





## CURRENT PROGRAMS: EFFECT ON IMAGE

### 2006 Media Budget

Lewis and Clark	\$ 134,000
Tourism Marketing	\$ 505,700
1% lodging tax funding	\$ 1,000,000
Outdoor Marketing	\$ 97,000
Group Travel	\$ 20,800
International	\$ 32,000
In-State	\$ 88,000
<b>Total</b>	<b>\$ 1,877,500</b>



## CREATIVE STRATEGY

- Continue to communicate the Legendary brand and focus on what makes North Dakota rich in culture and history on a backdrop of scenic beauty with fun things to see and do. Lewis & Clark and Sakakawea will continue to be the featured legends.
- A border/city experience strategy has been developed, consistent with the Legendary brand but focused on the city/weekend getaway experiences: shopping, dining, hotels and special events.



## 2006 MEDIA CAMPAIGN



## 2006 MEDIA CAMPAIGN







## 2006 MEDIA CAMPAIGN



*It's definitely not an off-the-shelf vacation experience.*



North Dakota, a place that will tempt you in all kinds of exciting ways. The shopping - from Main Street specialty stores to regional shopping malls. The pulsing nightlife. Top-notch entertainment. The fine dining. And meeting Lady Luck at the casinos. Make this weekend unique - visit North Dakota.

1-800-HELLO-ND (435-5663) [www.ndtourism.com](http://www.ndtourism.com)



*Have you ever heard an antelope applaud?*



With a setting as spectacular as the North Dakota Badlands, you won't be the only one applauding as you enjoy world-class entertainment at the Medora Burning Hills Amphitheatre. It's the perfect way to end an enchanted day filled with unforgettable trail rides, hikes and golf.

1-800-HELLO-ND (435-5663) [www.ndtourism.com](http://www.ndtourism.com)



## 2006 MEDIA CAMPAIGN



*It's definitely not an off-the-shelf vacation experience.*



North Dakota, a place that will tempt you in all kinds of exciting ways. The shopping - from Main Street specialty stores to regional shopping malls. The pulsing nightlife. Top-notch entertainment. The fine dining. And meeting Lady Luck at the casinos. Make this weekend unique - visit North Dakota.

1-800-HELLO-ND (435-5663) [www.ndtourism.com](http://www.ndtourism.com)





## OUTDOOR PROMOTIONS

- 50,000 guides produced and distributed annually



## OUTDOOR NICHE ADVERTISING



Golfing



## OUTDOOR NICHE ADVERTISING

Birding



## OUTDOOR NICHE ADVERTISING

Mountain Biking

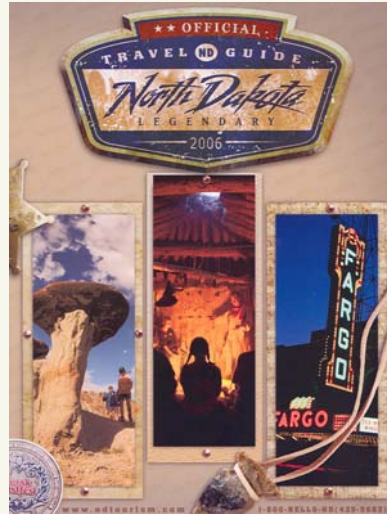






## TRAVEL GUIDE

- Listings come directly from information supplied to the Web site database
  - Attractions, Events, Outdoor Adventure, Entertainment, Accommodations, Travel Information
- Advertising opportunities
- 350,000 produced and distributed annually



## WEB SITE



2005:

- Total Web site visits up 19%
- Unique Web site visits up 14%



## 2005 RETURN ON INVESTMENT

- ROI study showed 2005 advertising campaign making an impact:
  - \$1.08 million invested in media advertising
    - = 645,700 new trips (\$201 per person per trip)
    - = \$88 million in visitor spending

\$1 spent = \$81 returned

Average cost to generate trip = \$1.68



## MORE RESULTS

- National Park Visitation up 15%
- Cumulative Lodging Tax up 11%
- Leisure and hospitality jobs = 30,750
- Leisure and hospitality payroll = \$307,085,500
- Employment increase, 2003-2004 = 2.67%





## RESEARCH SHOWS ADVERTISING IMPROVES IMAGE

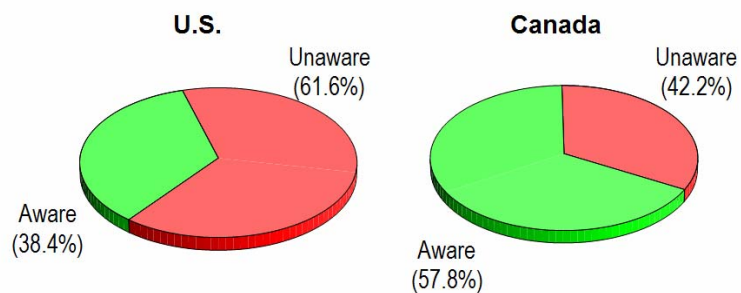
Source: Longwoods International  
2005 Tourism Advertising Evaluation



### Awareness\* of the 2005 North Dakota Advertising Campaign



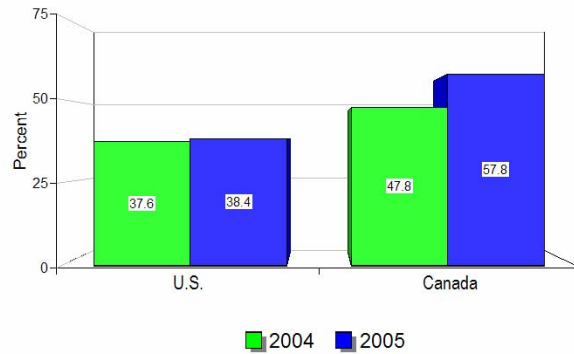
Base: Total Travelers



\*Saw at least one ad

10

## North Dakota Advertising Awareness — 2004 vs. 2005



\*Saw at least one ad

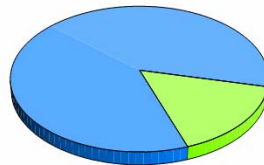
11

## Awareness\* of the 2005 North Dakota Advertising Campaign

Base: Total Travelers

**Total Travelers Aware of Advertising\* = 3.3 Million**

**U.S.**  
2.8 million  
(84%)

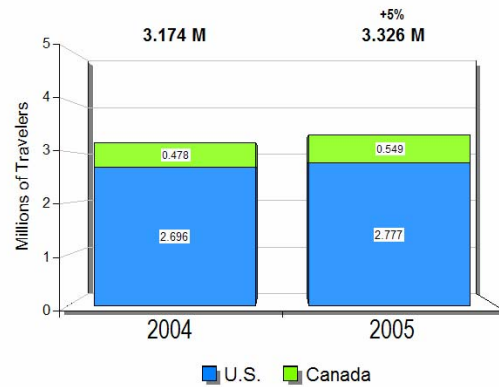


**Canada**  
0.5 million  
(16%)

\*Saw at least one ad

12

## Travelers Aware of North Dakota Advertising — 2004 to 2005



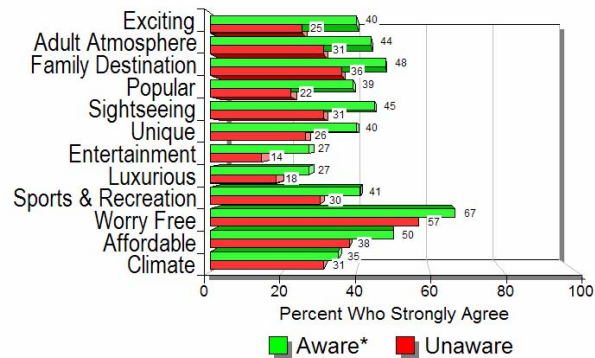
13



## Impact of North Dakota's 2005 Advertising on Image



## Impact of 2005 Advertising on North Dakota's Image



\*Saw at least one ad

15



## GREATEST CHALLENGES

### Limited Resources:

Four weeks broadcast television in Minneapolis	\$220,000
One full-page ad in AAA Living/Home and Away	\$36,052
One full-page ad in Golf Digest	\$23,597
Producing, printing and inserting 2.5 million newspaper inserts	\$174,011
Printing and producing 350,000 travel guides	\$220,000



## CURRENT PROGRAMS: EFFECT ON IMAGE

- Media Relations – effect on external image
  - Proactive media program
    - Pitching stories and locations
    - Hosting media at events and fam
    - Using local freelancers to push stories out

## MEDIA RELATIONS

- Interactive DVD to share story ideas, photos, video and advertisements





## MEDIA RELATIONS

- Distributed 55+ statewide and regional news releases, state PR awareness events, weekly event announcements, unique story idea pitches
- New tool to access and manage media contacts and pitches, Bacons Media Resource
- Developed a complete PR strategic plan including hosting media events in Winnipeg and Minneapolis



## MEDIA RELATIONS RESULTS

- In 2005 we generated more than \$2.5 million in documented media coverage through targeted media pitches, news releases and hosting FAMs
- New tools will allow us to better measure this in 2006
- Some exciting successes in 2005: SHAPE magazine, Midwest Living, Weather Channel, Golf Digest, American Cowboy, AAA Living Magazine.....

## MEDIA RELATIONS RESULTS



## INTERNATIONAL MARKETING

- 2005: Programs in Norway, Sweden, Denmark, Finland, Iceland and Germany
- Hosted Media FAM groups from 6 countries
- Attend travel shows/sales calls in 5 countries

## MEDIA RELATIONS RESULTS: INTERNATIONAL

- Identifiable media exposure in 2005 is equal to approximately \$500,000 in advertising exposure for North Dakota.
- North Dakota was featured in media in 8 countries.



## CURRENT INTERNAL IMAGE PROGRAM

- In-State Advertising (co-op with Parks and Historic Society)
  - NDNA
  - Radio
- In-State Public/Media Relations
  - Monthly things to do releases
  - Releases on national coverage, new programs etc.
  - Talk radio, noon shows, interviews
  - Local and regional presentations





## CHALLENGES

- Dedicated staff
- Money to host all interested writers
- Cost of travel to fly media in

A horizontal collage of various North Dakota scenes, including a person on a motorcycle, a person in a military uniform, a person in a cowboy hat, and a person in a chef's hat.The logo for North Dakota's 'LEGENDARY' brand, featuring the state name in a stylized script and the word 'LEGENDARY' in a smaller, sans-serif font below it.

## Department of Commerce Tourism Division

Expand Message Training for Service  
Sector Employees

A horizontal collage of various North Dakota scenes, including a person in a cowboy hat, a person in a chef's hat, a person in a military uniform, and a person in a cowboy hat.

## CURRENT EFFORTS

- Lewis & Clark Hospitality Training Program
  - Community training sessions
  - Regional train-the-trainer sessions
- Rest Area Brochure/Fulfillment Program
  - Training caretakers

## SUCSESSES



- Over 750 trained
- 50 trainers

## **FUTURE GOALS**

- Statewide VIC employee training
- Statewide hospitality training program

## **CHALLENGES**

- Buy-in with businesses, agencies, partners
- Turn over in the hospitality industry



# Department of Commerce Tourism Division

Consider incentives for tourism  
facilities



## CURRENT EFFORTS

- ND Development Fund / Tourism Fund
- APUC: Nature Tourism Grants
- Tourism Division: Marketing/Event Grants
- Division of Community Services: CDBG



## SUCCESSES

- **APUC Projects**
  - Red Trail Vineyard
  - Hunting Lodges
    - Cedar Valley
    - Glovich
    - Central Dakota Hunter
- **Development Fund Projects**
  - Lewis & Clark Jet Boats

## CHALLENGES

- Minimal dedicated tourism dollars available
- No central coordinator
- Primary sector qualification

