



## TOURISM AND STATE MARKETING UPDATE—Q4 2024

Area of Travel	4th Qtr 2024	4th Qtr 2023	% Change 24-23	2024 YTD Total	2023 YTD Total	% Change YTD 24-23
<b>YEAR TO DATE TOTALS AVAILABLE IN THE ANNUAL REPORT</b>						
State Park Visitors	112,091	115,128	-3%			
National Park Visitors	78,865	81,055	-3%			
NDtourism Website Sessions	572,387	546,637	5%			
Major Attractions	1,308,602	1,086,721	20%			
Local Visitor Centers	6,029	4,924	22%			
Cumulative Lodging Tax	\$2,557,097.15	\$2,266,628.83	13%			
ND Airport Deplanements	316,378	288,583	10%			
Canadian Border Crossing	108,228	101,850	6%			
Statewide Hotel Occupancy Rate						
October	63.9%	64.3%	-0.6%			
November	49.6%	51.8%	-4.2%			
December	41.5%	45.1%	-8.0%			
Statewide ADR-Average Room Rate						
October	\$104.03	\$99.52	4.5%			
November	\$98.41	\$94.58	4.0%			
December	\$98.07	\$93.60	4.8%			
RevPAR				\$40.65	\$42.26	-3.8%
Taxable Sales and Purchases						
			<b>3rd Quarter 2024</b>	<b>3rd Quarter 2023</b>	<b>% Change</b>	
	<b>Arts, Entertainment &amp; Recreation</b>		\$64,990,682	\$62,875,953	3.36%	
	<b>Accommodation &amp; Food Services</b>		\$600,536,560	\$603,046,930	-0.42%	

### STATEWIDE TOURISM UPDATES

- Brand USA Roadshow Nordics took place Oct. 15-18 in Stockholm, Helsinki, and Oslo, resulting in meetings with 279 Travel Agents/Tour Operators.
- 51 tour operator leads from 12 countries were obtained during Brand USA Travel Week, Oct. 21-24 in London, United Kingdom.
- December brought a Great American West Trade mission. Visiting the cities of Paris, Nice and London led to meetings with 29 travel trade companies (France-10 / United Kingdom-19) and 18 media outlets (United Kingdom).
- Disbursed \$2.27M to Destination Development Grant projects. With matching funds, this represents a \$4.54M investment in North Dakota tourism infrastructure in Q4 2024.
- Registration for the Tourism Literature Distribution Program opened in December. 57 partners signed up to have their travel literature distributed in select rest areas and visitor centers across North Dakota.
- Group Travel brought in 14 overnight tours and three day-trip tours, for an estimated economic impact of \$182,125.
- The annual Travel Industry Marketing Summit was held in October to release the 2025 Media and Cooperative Advertising Plans. More than 100 tourism professionals from around the state attended.
- A two-day photo and film shoot was held in southeast North Dakota to develop new hunting creative.
- Q4 saw a slowing of both visitation metrics and signals of intent to travel.
  - Website traffic, while having a record year, netted just a 4.71% increase over Q4 of 2023.
  - Border crossings from Canada were 6.26% higher than the previous year's quarter.
  - Hotel occupancy ended Q4 2.1% lower than the same quarter, 2023.
  - Theodore Roosevelt National Park adjusted visit counts in June-November, and as a result, visitation was reported as down 1.85% from 2023.
  - Hospitality tax revenue in Q4 was 1.11% ahead of 2023.

### INTENT TO TRAVEL METRICS

**TRADITIONAL INQUIRIES**  
2,008 (↓19% YOY)

**ENEWS OPEN RATE**  
26% (↓33.3% YOY)

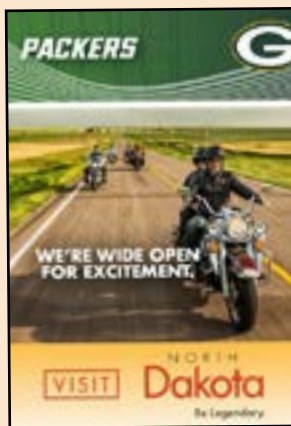
**LIVE CHATS**  
82 by Counselors  
332 by BOT  
8 BOT Chats resulted in a transfer to a live agent

**WEBSITE VISITS**  
572,387↑ 5% YOY\*\*

\*\* GA (Google Analytics) UA and GA4 track differently. The numbers will not match perfectly, and the definitions have slightly changed. There is up to 20% discrepancy on sessions and users between the GA UA and GA4 numbers.

## TOURISM MARKETING EFFORTS

- Organic website traffic plus the extended digital campaign and bonus vendor advertising were the reasons for the Q4 website traffic increase. The new Q4 keyword campaign drove more than 150,000 additional click-throughs to NDtourism.com, and the SimpliFi bonus netted a 42% increase in the vendor's user acquisition.
- Sponsorships were a key component of advertising during the quarter, including outdoors programming with Ron Schara Productions and Jason Mitchell Outdoors. The sponsored advertising with the Green Bay Packers saw a 70% increase in website conversions.
- In another significant bonus, both the 2023 wrapped train in Chicago, and the 2024 wrapped train remained in branded circulation. This has generated a bonus 97 million advertising impressions in the Chicago market.



## MEDIA RELATIONS EFFORTS

353 media mentions reach 1.4 billion, for an ad equivalency of \$13.4M.



## TOURISM SOCIAL MEDIA

Total Followers  
192,487



TOTAL IMPRESSIONS  
4,161,420

VIDEO VIEWS  
2.2M

Facebook maintained a .25% engagement rate and Instagram maintained a .79% engagement rate, indicating our audience is more likely to engage with our messaging compared to industry averages and local state competitors.



### Featured Content

A hallmark-esque Christmas scene from the Fargo Broadway square generated the most social love this quarter.



## STATE MARKETING AND COMMERCE UPDATE—Q4 2024

### COMMERCE MARKETING EFFORTS

- Commerce.nd.gov Q4 website sessions were 35,337, a 31% increase from 2023. The YTD Commerce website sessions were 171,729, a 76% increase from 2023.
- ND.gov had an increase in Q4 sessions, going from 156,886 in 2023 to 188,303 in 2024, a 20% increase. The YTD website sessions went from 321,323 in 2023 to 889,047 in 2024 - an increase of over 177%!
- A UAS Storytelling & Education Campaign consisting of three targeted emails and both paid and organic social media ran during Q4 2024. This campaign resulted in over 160,000 social impressions and an impressive 33% email open rate, with a 98% delivery rate and less than 0.1% unsubscribers.
- Two AmeriCorps campaigns, one a leads campaign to recruit volunteers, and another targeting qualifying organizations to become AmeriCorps members, ran in October and November. The campaigns resulted in close to 3M impressions and over 17.5K clicks. This garnered over 200K website sessions to the AmeriCorps webpages.

### FIND THE GOOD LIFE MARKETING

- A Boomerang in-state holiday marketing campaign ran for two weeks in both November and December, focusing on people home for the holidays. This consisted of video (broadcast and digital), display ads, streaming audio, digital outdoor, social media, and airport advertising. The holiday in-state campaign, combined with the yearlong campaign focusing on Young Families, Veterans, Boomerangs, Grads, General Awareness and specific job fields yielded more than 25M impressions, garnering almost 90K clicks.
- There were 30 relocated participants in Q4 2024, 42% of the total relocated participants thus far.
- The FTGL website saw over 195K sessions in Q4, a 372% increase from Q4 2023.

### STATE MEDIA LIBRARY (PHOTO AND VIDEO)

- Q4 asset views - 94,511 (4,794 unique assets). Top views included: Medina construction, snow plow b-roll, DOT conference, Cross Ranch yurt (interior and exterior), Capitol aerial, Tetrault State Forest Lookout Point, sunflower aerial, and winter Capitol.
- Q4 asset downloads - 5,283 (2,045 unique assets). Top downloads included: Medina construction, asset bank training video, Red Door street view, Nelson Carlson Lake, Art Alley/FTGL, asset bank training document, TNRP scenery, winter TRNP, sunflowers, and MDHT fall.



### MEDIA PLACEMENTS

**Tourism** – 353 national media mentions reaching 1.44 billion.

**Business** – 22 national media mentions reaching 377 million.

**Workforce** – 30 national media mentions reaching 298 million (Up 100%).

### COMMERCE SOCIAL MEDIA

TOTAL  
IMPRESSIONS  
266K

TOTAL  
ENGAGEMENTS  
12.2K