



## INDUSTRY FACTS

**22**  
**MILLION**  
ANNUAL  
VISITORS

**\$3**  
**BILLION**  
IN VISITOR  
SPENDING

MORE  
THAN  
**2,700**  
RELATED  
BUSINESSES AND  
ORGANIZATIONS

MORE  
THAN  
**34K**  
JOBS

## TOURISM DIVERSIFIES NORTH DAKOTA'S ECONOMY

Tourism links communities, supports main streets, sparks economic diversification and defines our image – how we see ourselves and how others see us. It is a significant economic driver.

The sector employs more than 34,000 North Dakota citizens. Residents in every community, large and small, rural and urban, benefit from visitor spending and tourism activities.

North Dakota's tourism sector comprises five industries: accommodations, food and beverage, recreation and entertainment, transportation and retail. From restaurants to museums, service stations to golf courses, tourism benefits every county of the state.

## TOURISM IS AN EXPORT COMMODITY

North Dakota's visitor economy grows when more people travel to and within the state, and visitors interact more with a destination. Shopping, dining, purchasing transportation and lodging, buying event tickets, attending galleries, performances and sporting events and other activities all contribute to a stronger visitor economy.

## FAST FACTS ABOUT NORTH DAKOTA'S TOURISM INDUSTRY

### REVENUE SOURCE

Tourism contributed \$3 billion in total traveler spending and \$300 million in visitor paid taxes to the state's economy in 2018.

### SUPPORTS LOCAL BUSINESS

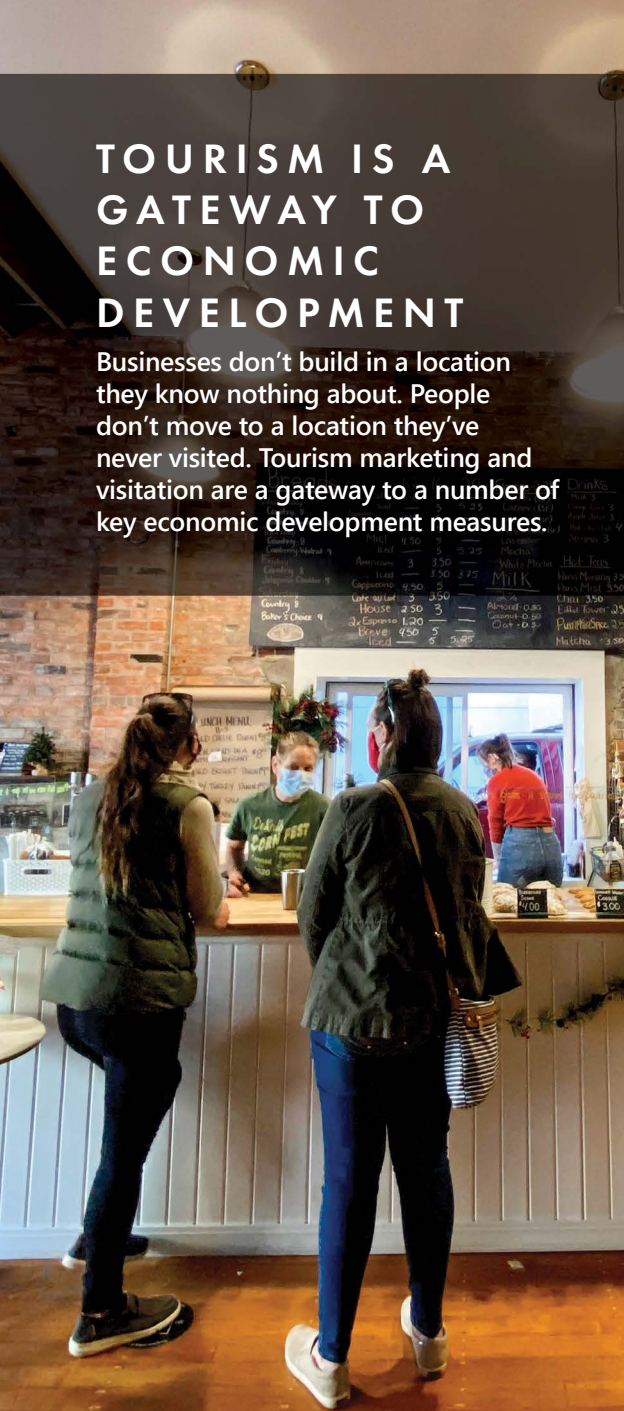
Tourism is a significant revenue source for hotels, lodges, restaurants, museums, art galleries, parks, fishing and hunting outfitters, casinos, sporting events, retail outlets, coffee shops, festivals, craft shops, golf courses and many other businesses. In 2018, there were more than 22 million visitors to and through North Dakota.

### ECONOMIC DRIVER

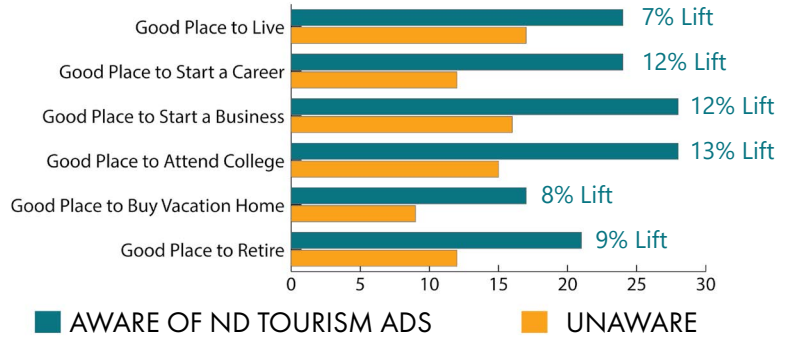
There are more than 2,700 businesses and organizations offering countless attractions, events and tourism-related activity in the state.

# TOURISM IS A GATEWAY TO ECONOMIC DEVELOPMENT

Businesses don't build in a location they know nothing about. People don't move to a location they've never visited. Tourism marketing and visitation are a gateway to a number of key economic development measures.

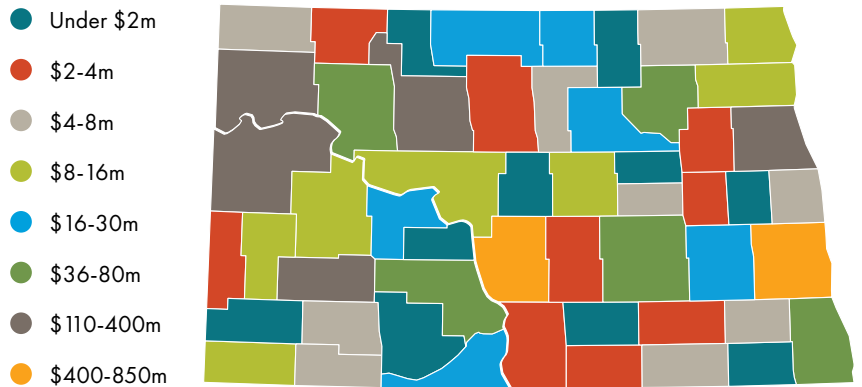


## HALO EFFECT OF NORTH DAKOTA TOURISM MARKETING



Across the board, the advertisements done by North Dakota Tourism have a positive effect on how North Dakota is perceived.

## VISITOR SPENDING BY COUNTY



Travel and tourism positively impacts every county in North Dakota, creating jobs and generating sales across dozens of sectors.

VISITOR SPENDING BRINGS OUTSIDE DOLLARS INTO NORTH DAKOTA'S ECONOMY, GENERATING TAX REVENUE, ADDITIONAL BUSINESS INCOME, JOBS AND A MORE DIVERSE ECONOMY.

**\$522**  
**MILLION**  
IN LODGING

**\$900**  
**MILLION**  
IN FOOD AND  
BEVERAGE

**\$593**  
**MILLION**  
IN  
TRANSPORTATION

**\$383**  
**MILLION**  
IN RECREATION

**\$522**  
**MILLION**  
IN RETAIL