



INDUSTRY FACTS

167

INTERNATIONAL OPERATORS
OFFERING NORTH DAKOTA
DESTINATIONS

\$8.6 MILLION

REPORTED GLOBAL VISITOR
SPENDING IN STATE

29

NORTH DAKOTA
COMMUNITIES RECEIVED
GLOBAL TOUR OPERATOR
OVERNIGHT TRIPS

1,779

OVERNIGHTS OFFERED
ACROSS NORTH DAKOTA
FROM OVERSEAS MARKETS

Global Tourism



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 four-state cooperative with South Dakota, 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 tradeshows, missions and product development tours. We also work with the media to showcase North Dakota experiences to potential travelers, thus increasing demand and directing 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.

**EARNED
MEDIA**

**113 media
instances**



**Reaching
231 million**



**Nearly \$2.7M
ad equivalency**

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.

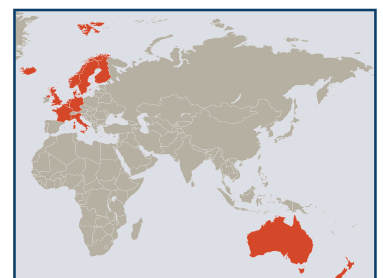
Our target markets are operators and media in the United Kingdom, Germany, the Nordic Region, France, Italy, the Benelux Region and Australia/New Zealand. We work in these huge markets because they are interested in the experiences offered in our region, including wide-open spaces, scenic roads, beautiful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

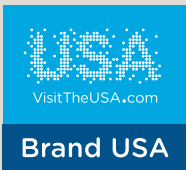
Through this partnership, North Dakota benefits from in-market representation across all these international markets. The responsibilities of the in-market representatives include:

- Conducting monthly sales calls with the travel trade
- Engaging in media outreach to enhance coverage
- Managing the fulfillment of publications in the local language
- Researching and evaluating North Dakota product offerings
- Proposing and coordinating familiarization tours
- Recruiting top-tier travel trade professionals to participate in the International RoundUp (IRU)

GLOBAL TOURISM MARKETING TARGETS

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





BRAND USA

North Dakota Tourism's partnership with Brand USA serves as a powerful extension of Commerce, propelling the state onto the global stage with impressive statistics and impactful campaigns.

FY25 HIGHLIGHTS

- Bismarck Mandan CVB continued to support the program by investing in the Global Inspiration Guide as well as attending the Travel Week event.
- The Global Inspiration piece continues to be a steadfast way to highlight North Dakota. This year there will be 175,000 guides printed in eight languages in 50 countries and a digital e-guide in roughly 180 countries, garnering 8 million impressions delivered for North Dakota.
- North Dakota Tourism was able to do two Programmatic programs this year with the price change for the Global Inspiration Piece. In late January, there will be two coops targeting Germany and the Nordics. Each program will get 1.9 million impressions across Germany and a combined 1.9 million impressions across Norway, Sweden and Denmark.

FY24 HIGHLIGHTS

- In October 2023, Bismarck Mandan CVB invested \$4,750 during Travel Week, showcasing the commitment to highlight North Dakota's wonders.
- The United Kingdom Programmatic Fall Campaign from September to October 2023 saw an impressive 1,115,586 total digital impressions and a .24% click-through rate.
- A strategic investment of \$7,500 contributed to 2,637 clicks back to the "North Dakota Road Trip: From Fargo to New Town" on VisittheUSA.com.

FY23 STANDOUTS

- The Global Inspiration Program in 2023 reached new heights. With a Tier 2 participation, we distributed 125,000 printed copies in seven languages, garnering 5,000,000 digital impressions in four key markets.
- The Canada West Spring 2023 Multi-Channel Campaign, a Tier 2 participant from March to July 2023, generated 4,922,984 total impressions and a remarkable \$201,456 in hotel revenue from 1,624 room nights, directly attributable to the campaign.

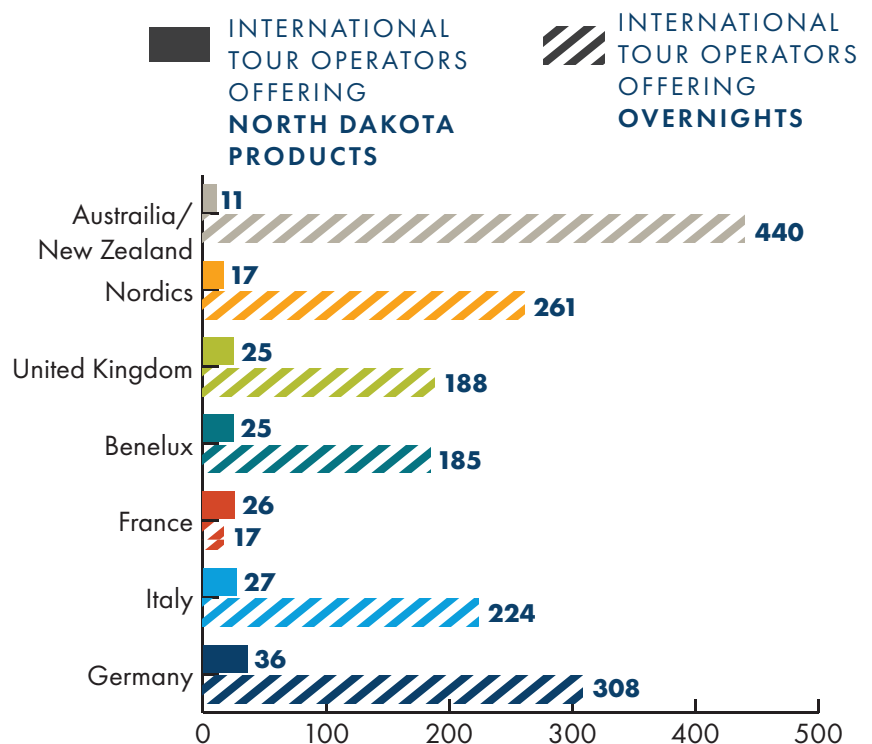
CONSISTENT SUCCESS IN USA DISCOVERY PROGRAM

- In 2025, the North Dakota Tourism badge in the Discovery Program underwent a major upgrade with new content, images and highlights. The USA Discovery Program has been consistent, with all-time badge completions.
- This year, as part of the program, a promotional post and a sweepstakes component has been added for the Australia market. This will be happening in late spring 2025.

In each fiscal year, our collaboration with Brand USA has not only showcased North Dakota's unique attractions but has also demonstrated the success of strategic investments in promoting tourism on a global scale. Together, we continue to unveil the beauty and charm of North Dakota to the world.

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.
- The International RoundUp (IRU), subsidized for partners through the Great American West Partnership, is an exclusive annual tourism tradeshow tailored for domestic suppliers and international buyers with a focus on tourism in the Great American West region. This premier event features two days of intensive, pre-scheduled business appointments, ensuring that every regional organization and international tour operator/buyer has the opportunity to connect. As a unique B2B platform, IRU provides suppliers seeking to expand international visitation with direct access to international buyers interested in adding regional products to their offerings for clients.
- Keep North Dakota Tourism updated on what is new, award-winning, or re-created at your attraction, accommodation or event. The overseas offices are always interested in "news" from the region.
- Take advantage of new opportunities to partner with International Tour Operators directly through the GAW program.



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