

April 2004

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On the road again

Where's Scooter

division of tourism

commerce matters

Tourism Works for North Dakota



Celebrate tourism in your community during National Tourism Week May 8-16. Here are 10 ideas to help celebrate the importance of tourism to your community and North Dakota:

- ★ 1. Distribute National Tourism Week news release on the impact tourism has on your community. (Template provided at www.ndtourism.com).
- ★ 2. Do guest appearances on radio shows, TV noon shows or newspaper letters to the editor on how tourism is impacting our state's bottom line.
- ★ 3. Have your local restaurants and businesses use their marquees to say: Tourism Works for ND = \$3 billion in 2002 (or your local impact numbers).
- ★ 4. Honor front line hospitality employees for the contribution they make welcoming visitors.
- ★ 5. Host a hospitality training session or FAM tour of your community or region for front line employees.
- ★ 6. Visit your local eighth grade North Dakota Studies class to talk about tourism opportunities in the state.
- ★ 7. Contact your legislators to thank them for their support of our state's second-largest industry.
- ★ 8. Distribute your promotional materials to local gas stations, restaurants and hotels.
- ★ 9. Make sure your Web site listing is up to date for spring inquiries at www.ndtourism.com.
- ★ 10. Sign up to partner with North Dakota Tourism for brochure distribution at rest areas. ●

Attend training during Tourism Week

Visitors have always been able to expect a warm

Hospitality Training Dates

April 20: Bismarck, Lewis & Clark Hospitality Training

April 22: Bismarck, Train the Trainer

April 23: Bismarck, Train the Trainer Refresher Course

April 29: Dickinson, Lewis & Clark Hospitality Training

Tourism Week (May 8-16)

May 10: Bismarck, Lewis & Clark Hospitality Training
May 10 or 11: Wahpeton, Lewis & Clark Hospitality Training

May 12: Williston, Lewis & Clark Hospitality Training

May 13: Bismarck, Lewis & Clark Hospitality Training

May 13: Jamestown, Lewis & Clark Hospitality Training

May 14: Bismarck, Lewis & Clark Hospitality Training

May 17: Bismarck, Lewis & Clark Hospitality Training

June 1: Bismarck, Lewis & Clark Hospitality Training

welcome during their stay in our state, but the customer service training courses enhance what North Dakotans are already famous for – hospitality.

Tourism Week is a great time to attend one of the free Hospitality Training sessions offered by the North Dakota Tourism Division and its partners. The Hospitality Training Program is designed to help people, especially

those in service industries such as restaurants, hotels, transportation services and service stations, effectively promote their communities and the state of North Dakota. The seminars combine effective communication skills, the history of Lewis & Clark and the importance the expedition had on the area, as well as how to promote present-day adventures. The classes are free and open to the public.

If you are interested in participating in any of the Hospitality Training courses, contact Annette Schilling at 701-328-3505 or aschilling@state.nd.us. ●

Calling all shutterbugs

During Tourism Week, we will kick off the 2004 North Dakota Governor's Photo Contest. Amateur photographers are encouraged to enter North Dakota photos in the contest. Winning photos in each category will receive a \$100 prize and be featured in the 2005 travel guide and/or on the Web site www.ndtourism.com.

Entries will be judged on their ability to showcase North Dakota as a Legendary destination in the following categories: Scenery, People, Outdoor Adventure, Attractions and Events.

See the May newsletter for more details. ●

The Press Run: Featuring North Dakota

The Tourism Division works continuously to get positive media coverage for North Dakota. Although we don't get a guarantee on what stories and information the media will use or when they will use it, we keep pumping out the good news about North Dakota and have seen great success in receiving regional, national and international coverage.

Check out some of the great media exposure in **February** and **March**:

- ❑ Midwest Living Magazine, March-April: 101 Reasons to Love the Midwest
- ❑ SnowGoer Magazine, March: Bottineau area among those voted best overall for snowmobiling
- ❑ 2004 Best of the Midwest by Midwest Living: Three-page spread on North Dakota
- ❑ The Independent London Daily newspaper, March 6: Complete Guide to the Dakotas
- ❑ Visit USA Finland: North Dakota western feature
- ❑ Visit USA Norway: North Dakota feature
- ❑ Noblesville Daily Times, Feb. 11: Home on the Range, two-page cover travel feature
- ❑ Prairie Business Magazine, March: Recreation, Reviving the Spirit in the Great Outdoors
- ❑ American Cowboy, March: The Two Deaths of Bird Woman
- ❑ America, Yours to Discover: North Dakota attractions and feature.





Mark Zimmerman of the North Dakota Tourism Division greets potential visitors at a recent sports show in Milwaukee, Wis.

Road warrior concludes show season

Mark Zimmerman, outdoor recreation/nature tourism promotions coordinator for North Dakota Tourism, recently returned after a month on the road staffing the division's booth at sports shows. Zimmerman went from Rochester, Minn., to Des Moines, Iowa; Omaha, Neb.; Minneapolis, Minn.; and Milwaukee, Wis. At each stop, people came by the booth to visit and ask a wide variety of questions about the opportunities in North Dakota. Sports show booths at Duluth, LaCrosse and Sioux Falls were staffed by tourism partners on behalf of all tourism interests in North Dakota.

Zimmerman worked with Tourism partners to make special Lewis & Clark presentations at a Minneapolis RV and camping show and expand information and assistance at other show booths. With over 100,000 attendees at the recent Northwest Sport Show in Minneapolis, the additional brochures and staffing provided by several tourism partners were invaluable.

The extra staffing at the Northwest Sport Show allowed Tourism to conduct what Zimmerman calls the "North Dakota style" of hosting a booth. Rather than routinely handing out material or allowing folks to simply pick up a copy of all material, those in the North Dakota booth were able to seize on the opportunity to interact with folks stopping by the booth. Tourism heard how much this was appreciated. Hopefully it will result in increased visitations.

The Milwaukee show concluded sports and travel show

season. However, planning for the 2005 season will begin right away. Your comments, suggestions and interest in participation is appreciated. Contact Zimmerman at 701-328-2509 or mzimmerman@state.nd.us ●

ABA looking for "Top 100 Events"

The American Bus Association is looking for its "Top 100 Events" in United States and Canada and you can help North Dakota Tourism help you. The criteria set by ABA is focused on how well you event can host groups. To find out more information on event criteria, contact Group Travel Marketing Director Deanne Keller at 800-435-5663 or dkeller@state.nd.us.

Together, we just might be able to land a spot on the list. ABA members from convention and visitors bureaus and each state and provincial tourism office may submit nominations. CVB members are permitted to submit one nomination from their area, while state and provincial tourism offices are permitted to submit seven nominations apiece.

Annual events are eligible even if they are previously honored.

Remember, ABA and tour operators are looking for events, not permanent or traveling exhibitions. ●

Lewis & Clark grants awarded

Fourteen Lewis & Clark event grants were awarded to individual businesses, event promoters and tourism marketing

organizations for events within the state of North Dakota for the 2004 season.

Grant dollars come directly from the North

Dakota Lewis & Clark Bicentennial Merchandising Program. The program collects royalty fees from commercial vendors using the official North Dakota Lewis & Clark Bicentennial logo. The royalty fees collected benefit the two North Dakota National Signature Events, as well as other North Dakota community Lewis & Clark events. The two Signature Events will receive \$5,000 each and



the 14 grants were in the amount of \$250 each. Recipients of the award will be announced at a later date.

The requests were reviewed by the Lewis & Clark Merchandising subcommittee of the North Dakota Lewis & Clark Governor's Advisory Board, which includes Annette Schilling, North Dakota Lewis & Clark coordinator. ●

Sustainable tourism awards

Smithsonian Magazine and the Travelers Conservation Foundation are looking for nominees for the 2004 Sustainable Tourism Awards for preservation and conservation.

Two \$20,000 cash prizes will be awarded.

Nominations must show a clear connection to tourism and demonstrate excellence in preservation and conservation, and show how the award will be used to achieve those goals.

The entry deadline is April 23. Forms can be downloaded at www.sustainabletourismawards.com. Contact Smithsonian Magazine at 212-916-1309 for more information. ●

Merchandise available wholesale

The summer tourist season is fast approaching. Do you have official Legendary and Lewis & Clark Bicentennial

merchandise in your gift shop? To purchase items wholesale, contact Amy Hanson at CI Apparel (1-800-233-4759) for apparel items and Marlinda Bender at Capital Trophy (800-906-5670) for commemorative merchandise. If you have any questions, contact Cheryl Purdy at 800-435-5663 or 701-328-2548 or cpurdy@state.nd.us. To shop online, go to www.ndtourism.com and click on "Gift Shop." Check out the new logos below:



Are you living in a Dream Town?

The mayor got it, the presidents of the convention and visitors bureaus and chambers of commerce got it, the bank branch manager got it and it's spreading fast. The American Dream Town contest is a virtual contagion. Ingrid Lemme, founder of the American Dream Show and American Dream Magazine, is the founder of www.AmericanDreamTown.com. Register any of your charming small towns, ASAP. The people of America will decide which town gets the American Dream Town Award 2005 by voting for their favorite. The polls will open Oct. 15, 2004. Don't delay – only three towns per state are accepted. ●

WHERE'S SCOOTER?



This river can be every bit as scenic as its big brother, and just as exciting. Where am I?

The last two months ...

It took a while, but several people realized I was at Fort Buford and the Missouri-Yellowstone Confluence Interpretive Center near Williston. Wanda Moos of Langdon was chosen at random from the correct entries to receive a Lewis & Clark sweatshirt. This month, I'm taking to the waterway to do a little spring canoeing while the water's running high. Please E-mail your answers to jpursley@state.nd.us by April 20. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number. ●