

North Dakota Tourism - Five-year key metric comparison

	2018	2019	2020	2021	2022
Total visitors	23.2 million	23.7 million	18.2 million	21.71 million	
Total spending	\$2.97 billion	\$3.10 billion	\$2.11 billion	\$2.61 billion	
Jobs supported by travel industry	45,640	45,825	38,700	41,681	
Travel & tourism businesses/establishments	2,977	2,978	2,950	2,968	
Hotel properties	316	316	310	328	336
GDP – Arts, entertainment, recreation, accommodation & food services	\$2.90 billion	\$3.22 billion	\$2.41 billion	\$3.03 billion	
Taxable sales & purchases – Arts, entertainment, recreation, accommodation & food services	\$1.89 billion	\$1.96 billion	\$1.57 billion	\$1.97 billion	
Visitors to NDtourism.com	1,238,092	1,131,711	1,716,372	2,155,110	2,070,760
Social media audience	135,584	143,301	151,714	153,962	164,519
Earned media Instances	323	830	732	231	2,124
Earned media audience reached	730 million	2.09 billion	1.35 billion	1.34 billion	13 billion
Paid media advertising reach	246 million	227 million	352 million	842 million	423 million

Amendment to HB 1018- Tourism Development Grant Program

Added to Section 29

The grants will provide financial support to develop new or expanded tourism experiences and attractions resulting in economic growth and diversification. Also, to increase unique experiences for workforce recruitment and retention, and enhance North Dakota residents' quality of life. This grant is intended to fund the actual building of infrastructure or expansion of an attraction and service that create anchor tourism attractions that will assist in spurring and supporting secondary attractions within the state.

Funds are intended to move a project toward completion rather than for preliminary planning and development. Types of usage that would be allowed include, but are not limited to, costs associated with the purchase or construction of new and/or existing tourism and recreation attractions, historic sites, and equipment purchased for specific tourism project operations.

1. Accommodations - Lodging options that are distinct from traditional hotels/motels or short-term homestays. This can include historic restorations, boutique hotels, bed and breakfasts, outdoor (glamping) or cultural-themed lodging, hunting lodges or resorts and other types of accommodations that provide services and amenities and offer a unique and memorable experience for visitors. Unique accommodations that can help to enhance the tourism experience by providing visitors with a more personalized and immersive experience and can also help diversify the range of lodging options available in a destination.

2. Culinary experiences - Restaurants, cafes, breweries, and wineries

- a. Breweries or wineries that offer tours and/or event space
- b. Themed restaurant destination built in conjunction with a larger tourism project
- c. Cultural or regional cuisine attractions that highlight that area's culture (Native American cuisine, Scandinavian, German-Russian heritage)

3. Themed education and entertainment attractions

4. Recreation

- a. Value-added equipment rentals
- b. Guide and outfitter services
- c. Complete experience packages

5. AgriTourism attractions

- a. Farm stays to include tours, activities, or events
- b. Full-service guest ranches

6. Focused niche activities that provide value-added services

- a. Historical or cultural
- b. National Park/monument visitors
- c. Scenic beauty or natural distinctions
- d. Unique community amenities

Eligible entities include for-profit or non-profit organization or business involved in tourism.

State and federal government entities are not eligible.

These funds shall require a matching requirement from non-state sources of \$1 to \$1. Matching requirements may be altered based on the size of the project and geography (urban/rural), but no project will receive funding without non-state sources utilized.

The North Dakota Department of Commerce shall provide recommendations to the designated Destination Development Council on the distribution of destination development grants. Commerce, in collaboration with the technical advisors, will provide a recommendation for matching requirements to the destination development council.

DESTINATION DEVELOPMENT COUNCIL

1. The Destination Development Council will consist of seven voting members and five non-voting technical advisors.
2. The seven voting members consist of:
 - a. The commissioner of Commerce or the commissioner's designee to serve as chairman.
 - b. One representative from the Greater North Dakota Chamber appointed by the governor.
 - c. Three representatives from the business community appointed by the governor.
 - d. Two at-large representatives with a passion for advancing community development, tourism, and/or recreation appointed by the governor.
3. The three non-voting technical advisors consist of:
 - a. The director of the North Dakota Parks and Recreation Department or designee.
 - b. The director of the State Historical Society of North Dakota or designee.
 - c. The director of tourism or designee, if not appointed as the Commerce. commissioner's designee.
 - d. One representative from the Economic Development Association of North Dakota.
 - e. One representative from the Destination Marketing Association of North Dakota.

The term of office for the voting members is four years and each voting member is limited to two consecutive terms. The terms of office for the voting member commence July 1. The initial terms for the voting members of the council must be staffed following a method determined by the council and if the initial terms are less than three years, they will not count towards the two-term limit.