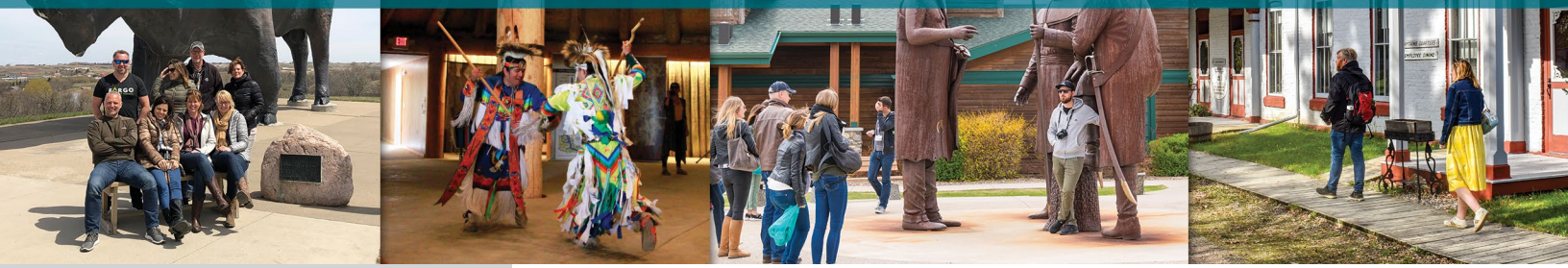
NORTH Dakota | Commerce
Be Legendary.™

GLOBAL TOURISM



INDUSTRY FACTS

128 OPERATORS OFFERING NORTH DAKOTA DESTINATIONS

$2.9 MILLION REPORTED GLOBAL VISITOR SPENDING IN STATE

12 NORTH DAKOTA COMMUNITIES RECEIVE GLOBAL TOUR OPERATOR OVERNIGHT TRIPS

895 OVERNIGHTS IN NORTH DAKOTA DESTINATIONS FROM OVERSEAS LOCATIONS

Data from the 2020 RMI Trip Report

GOAL OF GLOBAL MARKETING

The goal of the global marketing program is to motivate travelers from our overseas markets to visit North Dakota and ultimately spend time and money with our local partners. In order to maximize effectiveness with the resources available, North Dakota is part of a five-state cooperative with South Dakota, Montana, Wyoming and Idaho under the Great American West (GAW) brand, coordinated by Rocky Mountain International.

THE GREAT AMERICAN WEST™
IDAHO · MONTANA · WYOMING
NORTH DAKOTA · SOUTH DAKOTA

We are a conduit connecting visitors to destinations. We work with the travel trade (tour operators and travel agents) to create the sellable product through tradeshows, missions and product development tours. We also work with the media to showcase North Dakota experiences to potential travelers, thus increasing demand and direct them to the travel-trade. We also work to increase product offerings to showcase more of the state, which encourages travelers to return for new experiences.

EARNED MEDIA

158 MEDIA INSTANCES

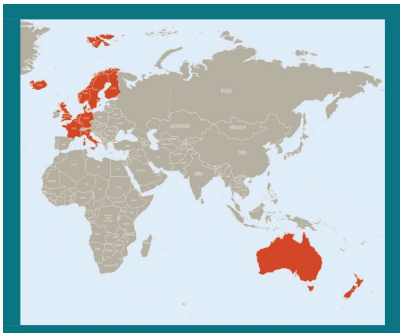
REACHING 53.6 MILLION

NEARLY $840K AD EQUIVALENCY

GLOBAL MARKETING TARGET MARKET

The target audience for North Dakota and the Great American West is travel-trade and subsequently consumers willing to try new vacation destinations to experience the real America. We reach out to companies that work with travelers interested in nature, culture, history and Native American experiences in authentic locations, offering local amenities and services.

Our target markets are operators and media in the UK, Germany, the Nordic Region, France, Italy, the Benelux Region and Australia/New Zealand. We work in these huge markets because they are interested in the experiences offered in our region, including wide-open spaces, scenic roads, beautiful landscapes, watchable wildlife and fresh air, authentic western experiences and fresh urban settings.

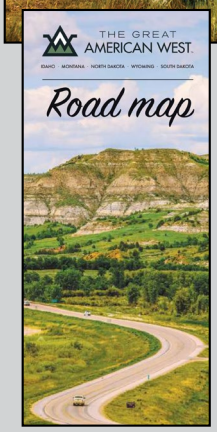


GLOBAL TOURISM MARKETING TARGETS:

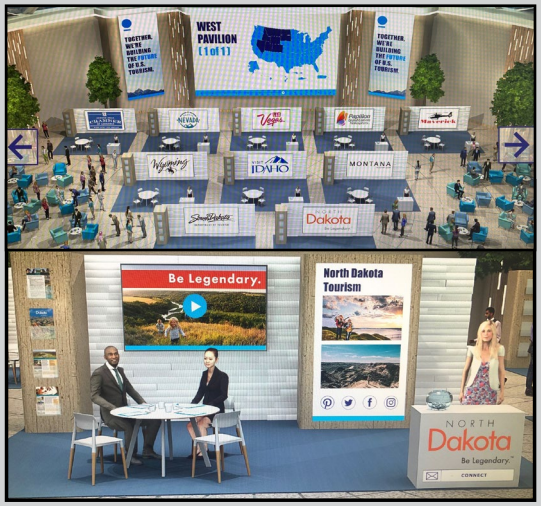
- United Kingdom
- Germany
- The Nordic Region
- France
- Italy
- The Benelux Region
- Australia/New Zealand

UPDATED 01/28/2021

GLOBAL TOURISM HIGHLIGHTS



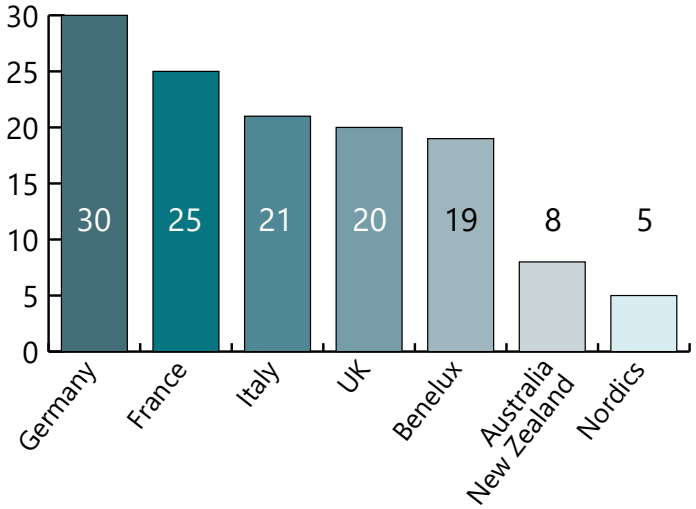
North Dakota was featured on both the Great American West travel guide and map. The travel guide image features MHA Tourism representatives at Crow Flies High Butte overlooking Lake Sakakawea. The map features the Killdeer Mountain Four Bears Scenic Byway, near Little Missouri State Park.



A virtual marketplace offered the opportunity for travel inspiration to continue while travel was shut down due to the pandemic.

PARTNER OPPORTUNITIES

Partner organizations, such as CVBs and private businesses help with North Dakota Tourism's global marketing efforts in several ways, including:

- Hosting and sponsoring product development or media trips to build relationships with those who sell the product or tell our stories to their clients or readers.
- Attending regional shows or marketplace events like International Roundup.
  - » Local destinations meet face-to-face with every company attending the show
  - » 2022 event will be hosted in Fargo
- Keeping North Dakota Tourism updated on what is new, award-winning or recreated at their attraction, accommodation or event. The overseas office is always interested in "news" from the region and we provide regular statewide updates.
- Coordinating with North Dakota Tourism and other local partners to understand working with the international tour operators and international inbound tour operators. Getting into a catalog, on a website or tariff can do great things for visitation numbers or hotel room nights!

INTERNATIONAL TOUR OPERATORS OFFERING ND PRODUCTS