

NDBA - Consortium

Oct. 21 – Bismarck, ND

Experience North Dakota:
Tourism, Economic
Development, and Quality
of Life

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What is Tourism?



Economic Diversification Tool

The North Dakota tourism industry is made up of more than 3K businesses and 45K jobs.



Workforce and Business Recruitment Enhancement

People are more likely to move to and start a business in a community they have visited.



Export Commodity

Tourism advertising is external, bringing dollars from outside the state to support our infrastructure.



Community Vitality Support

Tourism is built from 5 industries: lodging, food and beverage, recreation/arts/entertainment, transportation, and retail. Each supports the quality of life in our communities.

TOURISM & MARKETING

We build the positive image of North Dakota through tourism marketing which elevates awareness, inspires travel and improves the success of workforce attraction and economic development efforts. We support the development of tourism offerings to diversify our economy and improve our quality of life.



NORTH
Dakota
Be Legendary.

Industry at a Glance



Sales

\$3.4B — Travel spending
\$9.1M — Visitor spending per day
5.2M — Hotel room nights sold



Revenue

\$307M — State and local taxes
\$548M — Room night sales



Jobs

46,557 — Average annual employment
3,129 — Industry businesses
\$1B — Annual wages



Visitation

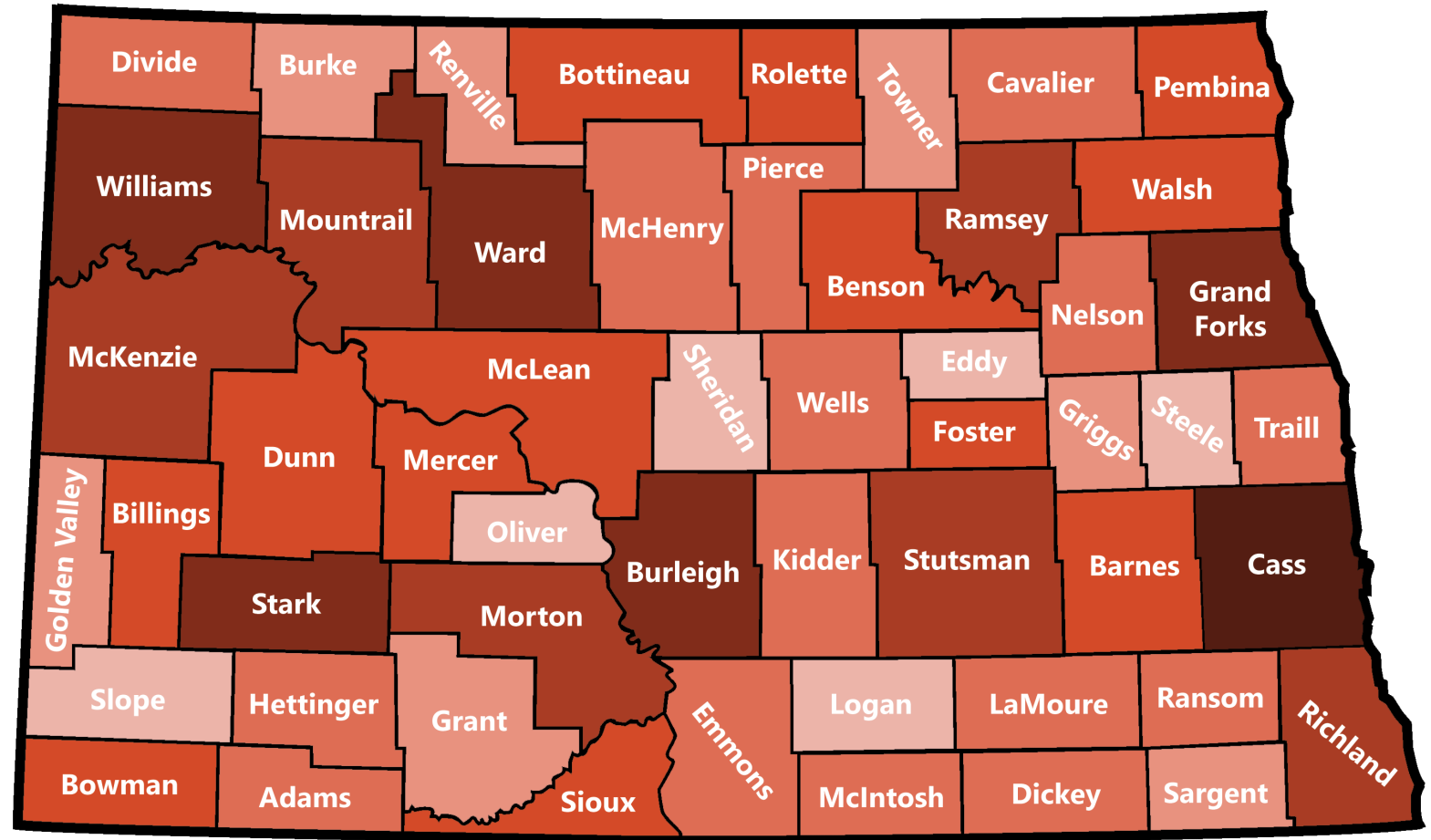
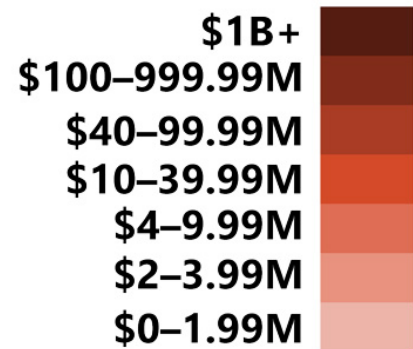
26.3M — Total visitation
1.2M — Airport arrivals
484,969 — Canadian border crossings



Taxable Sales and Purchases

\$2.2B — Accommodations and food services
\$180.9M — Arts, entertainment and recreation

Visitor Spending by County



Tourism and Quality of Life!

Shared focus on
place and
experience

- Culture, recreation, environment, amenities, entertainment, safety, etc.

Infrastructure
and amenities

- Parks, trails, public spaces
- Transportation systems
- Cultural offerings - museums, theaters, festivals
- Restaurants, retail

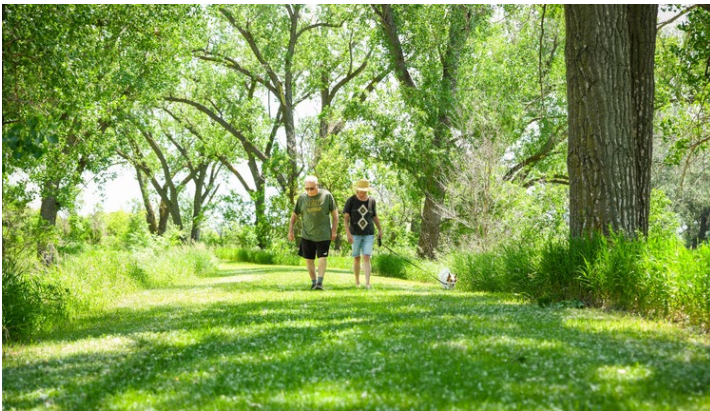
Economic
vitality

- 46,000 jobs
- 3,000 small businesses
- Visitors paid \$310 million in state and local taxes saving each ND household \$935 annually



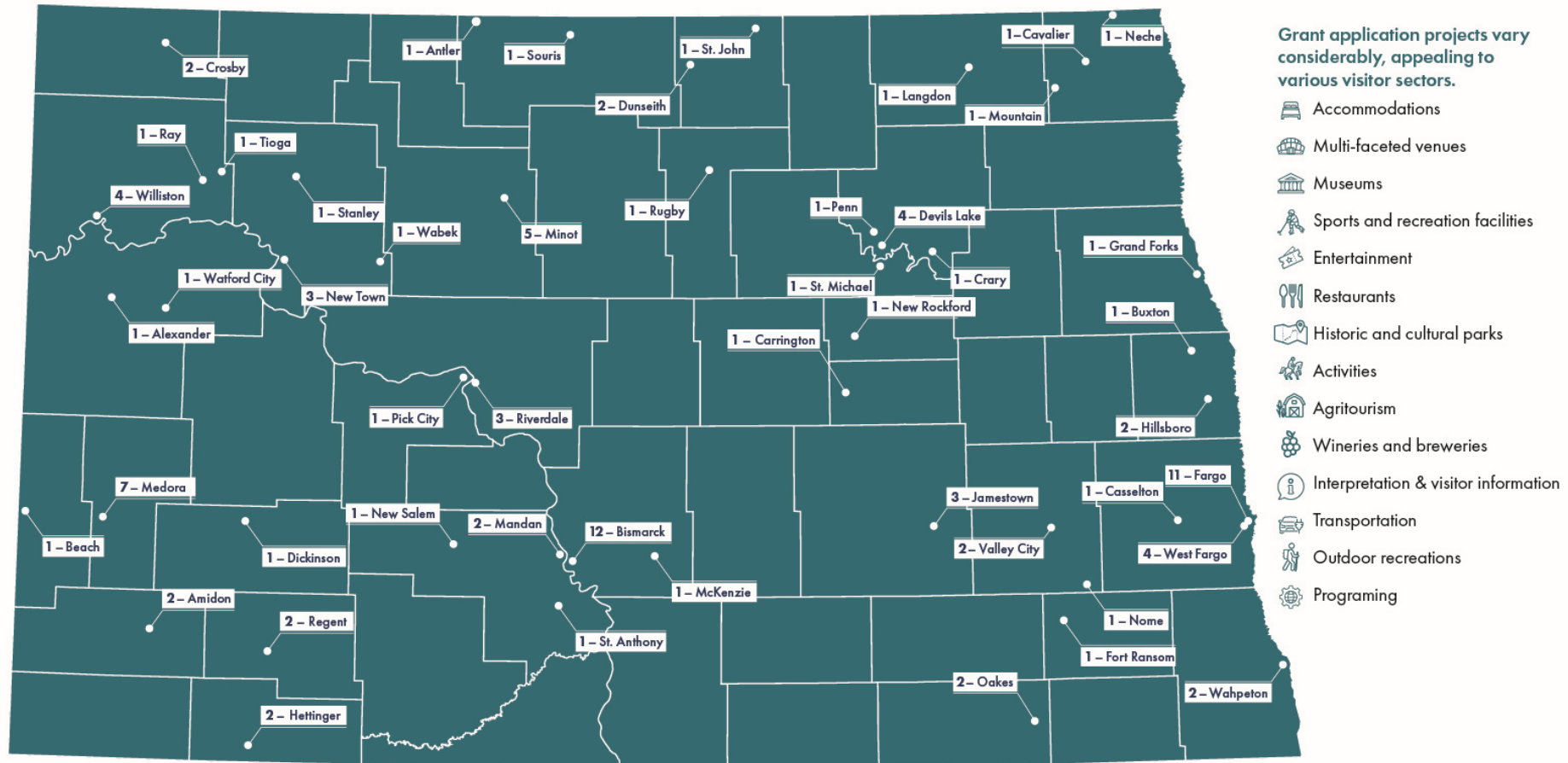
Product Development

BUILDING EXPERIENCES THAT SERVE RESIDENTS AND VISITORS



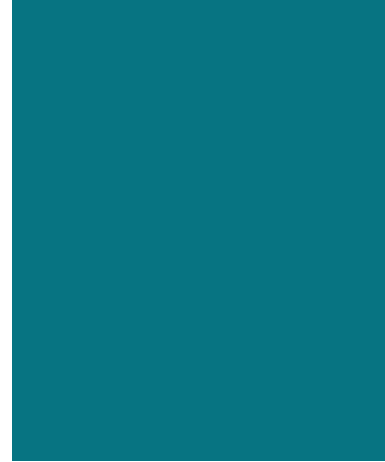
2025 Destination Development Grant Applications

The applications varied considerably in scope and appeal to unique visitor segments. New and expanded destination experiences will not only attract visitors but also improve our quality of life and workforce recruitment efforts.



Top Attractions in North Dakota

- Theodore Roosevelt National Park
- Lake Sakakawea and Devils Lake
- North Dakota Heritage Center and State Museum
- Downtown Fargo
- International Peace Garden
- Entertainment venues in Grand Forks, Fargo, Bismarck and Minot
- Maah Daah Hey Trail
- Bismarck's Missouri River front



New Attractions



FARGO



NORTH DAKOTA

GRAND FORKS



NORTH DAKOTA

INTERNATIONAL PEACE GARDEN / TURTLE MOUNTAINS



MINOT



NORTH DAKOTA

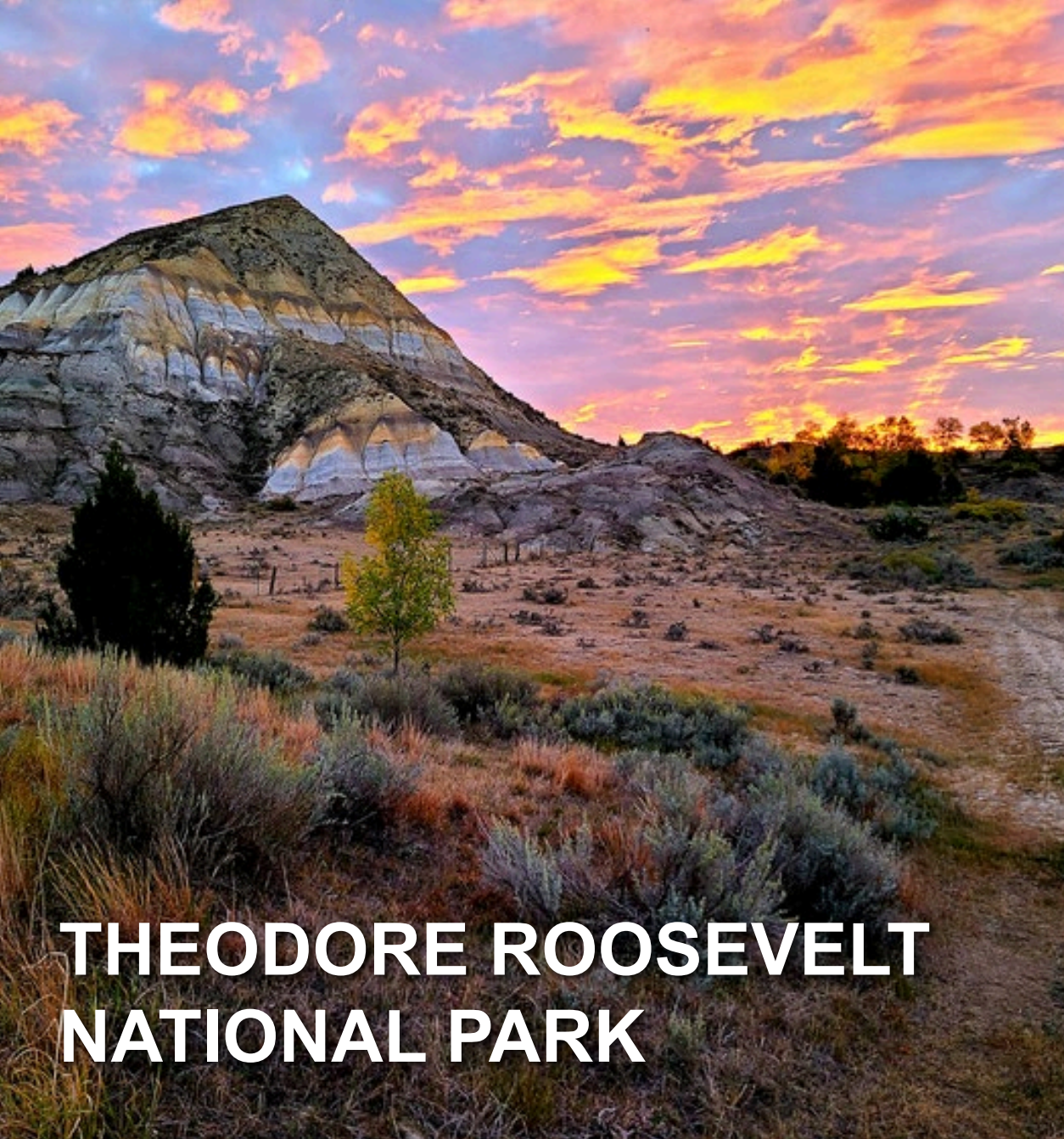
BISMARCK MANDAN



NORTH DAKOTA

Medora





THEODORE ROOSEVELT NATIONAL PARK



NORTH DAKOTA

Theodore Roosevelt Presidential Library

COMING SOON!



NATIVE AMERICAN HERITAGE





AgriTourism – Huge Opportunity



Outdoor Recreation



Only In North Dakota



NEW / UNIQUE ACCOMMODATIONS



NDtourism.com

Serves as the state's #1 marketing tool for promoting North Dakota, generating leads and providing referrals to over 3,400 businesses, attractions, events, and communities throughout the state.



**3.66 MILLION
SESSIONS**



**318K
REFERRALS**

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HELLO!

North Dakota is widely celebrated as one of the friendliest and safest destinations to visit. With breathtaking sunsets and wide open spaces, it offers a serene escape filled with natural beauty. Visitors are often captivated by the countless beautiful sights, exclaiming, "HELLO, I love this place!" Many leave with cherished memories, saying, "We're so happy we visited!"

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