

North Dakota

Travel Alliance Partnership

P.O. Box 2599
Bismarck, ND 58502
(701) 355-4458
FAX (701) 223-4645

MEMBERS

Basin Electric
Power Cooperative

Bismarck Airport

Bismarck-Mandan CVB

Bottineau Area Chamber of
Commerce

Bry's Guide Service

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

International Peace Garden

Jamestown Tourism

Leistikow Park Campground

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

North Dakota Association of
Rural Electric Cooperatives

North Dakota State Fair

North Dakota Tourism Division
(ex-officio)

Odney

RMI

Roosevelt Park Zoo

State Historical Society of
North Dakota Foundation

Staybridge Suites

Theodore Roosevelt Medora
Foundation

Valley City Tourism

Williston CVB

Testimony of James Pursley Executive Director, ND Travel Alliance Partnership In Support of HB 1394 January 27, 2023

Chairman Ruby and members of the House Transportation Committee, my name is James Pursley, and I am the executive director of the ND Travel Alliance Partnership. On behalf of TAP, I am submitting this testimony in support of HB 1394, which would authorize the North Dakota Department of Transportation to establish a logo sign program to benefit travelers on the state's highway system.

Research has shown that North Dakota is predominantly a drive-to state with most visitors arriving and touring via automotive vehicles, including motorhomes and RVs. Specifics within HB 1394 would make it easier for the traveling public to locate and access specific services such as fuel, food and lodging while traveling on state highways.

This program is not intended to compete with, nor take the place of, traditional roadside signage, but as a supplemental source of information for visitors. Forty-seven states currently have the easily recognizable blue logo signs.

Tourism is the state's third-largest industry, and it is imperative that we do what we can to ensure travelers have an unforgettable experience, with the expectation of longer stays, repeated visits or even relocation. North Dakota Tourism Division data indicates that people are more likely to relocate to locations in which they have had previous enjoyable visits.

TAP asks the House Transportation Committee to consider a do pass for HB 1394.

Thank you.