

HOW BRAND USA PROMOTES NORTH DAKOTA

Theodore Roosevelt National Park

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across North Dakota. These efforts highlight destinations and experiences throughout the state, increasing awareness of North Dakota as a U.S. travel destination.

ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to North Dakota boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.



State jobs supported by travel and tourism industry

26,400



Travel spending

\$3.5 B



Tax receipt

\$371 M

Source: Tourism Economics

TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.



25%

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips

BRAND USA MARKETING & PROMOTIONAL ACTIVITY

▶ THROUGH COOPERATIVE MARKETING

North Dakota destinations participated in Brand USA programs to engage key international markets and drive



▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured North Dakota experiences through:

5

Social media



6

Stories



BRAND USA PARTNERS WITH 11 ORGANIZATIONS IN NORTH DAKOTA

- Bismarck-Mandan CVB
- Devils Lake Tourism
- Jamestown CVB
- Mandan, Hidatsa & Arikara Nation
- National Buffalo Museum
- North Dakota Tourism
- Visit Dickinson
- Visit Fargo-Moorhead
- Visit Grand Forks
- Visit Minot