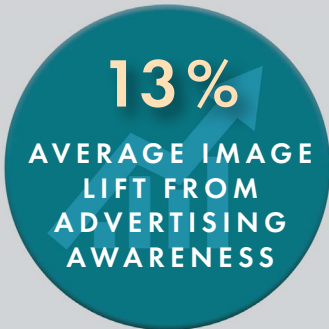


Be Legendary.



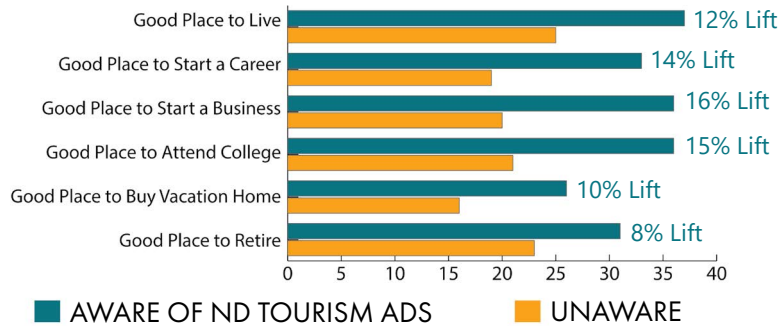
AD EFFECTIVENESS



TOURISM ADVERTISING ELEVATES  
NORTH DAKOTA'S IMAGE

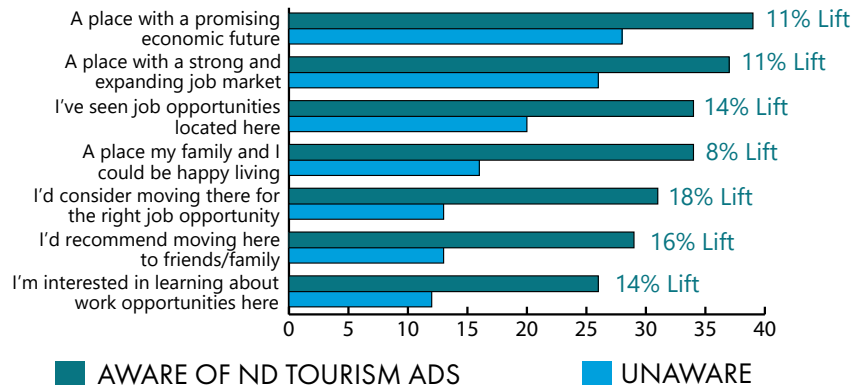
Advertising is a powerful tool with the ability to change perceptions, attitudes and behaviors. Research shows that North Dakota Tourism's promotional campaigns create a "halo effect" that lifts image and diversifies the economy through increased visitation and makes North Dakota a more favorable place to live, work, start a business, attend college, purchase a home and retire.

HALO EFFECT OF NORTH DAKOTA  
TOURISM MARKETING



Awareness of North Dakota's advertising led to double-digit increases in positive impressions across economic development attributes, most notably the impression of North Dakota as a place to be happy living in, that would be considered moving to for the right job opportunity and willingness to recommend to friends and family.

TOURISM ADVERTISING IMPROVES IMAGE OF  
ECONOMIC DEVELOPMENT ATTRIBUTES



## WHY INVEST IN ADVERTISING?

Tourism advertising supports North Dakota entrepreneurs and businesses by raising awareness of North Dakota.

Every dollar invested in North Dakota Tourism advertising returns \$104 in incremental visitor spending.

Every dollar invested in North Dakota Tourism paid media returns \$5.90 in tax revenue resulting in \$300 million in visitor-paid taxes.

Tourism advertising supports North Dakota's Main Streets with visitation supporting communities of all sizes in every county in the state.

There are 34,228 visitor-supported jobs and 2,780 tourism-related businesses in North Dakota.

## SOLID ADVERTISING OUTREACH

A 2020 study reinforces the impact of North Dakota Tourism advertising on economic development and image lift. Tourism advertising is the most visible and cost-effective tool for reaching those who can be motivated, not only to visit our state, but to consider North Dakota for relocation or business building. Here is how far the North Dakota Tourism campaign has reached over the last couple of years.



TV

**67 MILLION** (2019)  
**83 MILLION** (2020)



PRINT

**12 MILLION** (2019)  
**12 MILLION** (2020)



DIGITAL

**112 MILLION** (2019)  
**233 MILLION** (2020)



OUT-OF-HOME

**34 MILLION** (2019)  
**85 MILLION** (2020)



SOCIAL MEDIA

**5.3 MILLION** (2019)  
**23 MILLION** (2020)

## OPPORTUNITY AHEAD

North Dakota has an opportunity to use its valued competitive advantages now more than ever. Its safe, open, uncrowded, worry-free and affordable lifestyle is being sought out worldwide, as the post-COVID demographic shifts. With the world in transition, we need to showcase all the state's offerings to drive demand to businesses that put North Dakota on a growth track.

