



## INDUSTRY FACTS

**125**  
**OPERATORS**  
OFFERING  
NORTH DAKOTA  
DESTINATIONS

**\$2.9**  
**MILLION**  
REPORTED  
GLOBAL VISITOR  
SPENDING IN  
STATE

**18**  
NORTH DAKOTA  
COMMUNITIES  
RECEIVED GLOBAL  
TOUR OPERATOR  
OVERNIGHT  
TRIPS

**1,266**  
**OVERNIGHTS**  
IN NORTH DAKOTA  
DESTINATIONS  
FROM OVERSEAS  
LOCATIONS

Data from the RMI Trip Report

## GOAL OF GLOBAL MARKETING

The goal of the global marketing program is to motivate travelers from our overseas markets to visit North Dakota and ultimately spend time and money with our local partners. In order to maximize effectiveness with the resources available, North Dakota is part of a five-state cooperative with South Dakota, Montana, Wyoming and Idaho under the Great American West (GAW) brand, coordinated by Rocky Mountain International.

We are a conduit connecting visitors to destinations and we work with the travel-trade (tour operators and travel agents) to create the sellable product through tradeshow, missions and product development tours. We also work with the media to showcase North Dakota experiences to potential travelers, thus increasing demand and direct them to the travel-trade. We also work to increase product offerings to showcase more of the state, which encourages travelers to return for new experiences.

## GLOBAL MARKETING TARGET MARKET

The target audience for North Dakota and the Great American West is travel-trade and subsequently consumers willing to try new vacation destinations to experience the real America. We reach out to companies that work with travelers interested in nature, culture, history and Native American experiences in authentic locations, offering local amenities and services.

Our target markets are operators and media in the UK, Germany, the Nordic Region, France, Italy, the Benelux Region and Australia/New Zealand. We work in these huge markets because they are interested in the experiences offered in our region, including wide-open spaces, scenic roads, beautiful landscapes, watchable wildlife and fresh air, authentic western experiences and fresh urban settings.



THE GREAT  
AMERICAN WEST  
IDAHO • MONTANA • WYOMING  
NORTH DAKOTA • SOUTH DAKOTA

## EARNED MEDIA

**96**  
**MEDIA INSTANCES**

**REACHING**  
**224 MILLION**

**NEARLY \$2.3M**  
**AD EQUIVALENCY**



## GLOBAL TOURISM MARKETING TARGETS:

- United Kingdom
- Germany
- The Nordic Region
- France
- Italy
- The Benelux Region
- Australia/New Zealand

UPDATED 01/03/2023

## BRAND USA/MILES MEDIA ROAD TRIP

Brand USA visited Fargo, Bismarck-Mandan, Medora, and MHA Tourism in an effort to gather impactful photo and video assets. The process began with selecting models for the video shoot. Brand USA and Miles Media looked over marketing materials and worked with North Dakota Tourism in selecting the locations, attractions, events and timeline of the shoot to optimize the impact of the dollars spent on this project.

The timing could not have been better for the shoot! We had great weather in Fargo, Bismarck-Mandan, Medora, New Town and at Lake Sakakawea State Park. Rain, sleet and fog impacted some of the Medora and Theodore Roosevelt National Park shots but it was almost perfect. The selected time allowed for footage to also be taken at the United Tribes International Powwow and the Medora Musical.

As a result, we now have great video content for each of these areas and footage showcasing ease of traveling through the state. The creative team also made a compilation video showcasing North Dakota as a whole and a very short teaser video for social media usage.

The edited videos are showcased on [visittheusa.com](http://visittheusa.com), [NDtourism.com](http://NDtourism.com) and have been made available for partner organizations to showcase on their websites. Not only does North Dakota Tourism own these edited videos but we also have unrestricted ownership of the photos and unedited video assets from each shoot location. Check out the videos at [belegendary.link/NDRoadtripVideos](http://belegendary.link/NDRoadtripVideos) or request access to imagery at [www.medialibrary.nd.gov](http://www.medialibrary.nd.gov).



## WHAT ARE THE WAYS PARTNERS CAN JOIN THE EFFORT?

- Hosting and sponsoring product development or press trips are the best ways to build relationships with those who sell the product.
- Attend the regional show/marketplace, International Roundup and meet face-to-face with every company attending.
- Keep North Dakota Tourism updated on what is new, award-winning, or re-created at your attraction, accommodation or event. The overseas office is always interested in "news" from the region.
- **NEW** — Take advantage of new opportunities to partner with International Tour Operators directly through the GAW program.

## INTERNATIONAL TOUR OPERATORS OFFERING ND PRODUCTS

