



INDUSTRY FACTS

\$21.7 MILLION
ANNUAL VISITORS

\$2.6 BILLION
IN VISITOR SPENDING

MORE THAN
3,000
RELATED BUSINESSES
AND ORGANIZATIONS

MORE THAN
43K 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. 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: 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 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

Travel and tourism generated \$2.61B in direct visitor spending and \$237M in visitor paid taxes to the state's economy in 2021.



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 2021, there were more than 21.7M 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.

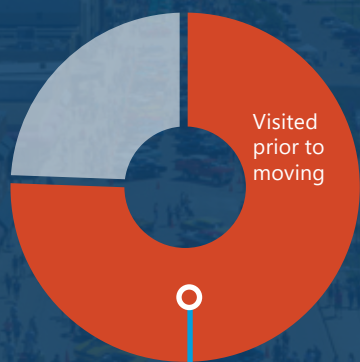
TOURISM IS A GATEWAY TO ECONOMIC AND WORKFORCE DEVELOPMENT

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.



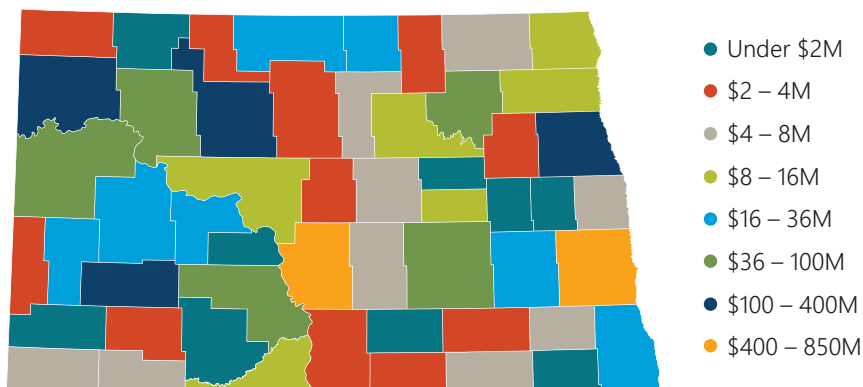
15.22 million video completions

Research on the 2021 paid advertising campaign showed that 1.4 million trips were motivated due to advertising. Visitors reported spending \$241.9 million in incremental spending. Every dollar invested in the 2021 ND advertising campaign generated \$34 in direct visitor spending and \$3 in tax contributions.



76% of new residents visited North Dakota before moving.

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.



\$384 MILLION
IN LODGING



\$767 MILLION
IN FOOD AND
BEVERAGES



\$521 MILLION
IN
TRANSPORTATION



\$374
IN RECREATION



\$565 MILLION
IN RETAIL