

Commerce



NORTH
Dakota

Be Legendary

North Dakota Tourism Industry Newsletter

July 27, 2021



US-Canada Border closure extended

Canadian residents wishing to return to North Dakota via land will have to wait until at least Aug. 21. While the Canadian government will allow vaccinated U.S. citizens to cross beginning Aug. 9, the U.S. officials have extended the restrictions for land crossings, citing the opening would pose too great a risk.

North Dakota leaders across the state and in Washington continue to advocate for the border to re-open. The extended closure impacts businesses dependent on tourism and cross-border shoppers as well as others dependent on free trade and travel.

Since the border was closed in March of 2020 North Dakota has lost an estimated 600,000 personal trips and over a million visitors.

Let the amazing sunflower put a smile on your face!



At the peak of the growing season, generally August in North Dakota, vast sunflower fields blanket North Dakota and lift our spirits. Brilliant fields of yellow flowers welcoming the morning sun can be found throughout North Dakota. Those viewing the colorful crops in North Dakota are reminded not to enter any field without the landowner's permission. Check back [here](#) weekly for updated maps to the brightest fields





1

REGENT AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 46.5668390, -102.3172440



2

MEDINA AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 46.8856246, -99.4575403



3

ADRIAN AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 46.659220, -98.617741



4

WISHEK AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 46.261228, -99.691946



5

COOPERSTOWN AREA

Normally, bloom begins end of July or beginning of August.

This field has free sunflower seeds on site, so keep an eye out for those ND Be Legendary mailboxes.

GPS Coordinates: 47.39296, -98.04935



6

MICHIGAN AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 48.083422, -98.185236



7

MICHIGAN AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 48.079552, -98.208696



8

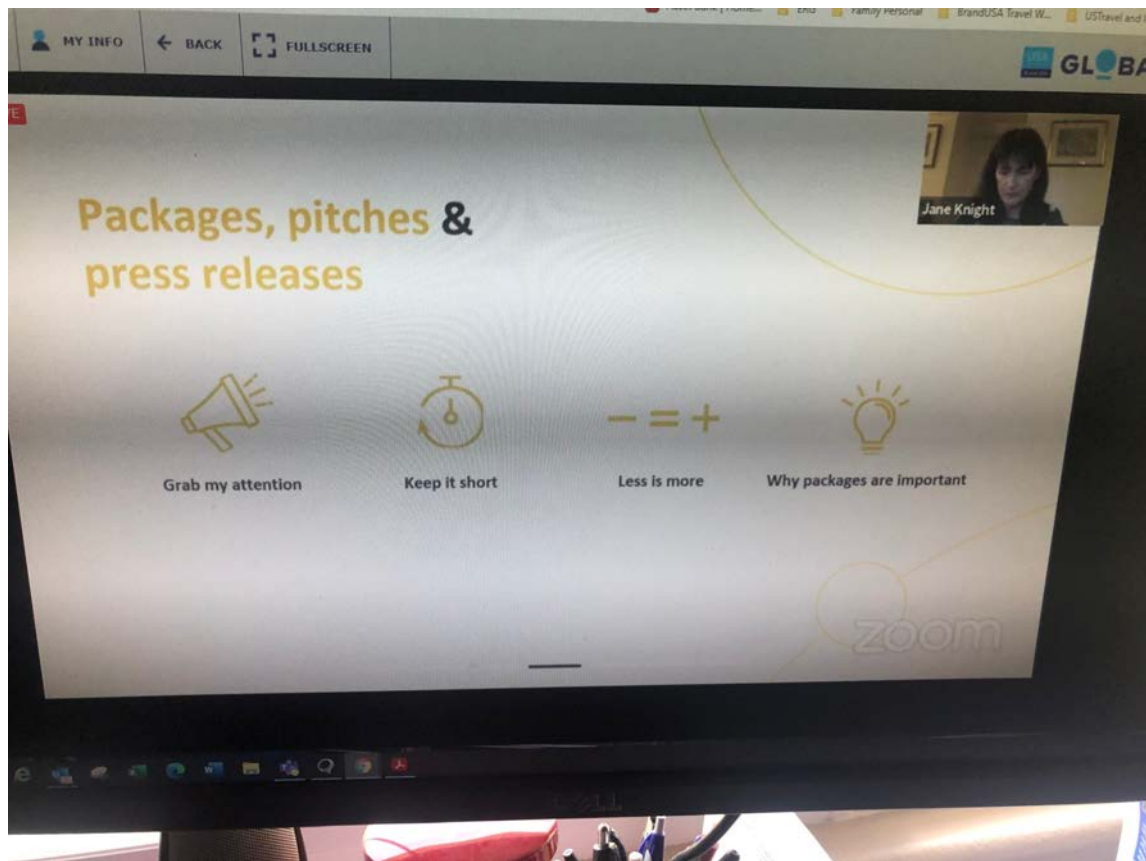
LAKOTA AREA

Normally, bloom begins end of July or beginning of August.

GPS Coordinates: 48.133261, -98.228186



North Dakota Tourism builds relationships during virtual forum



Tourism Global Marketing Manager Fred Walker recently participated in the Brand USA Global Media Forum.

The two-day event included sessions that highlighted trending travel experiences in the United States and a series of virtual deskside meetings that built valuable relationships with international travel journalists on Brand USA Global Marketplace.

The first session focused on the power of travel to reconnect after a year of collective global lockdown and how wellness tourism is reshaping the future of travel.

The second session focused on how to make epic trips to the U.S. a reality and connecting with local communities to enhance the travel experience.

The virtual deskside meetings continued with further opportunities to foster relationships with international travel journalists on Brand USA Global Marketplace.

In addition to the scheduled programming of events, journalists can virtually explore U.S. destinations on Brand USA Global Marketplace in the USA

Partner Pavilion, which North Dakota Tourism is a member.

Prior to the Brand USA Global Media Forum, Fred participated in the Brand USA PR Workshop.

Program highlights included a destination positioning and story mining keynote session from U.K.-based media experts Jane Knight and Chris Leadbeater, and a series of "Meet the Media" sessions featuring editors top-tier outlets such as the recently launched Euronews Travel, the U.K.'s leading newspaper travel section, The Telegraph, and one of Mexico's top lifestyle publications, *Dónde Ir*.

The PR Workshop led by Brand USA provided attendees with public relations best practices and advice on coordinating press trips for international journalists, as well as preparation guidance for our global media forum, including tips on how to plan for virtual deskside meetings.

All in all, Fred had five positive meetings with media from Denmark, Germany, France, and Mexico along with sharing information with other journalists from the U.K., Canada, and Germany.

Tourism visits Bowman



Tourism Marketing and Research Manager Heather LeMoine visited Bowman on July 22 to present on the topics of e-marketing, e-newsletters, social media, and online reviews. The event was sponsored by the Bowman County Development Corporation, and Mainspace.

Registration is NOW open for the 2021 Main Street ND Summit



The 2021 Main Street ND Summit begins the evening of Oct. 11 with a free pre-summit event and continues on Oct. 12 at 8 a.m. at the Rustad Recreation Center in West Fargo. Both in-person and virtual options are available to those wishing to attend.

This year's theme, Smart, Efficient, Infrastructure will provide insight into both the physical elements of infrastructure and the critical needs to grow a next-generation community with economic development, workforce and leadership development.

Key highlights will include an engaging experience with [Urban 3](#) and the innovative outcomes of their North Dakota study. Additionally, Charles Marohn from [Strong Towns](#) will share his research and valuable insight on making stronger and more financially resilient communities

Register today!



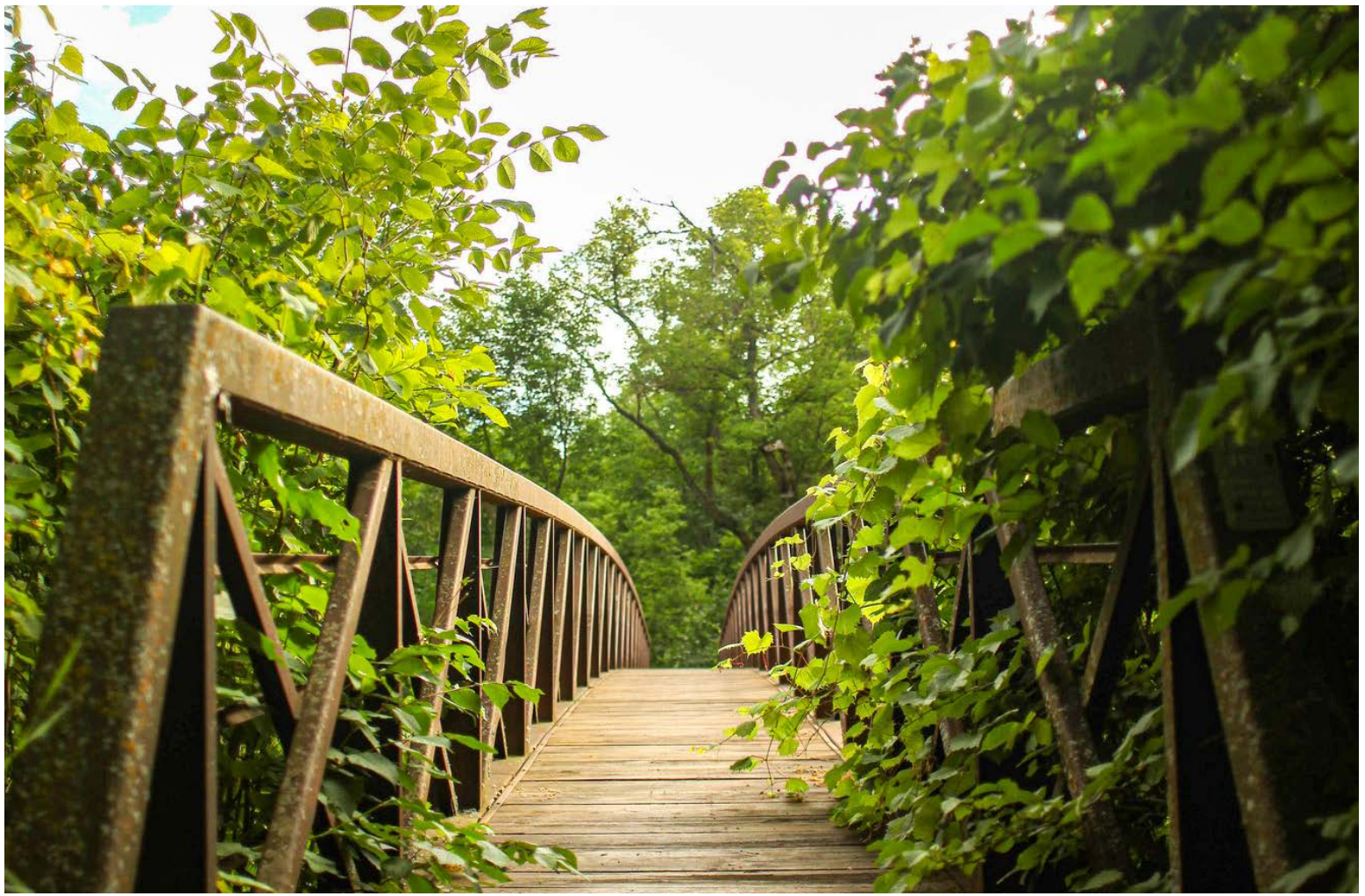
Upcoming events

[ESTO](#) – Aug. 15-17 in Los Angeles, California

[IPW](#) – Sept. 18-22 in Las Vegas, Nevada

[Main Street ND Summit](#) – Oct. 12 in West Fargo

Travel Industry Conference – Oct. 25-26 in Bismarck



In the news



[Josh Duhamel takes in Rock of Ages show at The Lights](#)



[On the Maah Daah Hey Trail, a humbling and beautiful experience like no other](#)



[Minot tourism industry on road to recovery after 2020 pandemic impact](#)



[Why you should visit Fargo, North Dakota, for so much more than its famous wood chipper](#)