



INDUSTRY FACTS

25.6 MILLION
ANNUAL VISITORS

\$3.3 BILLION
IN VISITOR SPENDING

MORE THAN
3,000
RELATED BUSINESSES
AND ORGANIZATIONS

MORE THAN
45K JOBS



TOURISM DIVERSIFIES NORTH DAKOTA'S ECONOMY

Tourism is a powerful statewide industry, an opportunity for workforce and business recruitment, and a tool for community vitality. Residents benefit from visitor spending and tourism activities. North Dakota's tourism sector comprises five industries: lodging, food/beverage, recreation/arts/entertainment, transportation and retail. From restaurants to museums, service stations to golf courses.

TOURISM IS AN EXPORT COMMODITY

North Dakota's visitor economy grows when more people travel to and within the state, and visitors spend more time within 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

Travel and tourism generated \$3.3 billion in direct visitor spending and \$307 million in visitor-paid taxes, buoying the state's economy in 2023.



Support 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 2023, there were more than 25.6 million visitors to and through North Dakota.

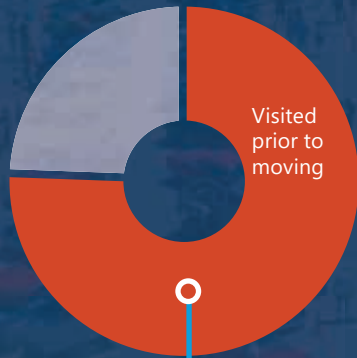


Economic Driver

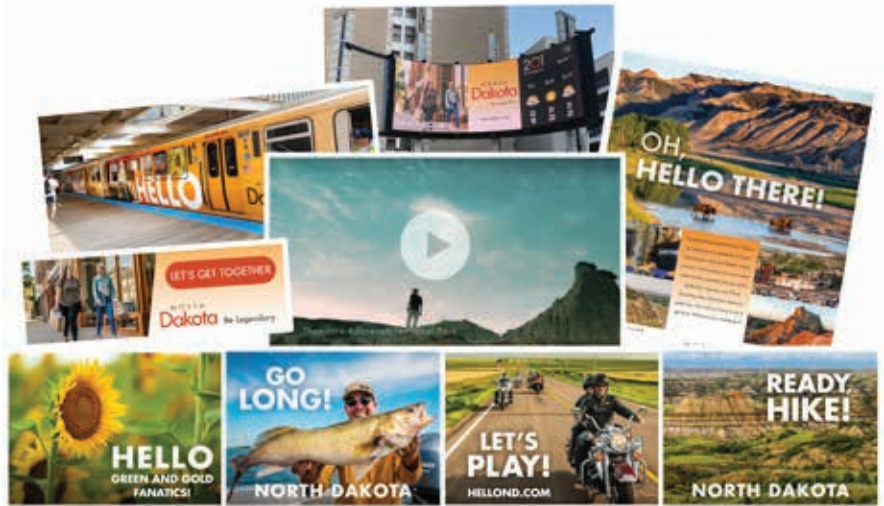
There are more than 3,000 businesses and organizations offering countless attractions, events and tourism-related activities in the state.

TOURISM IS A GATEWAY TO ECONOMIC AND WORKFORCE 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.

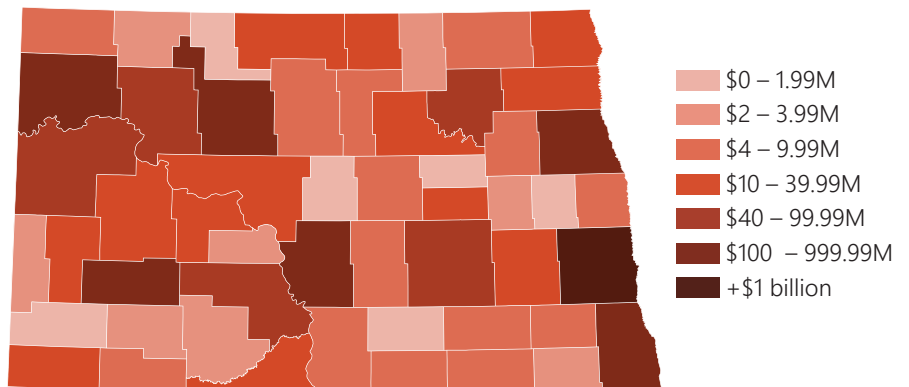


76% of new residents visited North Dakota before moving.



In 2024, \$4.2 million was invested in paid advertising for North Dakota netting more than 438 million impressions. Advertising significantly contributed to a new record high in website traffic at more than 3.6 million visits.

VISITOR SPENDING BY COUNTY



Travel and tourism benefits every county in North Dakota, creating jobs, generating sales across dozens of sectors and improving our quality of life.

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



\$572 MILLION
IN LODGING



\$949 MILLION
IN FOOD AND
BEVERAGES



\$631 MILLION
IN
TRANSPORTATION



\$506 MILLION
IN RECREATION



\$675 MILLION
IN RETAIL