



INDUSTRY FACTS

22
MILLION
ANNUAL
VISITORS

\$3
BILLION
IN VISITOR
SPENDING

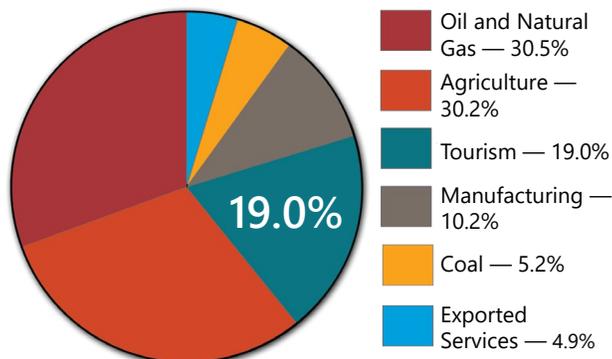
2,800
RELATED
BUSINESSES

42,614
JOBS

GENERATING REVENUE STATEWIDE

The travel and tourism industry benefits the entire state of North Dakota by attracting nearly 22 million visitors annually. This includes those who come to hunt, bike and bird-watch, attend conferences, concerts and sporting events and cultural travelers who enjoy traditional tourism attractions. The \$3 billion economic benefit fuels sectors beyond hotels, shops and restaurants and includes a variety of

NORTH DAKOTA'S THIRD LARGEST INDUSTRY (2016 DATA)



arts, entertainment and recreation providers. Visitors help sustain the activities and amenities that local residents also enjoy. From community festivals, tribal tourism experiences, agritourism operators to bike rentals, coffee shops and craft breweries — in North Dakota Travel Matters!

OUTDOOR RECREATION ATTRACTS VISITORS AND WORKFORCE

The #1 reason people travel to North Dakota is to experience the outdoors. Annually, this includes more than 63,000 nonresident anglers, 23,000 nonresident waterfowl hunters and more than 800,000 visitors to Theodore Roosevelt National Park. Abundant recreation opportunities also include 13 state parks, 63 wildlife refuges, three national grasslands and top-rated golf courses. Outdoor recreation is as diverse as the landscape. In Fargo, the flat terrain draws 20,300 marathon runners, while in Medora and Watford City the rugged 144-mile Maah Daah Hey Trail beckons mountain bikers from around the world.

Outdoor recreation also is a key reason to make North Dakota home, coupled with an excellent education system, short commute times and vibrant communities. US News & World Report ranked North Dakota #1 for quality of life in 2017.

TOP DRAWS

- Theodore Roosevelt National Park
- Event Venues (Fargodome, Ralph Engelstad Arena, Bismarck Event Center, etc.)
- North Dakota State Fair
- North Dakota Heritage Center and State Museum
- State Parks
- Zoos
- Medora Musical

MARKETING MATTERS

\$3.17 million media investment influenced **354,000 trips** and **\$328.3 million** in visitor spending — a direct result of ND Tourism ad campaign

Earned media coverage secured **141 national media placements** reaching 723 million people

More than 1 million visits to NDtourism.com, 139,096 links provided and **479,803 clicks to partner websites**

DID YOU KNOW?

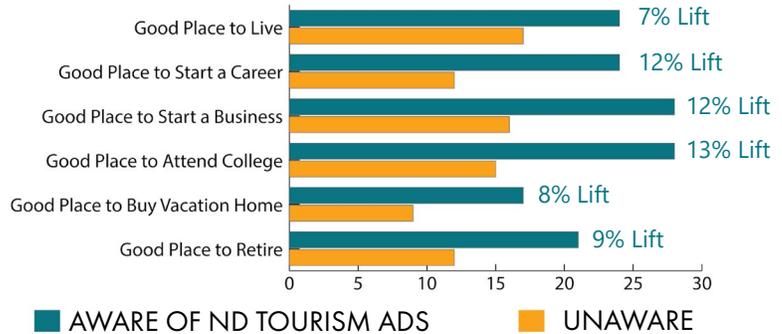
North Dakota is home to 63 national wildlife refuges — **second most in the nation**

Little Missouri National Grasslands is the **largest grassland in the nation** at 1.03 million acres

Ralph Engelstad Arena hosts 120+ events each year and has **UND hockey season ticket holders from 22 states**

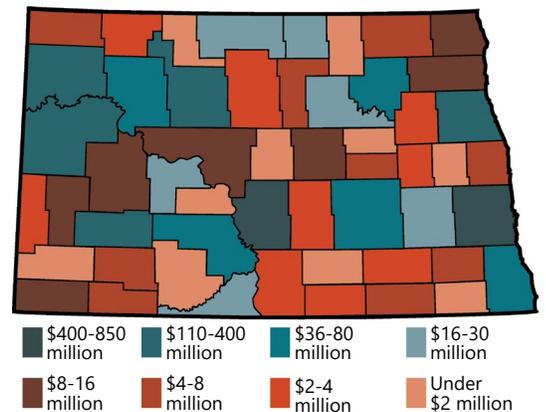
TOURISM MARKETING HALO EFFECT

Tourism advertising has been shown to boost a state's image in unexpected ways. According to Longwoods International, research with more than a dozen destinations had consistent results. Effective tourism advertising improved consumer perceptions. This "halo effect" of tourism marketing not only lifts visitation but positively impacts key economic development measures, such as desirability of a destination to live, attend college, start a career and retire.



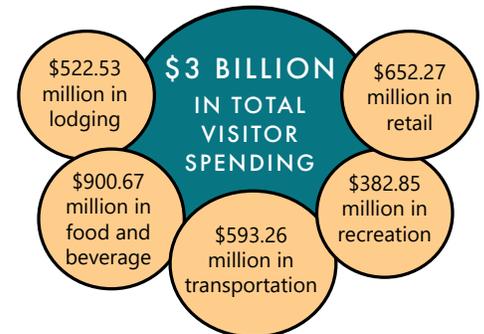
TRAVEL AND TOURISM CREATES JOBS

Travel and tourism creates jobs and generates sales in every county of North Dakota. The industry spans nearly a dozen sectors, including lodging, retail, real estate, air passenger transport, food and beverage, car rental, taxi services, travel agents, recreation, museums, parks, sports events and others.



VISITORS SUSTAIN HEALTHY VIBRANT COMMUNITIES

Visitor spending brings outside dollars into North Dakota's economy, generating tax revenue, additional business revenue, jobs and a more diverse economy.



Sources: Bureau of Economic Analysis, Bureau of Labor Statistics, U.S. Census, National Travel and Tourism Industries, Oxford Economics, North Dakota Office of State Tax Commissioner, Regional Economic Information System, U.S. Department of Commerce, North Dakota Job Service, Longwoods International, Statistics Canada, SMARInsights, Arrivalist Attribution Analytics