



AD EFFECTIVENESS

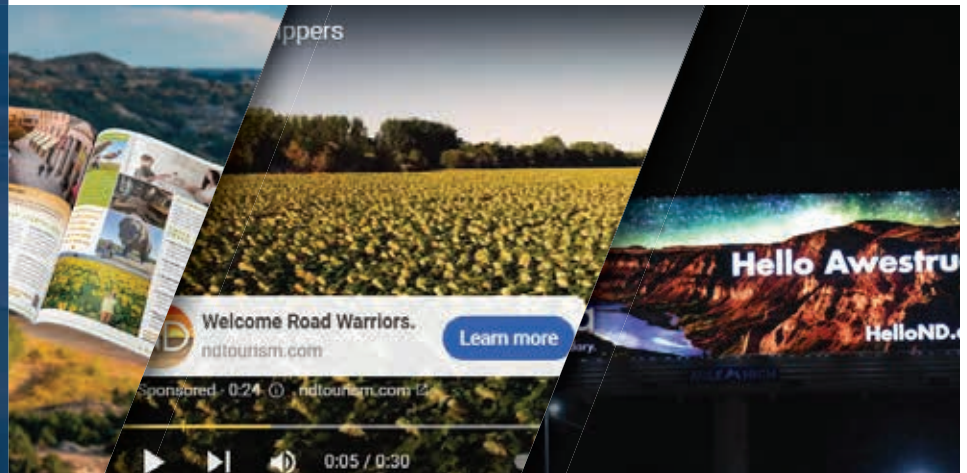
13%
AVERAGE IMAGE LIFT
FROM ADVERTISING
AWARENESS

MORE THAN
3.6 MILLION
VISITS TO
NDTOURISM.COM
IN 2024

DIGITAL CAMPAIGN
HAD MORE THAN
17 MILLION
VIDEO COMPLETIONS

1.4 MILLION
ADDITIONAL
ADVERTISING
MOTIVATED TRIPS

Elevating North Dakota's Image

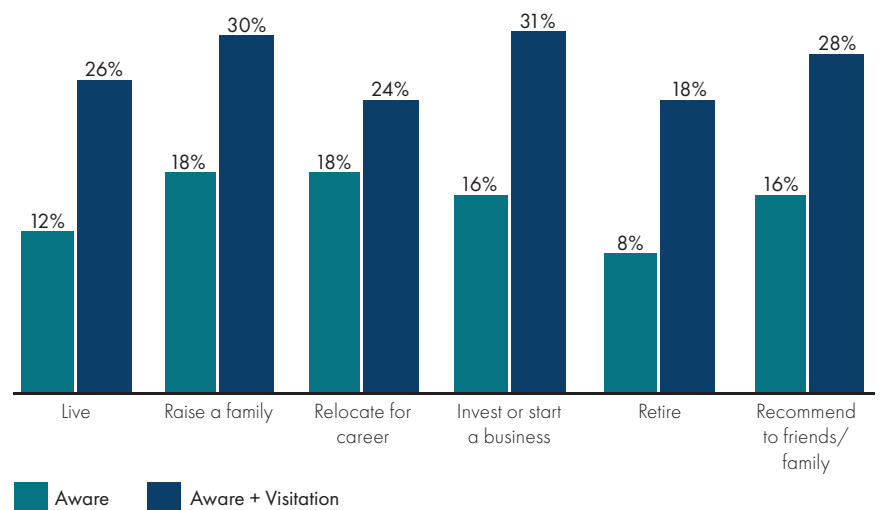


TOURISM ADVERTISING ELEVATES NORTH DAKOTA'S IMAGE

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

Image Lift from Advertising Awareness



A 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.

SOLID ADVERTISING OUTREACH

Ongoing research monitors the performance of advertising and digital media's impact on visitation. In 2024, geolocation data showed a 23.5% lift in visitation from ad-exposed devices versus devices that did not receive ad impressions. With changing consumer behavior, a diverse media mix continues to be the most effective at reaching travelers.



TV / Radio

21 MILLION (2024)
76 MILLION (2023)



Print / Out-of-Home

234 MILLION (2024)
157 MILLION (2023)



Digital

132 MILLION (2024)
130 MILLION (2023)



Social Media

50 MILLION (2024)
14 MILLION (2023)

EARNED MEDIA TELLS THE NORTH DAKOTA STORY

Public and media relations efforts elevate North Dakota's image through proactive outreach and storytelling. In 2024, there were 3,429 media instances resulting in 6.1 billion audience impressions. An influencer campaign netted an additional 2.1 million impressions and nearly 126,000 social media engagements. In total, that's like every single person in the states of South Dakota, Montana, and Wyoming seeing a North Dakota tourism story, proving its legendary experiences reached far beyond its borders.



WHY INVEST IN MARKETING?



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



The **\$307 million** in tax revenues supported by visitor activity is a savings of **\$960 per household**.



Visitors spend on average **\$9 million per day** in North Dakota.



In 2023, there were more than **45k visitor-supported jobs** and **3,097 tourism-related businesses** in North Dakota.



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

For more information, contact Sara Otte Coleman at socoleman@nd.gov