

AD EFFECTIVENESS

13%

AVERAGE IMAGE
LIFT FROM
ADVERTISING
AWARENESS

MORE THAN
2 MILLION
VISITS TO
NDTOURISM.COM
IN 2022

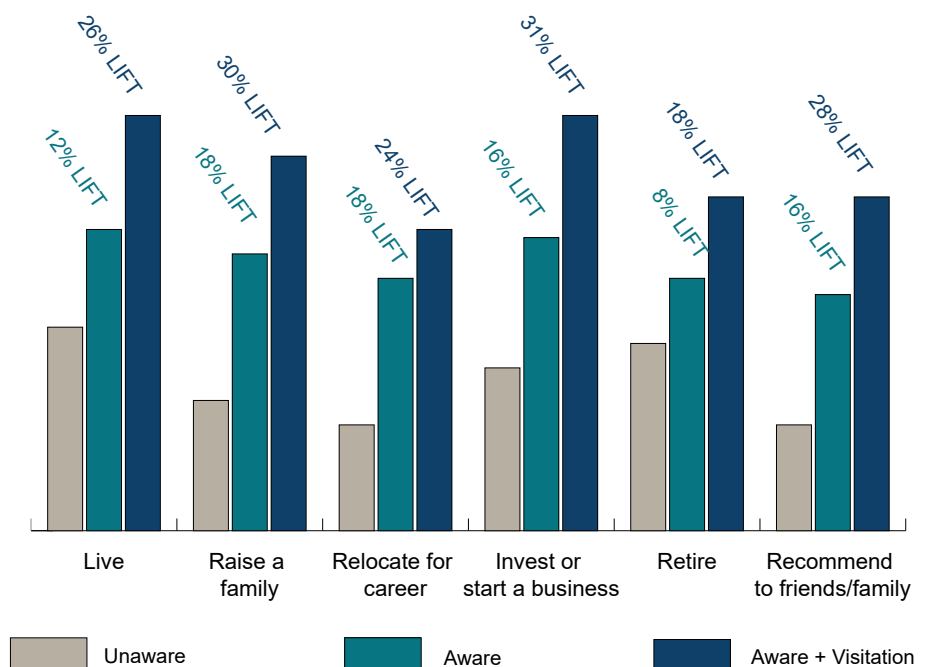
DIGITAL
CAMPAIGN HAD
15 MILLION
VIDEO
COMPLETIONS

1.4
MILLION
ADDITIONAL
ADVERTISING-
MOTIVATED
TRIPS

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 visit, live, raise a family, work or advance your career, or invest or grow a business.

HALO EFFECT OF NORTH DAKOTA TOURISM MARKETING

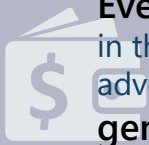


A recent national perception study confirmed North Dakota lacks general awareness and there is potential to influence the state's public image. North Dakota's destination advertising has a positive impact on overall image lift and perception of economic development attributes. Tourism advertising is 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.

WHY INVEST IN MARKETING?



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



Every dollar invested in the 2021 tourism advertising campaign generated \$34 in direct visitor spending.



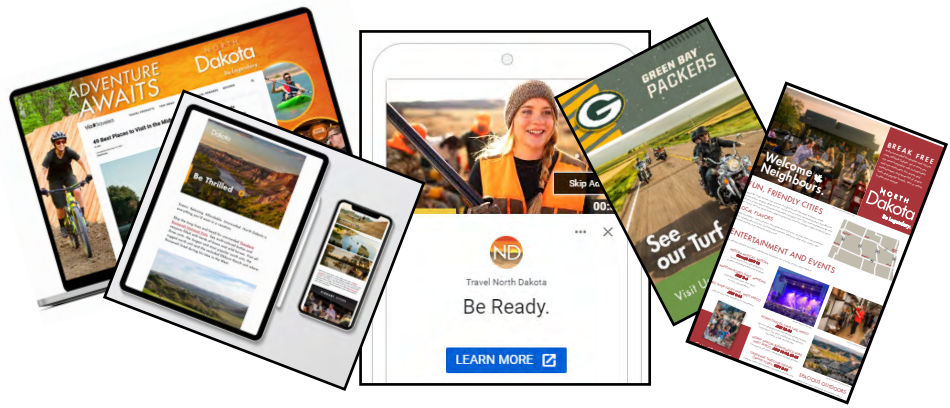
Every dollar invested in North Dakota Tourism paid media returns \$3 in tax revenue resulting in \$23.5 million in visitor-paid taxes.



Tourism marketing supports North Dakota's vibrant communities with visitation and spending in all 53 counties.

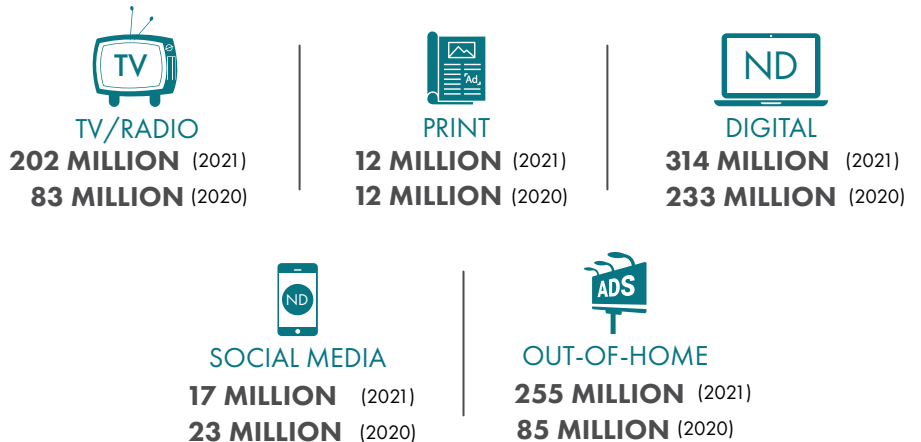


There are more than 41K visitor-supported jobs and 2,968 tourism-related businesses in North Dakota.



SOLID ADVERTISING OUTREACH

Research on the effectiveness of the 2021 paid advertising campaign showed that 1.4 million additional trips were motivated due to advertising. Visitors reported spending a total of \$241.9 million in incremental spending, of which \$23.5 million was state and local taxes paid. Here is how far the North Dakota Tourism campaign has reached over the last couple of years.



EARNED MEDIA TELLS THE NORTH DAKOTA STORY

Proactive outreach to national and global media resulted in 4,019 national media instances, up 821% over 2021. Dedicated national PR firm and targeted efforts created additional media opportunities and reach on North Dakota's stories. Total instances reached 20.2 billion. Additionally, 96 global stories reached 224 million. This coverage improves awareness of our state and elevates our image across all Commerce focus areas.

