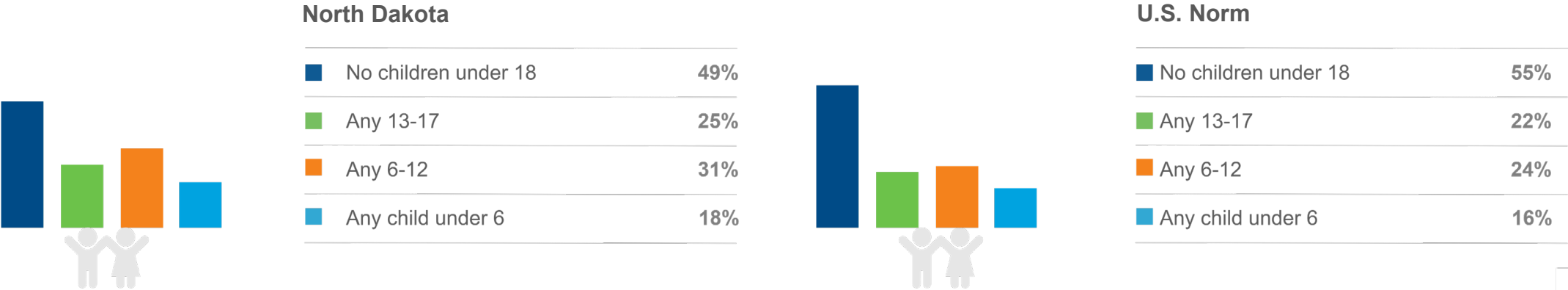
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Day Visitation

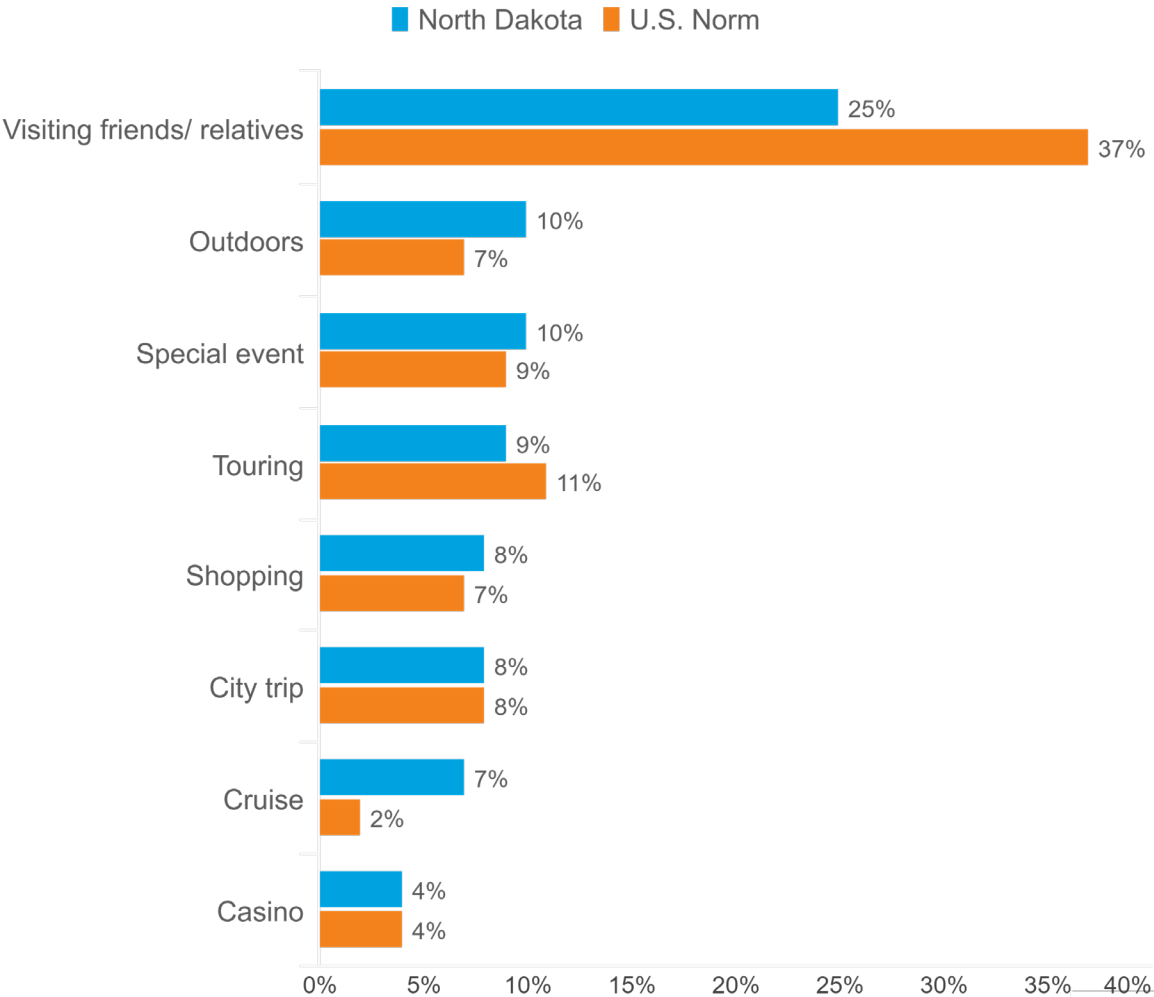
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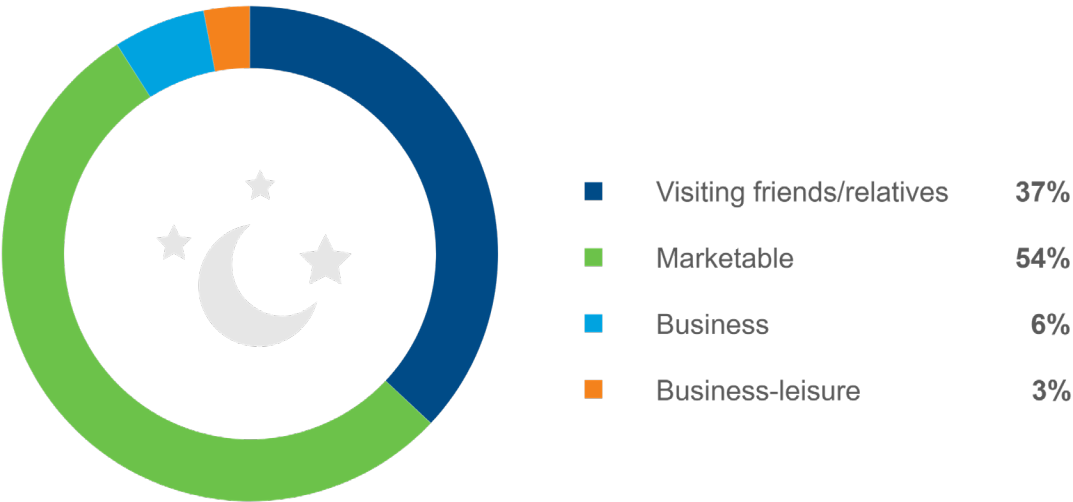
## Main Purpose of Trip

	<b>25%</b> Visiting friends/ relatives	 <b>2%</b> Conference/ Convention
	<b>10%</b> Outdoors	
	<b>10%</b> Special event	
	<b>9%</b> Touring	
	<b>8%</b> Shopping	 <b>5%</b> Other business trip
	<b>8%</b> City trip	
	<b>7%</b> Cruise	 <b>5%</b> Business-Leisure
	<b>4%</b> Casino	

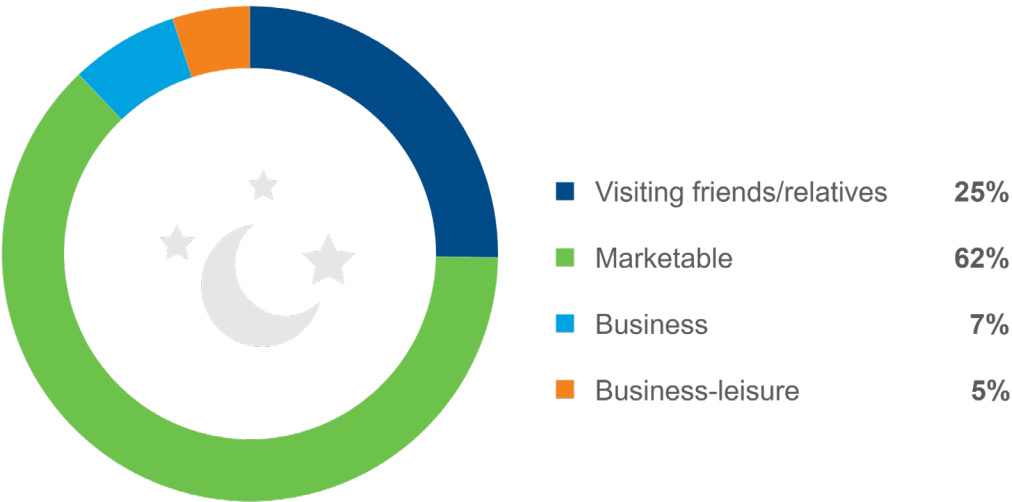
## Main Purpose of Leisure Trip



2023 U.S. Day Trips



2023 North Dakota Day Trips





## Size of Travel Party

■ Adults ■ Children

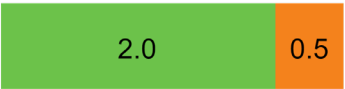
### North Dakota



Total 2.5

Average number of people

### U.S. Norm



Total 2.6

Average number of people



**32%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%

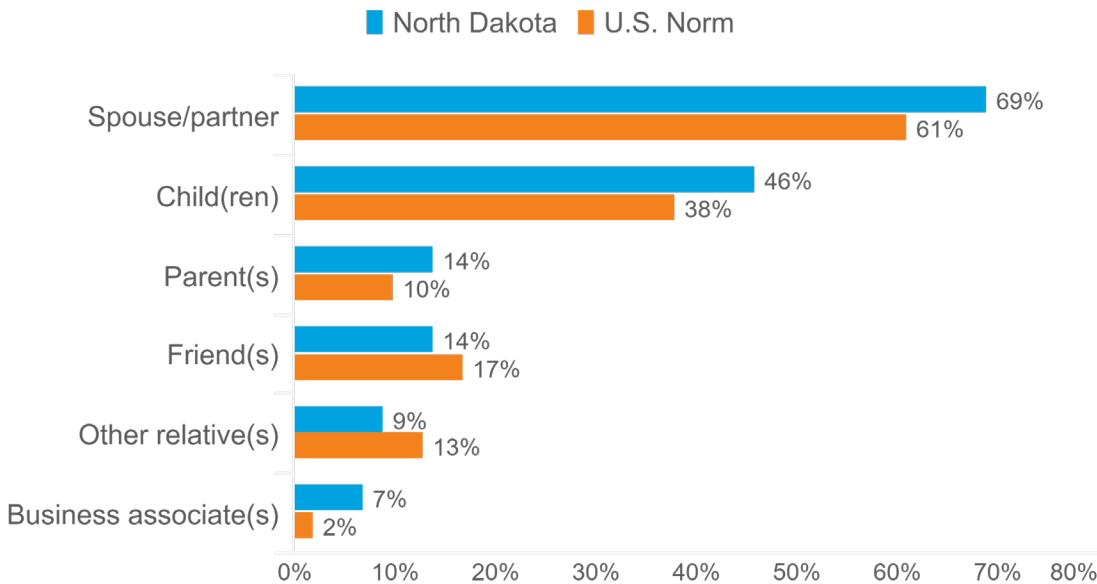


**29%** of trips only had one person in the travel party

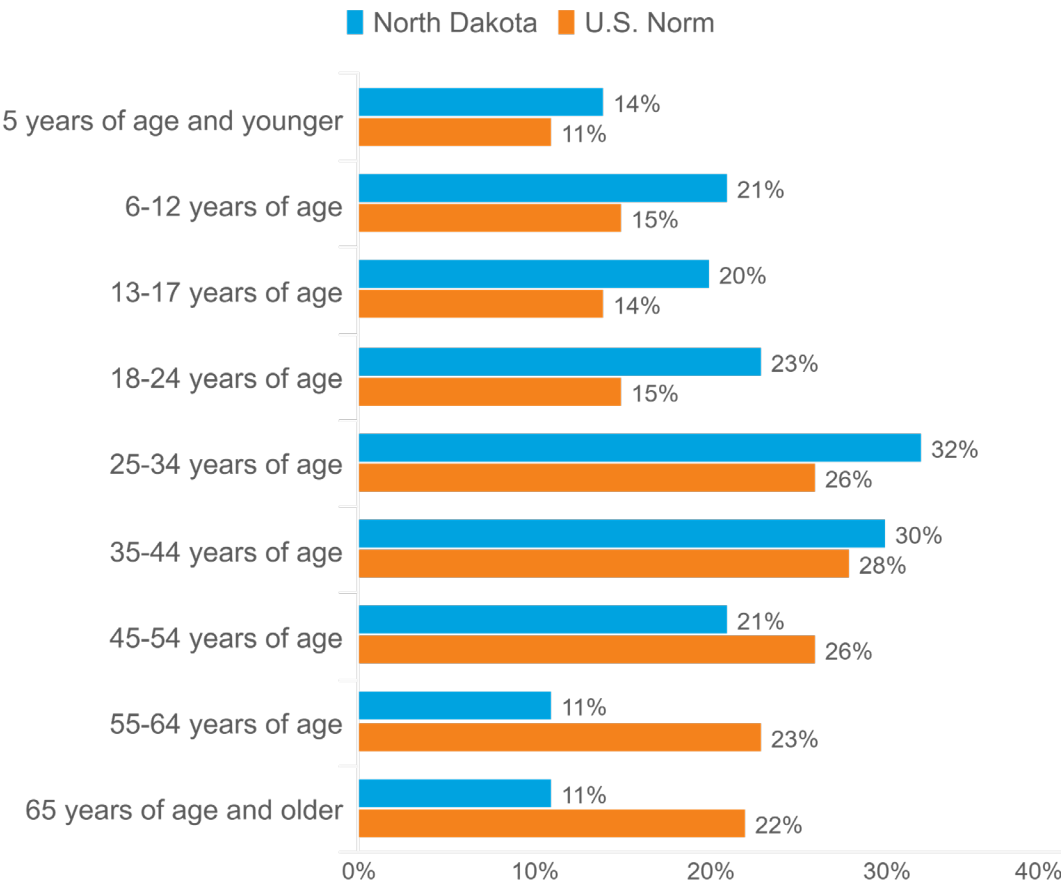
U.S. Norm: 25%

## Composition of Immediate Travel Party

Base: 2023 Day Person-Trips that included more than one person



## Travel Party Age

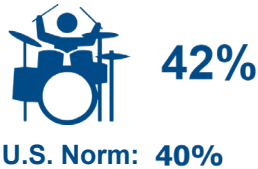


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	North Dakota	U.S. Norm
 Shopping	17%	21%
 Attending celebration	15%	11%
 Business meeting	13%	5%
 Business convention/conference	12%	4%
 Convention for personal interest	12%	3%
 Attended/participated in an amateur sports event	12%	3%
 Sightseeing	11%	14%
 Professional medical services	10%	3%
 Visited American Indian Community	10%	2%
 Attended/participated in a sports event for kids	10%	3%

Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	North Dakota	U.S. Norm
 Big box stores (Walmart, Costco)	51%	26%
 Outlet/mall shopping	48%	45%
 Convenience/grocery shopping	37%	26%
 Shopping at locally owned businesses	30%	42%
 Farmers market	21%	13%
 Souvenir shopping	20%	23%
 Antiquing	13%	12%

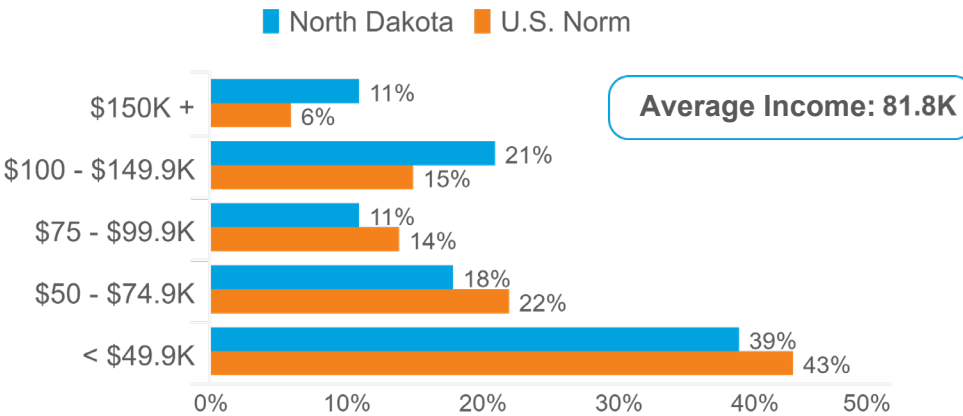
Dining Types on Trip

	North Dakota	U.S. Norm
 Fast food	42%	39%
 Casual dining	39%	43%
 Unique/local food	25%	20%
 Carry-out/food delivery service	23%	12%
 Fine/upscale dining	16%	10%
 Picnicking	15%	9%

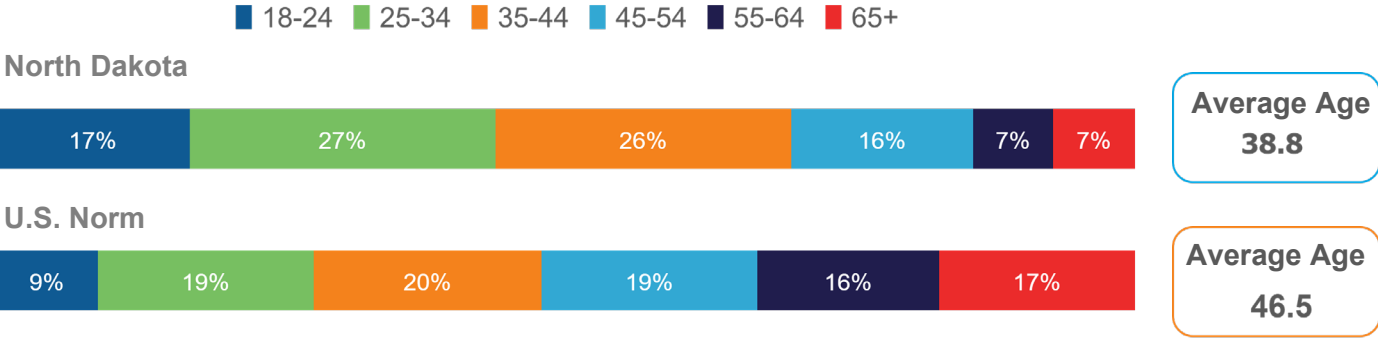
# Demographic Profile of Day North Dakota Visitors

Base: 2023 Day Person-Trips

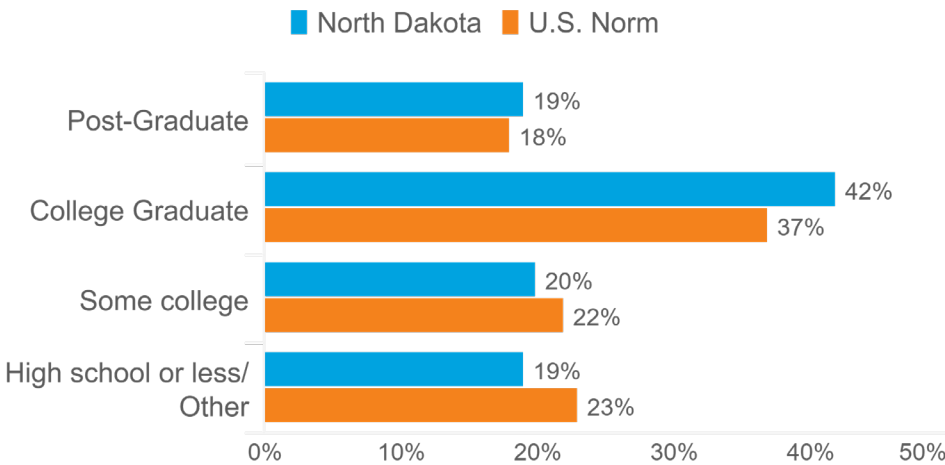
## Household Income



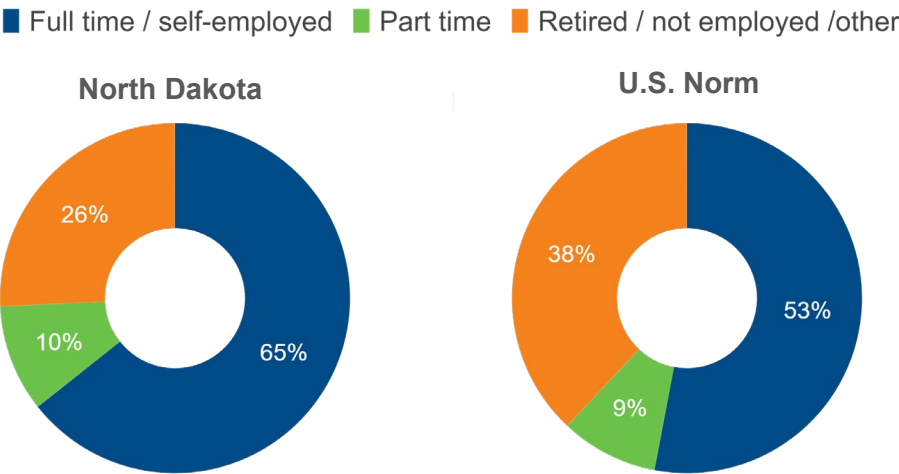
## Age



## Educational Attainment



## Employment

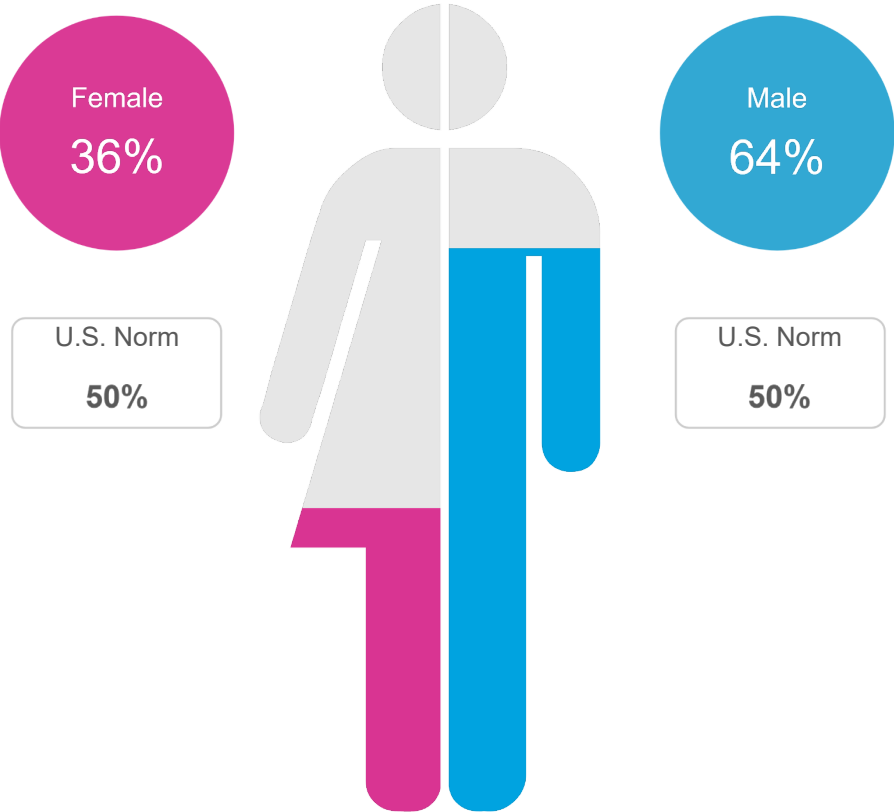




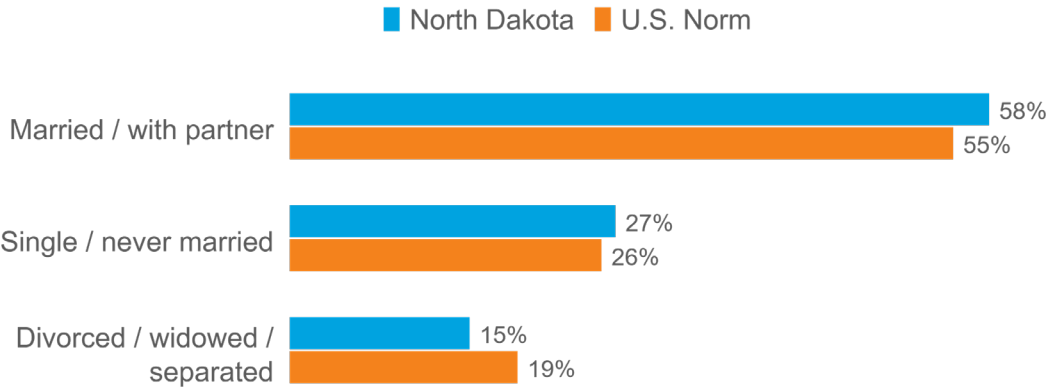
# Demographic Profile of Day North Dakota Visitors

Base: 2023 Day Person-Trips

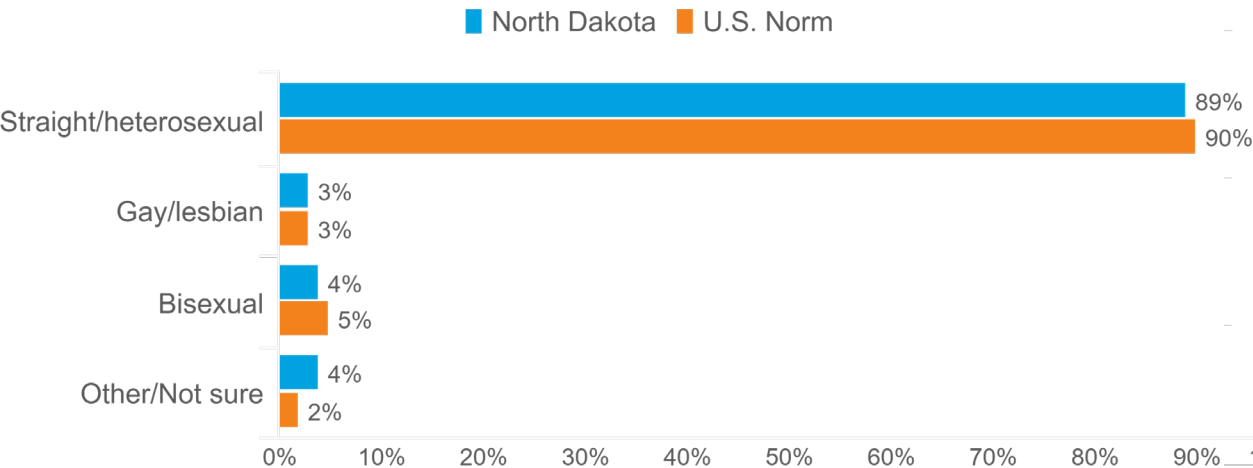
## Gender



## Marital Status

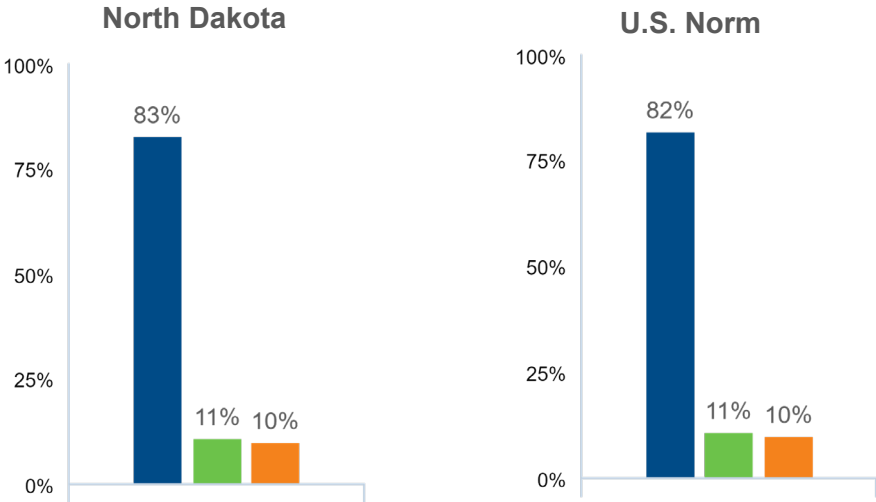


## Sexual Orientation

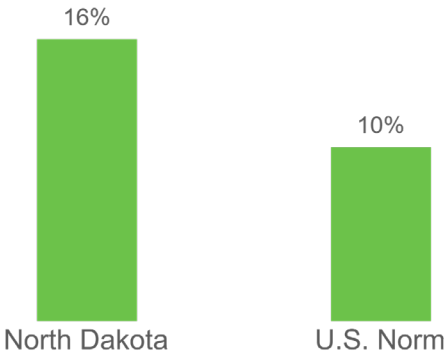


## Race

White African-American Other

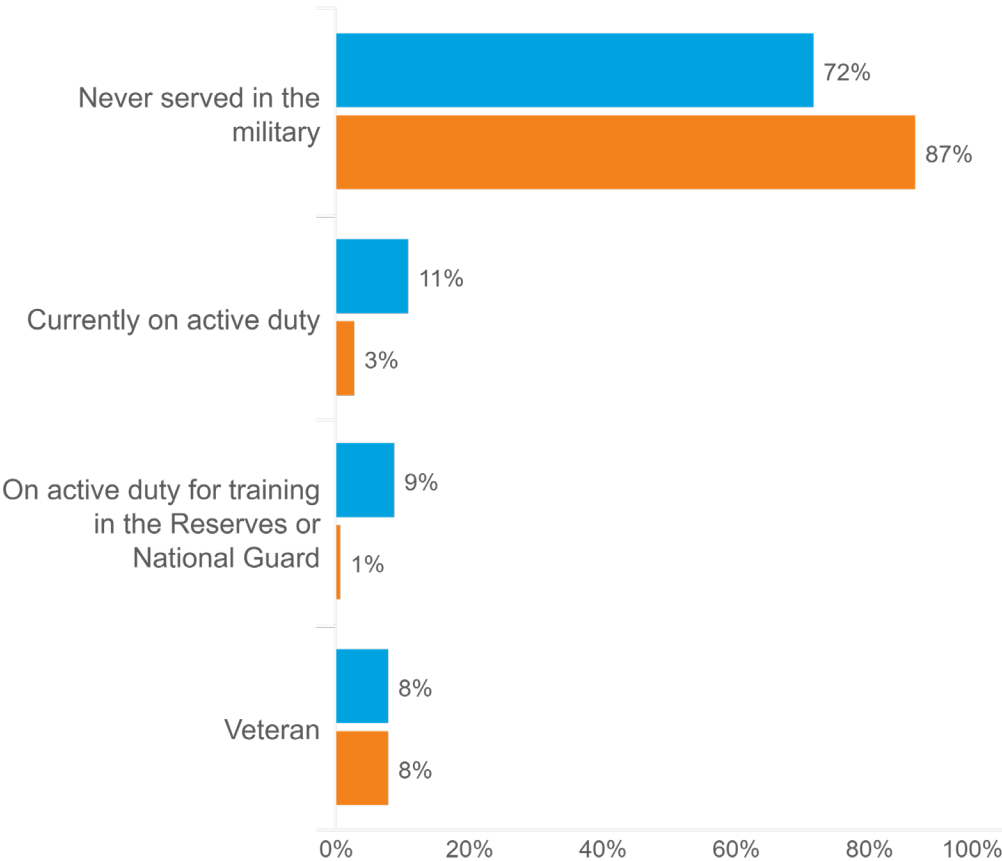


## Hispanic Background

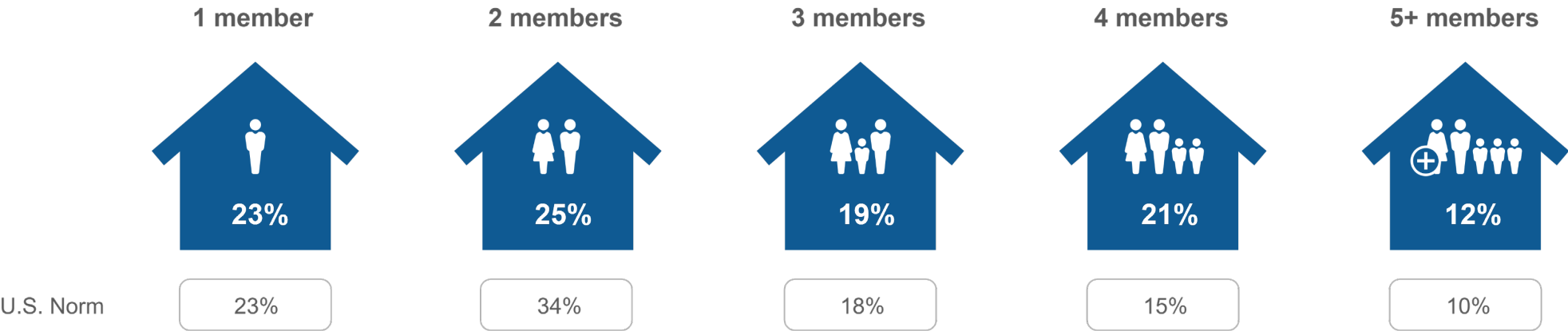


## Military Status

North Dakota U.S. Norm



## Household Size



## Children in Household

