

Commerce.nd.gov/tourism-marketing



Port to Plains Conference

NORTH
Dakota | Commerce
Be Legendary.

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Tourism & Marketing Director

Today's Agenda

PART 1

Overview

PART 2

Mission and Strategies

PART 3

Industry Growth and Trends

PART 4

Theodore Roosevelt Expressway

PART 5

TR Presidential Library



TOURISM MISSION

We build the positive public image of North Dakota as a dynamic place to live and work. By showcasing opportunities and inspiring visitors to Be Legendary, we strengthen the economy and provide opportunity for people across our communities.



A person wearing a large, olive-green tactical backpack and a helmet is seen from behind, standing on a grassy ridge. They are looking out over a vast, rolling landscape of green hills and valleys under a dramatic sky with orange and blue clouds, suggesting a sunset or sunrise. The scene is peaceful and expansive.

2025-2027 STRATEGIC GOALS – CONTINUED FOCUS

2023-2025 TOURISM & MARKETING STRATEGY AND PRIORITIES



OUR ADVANTAGE

– Uncrowded, affordable, drivable and easy to navigate



HELLOOO,
ADVENTURERS.



If adventure is what you seek, we've got it! Once you experience the uncrowded, carefree adventures of North Dakota, you'll want to stay awhile. It just feels good to be in a place where you can drop everything and take in the beauty that surrounds you. Whether it's the incredible landscapes, the lakes, trails or the people, life is good here. Come, experience it for yourself!

1-800-HelloND

HELLOND.com

NORTH Dakota
Be Legendary.



WELCOME
ROAD
WARRIORS!



Pack your bags! It's a great time to hit the open roads. North Dakota is full of unforgettable, affordable adventures. From can't miss Theodore Roosevelt National Park, to longer-than-life roadside attractions and fun urban escapes, come see why we love it here.

1-800-HelloND

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NORTH DAKOTA
TRAVEL GUIDE
2023

HELLO
HAPPY TRAVELERS

Tuffe Mountain Scenic Byway, near Burdick



ECONOMIC DEVELOPMENT & FINANCE MISSION

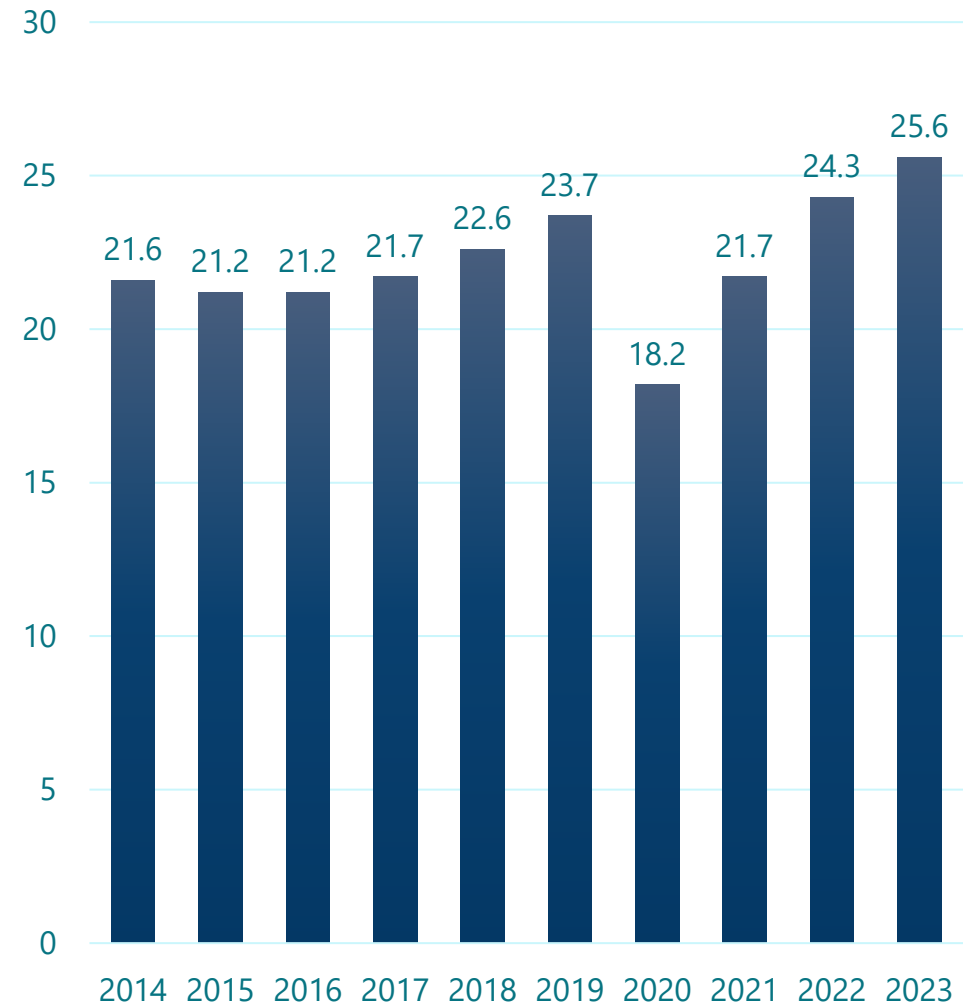
We coordinate the state's economic development resources to attract, retain and expand wealth by focusing on advanced manufacturing, autonomous systems, energy, technology, value-added agriculture and tourism development.

Tourism Research Results

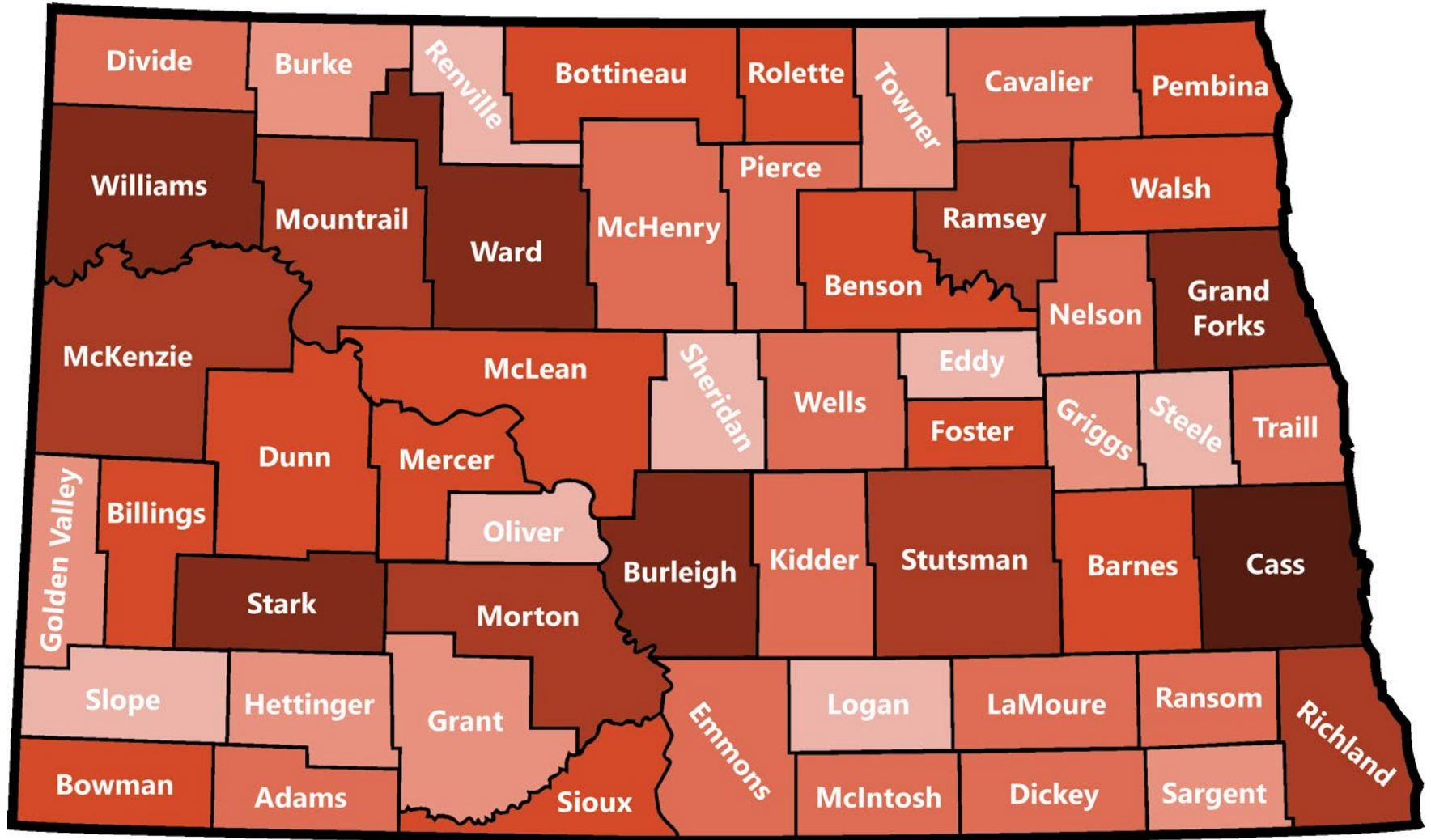
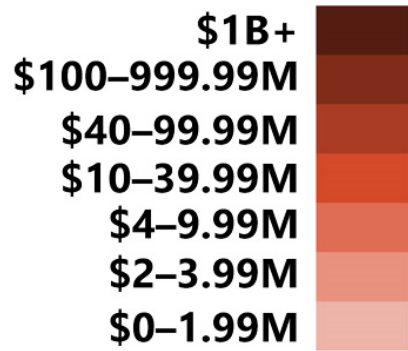
REPORT ON ECONOMIC IMPACT OF TOURISM IN 2023

- Visitation grew 5.3% reaching 25.6 million visitors
- Visitor spending grew to \$3.3 billion
- 17.8-million-day-visitors
- Visitors paid more than \$307 million in local and state taxes
 - Creating a \$960 per household savings for North Dakotans

Visitation



Visitor Spending by County



Programs



Paid Marketing



Global Marketing



**Workforce
Recruitment**



**Media Relations -
Outreach**



Group Travel



Communications



Social Media



**Outdoor
Promotions**



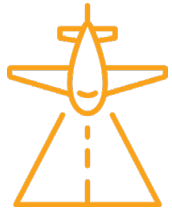
**Destination
Development**

Tourism Destination Development

- Building capacity and new experiences
- Destination Development Grants
- Tourism Primary Sector
- Local and state policy



Visitation Stats



Airport Arrivals

1.14 million

↑ 11%



National Park Visits

775,490

↑ 11.6%



Hotel Occupancy

\$531 million in revenue

↑ 6.7%



Border Crossings

439,866

↑ 47% (78% of pre-covid visitation)

Entry numbers are almost equivalent to 2017 when the exchange rate was similar.



Taxable Sales and Purchases

↑ 6.75% Accommodations and food services

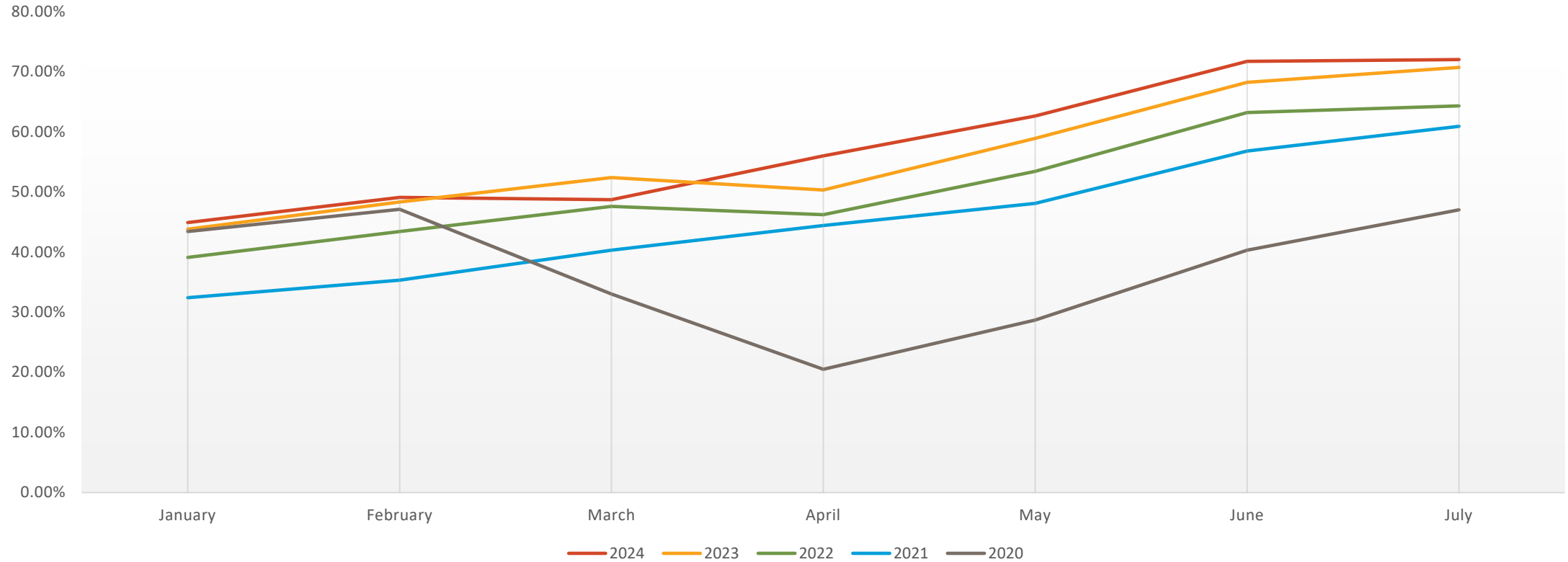
↑ 10.15% Arts, entertainment and recreation



Notable visitation highlights

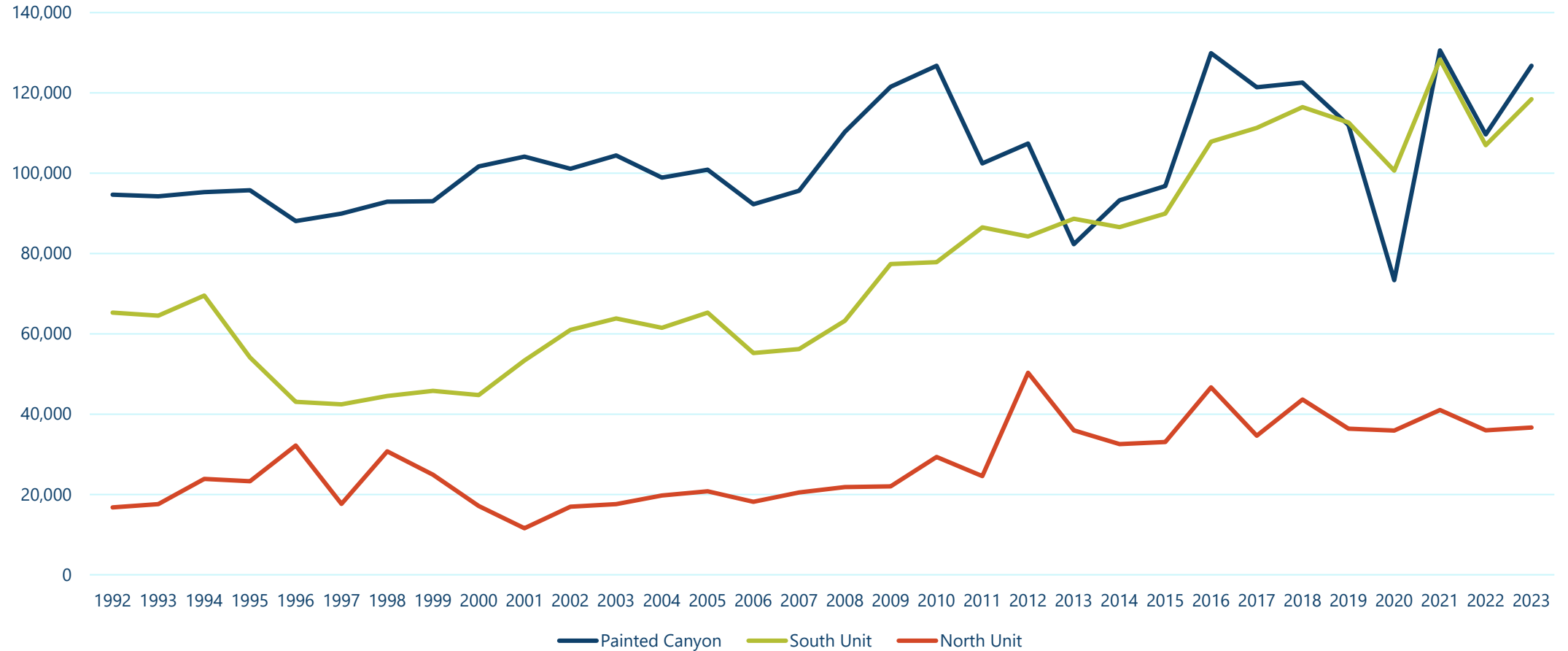
- July statewide hotel occupancy was at the highest level seen in 10 years.
- July visitation of Theodore Roosevelt National Park was the most visited month EVER – 231,337 visits, 38% more than July 2023. And June 2024 saw 50% more traffic than the previous year.

Monthly Statewide Hotel Occupancy (%)



- Thru July – hotel occupancy +3.1%, ADR +6.8%, and RevPAR +10.1%. *All higher than the national averages.
- \$322,150,096 revenue YTD, 9.3% ahead of 2023.

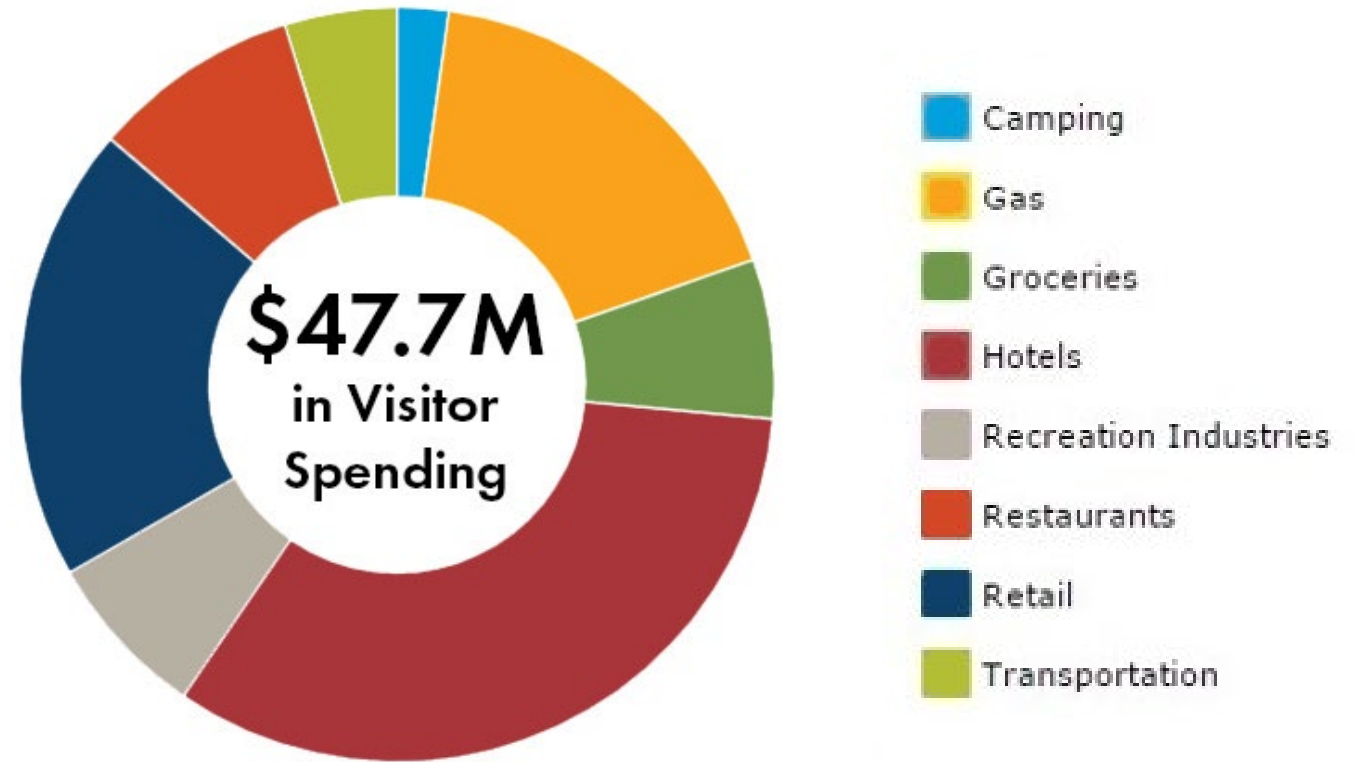
Traffic counts by location, Theodore Roosevelt National Park



Theodore Roosevelt National Park

In 2022, **669K visitors** spent an **estimated \$47.5M** in local gateway regions while visiting the park. These expenditures supported:

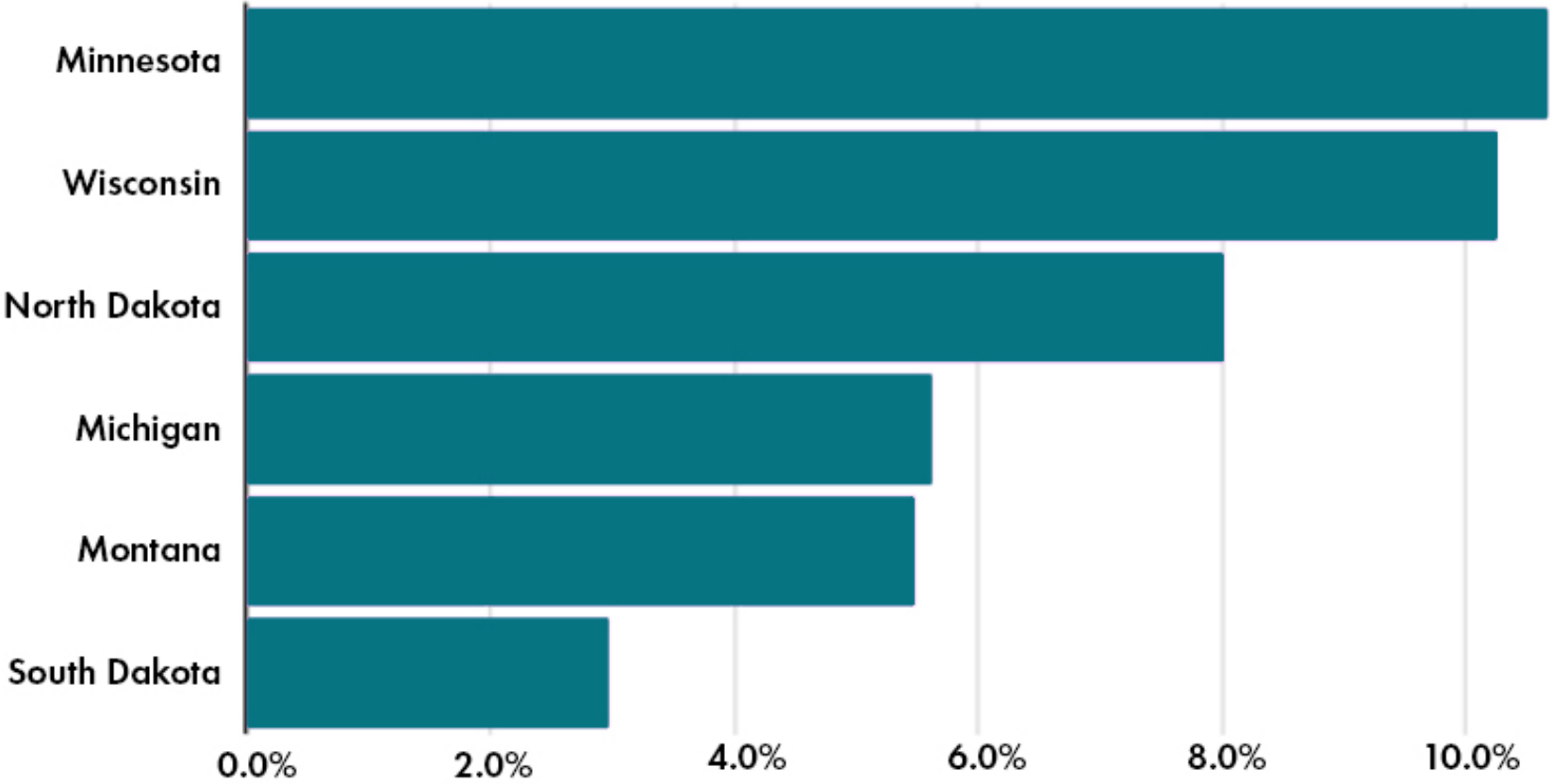
- 570 jobs
- \$17.1M in labor income
- \$29M value-added
- \$52.8M economic output



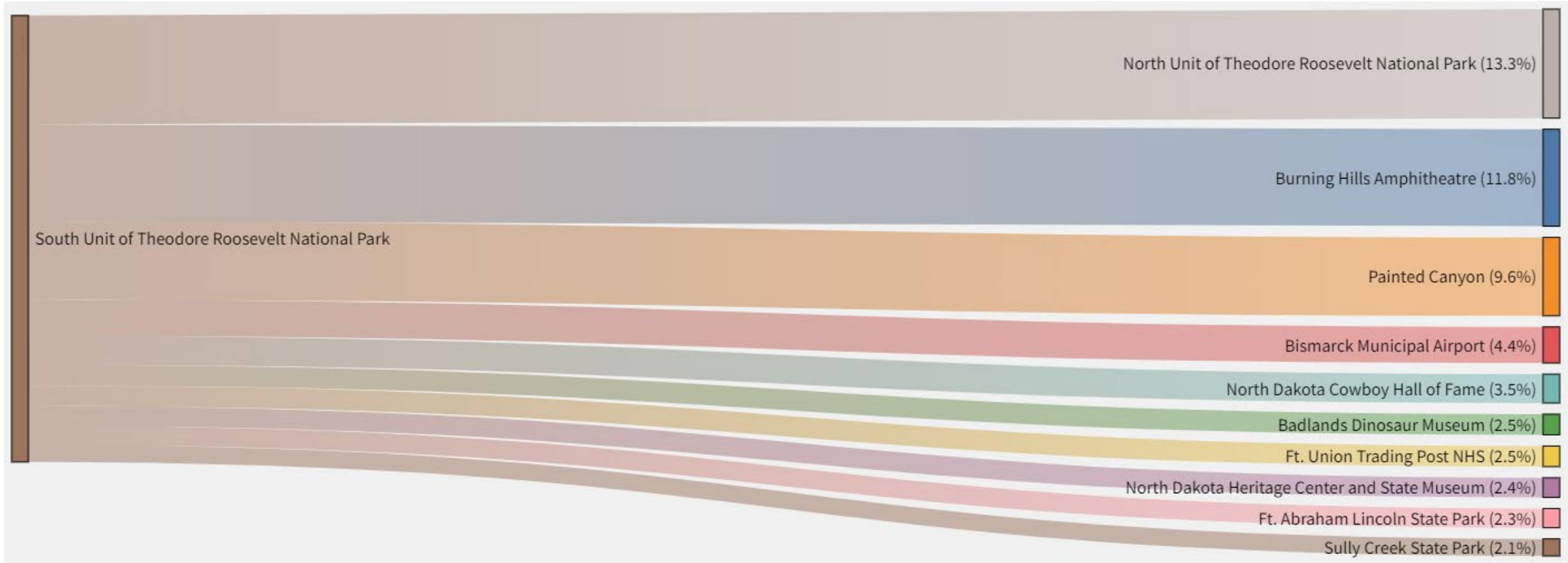


Trip Share by Origin State

Source: Arrivalist/AirDNA



South Unit Cross Visitation



Bowman County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$2.34	\$2.85	\$1.38	\$1.01	\$2.73	\$10.31	24.1%	\$1.08
84.2%	22.3%	26.6%	40.2%	23.5%			

Amounts in Millions
 Source: Tourism Economics

Slope County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$0.31	\$0.29	\$0.12	\$0.07	\$0.14	\$0.92	-3.4%	\$0.11
24%	-3.3%	-7.6%	0%	-6.6%			

Amounts in Millions
 Source: Tourism Economics

Billings County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$5.74	\$6.56	\$4.31	\$4.92	\$2.57	\$24.10	12.1%	\$1.99
+69%	+43%	+40%	+50%	+37%			

Amounts in Millions
 Source: Tourism Economics

McKenzie County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$18.37	\$25.06	\$13.16	\$8.62	\$14.50	\$79.71	11.7%	\$6.92
47.1%	17.9%	17.8%	29.2%	24.5%			

Amounts in Millions
 Source: Tourism Economics

Williams County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$48.05	\$70.67	\$41.14	\$30.89	\$38.27	\$229.03	20.1%	\$19.09
89.8%	46.2%	42.7%	40.7%	38.8%			

Amounts in Millions
 Source: Tourism Economics

Divide County Visitor Spending, 2023

Lodging	Food & Beverage	Retail	Recreation	Transportation	Total	Growth Rate (2023/2022)	State and Local Tax Revenue
\$1.29	\$1.60	\$0.40	\$0.41	\$0.52	\$4.21	5.4%	\$0.42
46.5%	11.8%	20.5%	20.5%	15.5%			

Amounts in Millions
 Source: Tourism Economics

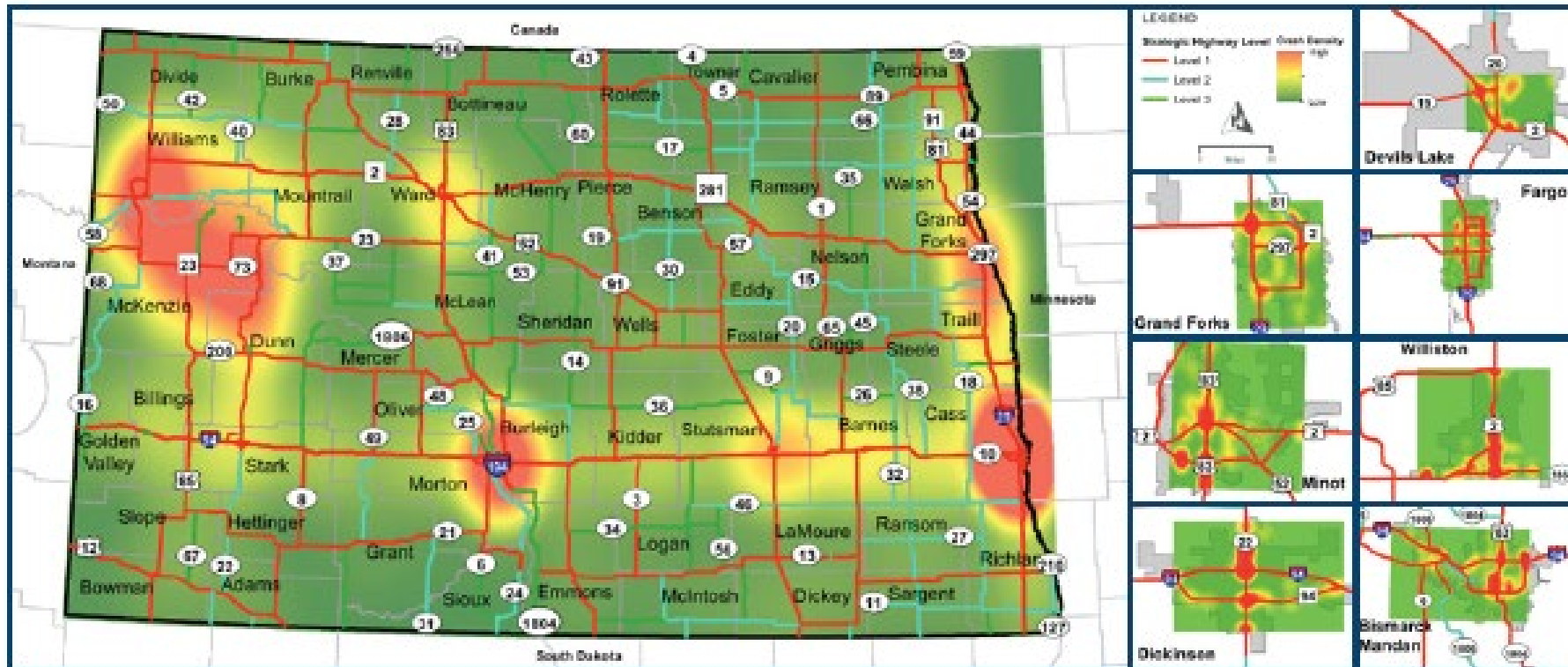
Theodore Roosevelt Presidential Library

Coming soon!



North Dakota: Safe, worry-free, uncrowded

Heat Map of Freight Vehicle Crashes (2017-2020)



23 U.S.C. § 407 Documents
NDDOT Reserves All Objections

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**THANK
YOU**

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