



# North Dakota Tourism Industry Newsletter

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May 4, 2021



## Legislative Wrap-up

### **Additional funding included in final North Dakota Tourism budget**

The legislative session came to a close on Friday with the passage of Senate Bill 2018, the North Dakota Commerce budget bill. North Dakota Tourism's budget is included in [SB 2018](#).

The final version of the bill includes a base biennium budget equal to the 2019-2021 biennium and several provisions to market and promote the

state as a safe, affordable option for travelers and to improve overall awareness.

The Travel Alliance Partnership (TAP) was successful in getting additional dollars dedicated to destination marketing. SB 2018 also included an additional \$7 million for tourism marketing and other funding to ease the effects that COVID-19 has had on various segments of the state tourism industry. Other tourism-related funding included in the bill:

- \$900,000 for improvements to Frost Fire Winter Park (contained in the \$1.5 million job development and economic growth grant).
- \$2 million for travel agent and tour operator emergency resiliency grants.
- \$2 million for event center emergency grants.
- \$1 million for improvement projects at the Burning Hills Amphitheatre.
- \$100,000 grant for motion picture production project.

An emergency clause was passed for the \$12 million appropriated from federal coronavirus funds which will be used for the marketing and workforce initiatives allowing the expenditure to occur between May 1-Dec. 31, 2021.

“The additional funds will allow us to bolster our marketing efforts, extend the length of our campaign and target other markets - all important in helping our businesses rebound.” - Tourism and Marketing Director Sara Otte Coleman.

## Other bills of interest

The budget for the **Office of Management and Budget** contains several projects that would enhance our ability to attract and retain visitors and residents:

- \$5.9 million in COVID relief funds for children’s museum in Minot.
- \$4 million in COVID relief funds for Dickinson State for Theodore Roosevelt exhibit.

- \$1 million to cultural endowment fund for maintenance of public art projects - \$50,000 annually to Council on the Arts.
- \$11.7 million COVID funds to Parks and Recreation.
- \$4.2 million to State Historical Society for historic site repairs and transfer of the Lewis and Clark Interpretive Center from Parks.

### **Parks and Recreation**

- \$3.8 million for International Peace Garden.
- \$7.9 million for maintenance and capital projects.
- \$1.6 million for state parks matching grants program.

### **Department of Public Instruction**

- \$13.5 million for Gateway to Science Center in Bismarck.

### **Department of Transportation**

- Flexibility to support cooperative agreements with Theodore Roosevelt National Park on joint operation of the Painted Canyon Visitor Center and rest area.



## Travel and Tourism Week, share 'The Power of Travel'

The U.S. Travel Association celebrates National Travel and Tourism Week as an annual salute to the tourism and travel industry. This week, the North Dakota travel and tourism industry is recognizing the power of travel and how each of us can promote the industry that helps drive the economy.

Join us as we showcase road trips and their role in "The Power of Travel." Personal vehicle road trips are the travel mode of choice as people look for safe travel destinations, historic sites, parks and wide-open spaces.

"National Travel and Tourism Week is a great time to communicate how the industry impacts our state and show how North Dakota is the perfect place to welcome a public ready for travel and adventure this year." - North Dakota Tourism and Marketing Director Sara Otte Coleman

North Dakota Tourism is celebrating the week by unveiling at a media event on Wednesday the new visitor services center at the Chateau de Mores in Medora. It is releasing the new road trip guide for those requesting information for trip-planning purposes and also launching this year's Governor's Photo Contest.

[Click here for more on NTTW.](#)



## COVID-19 vaccination events available on request

Even though we finally have moved away from a state of emergency, risk levels and protocols still need to be observed to assure a full return to normal. The North Dakota Department of Health (NDDoH) is offering COVID-19 vaccinations at any of your venues or events. This win-win offering is open to those outside of North Dakota who may not have easy access to vaccinations.

NDDoH is willing to staff these with state providers, local public health units or local providers.

[Schedule a vaccination event](#)



## First quarter results indicate marketing effort successful

Like everyone else, North Dakota Tourism continued to evolve strategies in the face of the ongoing pandemic. That meant a first-of-its-kind broad winter marketing campaign to inspire discovery and support small businesses. The campaign targeted North Dakota and parts of Minnesota, South Dakota and Montana. Key results:

- 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.

[Click here for a full Q1 report](#)







## Travel Tidbits

### Minot's Norsk Hostfest canceled

Continuing effects of the COVID-19 pandemic on international tourism, the Canadian border closure and the public's fear of gathering in large numbers have forced a second cancellation of fall's Norsk Hostfest in Minot.

Organizers vow the event founded in 1978 will return in 2022 with a new director after David Reiten announced he is stepping down from the post he has held since 2011. [Click here to read more.](#)

## Orbitz: Fargo the hottest hotspot

Conde Nast Traveler said the Dakotas area a hotspot. In fact, it reports that Fargo is the most-booked destination on Orbitz for July 2021 having jumped more than 100 spots in overall summer travel destination rankings.

[Click here for more.](#)

## Bismarck unveils Art Alley app

A new talking trails app will enhance the visitor experience along Art Alley 5.5 in Bismarck. Through the app, visitors will learn more about the 22 pieces of art director from the artists who created it. [Learn more here.](#)

## In the News



[North Dakota hotel industry recovering.](#)



[KVRN discovers North Dakota.](#)



[Public art is everywhere in Grand Forks.](#)



[Make the Minnesota-North Dakota Border your next road trip.](#)



[Eat, play, stay in North Dakota's Rendezvous Region.](#)



[North Dakota is ready for the year of the road trip.](#)