

# North Dakota

## Travel Alliance Partnership

**Testimony of Scooter Pursley  
Executive Director, ND Travel Alliance Partnership  
In Support of SB 2154  
January 20, 2025**

Chairman Barta, Vice Chairman Boehm and members of the Senate Industry and Business Committee:

My name is Scooter Pursley and I am the executive director of the North Dakota Travel Alliance Partnership (TAP). TAP is a coalition of travel industry stakeholders, including convention and visitors bureaus, state attractions, businesses and others who help make tourism the third-largest industry in North Dakota's. On behalf of the tourism industry and its partners, TAP asks that you support SB 2154, a bill that would add tourism operations that fit the definition of "primary sector business."

This bill would reenact subsection 13 of section 1-01-49; subsection 4 of section 10-30.5-01; and section 40-57.1-02 of the North Dakota Century Code to include tourism operations creating new wealth by attracting out-of-state visitors as primary sector businesses. They do this by selling products or services to customer or visitors from out of state.

A Tourism Economics study in 2023 found 25.6 million visitors came to North Dakota and spent \$3.3 billion. That helped support 40,000 jobs and generated \$307 million in state and local tax revenue. That is the definition of primary sector dollars. Tourism is the third-largest industry, and the most stable, in the state.

All we are asking is to clean up the language in statute and to be recognized as a primary sector business within the Century Code.

TAP respectfully asks that you support SB 2154.

Thank you for your consideration.

**Scooter Pursley** | Executive Director  
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