

NORTH DAKOTA TOURISM UPDATE—Q1 2021

Area of Travel	1st Qtr 2021	1st Qtr 2020	% Change 20-19			
State Park Visitors	121,954	99,424	23%			
National Park Visitors	28,569	20,378	40%			
Website Visits	327,125	184,796	77%			
Major Attractions	397,695	566,555	-31%	pending 6 attractions		
Local Visitor Centers	2,807	7,838	-64%			
Cumulative Lodging Tax	\$801,441.44	\$1,338,578.23	-40%			
Canadian Border Crossing	10,974	89,467	-88%			
ND Airport Deplanements	166,799	277,023	-40%			
Statewide Hotel Occupancy Rate						
January	32.4%	43.4%	-25.3%		2021 YTD 36.0%	
February	35.3%	47.1%	-25.1%		2020 YTD 40.8%	
March	40.3%	33.0%	22.1%		% Change -11.9%	
Statewide ADR-Average Room Rate						
January	\$70.56	\$79.27	-11.0%			
February	\$75.17	\$83.40	-9.9%			
March	\$76.11	\$75.47	0.8%			
RevPAR				\$26.70	\$32.63	-18.2%
Taxable Sales and Purchases						
			2020 YTD	2019 YTD	% Change	
			\$87,362,751	\$122,162,919	-28.49%	
			\$1,476,480,919	\$1,834,041,363	-19.50%	

Q1 STATEWIDE UPDATES

The U.S. Travel Association reports national losses of more than \$566.5 billion since the start of the COVID-19 pandemic. North Dakota has consistently fared better than the national average, with marketing efforts celebrating wide-open spaces, outdoor and recreational opportunities, safe amenities, Main Streets and road trip itineraries. Still, impacts are significant:

- Travel spending losses of more than \$1.3 billion.
- \$133 million in lost revenue through federal, state and local taxes.
- Loss of more than 502,000 visitor trips from Canada.

To meet the needs of North Dakota's travel and tourism providers, Tourism Division staff employed efforts, including:

- Mainstreet Tourism Expansion Grants and Main Street Initiative Vibrancy Grants assisting 12 communities and seven organizations with more than \$96K in funds awarded.
- Global and group travel efforts holding more than 150 virtual sales appointments, including tour operators from Midwest Marketplace, American Bus Association, Go West, Brand USA Travel Week 2 and the Great American West Sales Mission.
- PR pitching efforts received 32 national media instances reaching 228 million.
- Traveler itineraries and visitor service resources developed.
- First-ever winter-focused marketing campaign.

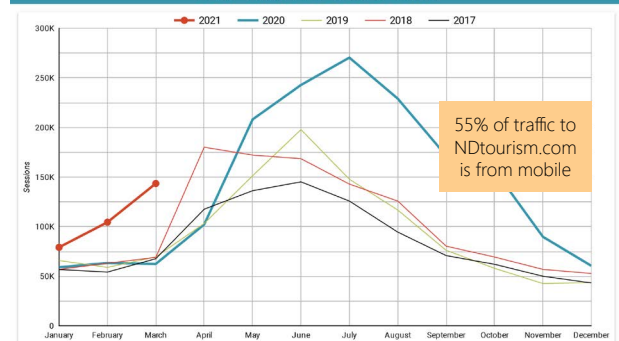
TRADITIONAL INQUIRIES

4,872 (↓23% YOY)

E-NEWS SIGN-UPS

2,791 (↓14% YOY)

WEB TRAFFIC OVER TIME



Q1 MARKETING EFFORTS

North Dakota Tourism launched its first winter campaign to inspire discovery of seasonal recreation and entertainment options and support small businesses. Campaign efforts included a new television commercial, digital, social and print ads running through March 18 in-state and in parts of Minnesota, South Dakota and Montana. Results included:

- More than 6 million ad impressions.
- More than 4.3 million video completions with a video completion rate of 95%!
- Online CTR of 0.23% and 1,310 website conversions.
- Social media efforts resulted in more than 1.15 million impressions, 717,000 video views and 8,700 clicks to NDtourism.com.

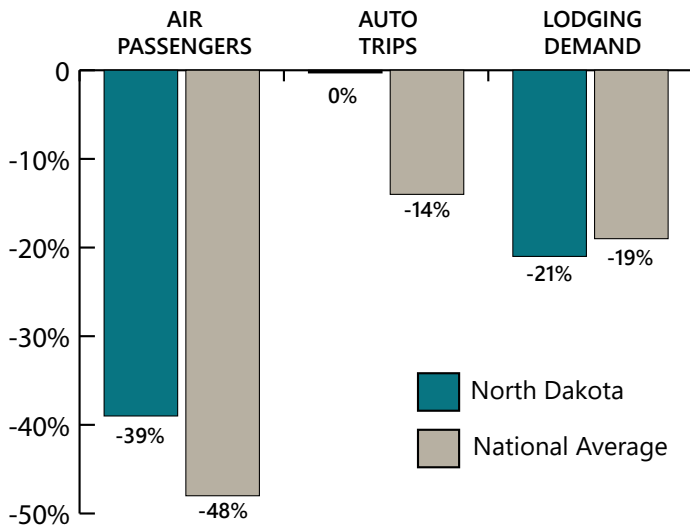
Visitor interest and travel intent for North Dakota remains high.

- Q1 traffic to NDtourism.com was 77% higher than 2020 and 68% higher than 2019.
- Theodore Roosevelt National Park visitation is up 43.47% YTD.
- Newsletter open rate up 11% over Q1 2020.

North Dakota Tourism hosted the first winter influencer trip this quarter, inviting travelers to get out and experience some of the “cool” opportunities around the state. *Wander the Map* started its journey in the Rendezvous Region of northeast North Dakota and made a loop to include adventures near Bottineau, Washburn, Bismarck and Fargo. The influencers’ time in the state generated 20 social media posts and 75 Instagram stories reaching more than 57,000 readers and garnering 61,984 impressions.

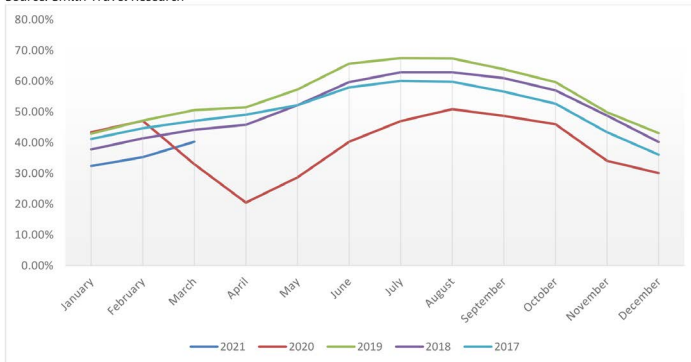


TRAVEL AND TOURISM RECOVERY



Nationwide, industry recovery from the pandemic is slow. This snapshot shows how ND compares to the nation for March.

Monthly Statewide Hotel Occupancy (%)
Source: Smith Travel Research



Hotel occupancy is down 11.9% YTD.

SOCIAL MEDIA

- 143,506 followers
- 40,152 followers
- 38,837 followers

By identifying a high interest level with our audience and working with a local meteorologist and ND advocate, the Northern Lights Guide was very successful, generating 8,257 website visits, more than 500,000 impressions and 250,000 people reached.

TOTAL VIDEO VIEWS
694K

TOTAL IMPRESSIONS
4.39M

Top Content

