



## TOURISM AND STATE MARKETING UPDATE—Q2 2024

Area of Travel	2nd Qtr 2024	2nd Qtr 2023	% Change 24-23	2024 YTD Total	2023 YTD Total	% Change 24-23
State Park Visitors	387,944	414,022	-6%	460,841	488,626	-6%
National Park Visitors	304,347	236,663	29%	319,400	249,563	28%
Website Sessions	1,269,727	930,926	36%	1,969,732	1,381,766	43%
Major Attractions (3 pending)	926,671	914,056	1%	1,624,405	1,460,142	11%
Local Visitor Centers	13,543	10,457	30%	16,622	13,006	28%
Cumulative Lodging Tax	\$2,100,002.15	\$2,035,725.66	3%	\$3,859,117.34	\$3,654,259.74	6%
Canadian Border Crossing	121,002	107,907	12%	210,167	181,318	16%
ND Airport Deplanements	313,004	284,077	10%	607,073	564,320	8%
Statewide Hotel Occupancy Rate						
April	56.0%	50.4%	11.1%		2024 YTD 55.6%	
May	62.6%	59.1%	5.9%		2023 YTD 53.8%	
June	71.7%	68.4%	4.8%		% Change 3.4%	
Statewide ADR-Average Room Rate						
April	\$101.25	\$93.34	8.5%		2024 YTD \$102.04	
May	\$104.16	\$97.17	7.2%		2023 YTD \$95.68	
June	\$107.52	\$100.83	6.6%		% Change 6.6%	
RevPAR				\$56.74	\$51.47	10.3%
Taxable Sales and Purchases						
			1st Quarter 2024	1st Quarter 2023	% Change	
Arts, Entertainment & Recreation			\$30,060,475	\$25,473,558	18.01%	
Accommodation & Food Services			\$487,790,735	\$482,737,018	1.05%	

### STATEWIDE TOURISM UPDATES

North Dakota outperformed the nation in lodging demand and air passengers during Q2 and visitation indicators were strong.

- Economic impact data for counties was released during the quarter, showing an average growth of 8.8% in visitor spending.
- In June, statewide hotel occupancy rose to the highest level seen since June of 2014.
- Hotel occupancy slightly lagged behind 2023 but revenue increased 4.4%.
- Visits to Theodore Roosevelt National Park increased 18% with June recording the most visited month to date.
- Border crossings increased 12.1% during the quarter but remained approximately 83% the volume of 2019.
- GAW Summit & International Round-up - Casper, WY: 49 leads from all 7 international markets.
- US Travel's IPW - Los Angeles: 90 leads from 17 countries. Top five were Germany, Nordics, UK, Benelux and France.
- German media spent 3 ½ days visiting Medora, Theodore Roosevelt National Park, and MHA Tourism.
- Italian Media spent 5 days in state visiting, Wahpeton, Fargo, Cooperstown, New Rockford, Ft Totten, Devils Lake, Turtle Mountain Band of Chippewa, International Peace Garden, Rugby, and Standing Rock National Native American Scenic Byway.
- Traveled 3,000+ miles across North Dakota to set up brochure racks in all 15 rest areas. Distributed over 12,000 Travel Guides and 18,250 Highway Maps in rest areas.
- Group Travel brought in 22 tours resulting in 57 overnights for 779 guests, creating an estimated revenue of \$434,124.

### INTENT TO TRAVEL METRICS

TRADITIONAL  
INQUIRIES  
6,467 (↓ 6% YOY)

ENEWS  
OPEN RATE  
30% (↓ 26.7% YOY)

LIVE CHATS  
169 by Counselors  
560 by BOT (↑ 10% YOY)

WEBSITE  
SESSIONS  
1,269,727 (↑ 36% 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.

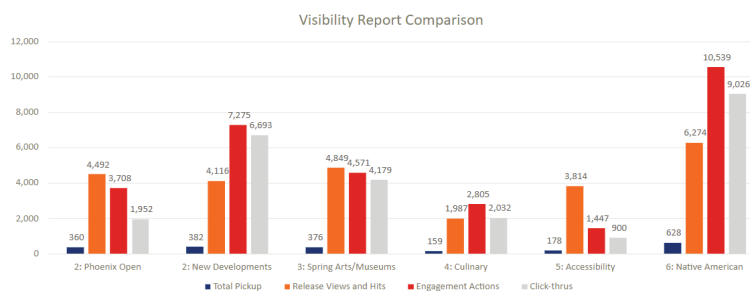
## TOURISM MARKETING EFFORTS

- North Dakota Tourism launched a new sponsorship with the Colorado Rockies, and over Father's Day weekend held an event activation outside the stadium in Denver's popular McGregor Square. The two-day activation offered a North Dakota themed four-hole mini golf experience, and netted 594,276 impressions, 7,940 total engagements and 371 leads. Staff of North Dakota Tourism, Odney and an on-site team from Eclectic Activation engaged with residents and Rockies game-goers. Ninety percent of those surveyed reported they learned something new about North Dakota, with 63% saying the experience made them more interested in visiting North Dakota.
- Two new publications were added to the Q2 campaign- Traveland Leisure Magazine and Magnolia Journal - with a combined circulation of 1,340,600.
- Digital campaign efforts contributed to a web traffic increase of 38% over Q2 of 2023. Paid search traffic increased 722%, display click-throughs increased 661% and paid video traffic increased 20%.



## MEDIA RELATIONS EFFORTS

436 Media Instances reached 460 Million.



## TOURISM SOCIAL MEDIA

Total Followers  
178,491



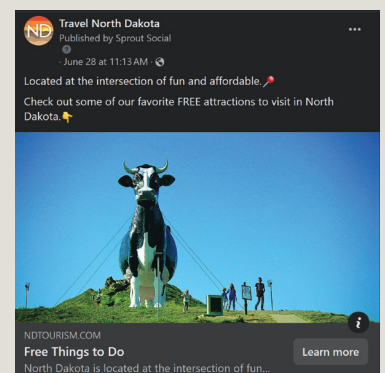
TOTAL  
IMPRESSIONS  
10,704,108

VIDEO  
VIEWS  
1,065,174

North Dakota Tourism's social channels saw a 49% decrease in posts and a 53% drop in engagements YOY. Content featuring Josh Duhamel showcasing his favorite activities across the state performed well generating 239,713 impressions, 6,972 engagements and 134,637 views.

## Featured Content

Our top content for the month included a promoted post showcasing free activities that generated over 2,000 engagements and over 843 visits to the website.



## STATE MARKETING AND COMMERCE UPDATE—Q2 2024

### COMMERCE MARKETING EFFORTS

- Commerce was well represented at the Select USA Summit. A geo-conquesting and retargeting digital marketing campaign was implemented to encourage booth visitation, while also driving traffic to the Commerce website. This resulted in 1,389 users to the website (40.7% of total users to the Commerce website for that time frame).
- AmeriCorps marketing kicked off with a Google Search campaign in April focusing on Education Awards and flight #1 of a social campaign focusing on recruitment and lead generation in May. The Google search campaign garnered over 4.7K impressions, with a 5.79% CTR. The social campaign resulted in 300K+ impressions, a 1.12% CTR, and 131 leads.
- Main Street ND Summit marketing began in late June with organic social and a paid Google Search campaign.
- Commerce.nd.gov Q2 website sessions were 77,903, up 166% from Q2 2023, a noticeable increase due to the conversion to GA4 and how visits are tracked.

### FIND THE GOOD LIFE MARKETING (FTGL)

- The 2024 FTGL paid marketing campaign continued to deliver strong results, with over 22M impressions being served, resulting in 5,468 conversions. CTR's increased from Q1, on Google Keyword (4.39%), Meta (5.31%), LinkedIn (1.11%), YouTube (1.46%), and Snapchat (7.28% Swipe up Rate). Organic Search impressions increased by 252% to over 191K with 874 clicks.
- The Relocation Help Desk received 5,000 form submissions, resulting in 3,762 leads.
- Findthegoodlife.com had 180,928 site sessions during Q2 2024: a 520% increase over the same period in 2023.

### STATE MARKETING

- Logo Lockups for: Public Instruction-Health & Human Services joint lockup / ND Military Commission / Combined Insurance / Mineral Resources / Parks & Recreation / Indian Affairs / Aeronautics Commission
- Consulted with: NDIT and created a BroadbaND wordmark.

### STATE MEDIA LIBRARY (PHOTO AND VIDEO)

- Total asset views: 149,518 (4,412 unique assets). Top views included: Capitol aerial, sunflowers, TRNP scenery, "how to use the online media gallery" document, Jamestown winter, TRNP winter, Capitol winter, Downtown Wahpeton, TRNP wildlife, Cross Ranch yurt.
- Total asset downloads: 2,651 (1,741 unique assets). Top downloads included: Williston aerial footage, TRNP scenery, Little Missouri National Grassland scenery, Capitol aerial, Capitol sign, downtown Fargo, Killdeer Mountain Four Bears Scenic Byway, Missouri bridge, and Confluence aerial.



### MEDIA PLACEMENTS

**Tourism** – 766 national media mentions reaching 1.78B

**Business** – 92 national media mentions reaching 407M

**Workforce** – 25 national media mentions reaching 322M

### COMMERCE SOCIAL MEDIA

**TOTAL  
IMPRESSIONS  
208K**

**TOTAL  
ENGAGEMENTS  
11.2K**