

NORTH
Dakota Be Legendary.



2025 Tourism Industry Chat

Today's Agenda

2024 Industry Performance

Legislative Update

Industry Briefing

- DMAND + TAP
 - NDNTA
-

Trends and Predictions for 2025

HELLO Campaign Launch

MEET THE TEAM

Tourism and Marketing



SARA OTTE COLEMAN

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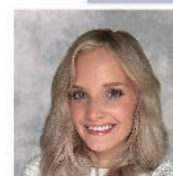
Oversees state marketing, strategic direction and performance, including workforce recruitment, to support Commerce's mission. Tourism Division administration, vision and goals including talent and business attraction. Serves on Commerce Senior Leadership Team, primary liaison for Tourism policy.



PENNY BLOTSKY

Marketing Coordinator
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Executes project management, assists with marketing strategies and campaign development, analyzes marketing efforts and supports statewide logo and Commerce website needs.



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Tourism grant management and administrative support for various tourism programs.



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Design and production work supporting state marketing and branding, publications, promotional efforts and display materials.



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Commerce communication plans, news releases, talking points, newsletters, writing for publications, and related writing and editing.



MIKE JENSEN

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Outdoor media relations, media tours, consumer travel shows, niche marketing, outdoor recreation product development and policy tracking. Film inquiries and partner brochure distribution program.



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Develops social media strategies and implements across all Commerce channels. Supports state social users.



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U.S. and Canada marketing, promotional publications, advertising, e-marketing, tourism research, cooperative programs and contact for North Dakota Travel Industry Conference.



TRICIA MILLER

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Website manager: nd.gov, NDtourism.com and Commerce sites, database management, CRM, data system and software management and support.



AMY SCHMIDT

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Develops, coordinates and executes content on NDtourism.com. Manages partner portal submissions. Develops industry newsletter content.



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Communications Manager
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Public relations program, media liaison, content strategy and implementation. Hosts media tours, national pitches, supports state communication platforms.



CASSIE THEURER

Digital Asset Specialist
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Photo and video asset management and liaison for state DAM system. Coordinates Governor's Photo Contest, photo needs, location scouting and editing.



FRED WALKER

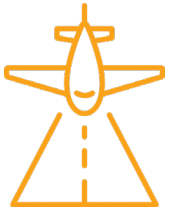
Global Marketing Manager
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International marketing and sales, travel trade and media, product development tours, culture, heritage and tribal tourism development.

2024 Travel Year Highlights (To Date)

- Hotel occupancy ends the year 0.3% ahead of 2023, with ADR 6.3% higher and RevPAR 6.6% higher.
 - Hotel revenue made a 5.7% gain in 2023, totaling \$548,072,026.
- TRNP visitation
- Entries from Canada were 10.9% higher than 2023, thru November
- Air arrivals in North Dakota up 8.8% at year-end

Visitation Stats



Airport Arrivals

1.23M

↑ 8.8%



National Park Visits

753,441

↓ -1.85%



Hotel Occupancy

\$517M in revenue

↑ .9%



Border Crossings

453,052

↑ 10.9% (78% of pre-covid visitation)

Entry numbers are almost equivalent to 2017 when the exchange rate was similar.

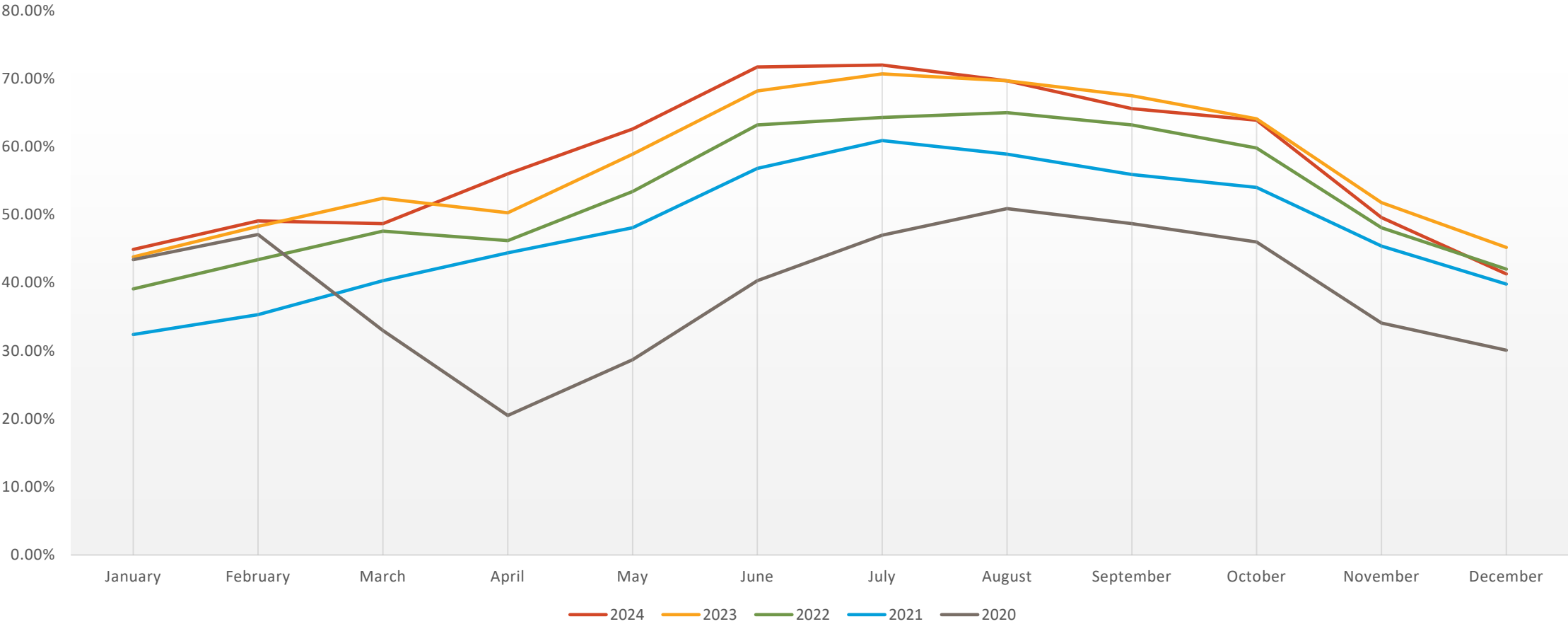


Taxable Sales and Purchase

↑ 1.85% Accommodations and food services

↑ 8.05% Arts, entertainment and recreation

Monthly Statewide Hotel Occupancy (%)



Marketing North Dakota

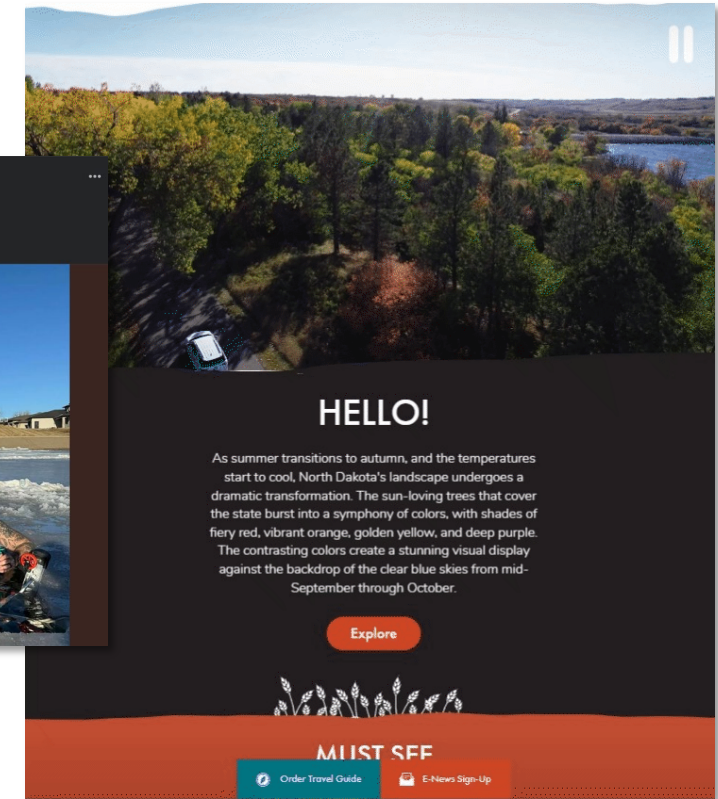
Paid media: 438M impressions, 17M video views

Earned media: 5,690 media hits, with 9.8B reach

Influencers: 2.1M reach

Social media: 400k+ engagements

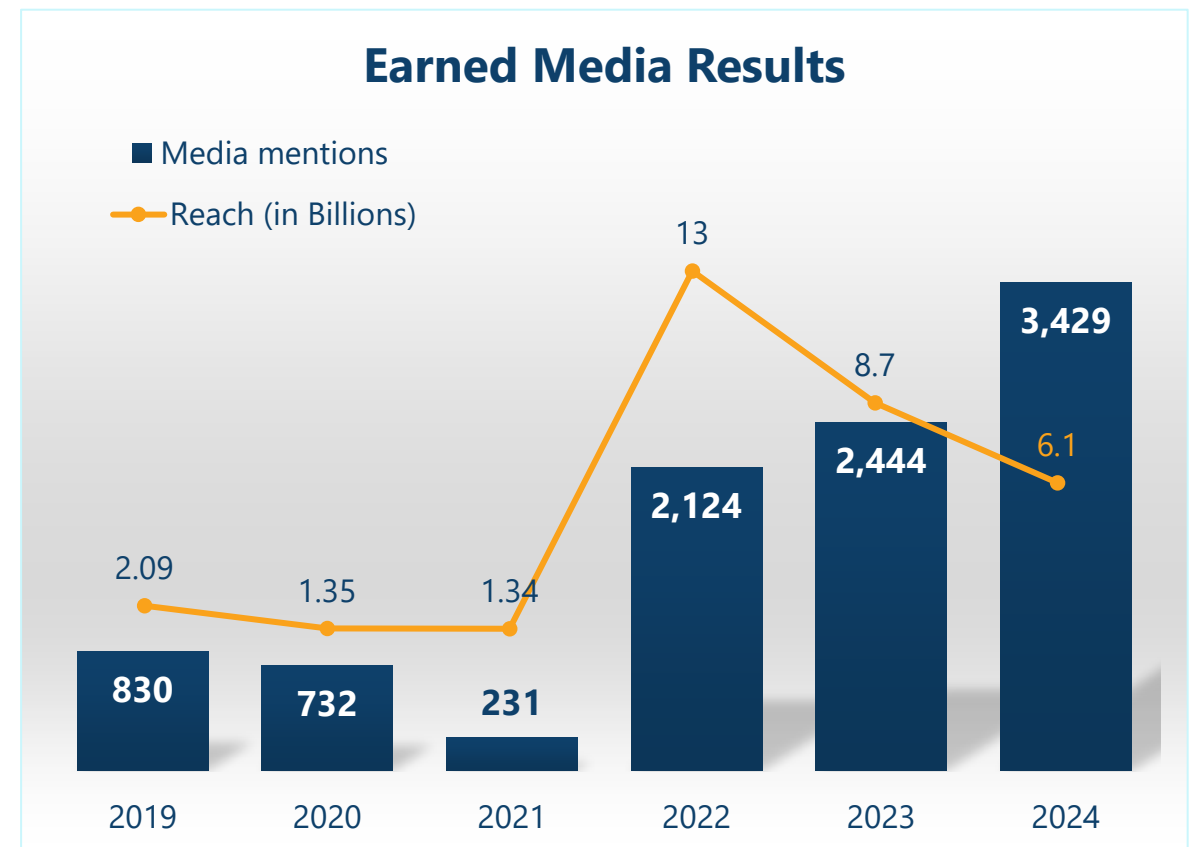
NDtourism.com: 3.6M sessions, up 30%



Public & Media Relations - Tourism

Public and media relations efforts elevate North Dakota's image through proactive outreach and storytelling, garnering positive media coverage and increasing awareness.

National Media Coverage	<ul style="list-style-type: none">• 3,429 earned media mentions• 6.1B reach
International Media Coverage	<ul style="list-style-type: none">• 113 media articles• 231M reach
Influencer Campaign	<ul style="list-style-type: none">• 128M impressions• 400K+ social media engagements• 2.1M reach





Website Sessions

3.66M

+30.3%

LiveChats

526 live counselor
+12%

1.79K BOT +16%

Signals of Intent to Travel

Traditional Inquiries

21.7K

-3%

Meta Page Visits

138.1K

-15%

NDtourism.com has 30% traffic increase!

Serves as the state's
#1 marketing tool for
promoting North Dakota,
generating leads and
providing referrals to over
3,400 businesses, attractions,
events, and communities
throughout the state.



**3.6 MILLION
SESSIONS**



**260,000
REFERRALS**



HELLO!

As cooler temperatures settle in and the landscapes glisten with snow crystals, North Dakota transforms into a haven for winter enthusiasts, offering an abundance of snow-filled adventures. Residents and visitors alike are drawn outdoors to embrace the season, making the most of the state's diverse recreational opportunities. From thrilling downhill ski runs and tubing slides to frozen lakes perfect for ice activities, and thousands of miles of scenic snowshoeing and snowmobiling trails, North Dakota truly shines as a hub for winter fun.

[Explore](#)

[Order Travel Guide](#)

[E-News Sign-Up](#)

Legislative Update

GOVERNOR ARMSTRONG'S BUDGET RECOMMENDATIONS

Tourism Marketing - \$5 million additional in one-time funding = 2023-2025
Current Tourism Operating Budget – \$14,688,978

Destination Development Grant program - \$15 million one-time funding down \$10 million from 2023-2025

Find the Good Life- total allocation \$5 million down \$7 million from 2023-2025

OTHER BILLS:

- SB 2154 – tourism primary sector definition- 5-0 do pass
- SB 2035 – targets "tourism" but supports CVB – passed senate 27-20
- HB 1052 – would have expanded use of TODS signs- failed house 92-1
- HB 1150 – reinstatement of "blue law" – failed house 89-4-1

North Dakota Travel Industry Alliance

1. DMAND TAP merger
2. Input – to build value for broader membership base
3. Implementation

Contacts:

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Charlie Johnson –TAP charley@fargomoorhead.org

Sheri Grossman – DMAND sherri@bmcvb.com



The logo consists of the word "DMAND" in a bold, sans-serif font. The letters "DMAN" are dark grey, and the final letter "D" is a solid orange color.

Destination Marketing Association of North Dakota



NDNTA

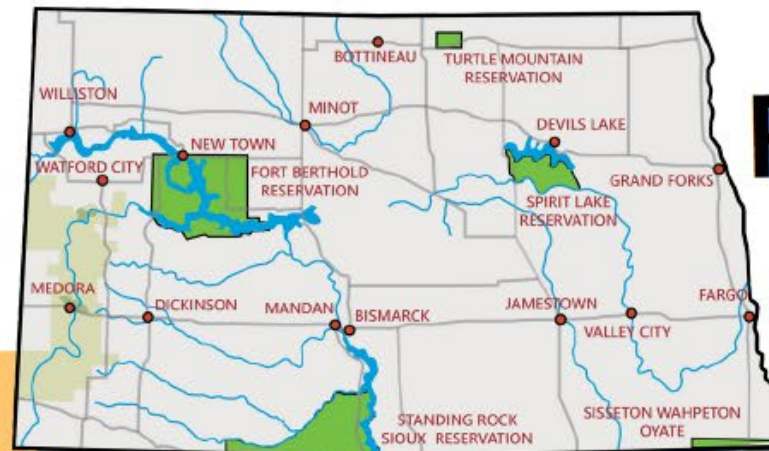


North Dakota Native Tourism Alliance (NDNTA) is a coalition representing the tourism interests of the five nations of North Dakota: Spirit Lake Nation, Standing Rock Sioux Tribe, Three Affiliated Tribes of the Fort Berthold Reservation, Sisseton Wahpeton Oyate, and the Turtle Mountain Band of Chippewa Indians.

The mission of NDNTA is to **Preserve, Protect, Promote, and Educate** the world about the culture, history, and environment of our sovereign nations. NDNTA will promote and educate through sustainable tourism while developing economic, social and cultural opportunities for our people and nations.

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REGIONAL TOURS

North Dakota Tribes Tribal Nations can have a greater positive impact by working together with partners to promote Native Tourism

Maximize opportunities to improve accurate authentic culture education and awareness.

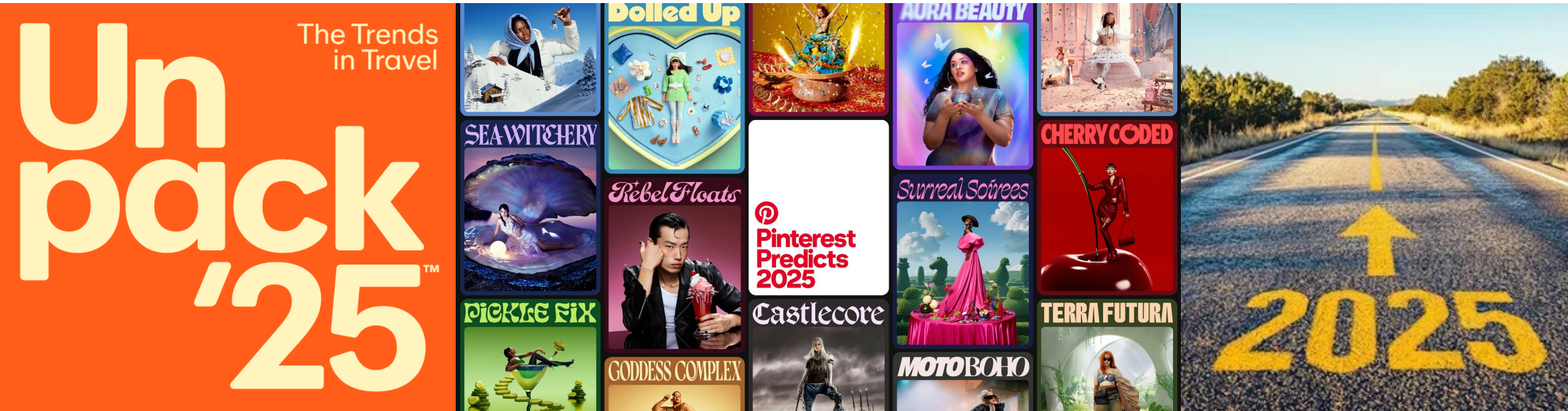
Collaboration will enable leverage of individual resources for the benefit of other Tribal Nations

Tourism can provide a much-needed resource of economic and cultural development for tribal communities

4 out of our 5 Tribal Nations are doing regional tours for their respective regions with the state of ND. Continuing to work and establish partnerships with local CVBs and the state of ND to create functioning regional tours.



Trends & Predictions



Trend Takeaways

Detour Destinations

- Expedia calls Detour Destinations that are less well-known and less crowded the rising stars in travel.
- Google Trends notes the Detour Travel is a good option for cost-savvy travelers.

Coolcations

- Google Trends shows a 300% increase in searches for cooler-climate vacations; and also notes that traditionally colder destinations like Scandinavia are selling well.

One-Click Trips

- Social shopping has become the new normal with TikTok and Instagram, and this e-commerce trend is just scratching the surface in travel. Half of consumers say they have wanted to book a trip they saw on their social feeds but cited time and complexity as the leading reasons that have prevented them.

Trend Takeaways

FOMO → JOMO

- Vrbo data shows interest in destinations known for leisure and relaxation with a rise in the “Joy of Missing Out” to improve mental health and overall well-being.

Bucket List → Phenomena List

- Expedia reports the top natural phenomena travelers want to experience is seeing the Northern Lights (61%), followed by geological phenomena (30%) like volcanos, geysers, and hot springs.

2025: The Year of Intentional Travel

- USA Today compiled several sources reporting that the #1 trend in 2025 will be a desire to get off the beaten path – with visitors seeking out smaller towns and more local authentic experiences.

Predictions & Outlook

Americans are Planning to Travel

- According to Future Partners, 58.2% of Americans say travel will be a high budget priority for them, and they anticipate taking 3.9 leisure trips in the next year.
- Two-thirds of Americans see budget-friendly attractions growing in popularity.

AI to Play a Larger Role in Trip Planning

- Both Future Partners and Phocuswright say use of AI in trip planning will grow. Nearly 62% of American travelers are expected to use AI tools like ChatGPT and Gemini to plan travel.

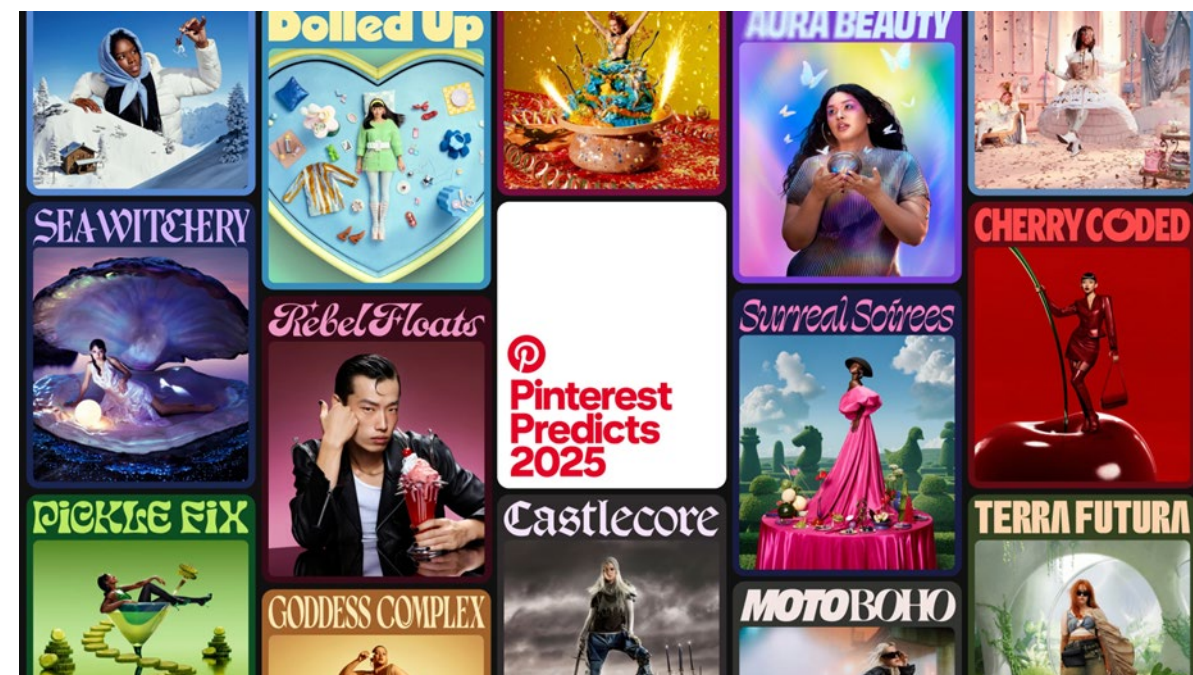
Outlook for Trip Types

- Travel linked to sporting events is expected to increase by 12% in 2025.
- US Travel Association predicts that business travel spending will grow by 4% this year.
- Ipsos Canada reports Canadian travel intentions have softened amid economic uncertainty – a 10% decline from intentions heading into 2024.

2025 Pinterest Predicts

IF NOTHING ELSE, TRENDS COULD MOTIVATE A FEW SOCIAL POSTS

- Lean into your Fisherman Aesthetic
- Medieval is having a major moment
- Old school soda fountain pins trending
- Pickles and cherries
- Moto style
- ... and so much more



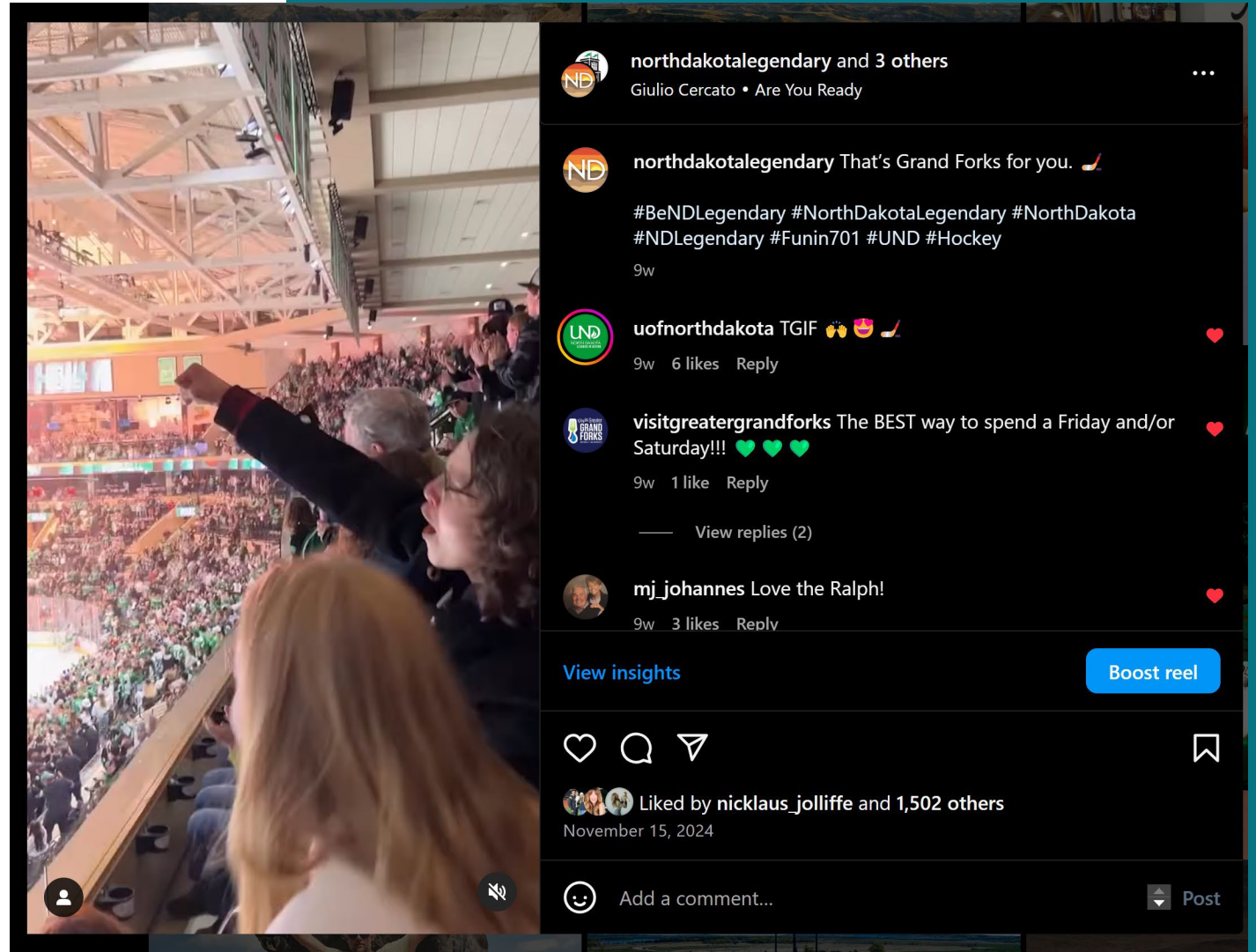
How collaboration on social can boost your analytics!

Collaborations on social media allow us to partner with brands and creators to reach complimentary audiences, leverage our existing social reach with new audiences and **allows us to share boosted analytics** by posting one piece of content to each collaborator's newsfeed.

New Audience Insights:

85% new viewers

86% of interactions



Tips to Collaborate Effectively

Plan ahead:

- Let partners know about the content ahead of time and make sure it fits their social strategy. Share the focus, when it will be shared and when they're able to approve the collaboration.
- Allow them to have feedback if time allows.
- Plan larger scope collaborations in advance. Communicate with your community that this could be a partnership opportunity.

Don't heavily brand your creative:

- In order to serve both creators, it's best to leave branding elements to a minimum. Rely on natively provided elements.
- Build your creative and copy to serve multiple masters. Ask yourself if this would make sense to audiences that don't already follow you.

Ensure the accounts are set up correctly:

- Make sure you have a professional profile.
- Make sure your settings approves tags from everyone.
- Make sure social apps are up to date.
- Consider using owned audio.*

The collaboration feature can be accessed in Meta Business Suite and some third-party management tools



Marketing Campaign Released

The revitalized HELLO campaign was built on the foundation of visitor studies, analytics and trends – with the campaign showcasing the state's friendly people, welcoming communities, and abundance of uncrowded outdoor adventures, aligning with the growing trend of slow (more immersive) travel.

Partner Resources

INDUSTRY SITE: [COMMERCE.ND.GOV/TOURISM-MARKETING](https://commerce.nd.gov/tourism-marketing)

- New visitor study – posted under Research and Reports
- Cooperative advertising program
- Rest area brochure program – deadline is March 1
- View the campaign at: NDtourism.com/advertising-campaign

WELCOME TO UNCROWDED



Theodore Roosevelt National Park is 70,000 acres of rugged terrain and awe-inspiring vistas. You can breathe out here in a way you haven't in a while. It's a place of adventure. It's a place to slow down and enjoy the moment.

Uncrowded trails wait to take you into the painted canyons of the Badlands where you can see bison, wild horses and prairie dogs.

Once you get here, you won't want to leave.

**HELLO
NORTH
DAKOTA**

YOU'RE ALWAYS WELCOME. SAY HELLO @ HELLOND.COM • 1-800-HELLOND

NORTH
Dakota Be Legendary.

WELCOME TO ADVENTURE



Make memories this year with a road trip to North Dakota. Let our fun cities, great events, outdoor recreation and amenities as vast as our landscapes be a part of your vacation stories.

Explore the rugged beauty of the Badlands and the charm of the Enchanted Highway. With breathtaking landscapes and countless unique attractions—many offering free admission—North Dakota is the ultimate road trip destination. Vibrant cities dot the state inviting you to experience historic downtowns, bustling art scenes, buzzing night life and warm hospitality.

Find your next adventure on the road.

**HELLO
NORTH
DAKOTA**

YOU'RE ALWAYS WELCOME. SAY HELLO @ HELLOND.COM • 1-800-HELLOND

NORTH
Dakota Be Legendary.

WELCOME TO A HUNTER'S
PARADISE



The central flyway makes North Dakota a hotspot during migration, as millions of waterfowl pass through each fall. Combine that with accessible public lands and rivers, lakes and wetlands that stretch far and wide, and you've got a bucket-list of experiences for outdoor enthusiasts.

From early season teal to late-season mallards and Canada geese, waterfowl hunters can anticipate sunrise decoy setups and action-packed days.



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NORTH
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NORTH
Dakota Be Legendary.



HELLO
NORTH
DAKOTA

THEODORE ROOSEVELT NATIONAL PARK



Opportunity for partner integration



- HELLO place icons can be made for your destination, event or attraction
- Social media opportunities
- Asset sharing!





TRAVEL INDUSTRY CONFERENCE

April 28 - 30, 2025 — Grand Oasis Hotel, Minot, ND

- Registration is open!
- Sponsorships are being accepted!
- Awards nominations encouraged!
- Agenda online by the end of January!

www.BeLegendary.link/TIC