

North Dakota

Travel Alliance Partnership

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MEMBERS

America's Best Value
Inn & Suites
Basin Electric
Power Cooperative
Bismarck Airport
Bismarck-Mandan CVB
Bottineau Area Chamber of
Commerce
Destination Marketing
Association of North Dakota
Devils Lake CVB
Dickinson CVB
Eastbay Campground
Fargo Air Museum
Fargo-Moorhead CVB
Friends of Lake Sakakawea
Greater Grand Forks CVB
Hampton Inn & Suites Minot
Airport
Jamestown Tourism
Leistikow Park Campground
Lone Butte Ranch/Log Cabin
Vacations
McKenzie County Tourism
Minot Convention & Visitors
Bureau
Missouri Valley Heritage Alliance/
Fort Abraham Lincoln
Foundation
Municipal Airport Authority
of the City of Fargo
National Hospitality Services
Newman Outdoor Advertising
Norsk Hostfest Association
North Dakota Association of
Rural Electric Cooperatives
North Dakota State Fair
North Dakota Tourism Division
(ex-officio)
Odney
Rocky Mountain International
Roosevelt Park Zoo
State Historical Society of
North Dakota Foundation
Theodore Roosevelt Medora
Foundation
Valley City CVB/Sheyenne RV
Scenic Byway
Vern's Rental
Williston CVB

Testimony of Terri Thiel

Chair, ND Travel Alliance Partnership

In Support of HB 1018

January 9, 2023

Chairman Nathe and members of the House Appropriations – Education and Environment Committee:

My name is Terri Thiel, the Chair of the ND Travel Alliance Partnership, (ND TAP), a membership-based coalition of North Dakota travel industry related stakeholders and owners that include visitor attractions, visitor businesses, campgrounds, hotels, and non-profit organizations such as Convention & Visitors Bureaus.

On behalf of the ND travel industry and our partners, I am writing to voice support for HB 1018.

HB 1018 provides an opportunity for the travel industry in our state to attract a needed workforce and provide for the increased marketing visibility that has been needed for many years. It also provides for the growth of development and partnerships through the proposed \$50 mil Destination Development Fund which would bring forward new and exciting attractions, hands on experiences, guided trips, and the ability to fulfill many of the proposed projects and dreams were not able to be funded during prior sessions. These projects are also the experiences that will attract not only travelers, but also a workforce that will find North Dakota a meaningful, exciting place for them and their families. Support of \$25 mil for the targeted marketing for workforce is vital to all our hospitality partners, attractions, and recreational businesses.

The visitor experience is a multi-level return to the local communities and the state. By increasing the marketing messages, the ND Tourism Division is able tell the story of additional positive visitor experiences, which in turn also showcase our business opportunities. These steps bring the goal together that has been

repeated over and over throughout the state in the effort to attract new residents for our job opportunities.

The one-time funding of an additional \$5 mil for awareness marketing is critical as we compete with the other states. For many years, the ability to tell the story of the North Dakota experiences has been done exceptionally well by the ND Tourism Division, but the funds to elevate the reach of marketing hits a plateau because of a limited marketing budget.

Marketing continues to evolve and increase in cost, the online social media platforms are an example, as are the traditional media such as print, television, and other outreach programs.

We need to fund the ND Tourism Division competitively; it has historically been well below our neighboring states.

2021 – 203 Annual Budget

ND - 9.5 Mil with additional 1.9 Mil Grants

2023 – 2025 Proposed Annual Budgets Neighboring States

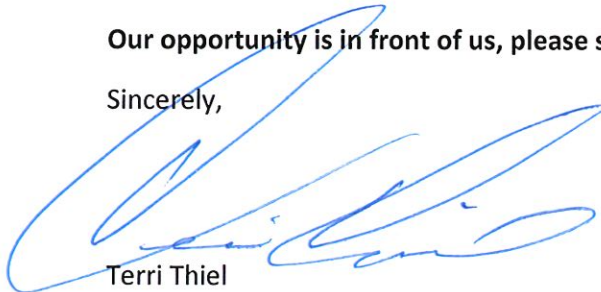
SD - 29.0 Mil

MN - 14.4 Mil

WY – 21.5 Mil

Our opportunity is in front of us, please support HB 1018.

Sincerely,



Terri Thiel
Chair