



# North Dakota Tourism Industry Newsletter

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April 20, 2021



## National Travel and Tourism Week

**Week set aside May 2-8 to recognize the power of travel**

National Travel and Tourism Week (NTTW) recognizes the POWER OF TRAVEL and the travel industry's role in bringing back vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

Prior to the COVID-19 pandemic, the travel and tourism industry was a significant contributor to the U.S. economy. But travel spending is down nearly \$500 billion, costing the U.S. economy \$1.1 trillion. The total number of travel-supported jobs fell by 34% from 17 million in 2019 to just 11 million in 2020.

North Dakota, however, has competitive advantages that allowed us to continue encouraging visitors to "follow their curiosity not the crowds."

National Travel and Tourism Week is an excellent way for North Dakota's tourism industry to kick off the state's peak tourism season. We encourage you, your colleagues, your local officials and your communities to join us May 2-8 to spotlight the POWER OF TRAVEL.

Contact [Kim Schmidt](#) with questions about National Travel and Tourism Week.

[Click here for more](#)



## Tourism budget still on table as legislature winds down

As the legislative session enters what many believe will be its final week, amendments to Senate Bill 2018, the Department of Commerce appropriations bill, are still being considered in the House with a floor vote to follow and additional work within the conference committee. North Dakota Tourism's budget is included in SB 2018.

One of the latest amendments being considered is a proposal by Rep. Mike Nathe to provide a \$5 million matching grant program to be used for development of an [amusement park along I-94 in Jamestown](#).

The amended bill also includes \$6.9 million in general funds for destination marketing and \$100,000 to provide a film and theater production grant to an organization dedicated to the preservation and honor of North Dakota land, history and citizens.

Click here for the latest action on [bills affecting the travel and tourism industry in North Dakota.](#)





## Global Marketing

Learn more about the international travel recovery process at a free International Roundup virtual seminar 10 a.m.-1 p.m. CDT on May 12.

The seminar will focus on further education about the international tourism industry, bringing in key players within the industry to speak and present on everyone's part in the recovery process through collaborative effort. This supplier opportunity will be hosted virtually and is completely free to any supplier. [Click here to register.](#)

## Group Travel



Circle Wisconsin Midwest Marketplace held its sixth annual convention in Oshkosh, Wisconsin on April 11-13. Meeting in person for the first time since COVID-19 began meant that there would be some precautions.

Attendees were encouraged to wear masks and follow social distancing. Color codes were used to indicate individual comfort levels for interactions.

Tourism Group Travel Marketing Manager Deanne Felchle had 35 appointments at the event that included 33 operators and 66 suppliers for three days of meetings (each seven minutes).

American Bus Association also held "OnDemand" meetings April 13, where 70 buyers and more than 275 sellers participated in Marketplace. ABA will



hold its annual in-person marketplace Jan. 8-11, 2022, in Grapevine, Texas.

## Visitor Services

It's that time of year again, time for North Dakota Tourism to prep the state rest areas with materials from partners that have signed up for the Brochure Rack Program. With an expected increase in road trips this summer, it's important to have the rest areas fully stocked.

The co-op program between tourism and the Department of Transportation ensures the racks remain stocked with current materials. Contact [Mike Jensen](#) for information about the program.



## **North Dakota, Manitoba announce launch of joint vaccination effort**

In the first such program between a Canadian and American jurisdiction, North Dakota and Manitoba will conduct the Essential Worker Cross-Border Vaccination Initiative, where North Dakota will administer COVID-19 vaccinations to Manitoba-based truck drivers transporting goods to and from the United States.

The initiative is an opportunity to support Manitoba and North Dakota's integrated economies by cooperating on the vaccinations of individuals

who work in both jurisdictions. The goal is to create a model of continental cooperation for others to emulate as we prepare to safely reopen our shared border. Manitoba and North Dakota will consider further joint initiatives to vaccinate other essential workers and Manitobans

"North Dakota and Manitoba have a long and rich history of friendship and co-operation, and this vaccination initiative is an opportunity to strengthen that bond by offering assistance that will protect public health and the flow of goods and services on both sides of the border. The timely and effective administration of vaccines is essential for public health and the eventual safe reopening of our shared border." - Gov. Doug Burgum

Manitoba will identify and coordinate with eligible individuals and work with North Dakota to schedule vaccination appointments for truck drivers during routine trips to the U.S. over the next six to eight weeks. It is estimated roughly 2,000 to 4,000 Manitoba drivers will take part in this program..

[Read more here](#)



## **New information, sample application, FAQ about the Restaurant Revitalization Fund is available now**

The SBA recently posted additional information about the Restaurant Revitalization Fund (RRF) on the [SBA RRF webpage](#). The webpage includes a list of eligible entities, application details, a program guide and a sample RRF application.

The American Rescue Plan Act established the RRF to provide funding to help restaurants and other eligible businesses keep their doors open. This program will provide restaurants with funding equal to their pandemic-related revenue loss up to \$10 million per business and no more than \$5 million per physical location. Recipients are not required to repay the funding as long as funds are used for eligible uses no later than March 11, 2023.

To assist with the application process, the [National Restaurant Association](#) published a new RRF FAQ to answer some of the most common questions regarding the fund.

[Click here for the FAQ](#)

## Buyer Beware

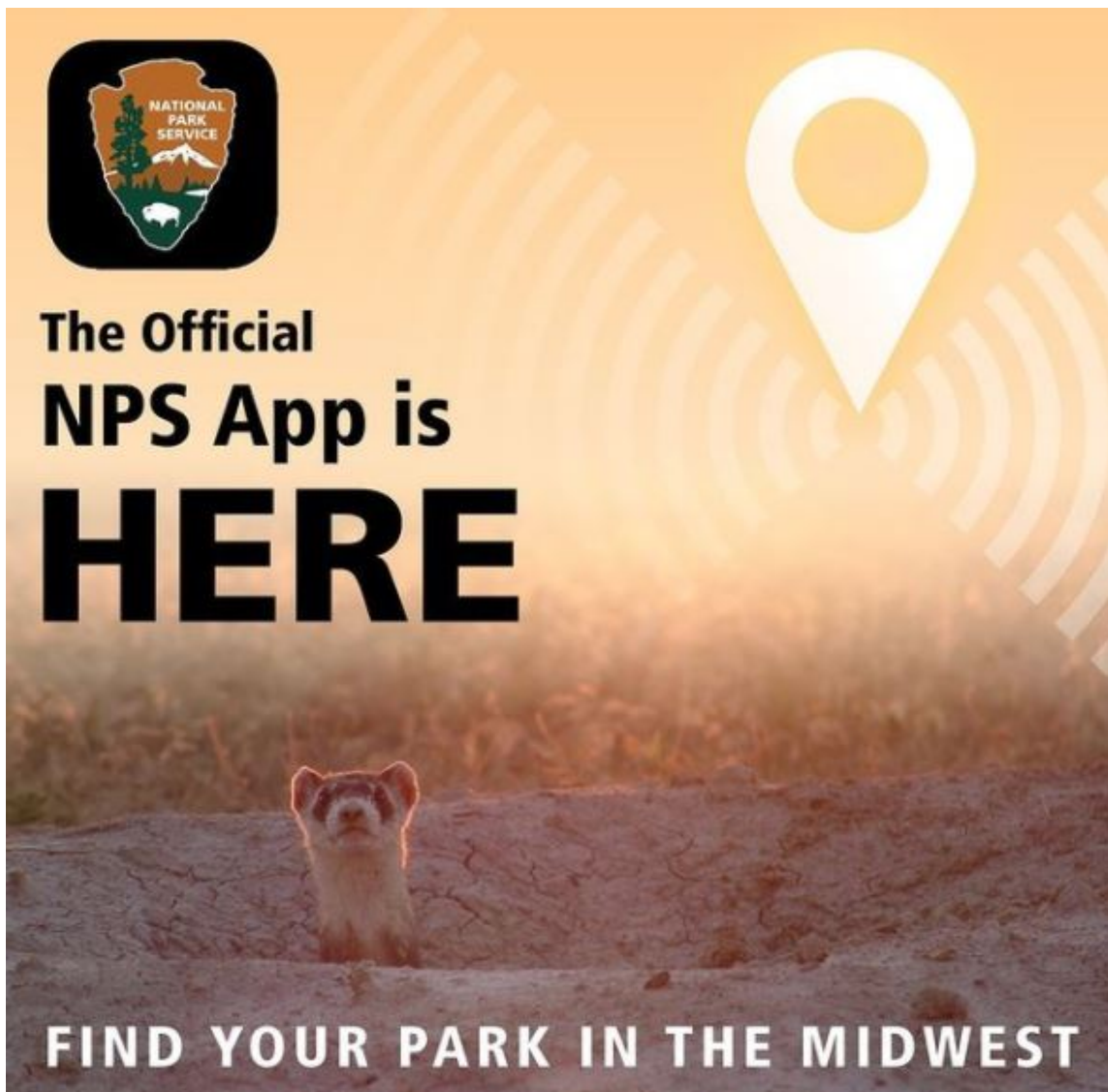
It has come to our attention that sales person representing travel guides and other products may be claiming partnership with the North Dakota Tourism Division or the state of North Dakota. The advertising plan for North Dakota Tourism is always fully disclosed each year and published in an annual [Media Plan](#) in the fall.

Likewise, a [Cooperative Advertising Guide](#) is produced so partners may be aware of opportunities vetted by the state. Additions to these plans with advertising options for partners are always promoted in the North Dakota Tourism Division Newsletter.

North Dakota Tourism does have official sub-contractor partnerships with the North Dakota RECs for selling advertising in travel guides, and with Miles Partnership for advertising on [NDtourism.com](#) and Tourism's e-newsletters. If you are contacted by sales persons and are unsure of their product or the state's participation, you can contact North Dakota Tourism Marketing and Research Manager [Heather LeMoine](#).



## Travel Tidbits



## National Park Service debuts app

The National Park Service has unveiled a mobile app that will help travelers find information about its 400-plus national park units. It includes visitor center information, campgrounds, park activities, self-guided tours and more. The app can be used online. Or if you are traveling somewhere with spotty cell coverage, you can download a specific park to your phone ahead of time.

The app might help you navigate your way as you search for places in the Picture Yourself in Theodore Roosevelt National Park 2021 photo contest.

[Click here for more details.](#)

## In the News



[Dickinson Press: Cowboy Hall of Fame gateway to the West.](#)



[KFYR TV: ND Tourism offers road trip ideas to get you out of the house.](#)





[CBS Sunday Morning: Midland Continental Depot.](#)



[Associated Press: Bill would have North Dakota finance amusement park.](#)

