



North Dakota Tourism Industry Newsletter

June 15, 2021



Travel and tourism sector shows continued recovery

North Dakota's travel and tourism industry continues its steady recovery from the 2020 pandemic.

Fargo hotels and motels, for instance, reported occupancy rates for the last week of May above 61% and the state saw a rate of 51.1%. Fargo's total eclipsed that of pre-pandemic 2019. Stutsman County was another top performer, with occupancy as high as 82.5% on June 5.

With events picking up again and people eager to travel, numbers should continue to improve throughout the state. Other indicators bode well for the future:

- The just-completed Williston Basin Conference in Bismarck drew 2,600 people from 38 states.
- The Medora Musical and room nights in Medora are of a record-setting pace.
- At North Dakota Tourism, requests for information are up 80% over 2020, and website traffic is 40% higher than a year ago.
- National surveys show 80% of American travelers are ready to travel again.

Help remains available

For those still needing help in recovering from the pandemic, there is still time to apply for aid:

The **Travel Agent and Tour Operators Grant (TATO)** application window closes Jun 18 at 5 p.m. CDT. The TATO is designed to assist travel agents and tour operators within the travel and tourism industry. Funds from the grant are to be used to reimburse eligible entities for lost revenue. Eligible applicants may be awarded up to \$100,000 per qualifying location. [Click here for more TATO information.](#)

The application window for **Events and Support Services Grant (ESSG)** focusing on venue-based businesses opened on June 10. While these businesses face dramatic declines in revenue, they continue to be pillars in both rural and urban communities across North Dakota. This grant, which is capped at \$100,000 per location, will help event centers and those who support such venues survive the pandemic. [Click here for more ESSG information.](#)



Here's looking at you: Photo/video assets partnership announced

Let's partner together for some great new visuals to showcase North Dakota as a great place to visit, work and raise a family.

North Dakota Tourism and State Marketing is looking to facilitate partnerships to acquire photo and video assets that showcase the vibrancy of our communities through tourism opportunities, workforce recruitment efforts and key industries across the state. If you are interested in partnering, reach out to [Cassie Theurer](#) by email or at 701-328-5387 to discuss current needs and how we can work together.

Lamoureuxs to be given Rough Rider Award July 14

North Dakota golden girls Monique Lamoureux-Morando and Jocelyne Lamoureux-Davidson will become the 45th and 46th recipients of the Rough Rider Award this summer.

Gov. Doug Burgum will present the awards to the Grand Forks natives and 2018 Olympic gold medal-winning hockey players July 14 at Ralph Engelstad Arena in their hometown.



Since winning the gold, Lamoureux-Morando and Lamoureux-Davidson have used their platform to promote gender equity and increased access for disadvantaged youth through the Monique and Jocelyne Lamoureux Foundation. They currently conduct hockey camps that attract hundreds of young hockey players and their families to North Dakota.

The [Theodore Roosevelt Rough Rider Award](#) recognizes North Dakotans who have achieved national recognition and brought honor to North Dakota and its citizens.



Cavalier Ride-In took over Tourism social platform

North Dakota Tourism partnered with the Cavalier Motorcycle Ride-In for a social platform takeover to promote the event's 25th anniversary in June. The resulting story campaign generated 1,522 unique views on Facebook and an average of 1,324 on Instagram between the 16 published stories. Facebook and Instagram received 80 engagements collectively between link clicks, replies and more.

If you have a special event you wish to promote this way, email [Madisen Anderson](mailto:Madisen.Anderson) to discuss how you, too, can take over our social media accounts to

promote your event.



Air Museum uses Mainstreet Grant to add simulator lab

The Fargo Air Museum used the North Dakota Department of Commerce's 2021 Mainstreet Tourism Grant to build a state-of-the-art flight simulator lab to enhance visitors' experience at the museum. The new flight simulator lab will be used by students, veterans and community members to experience interactive flying and attract aviation enthusiasts to Fargo for a fun and educational attraction.

The Fargo Air Museum is in the process of training staff and volunteers for the grand opening of the new flight simulator lab on June 17, 2021.



Travel Tidbits

Parks and Recreation updates provided during industry call

North Dakota Parks and Recreation Department Director Andrea Travnicek presented new initiatives and funding for Parks and Recreation. The presentation is available to view [here](#).



Fort Clark SHS nominated for landmark designation

The North Dakota State Historic Preservation Office is submitting a National Historic Landmark nomination for Fort Clark State Historic Site, the location of two 19th-century fur trading posts and a Mandan village that later became an Arikara village.

The National Historic Landmarks Program recognizes historic properties throughout the United States with national significance. A nationally significant property is of exceptional value in representing or illustrating an important theme in the history of the nation.

American Tour Guide Association President visits North Dakota

Paula Reynolds, founder and president of the American Tour Guide Association visited North Dakota to research group-friendly travel products for 2023. Tourism Group Travel Marketing Manager Deanne Cunningham worked with Paula to showcase a number of legendary destinations that included stops in 24 communities, more than 50 attractions, historic sites, hotels and secured individual meetings with 14 CVBs and chambers. This is Paula's first visit to North Dakota.

In the News



[Park visitation climbing steadily.](#)



Photo by Jim Gallop, North Dakota Tourism

Lake Sakakawea

PICK CITY, N.D.

On the high plains of central North Dakota, the rare lake is a sanctuary. This 180-mile-long reservoir on the Missouri River is a boating paradise, and [Lake Sakakawea State Park](#) does it justice with lakeside camping, hiking trails and a modest swimming beach.



[Lake Sakakawea beaches are a must-see.](#)



[Road trip to Garrison.](#)