



TOURISM AND STATE MARKETING UPDATE – Q3 2024

| Area of Travel | 3rd Qtr 2024 | 3rd Qtr 2023 | % Change 24-23 | 2024 YTD Total | 2023 YTD Total | % Change YTD 24-23 | |
|--|----------------|----------------|----------------|----------------------------------|-------------------------|--------------------|-------|
| State Park Visitors | 604,711 | 621,489 | -3% | 1,065,552 | 1,121,405 | -5% | |
| National Park Visitors | 582,800 | 444,872 | 31% | 902,506 | 694,435 | 30% | |
| Website Sessions | 1,122,707 | 876,805 | 28% | 3,057,370 | 2,261,062 | 35% | |
| Major Attractions (Pending 1) | 1,550,140 | 2,144,489 | -28% | 3,177,734 | 3,685,869 | -14% | |
| Local Visitor Centers | 24,916 | 23,089 | 8% | 41,549 | 38,345 | 8% | |
| Cumulative Lodging Tax | \$2,995,877.45 | \$2,608,692.95 | 15% | \$6,855,004.79 | \$6,262,952.69 | 9% | |
| Canadian Border Crossing | 166,386 | 156,698 | 6% | 376,533 | 338,016 | 11% | |
| ND Airport Deplanements | 314,330 | 284,582 | 10% | 921,403 | 848,902 | 9% | |
| Statewide Hotel Occupancy Rate | | | | | | | |
| July | 72.0% | 70.9% | 1.6% | 2024 YTD 60.2% | | | |
| August | 69.7% | 70.0% | -0.4% | 2023 YTD 59.1% | | | |
| September | 65.6% | 67.6% | -3.0% | % Change 1.9% | | | |
| Statewide ADR-Average Room Rate | | | | | | | |
| July | \$117.92 | \$109.54 | 7.7% | 2024 YTD \$106.38 | | | |
| August | \$113.02 | \$104.34 | 8.3% | 2023 YTD \$99.73 | | | |
| September | \$108.22 | \$103.15 | 4.9% | % Change 6.7% | | | |
| RevPAR | | | | \$64.07 | \$58.96 | 8.7% | |
| Taxable Sales and Purchases | | | | | | | |
| | | | | 2nd Quarter 2024 | 2nd Quarter 2023 | % Change | |
| | | | | Arts, Entertainment & Recreation | \$48,761,209 | \$46,402,620 | 4.84% |
| | | | | Accommodation & Food Services | \$573,975,855 | \$554,817,966 | 3.45% |

STATEWIDE TOURISM UPDATES

Theodore Roosevelt National Park breaks visitation record.

- The quarter ended with Theodore Roosevelt National Park breaking their 2021 visitation record. Through September, the National Park had welcomed 875,257 guests with visitation 30% higher than last year.
- Hotel occupancy continued to outperform the U.S. and west north central region, with revenue 7.8% ahead of 2023.
- August saw a 14% increase in border crossings, and thru that month visitation from Canada was 12.7% higher than 2023.
- ESTO, Columbus OH – ND Tourism moderated the Professional Development session for Domestic and International trade.
- Tribal Leaders Summit: ND Tourism moderated the Tourism session - "What Does Tourism Mean to You? The Positive Effects and Benefits." Native tourism development builds community capacity, creates jobs, educates visitors and helps sustain a tribe's culture and environment.
- FAMS: 4 hosted, 3 markets, 32 days spent in ND, 22 cities visited.
- Set up national podcast interview for Jeb Williams, Director of ND Game & Fish to be on [The Flush Podcast with Travis Frank](#). The episode premiered September 19.
- Worked with host of Rush Outdoors TV, Tim Andrus to set up a hunt for an episode of Rush Outdoors near Bowdon, North Dakota.
- Participated in and collected digital assets at the Sheyenne Riverfest in Valley City August 2.

INTENT TO TRAVEL METRICS

TRADITIONAL INQUIRIES
3,872 (↓15% YOY)

ENEWS OPEN RATE
32.26% (↓24.6% YOY)

LIVE CHATS
209 by Counselors
542 by BOT
5 BOT Chats resulting in Chat

WEBSITE SESSIONS
1,122,707 (↑28% YOY)**

** GA (Google Analytics) UA and GA4 track differently. The numbers will not match perfectly, and the definitions have slightly changed. There is up to 20% discrepancy on sessions and users between the GA UA and GA4 numbers.

TOURISM MARKETING EFFORTS

- NDtourism.com is seeing record website traffic due largely to increased digital advertising. Additional budget allowed for increased impressions, vendors and longer digital campaigns. As a result, web traffic in Q3 2024 was 26.1% higher than 2023 with paid search, display advertising and paid video generating 275,000 more users to the site in Q3 alone.
- Both the 2023 and 2024 "Hello North Dakota" wrapped trains are still in circulation in Chicago! The valued-added impressions are now more than 72-million. Is it a coincidence that Illinois has moved into #1 place for website traffic at a 108% increase over 2023?!



MEDIA RELATIONS EFFORTS

436 Media Instances reached 460 Million.



TOURISM SOCIAL MEDIA

Total Followers
81,371



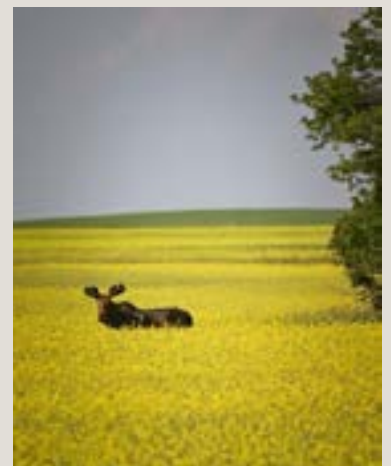
TOTAL
IMPRESSIONS
9,956,067

VIDEO
VIEWS
1,521,789

Q3 saw a 29% drop in engagements and a 12% drop in total impressions YOY. However, follower growth jumped by 4% showing increase interest in our messaging over 2023.

Featured Content

A scenic shot of wildlife in canola stole the hearts of our audience. This piece of content reached over 300,000 people and generated 10,000 engagements. This photo was taken by Instagram user @clint_claridge.



STATE MARKETING AND COMMERCE UPDATE—Q3 2024

COMMERCE MARKETING EFFORTS

- Developer Day was held on August 20th, hosted by the ED&F Division. Social media and direct email send newsletters, along with materials ranging from PowerPoints, agendas, worksheets, and a new Developer Kit that encompasses programs and sample documentation for developers were created by the Marketing team for the event. The Developer marketing materials will be used on an ongoing basis.
- On August 21, the Workforce Division hosted over 80 attendees at The Global Talent Summit. The Marketing team created event signage, agendas, table tents, nametags, social posts, direct email sends and managed the Eventbrite registrations.
- The 2024 Main Street ND Summit, August 27-29, hosted over 550 attendees. Marketing for the event consisted of both paid and added-value advertising totaling over \$300K. The paid marketing campaign, consisting of digital display, video, and social media, resulted in over 1.1M impressions, with click-thru-rates outperforming industry standards in all areas other than X (Digital: .11%/Meta: 1.73%/LinkedIn: 1.59%/X: .58%). Added-value advertising included television, radio, digital outdoor and print. Numerous assets were created to promote the event and for use during the Summit, including, but not limited to, videos, signage, banners, awards, digital and print ads, direct send emails, press releases, and curtain warmers.
- Commerce.nd.gov Q3 website sessions were 38,097, a 29% decrease from 2023. The YTD Commerce website sessions were 139,031, a 98% increase from 2023.
- ND.gov had a noticeable increase in Q3 sessions, going from 10,940 in 2023 to 252,330 in 2024 (a 2,207% increase) due to the conversion to GA4 and how visits/sessions are tracked. The YTD website sessions also showed an increase of 308%.

STATE MEDIA LIBRARY (PHOTO AND VIDEO)

- Total asset views for Q3 were 89,667 (5,111 unique assets). Top views included Nelson Carlson Lake, TRNP scenery, Capitol aerial, sunflower field aerial, Asset Bank training video and document, NDDOT conference, Capitol winter, Tetrault State Forest Lookout Point, Red Door Art Gallery exterior.
- Total asset downloads for Q3 were 5,521 (2,175 unique assets). Top downloads included NDDOT conference Asset Bank training document and video, Capitol aerial, fall TRNP bison, Tetrault State Forest Lookout Point, TRNP scenery, Missouri River bridge, 4 Bears Bridge/Lake Sakakawea.



MEDIA PLACEMENTS

Tourism – 347 media mentions reaching 1.32 billion. Reach is up 46% over 2023.

Business – 161 mentions reaching 402 million. Reach down 8% from 2023.

Workforce – 68 mentions reaching 305 million. 162% increase in mentions and 416% increase in reach.

COMMERCE SOCIAL MEDIA

TOTAL
IMPRESSIONS
159.3K

TOTAL
ENGAGEMENTS
23.15K