



Tourism Industry Chat

REPORTING Q2 AND UPDATES FROM NORTH DAKOTA TOURISM

July 24, 2025

Q2 at a Glance



Lodging YTD

2.3M — Hotel room nights sold
-4.5% decrease in statewide occupancy
4.5% - RevPAR



TRNP Visitation

223,372 — Quarterly visitation
-0.3% decrease from Q2 2024



Border crossings

85,939 – Personal vehicle entries
-28.9% decrease from Q2 2024
-29.2% decrease in passengers
\$6.7M – Estimated Q2 lost visitor spending

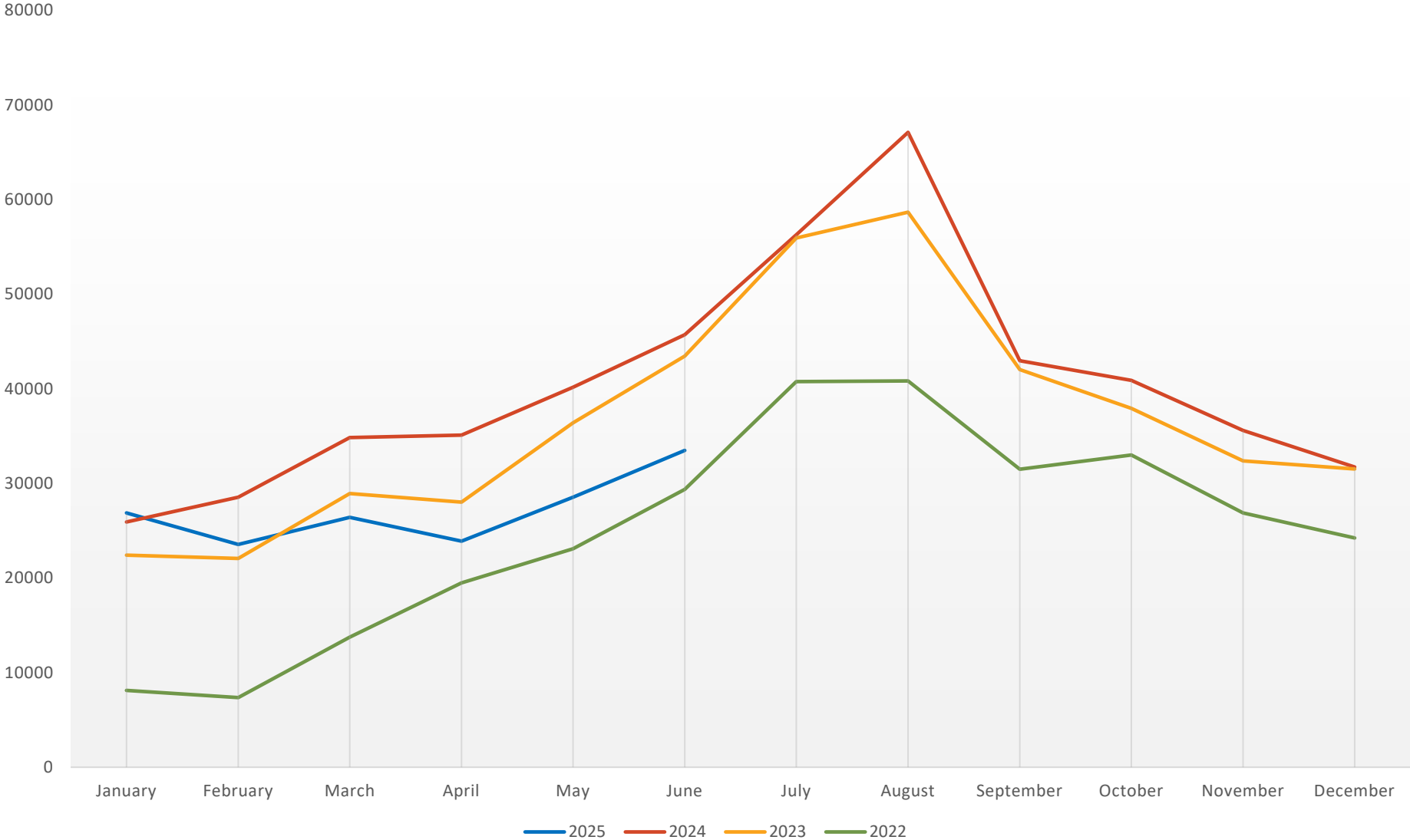


Deplanements

336,001 – Q2 air arrivals
7.34% increase from Q2 2024

Canada Border Crossings into North Dakota (Personal Vehicles)

Source: Department of Homeland Security





LiveChats

10 Live Counselor
chats

-94%

2.2K Virtual Assistant
inquiries +300%

Website Sessions

-11.36%

Signals of Intent to Travel

Meta Page Visits

90.1K

+8%

Traditional Inquiries

-20%

AI impacting traffic

1. Focus on value content that solves problems, offers insights, or is interactive
2. Strengthen brand through email marketing, social media and customer service
3. Diversify traffic sources – newsletters, social, direct mail, podcast appearances and referral programs
4. Optimize for AI, not just SEO – headings, bullet points and answer-focused paragraphs
increase your sourced content





PAID ADVERTISING

HELLO, NORTH DAKOTA

When you're ready, we're just next door. North Dakota offers peaceful landscapes, friendly towns, and plenty of scenic recreation and entertainment. Explore the open beauty of the landscape, enjoy locally inspired eats, and take in scenes of the past or future when and wherever. Whether you're up for an adventure or just need a break, North Dakota will be here - whenever the time is right.

ENTERTAINMENT AND EVENTS

The calendar is full of favorite summer and fall events and festivals. Join us for big concerts, rodeos and more.

devils lake
NORTH DAKOTA
Where Friendly Faces and Great Events Meet You.
DEVILSLAKE.NC.COM

ENTERTAINMENT CENTER GARDEN
Visit Canada's most unique Garden and a symbol of enduring friendship.
PRAIRIESGARDEN.COM

Modern Musical
Where the Stars Shine Brighter - Opening here in MEDORA, ND. MODORAMUSICAL.COM

MEDORA MUSICAL, MEDORA
See the musical variety show performed in an outdoor amphitheater under some badlands.

ROUGH RIDER DAYS FAIR & EXPO, DICKINSON
Visit this western town near the badlands for RICA rodeo, a carnival, concerts and more.

NO COUNTRY FEST, MANDAN
Celebrate the 100th anniversary of the new grandstand, plus great music and live rodeo.

RED RIVER VALLEY FAIR, WEST FARGO
Enjoy live food, crafts and outdoor live entertainment including headliners.

NORTH DAKOTA STATE FAIR, MINOT
Don't miss grandstand events and concerts featuring nationally recognized performers and entertainment.

GET A FREE TRAVEL GUIDE!

Your next getaway is just a few pages away. Pick up a free travel guide, including Spring, Summer, Fall and Winter.

Don't miss the incredible and scenic Theodore Roosevelt National Park. Full of wild horses, buffalo and prairie dogs, the park's gateway cities offer a variety of activities, including world-class fishing and world-class dining options, making them perfect base camps for your park adventure.

Other scenic gems include the International Peace Garden, Theodore Roosevelt National Park, White Horse Inn National Historic Site and many more parks.

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

FREE TRAVEL GUIDE

ORDER NOW

HELLO ROAD WARRIORS!

You've waited to explore the vast northern Dakota and all the adventures and hospitality along the way. (The Mountain State Drive) Pack your bags! It's a great time to hit the open roads. North Dakota is full of unforgettable, affordable adventures. From can't-miss **Theodore Roosevelt National Park** to larger-than-life roadside attractions and fun urban escapes, come see why we love it here.

Watch on YouTube

Visit your page, a North Dakota adventure is waiting.

FREE TRAVEL GUIDE

ORDER NOW

FORT ABRAHAM LINCOLN STATE PARK

FREE HUNTING & FISHING GUIDE

ORDER NOW

NORTH Dakota
Be Legendary.

10:40

TRAVEL+LEISURE SUBSCRIBE

for 25+ Years and I Still Travel the World—Here's What It's Like

By Robin Cohen and Rachel Chang • 23 hours ago

Advertisement

Advertisement

ACTIVITY + ADVENTURE

The 10 Best Picnic Baskets Ad

travelandleisure.com

Trends in advertising motivated web traffic

- Road Trips page on NDtourism.com is fourth most visited and has a 4% increase in traffic over last year.
- Solo Travel campaign launched in June and already eighth most visited page on site.
- EVENTS! Always top web content – this year has increased by 229%!



Tigirlily Gold Partnership

Includes:

- Appearances at promotional events
- Social media and branded content
- Photo and video shoot
- Music and assets to be used in advertising and promotional materials

Public & Media Relations-Tourism thru Q2

A few highlights through Q2 2025:

- First-ever IPW press conference garnered 259 mentions reaching 1.23M
- Top keywords: rich cultural experiences, Scandinavian Heritage Park, TR Library, vibrant city experiences

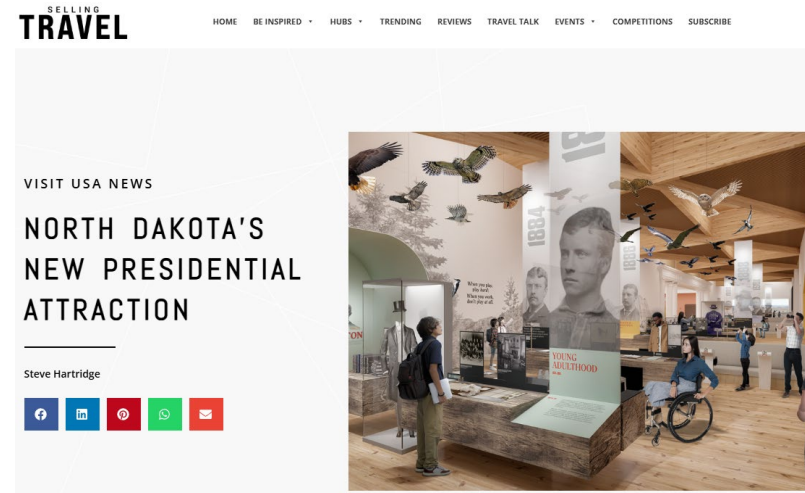
National
Media
Coverage

- 1,713 media mentions
- 4.4B reach (up 35% YOY)

Influencer
Campaign

2 of 6 trip stats completed

- 1.05M impressions
- 38 deliverables (stories, posts, etc.)
- 290K reach



Backpacker

Take Your Baby on Their First Hike on These National Park Trails

Parent of a tiny trailblazer? These short yet stunning national park trails are perfect for fan with kids—including infants.

Published Jun 20, 2025

Erica Zazo



Can't-Miss Experiences at the State Fair in All 50 States

Music fans, this one's for you. The North Dakota State Fair boasts a star-studded line-up of concerts with big-name artists from a variety of musical genres...

Along with the ticketed concerts, you'll find free entertainment from local talents, comedians and other performers.



Chicago Tribune

LATEST HEADLINES

You don't know Fargo. Explore the vibrant North Dakota city that's brimming with creativity

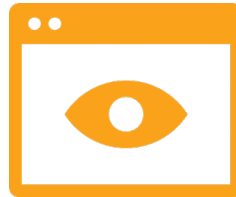


Social

ND Tourism Social Efforts Q2



539k
Engagements



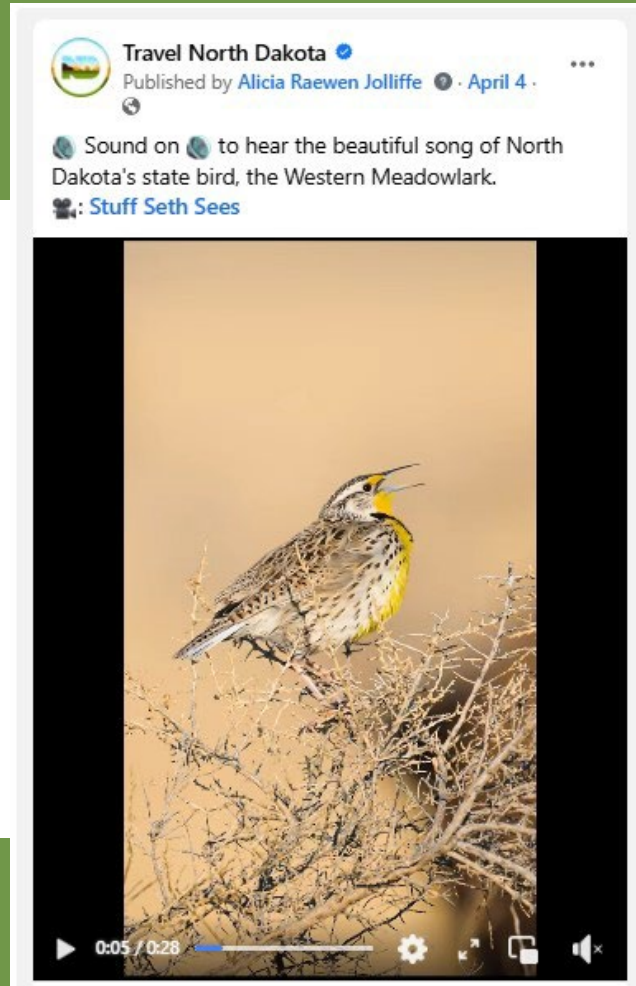
14.6M
Impressions



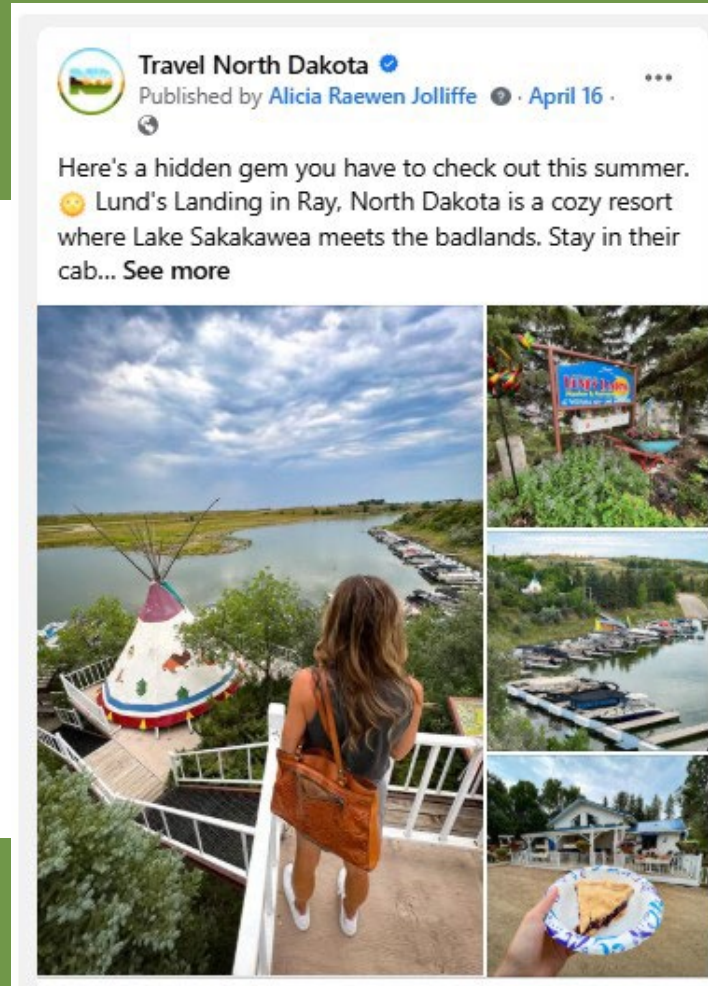
117k
Web Visits

Social media remains a dominant force in the tourism industry, with visual content and short-form video, playing a crucial role. Travelers increasingly rely on social media for inspiration and booking, with many making purchases based on content they see online.

Top performers...



No trending audio needed.
Consider using natural
sounds!



Hidden gems! Use galleries
on FB or carousels on
Instagram to show more
diversity to the experience.



Local business features! Find out
what makes you unique and make it
the lead to capture attention quickly.

National landscape and news

- Year-to-date, national hotel occupancy is also down about a percent
- International visitation is down 3.4%
 - Primarily driven by 19% overall decline from Canada
- Domestic travel spending remains stable
 - National park visits have declined by 9.8 million visitors YOY
- Travelers can now keep shoes on during TSA screening
- Screening technology could be used to ease liquid restrictions
- International visa fees increasing by 130%

91% of Americans have travel plans within next six months

Forbes reports a record 60% of Americans plan on traveling by car this summer

- New Longwoods study shows in the last five years, over half of travelers have spent at least one night following a touring route or scenic/historic highway in the U.S.
- U.S. Department of Transportation has launched a new effort called the Great American Road Trip – a nationwide journey to 250 unique destinations in the lead-up to America's 250th anniversary.



High Interest in Dining, Outdoor Scenery, and Historical Sites/Attractions on Touring Routes

Thinking of touring routes or scenic/historic highways specifically, what attractions, activities, and services along the route would be of most interest to you or your traveling companions?

Note: Respondents were asked to select up to four attractions, activities, or services



The top three interests on touring routes are **dining, outdoor scenery, and historical sites/attractions.**

Source: Longwoods International ATS Wave 98

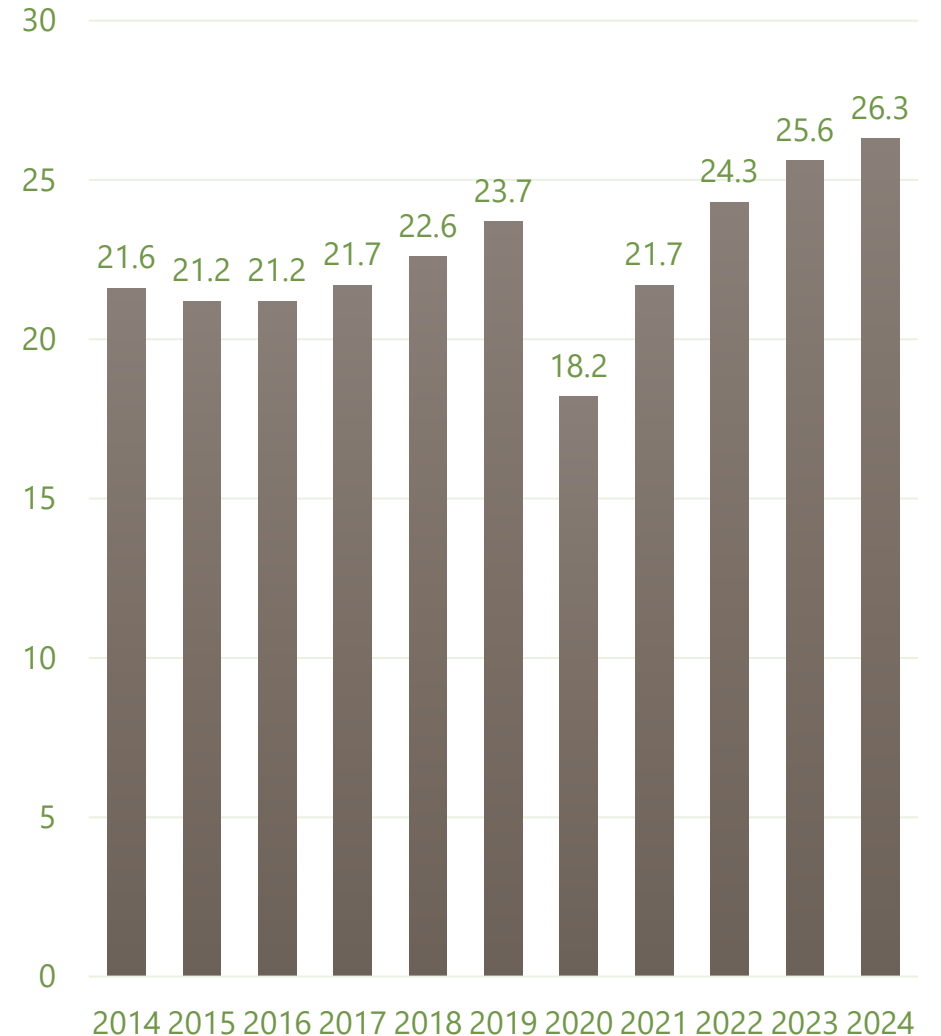
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

New ND Research

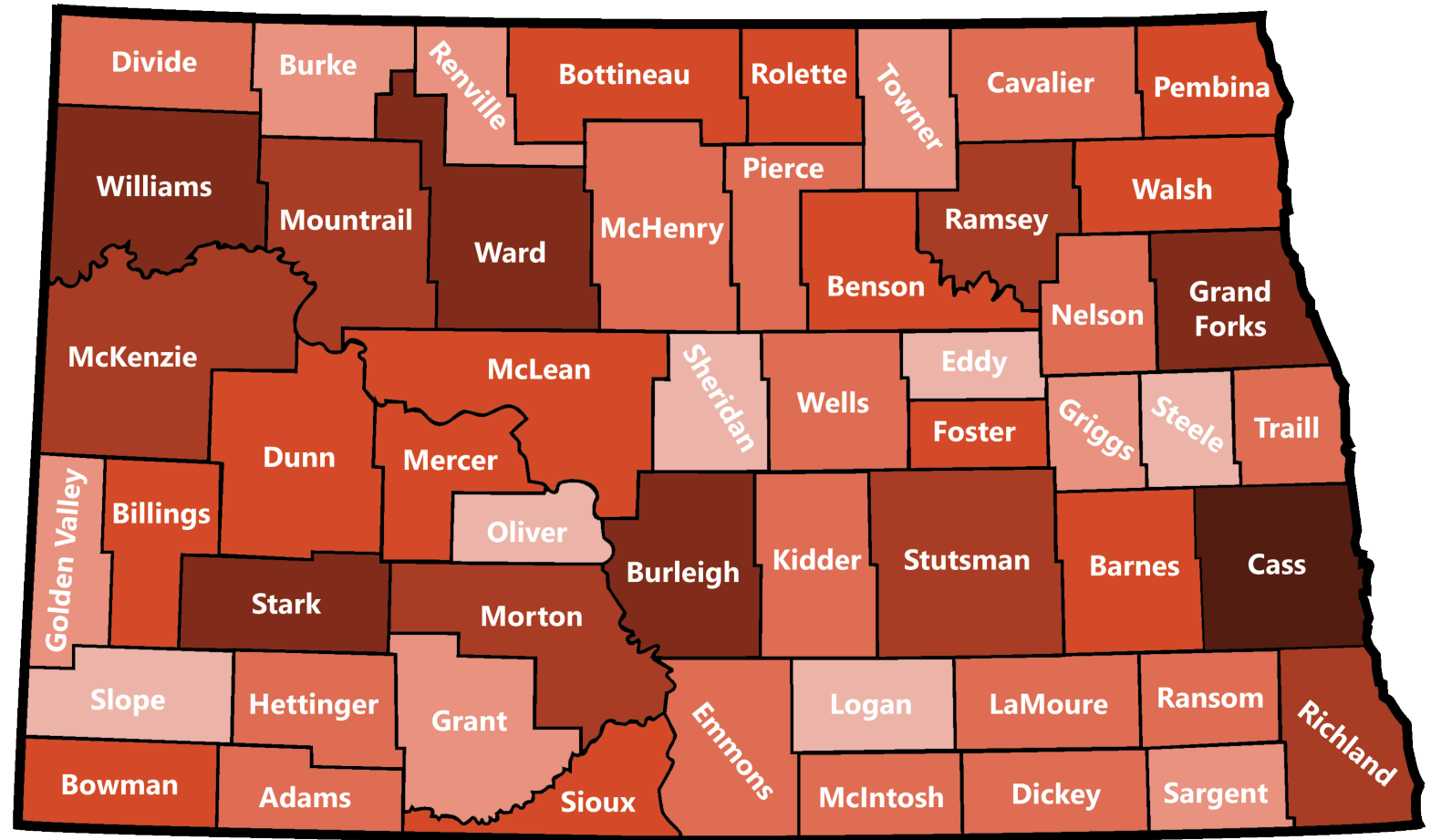
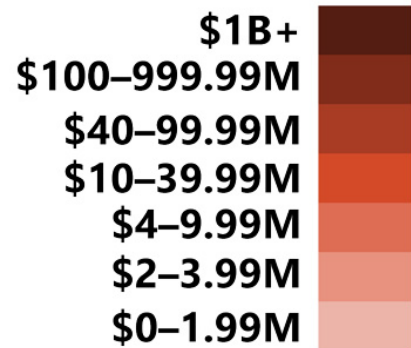
REPORT ON ECONOMIC IMPACT OF TOURISM IN 2024

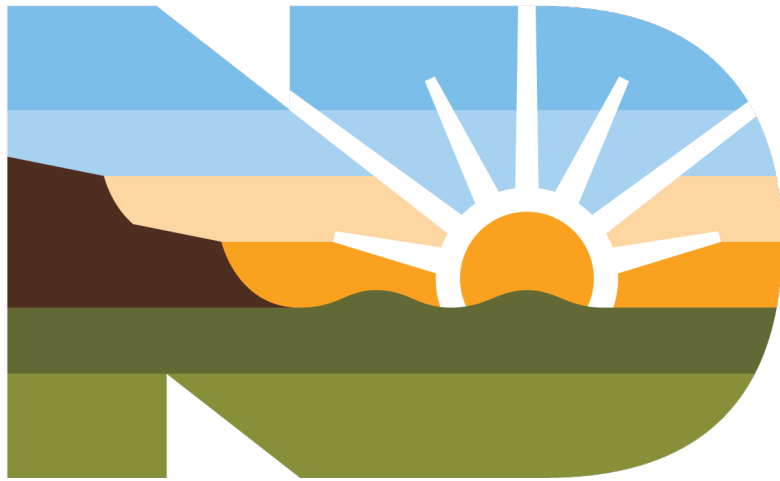
- Visitation grew 2.7% reaching 26.3M visitors
- Visitor spending grew to \$3.4B
- 18.4-million day-visitors
- Visitors paid more than \$310M in local and state taxes
 - Creating a \$935 per household savings for North Dakotans

Visitation



Visitor Spending by County



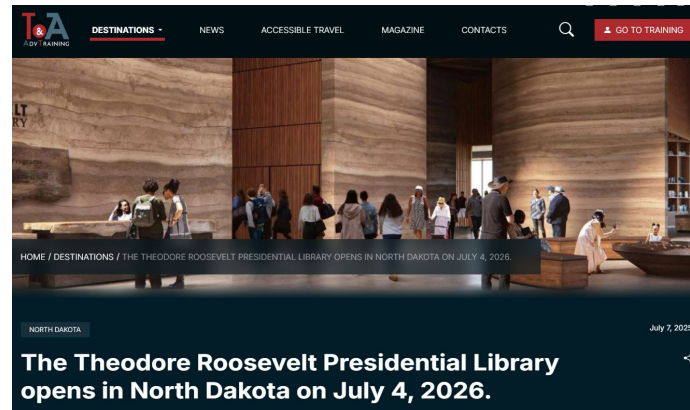


Icon Update

- Announced in April
- New brand guidelines to be shared next month
- Finishing work on copyright
- Plan to permit usage to partners

IPW and Presidential Library Excitement

IPW PRESS CONFERENCE GARNERED 259 MENTIONS REACHING 1.23M



Theodore Roosevelt Presidential Library in North Dakota Achieves Construction Milestone

Posted on June 20, 2025



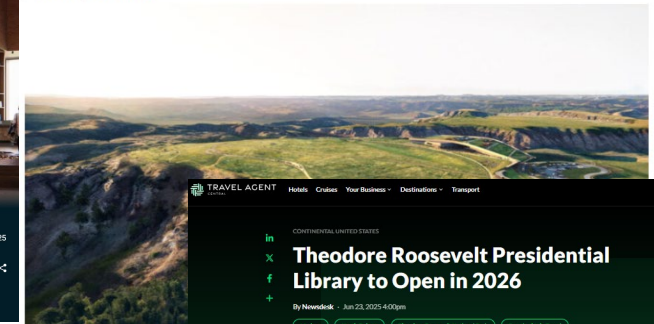
The first phase of construction on the Theodore Roosevelt Presidential Library, a future cultural destination located in the heart of the North Dakota Badlands, and the largest mass timber project in the state to date, has been completed. The library is set to open July 4, 2026.

Phase one construction began a year ago and is centered on the museum building and its dramatic roof structure of sweeping curves and complex geometry. The roof, designed to echo the rolling topography of the Badlands, required precisely engineered connections and joints, supported by steel wrapped in wood to maintain a seamless timber look. Phase two of construction began this month, with Mercer Mass Timber contributing canopies designed to support photovoltaic panels — enhancing the site's sustainability and expanding mass timber use in outdoor architectural features. JE Dunn Construction is serving as the general contractor on the project.

Key project highlights:

North Dakota to Celebrate 250th Anniversary with Grand Opening of Theodore Roosevelt Presidential Library in Famed Badlands

Wednesday, June 18, 2025



North Dakota will mark the nation's 250th birthday in 2026 with a milestone of its own: the grand opening of the Theodore Roosevelt Presidential Library (TRPL) during Independence Day celebrations in early July. Set in the iconic Badlands near Medora, the library will honor the influence of the 26th president of the United States by bringing his story to life in the same rugged landscape that helped shape his enduring ideals of leadership, conservation and the American

2026 Travel Guide Deadline

AUGUST 31ST

Now is the time to update your listing information on NDtourism.com.

Having your listing(s) and/or event(s) on NDtourism.com can increase your visibility on Google searches as well. Don't miss this free opportunity to attract more visitors!

All listing entries and updates must be entered by August 31, 2025, to be included in print materials, including the 2026 Travel Guide and Hunting & Fishing Guide.

For more information on the Partner Portal, Accessibility and how to become a Sustainable Business, visit <https://www.commerce.nd.gov/tourism-marketing/industry-toolkit/partner-portal>.

Destination Development Grant Updates

- The grant portal will open August 1, 2025 - 9 a.m. CDT and close Sept. 1, 2025 - 5 p.m. CDT.
- Applicants must submit all materials online, including a detailed project description, budget, and letters of support. Competitive applications will demonstrate a clear vision, strategic alignment with tourism goals, and long-term value.
- Updated guidelines will be available by August 1 at <https://ndgov.link/DestinationDevelopment>





TRAVEL INDUSTRY MARKETING SUMMIT

JAMESTOWN | HAROLD NEWMAN ARENA | OCT.7

Tourism Industry Marketing Summit

TUESDAY, OCTOBER 7

HAROLD NEWMAN ARENA, ON UNIVERSITY OF JAMESTOWN CAMPUS



2025-2027 TOURISM & MARKETING STRATEGY AND PRIORITIES

Market North Dakota resulting in improved awareness and image and increased visitation and spending.

Provide services to potential visitors to support longer stays and increased spending.

Work to grow the tourism industry's impact.

Elevate marketing our state and tourism as essential to growing our economy and improving our quality of life.

Communicate the importance and value of North Dakota and our work at Commerce with a focus on workforce recruitment.

Tourism Industry Marketing Summit

- Guest speaker on tips to increase visitor length of stay
- Networking lunch
- Our popular Pecha Kucha mini-presentations will return
- Release of 2026 Media Plan
- 2026 cooperative programs

One last thing ...

You may have gotten a request from us about sharing your visitor numbers monthly now and might be wondering why.

Commerce is in the process of developing new, dynamic dashboards to share with the Governor's Office. There will also be public-facing dashboards with more information, updated more frequently, on our industry site.

***As a reminder, your proprietary numbers are never singled out and shared. Visitation numbers are always used in aggregate.