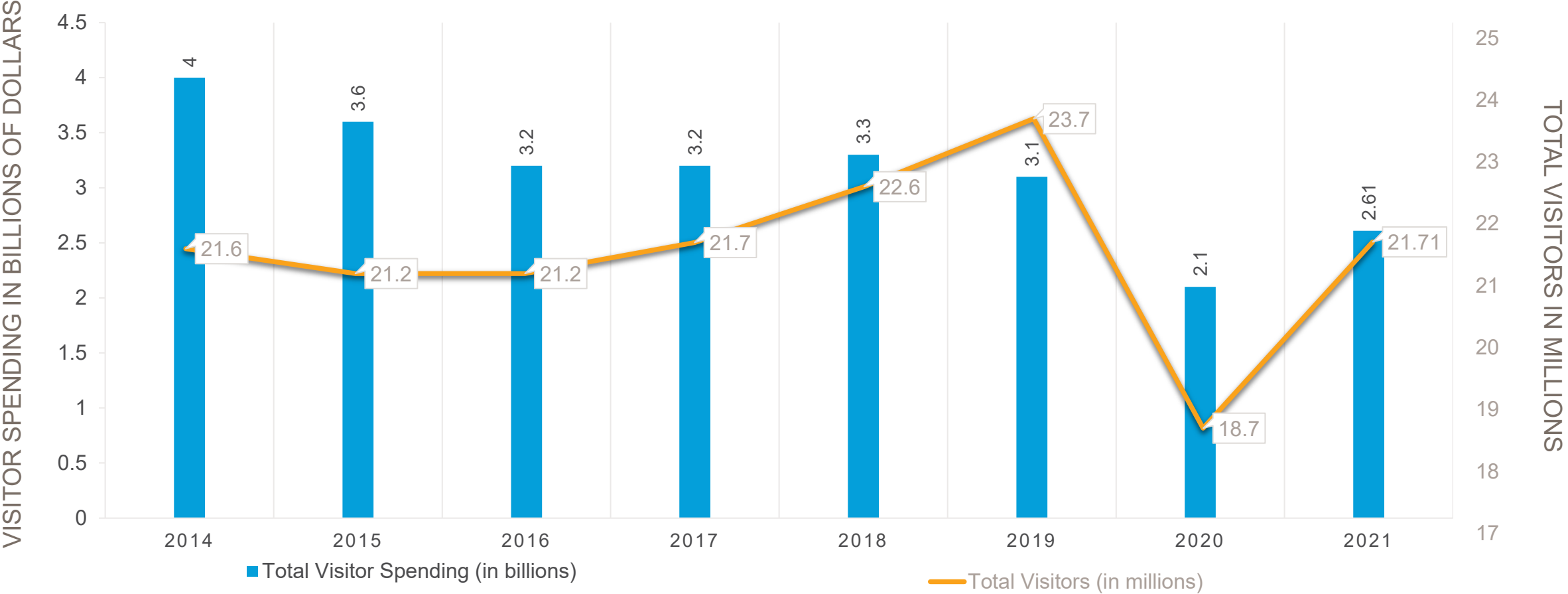


TOURISM MISSION

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.



VISITOR SPENDING IN NORTH DAKOTA



TOURISM IMPACTS AND DIVERSIFIES ND ECONOMY: SUPPORTING LOCAL BUSINESSES AND GENERATING STATE AND LOCAL TAXES



\$237.9M in estimated state and local tax revenue
\$565M in retail



1,023,816 airport arrivals
\$521M – transportation



More than 41,000 jobs supported by the industry

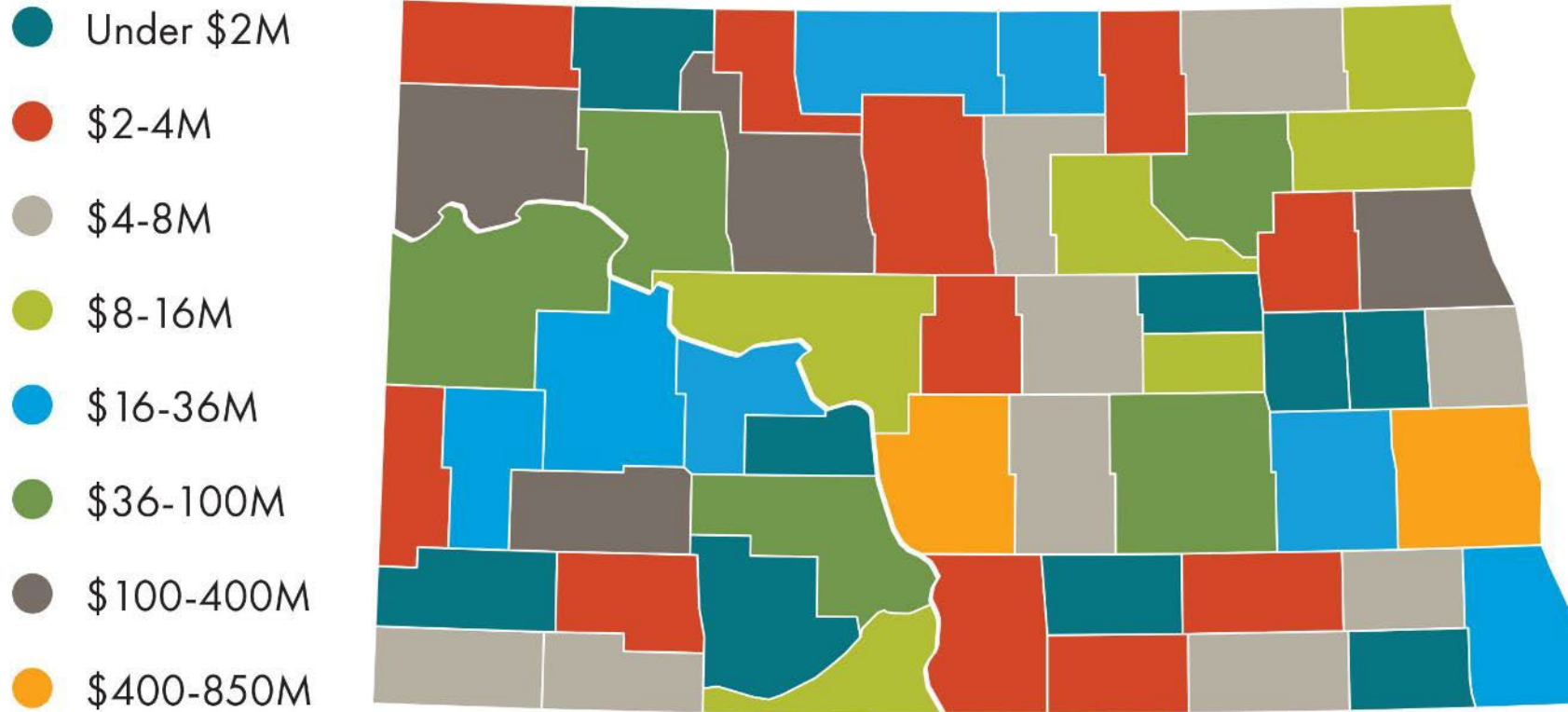


4,899,538 hotel room nights sold



More than 2,700 tourism related businesses and organizations

VISITOR SPENDING BY COUNTY



Reminder:
Data on visitor-spending by county is available on our Industry website.

Travel and tourism benefits every county in North Dakota, creating jobs, generating sales across dozens of sectors and improving our quality of life.

2023-2025 TOURISM & MARKETING STRATEGY AND PRIORITIES



MARKETING NORTH DAKOTA

- New Campaign for 2023

HELLO

- Warm welcome
- Genuine hospitality
- Energetic vibe
- 1-800-HELLO-ND
- www.HelloND.com



WELCOME ROAD WARRIORS!



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



1-800-HelloND

HelloND.com

NORTH
Dakota
Be Legendary.



OH, HELLO THERE!



Theodore Roosevelt National Park is as unique as it is beautiful. A North Dakota gem not to be missed. Home to bison, wild horses and uncrowded trails into the painted canyons of the Badlands. Nearby, you'll find charming cities and towns ready to greet you. Now all you have to do is get here. What are you waiting for?



1-800-HelloND

HelloND.com

NORTH
Dakota
Be Legendary.



HELLOOO, ADVENTURERS.



If adventure is what you seek, we've got it! Once you experience the unhurried, 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

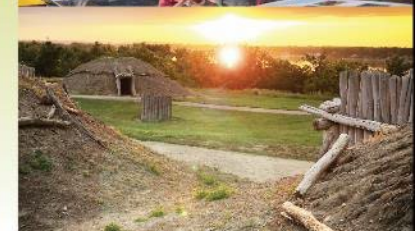
NORTH
Dakota
Be Legendary.



HELLO, YESTERDAY. MEET TODAY.



North Dakota's legendary people, like Lewis and Clark, Sakakawea, Sitting Bull, Custer and places like Theodore Roosevelt National Park have a story as fascinating today as it was 200 years ago. Visit the Northern Plains with its frontier army forts and Indian villages standing ready to greet you. Come, explore today!



1-800-HelloND

HelloND.com

NORTH
Dakota
Be Legendary.



HELLO! NICE CATCH!



North Dakota has some of the best fishing, year-round. Don't miss your opportunity to drop a line where the fish are biting. Our uncrowded rivers and lakes are full of walleye, perch, bass and northern pike ready to strike. Celebrate your big catch dockside with a local brew and a bite of your own. Grab your fishing buddies and get here today.



1-800-HelloND

HelloND.com

NORTH Dakota

Be Legendary.



HELLOO, HAPPY HUNTERS.



The hunting here is so good it's hard to keep it a secret! North Dakota is the place for making memories. The Central Flyway in North Dakota is like a superhighway for waterfowl. And the diverse landscape provides abundant opportunities for upland game hunting. Go ahead, grab your hunting buddies and get here today. They'll thank you for it.



1-800-HelloND

HelloND.com

NORTH Dakota

Be Legendary.





MARKETING ACTIVITY AND RESULTS

- 10M more impression served, CTR, VC, e-mail OR all up
- Website traffic up 8%



MARKETING ACTIVITY AND RESULTS

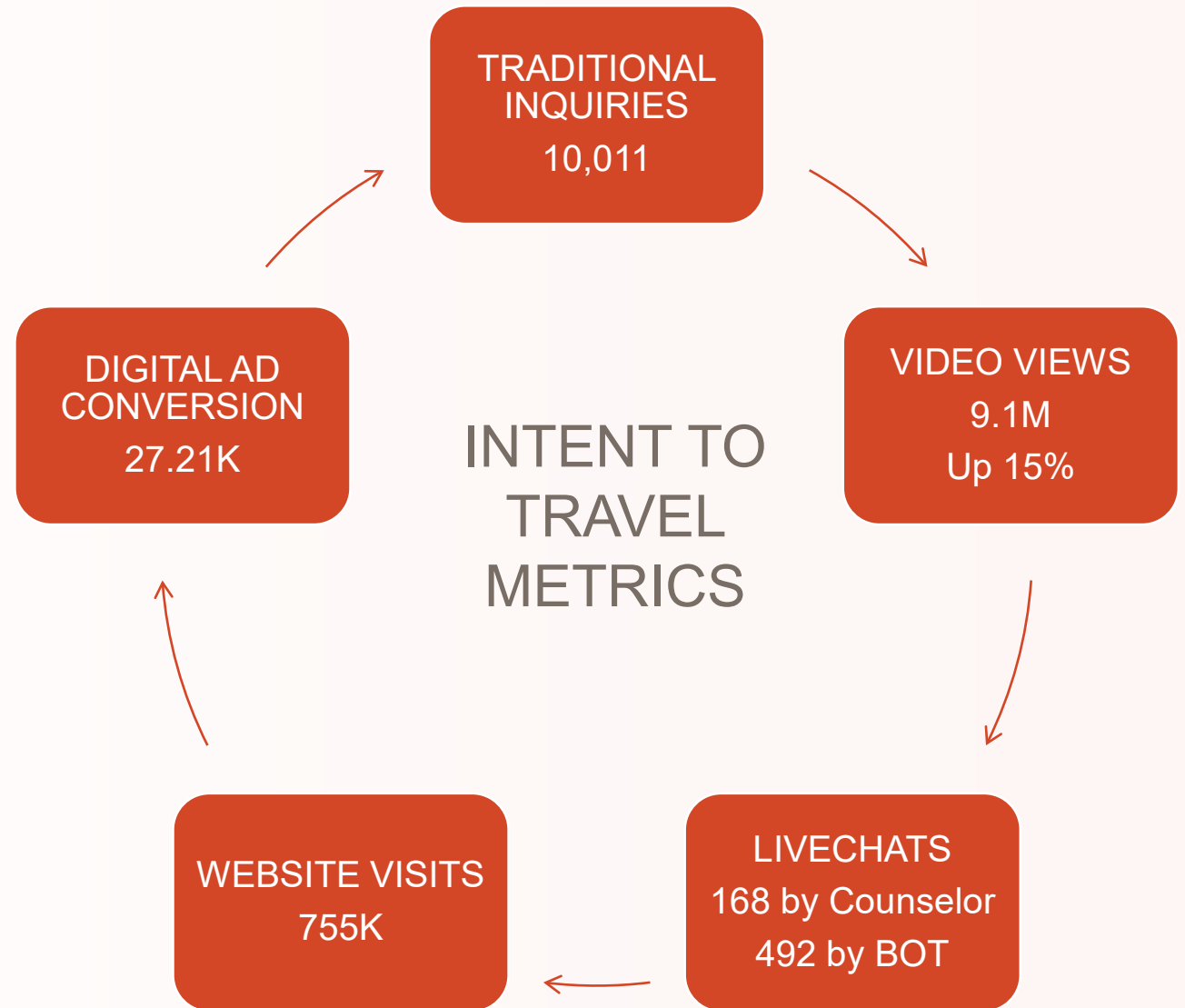
- Arrivals up 7.67%
 - 60% lift due to advertising
- Border Crossings up 50%
- TRNP visitations up 12.46%
- Social engagements up 84%



MARKETING ACTIVITY AND RESULTS

- Epic Trails
- Dakota Media – Josh Duhamel
- Travels with Darley





MEDIA PLACEMENT

- **Tourism** – 643 national media mentions reaching 2.6B
- **Quality of place** – 84 national media mentions reaching nearly 472M
 - Primary topic — Best places to live
- **Business** – 84 national media mentions reaching nearly 472M
 - Primary topic — Best for small business
- **Workforce** – 198 national media mentions reaching 13M
 - Primary topic — Great place to work

GRIT DAILY[®]
The Premier Startup News Hub.

Why Not Minot? This Techie Tells Why He Moved to North Dakota



“ The number of tech jobs in North Dakota has increased by more than **17%** over the past decade. The average wage for tech position in the state is \$66,113, which isn't big money on the coasts but it still 27% higher than the state average and is very good money in a city where plenty of apartments are available for around \$1,000 per month. ”

LIVABILITY[®]

15 Unexpected Cities Perfect for Entrepreneurs



Prior to the Covid-19 pandemic, coastal cities, four of which are working (not to mention wave) places less expensive than Silicon Valley. Rent is still want to live in places with good WiFi, maybe favorite bands will perform wh

We all know and love the big business hubs across the country, but a host of small and mid-sized cities are unexpectedly wonderful for entrepreneurship. Sometimes being a big fish in a small pond, or at least a medium fish in a medium pond can have robust benefits. These might include less competition for resources, more personal attention and other perks that smaller cities are better equipped to offer entrepreneurs and small business dreamers.

“ Through the Fargo, Moorhead, and West Fargo Chamber of Commerce, small business owners have access to resources like business training workshops and programs like the PUSH program, which helps women entrepreneurs build a support system through professional development and mentoring. ”

As a result of DCI pitching Livability.com, we shared information on Fargo's entrepreneurship opportunities and resources with

AVIATION TODAY

North Dakota: The Silicon Valley of Drone Innovation



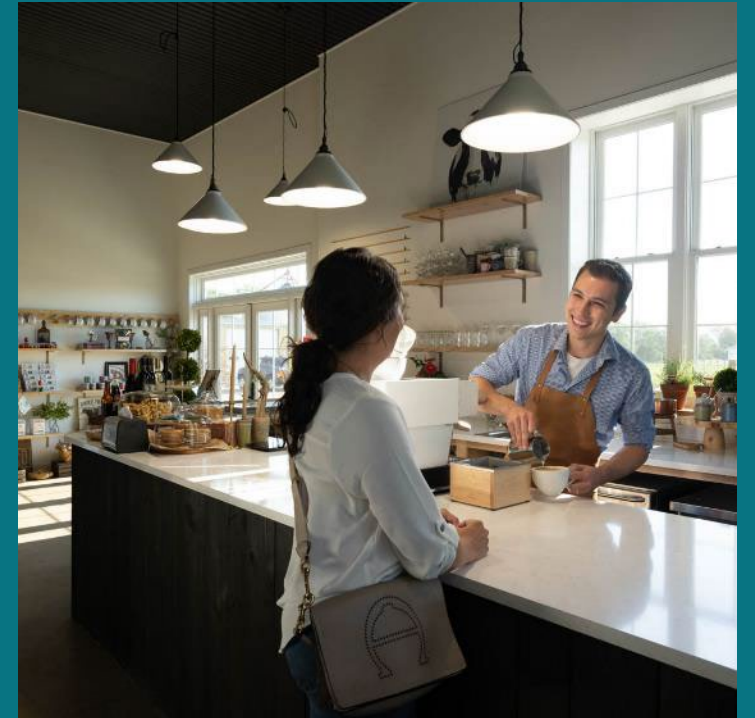
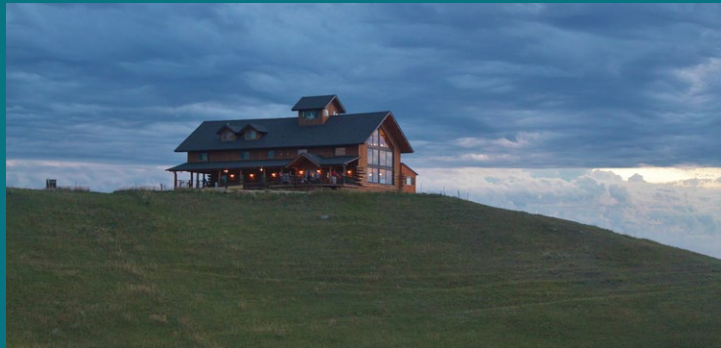
In a conversation with Avionics International, Josh Teigen, the Department of Commerce Commissioner for North Dakota, and Frank Matus, Director of Digital Aviation Solutions for Thales Group, talked about how the state is enabling innovations in drone technology. North Dakota's plans to become the epicenter in the U.S. for uncrewed aircraft systems (UAS) began about 10 years ago, according to Teigen. Two key advantages of the state are its low population and its heavy focus on agriculture and energy—spaces where drones can bring significant value. Over the past decade, North Dakota has made more than 2000 million in investments into UAS technology—both for the airspace and for ground infrastructure. “We have the first UAS business park—1.2 million square feet of hangar space that's growing every day,” he said. The business and aviation park, called Grand Bay, is used to conduct autonomous drone operations and to develop the necessary ground infrastructure. Teigen described beyond visual line of sight, or BVLOS, operations as the “first frontier” of UAS development. “If someone's looking to commercialize technology, they have to come here—this is the first place that you have that ability. In the future, we see [potential for] things like cross-border operations, both state borders and national borders, and being the hub for intellectual property development.”

“ North Dakota's plans to become the epicenter in the U.S. for uncrewed aircraft systems (UAS) began about ten years ago, according to Teigen. Two key advantages of the state are its low population and its heavy focus on agriculture and energy—spaces where drones can bring significant value. ”

As a result of proactively pitching a story about UAS in North Dakota, DCI connected with Jessica Reed at Aviation Today, who interviewed Commissioner Josh Teigen and Frank Matus from Thales.



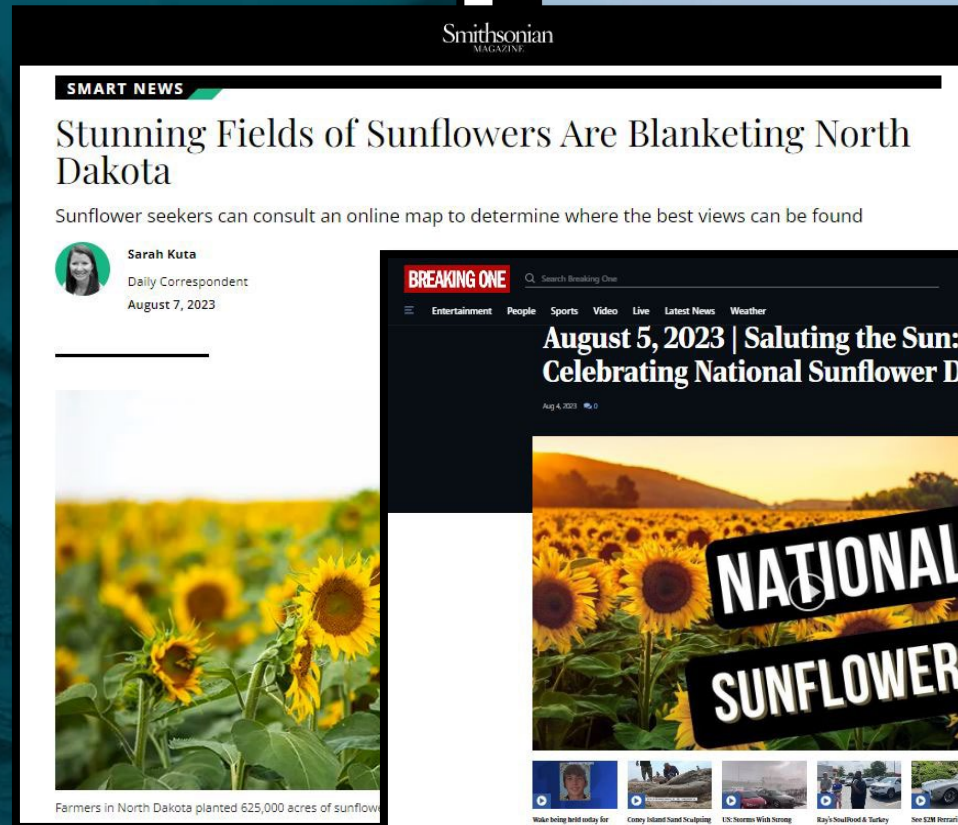
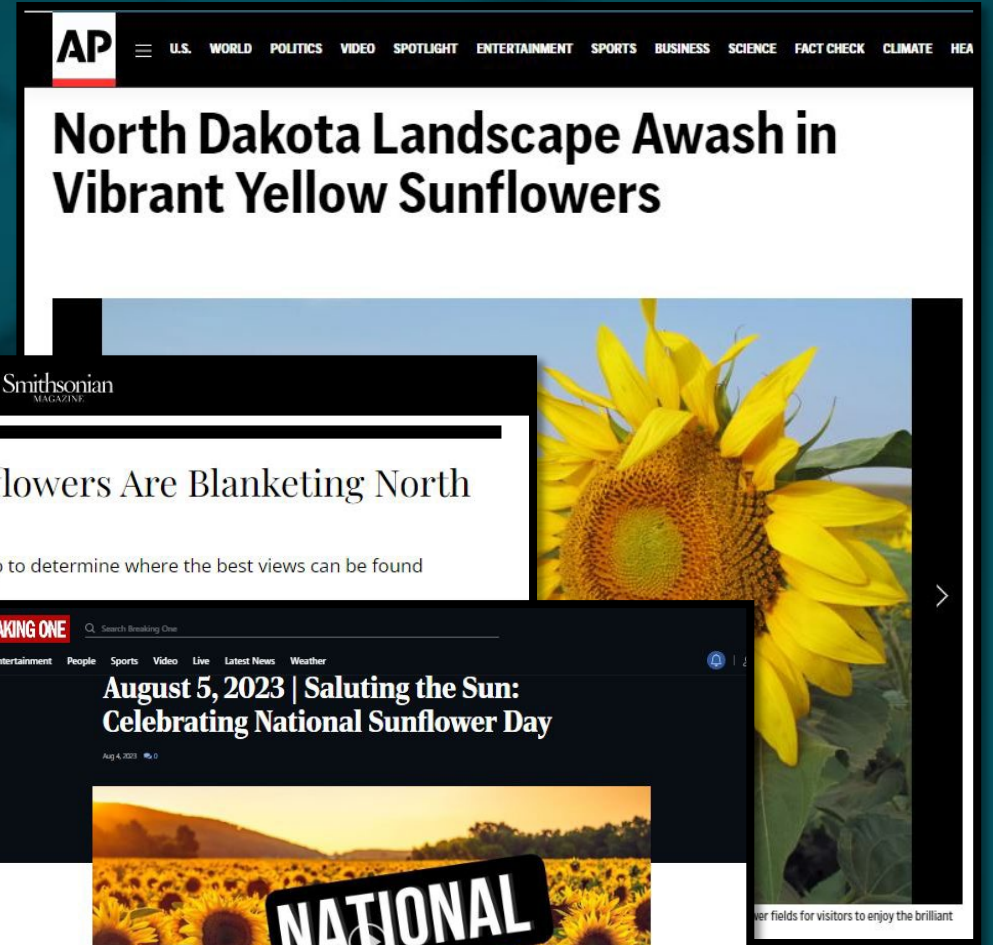
RURAL TOURISM



2023 SUNFLOWER CAMPAIGN

361 MEDIA INSTANCES

REACHING 286M



DESTINATION TOURISM DEVELOPMENT

Holly Miller

- Building supply
- Tourism primary sector
- Recruit new businesses and offerings
- Value-added experiences



Focus:

- In-demand experiences
- Gaps
- Regional clusters
- Legacy Attractions



Advertising*

22.7M
impressions

104K clicks

4.2M video
completions

1.14M emails
opened

*\$6M for marketing 2023-2025

Leading states

FL

CA

TX

Synergies

Today's tourist is
tomorrow's talent