

ANNUAL REPORT

2022

Visit
DICKINSON

THE WESTERN EDGE *of* ND

A YEAR IN REVIEW

It was exciting to see a good year for travel in 2022! Dickinson experienced increased occupancy, and with the predicted travel expectations for this next year, the Dickinson CVB is eager to welcome more people to Dickinson and southwest North Dakota. The Dickinson Legacy Square is expected to be completed in June 2023; this new locale in the downtown area will be a wonderful space for social events and gatherings. In addition, it should be an anchor for new, unique hospitality venues.

Marketing projects, in a variety of different mediums including traditional print, video, public relations, or online social efforts, are ongoing. The Dickinson CVB staff is dedicated to delivering the right message for the western edge of North Dakota. An online presence is paramount; the majority of dollars and time in the marketing plans are dedicated to online efforts. Digital advertising allows the Dickinson CVB to engage more with prospective travelers. As the Dickinson CVB increases its paid online presence, staff continue to research and produce higher quality messages and images. The goal is to capture more interest and intentions to choose Dickinson as their *base to the badlands* while traveling on vacation, joining a corporate meeting, or attending a sporting event.

The Dickinson CVB looks forward to the 2023 travel season. The staff is excited to deliver a marketing message that benefits Dickinson and southwest North Dakota.

Terri Thiel - Executive Director



ADVERTISING & MARKETING REVIEW

PRINT



ND Travel Guide



AAA Living Fall

Great West Map Ad

ADVERTISING & MARKETING REVIEW

PRINT

Welcome Hunters!
THE WESTERN EDGE

Visit
DICKINSON
THE WESTERN EDGE of ND

VisitDickinson.com/Hunting

September/October 2022 | Vol. 13, Issue 6 | Wisconsin Travel & The Outdoor Sports

FREE

On Wisconsin Outdoors

with the **Dick Ellis Experts**

- Explore Wisconsin: Fall into these autumn trips
- Natural Highs and Happy Trails: Hiking, biking, paddling and the motor sports
- Fall Angling Tactics: An autumn treat with DWD's experts
- Canine Confidence: Perfecting retriever training
- Hunting Wisconsin: Tips for Timberland
- From the QWO Gun Cabinet: Christopher's Short Henry Repeating Arms: \$1 million pledge
- Hoping the perfect score
- North Dakota Upland game: Planning your early or late season trip

FREE

READ MORE ONLINE AT OnWisconsin.com

2022 CONSERVATION PLOTS GUIDE

PLOTS

Valid through Spring 2023

SPORTSMEN CONSERVATION PLOTS
P.L.O.T.S.
Open to Hunting
WALKING ACCESS
HUNTERS ONLY

Thank you for visiting Dickinson!
Hunting information available at
VisitDickinson.com/hunting

DICKINSON
THE WESTERN EDGE of ND

North Dakota Game and Fish

12 September/October 2022

DICK ELLIS

North Dakota's Western Edge

Planning your early, late season upland game hunts

So different than the flat prairie we had been hunting, a high plateau capped with a dipping, checkerboard cover of green crops and brown grasslands reached in the North Dakota state and beyond for attention. With our Wisconsin hunting partners spread out over miles hunting pheasants and quail elsewhere, John Ellis and I headed up with our Golden Retrievers and Irish Setter leading the way. Our first concern was that the wind would follow the young ones and lead them right off the edge of this unique cliff where we reached the second corner high above. We kept them close.

There's more than just dog work and shooting when hunting upland game and make sure staying close as we from a previous edge had already been part of the proof. Wisconsin hunters don't stop at home. We ascended to another piece of P.L.O.T.S. land, or Private Land Open to Sportsmen, created the ridge and walked into yet another reason to love North Dakota. A land of all

and/or maybe 1000 years-distant didn't seem over that a few seconds to decide they didn't like us intruding on their terrain. We waited there in a rush until their own ridge offered in the distance, marked as their own range, and turned our attention to flushing more birds.

According to Director John Williams, more than a quarter century ago landowners put the

North Dakota Game and Fish Department to work to establish programs for landowner assistance that provided public access to private lands for hunting. The result is the P.L.O.T.S. program, including considerable acreage of upland game during the rural landscape and willing hunters like our group from Wisconsin that 800,000 acres across the state are wide open to upland hunting. There are another 200,000-plus wildlife management areas owned or managed by the Game and Fish Department.

The program, North Dakota upland game hunting, and the unique terrain and game

And just waiting for the right what I call about "Over the City of Wisconsin and finally into North Dakota to the hills."

Our group had Wisconsin well represented, north to south. Dick Hendler from Marshfield, Wisconsin, Eric Pacey from Wisconsin, Steve Ellis from Junction City, Steve Henske from Stevens Point, John Ellis from Madison, the DWD publisher from New Berlin, and finally, John Ellis from Minnesota (the state of hunting yet to produce a Super Bowl winner). There is an eternal struggle of some dogs or so at various stages of life, and we're ready to hunt.

Heading into the 2022 hunting season, North Dakota had population birds, significantly improved over last year when hunters faced the "opening grip of a significant drought". John Williams said, "The actual of single pheasants, certainly more than we collected in the last year, game, was welcomed by those who make a living in the landowner and wildlife that we're ready to hunt."

On WisconsinOutdoors.com

14 September/October 2022

STEVE HENSKE

Return to North Dakota

Late season upland game, beautiful isolation calling

I am excited about late season upland game hunting in one of my favorite "venues" of the year. After trying to chase 2021 Wisconsin game hunting, we ended hunting game and season and early pheasants into these short months. December selected in a whole lot of open hunting time on the calendar. I had also down a Wisconsin best tag last fall with the necessary hunting ending in a successful hunt, and had already worked the North Dakota fields of October with the DWD's own, including my father.

I just it a Wisconsin endorsement, you can return. It's hard to be a gather of their whiskey in the quest. And then come December, even time, and a return to North Dakota on the same license purchased in October.

Mike Poffe of Stevens Point and I had checked into the dog-friendly La Quinta hotel in Bismarck, North Dakota, money to get out waiting for some birds. With my last guides Mike and Mike's Hunting Griffin, Ann had

The weather was typical for mid-December, dry and cold with only a few flakes. Experience and luck for high carbohydrate cut ones birds with water come. We ran

in the week and then P.L.O.T.S. (Private Land Open to Sportsmen) map in hand, we headed southeast toward the Wing area. We wanted to get a start for this particular region and get a little hunting to believe the day was over. After spending hours of daylight working over a vast natural marsh of P.L.O.T.S. land, we drove the dog. The dog was covered with one sharp in the leg, reminded that late season birds have been hunted hard all fall and some quite elusive. Ultra wild and elusive might be better some.

One benefit of upland game hunting North Dakota is that you can hunt at daybreak which allows hunting of early morning feeding birds. We were in the track early and headed out to fields we had hunted, setting heavy cover, mainly cattails, and nearby field sections.

The weather was typical for mid-December, dry and cold with only a few flakes. Experience and luck for high carbohydrate cut ones birds with water come. We ran

dozens of birds hitting the cut with some with an enormous catfish mouth next to the field that eventually dropped off into a frozen gravelly gulch. We sat and waited until the birds began to disperse back to cover after feeding and growing up, developed our plan of attack, and got ready for the link into North Dakota's hunting land.

My golden is a brush hunting and snout and keen to hear thick cover. Mike's Griffin Ann is a pointer that is also generally developed to go under and through thick cover. It all works great until you have two other dogs trying to do the same thing. Cold weather pheasant hunting requires more driving and less than returning half of your clothing while moving gradually after the first half of the hunt through 10-foot cattails and loose smoking mud when you break through this too. But it was worth it.

With shooting in the cattails difficult, the first morning we took three seasons out of

late season North Dakota hunter Mike Duffie with Hunting Griffin Ann and a December season.

Golden Retriever Mike returns through the wind-blown cattails with a shorted game hunting North Dakota's late upland land season in December.

The year 2021 was a dry year and bird numbers were depressed, but it is always worth the trip. We prepared for any type of weather in December. Pick up your P.L.O.T.S. book at any open shop. We even had a dog first and let cat pads on corners with the dog developing with some hidden bushes were I have hunted North Dakota extensively for 40 years but this was my first time hunting near Bismarck. There were a lot of birds carrying over from 2021 to bring game hunting.

DOG TIRED. LIMIT FILLED.

For the best pheasant hunting in North Dakota, make Dickinson your hunting headquarters. There's great lodging and dining options to keep you comfortable.

NEED A FREE HUNTING PACKET?

DICKINSON VISITDICKINSON.COM 800-279-7391

ADVERTISING & MARKETING REVIEW

ONLINE examples



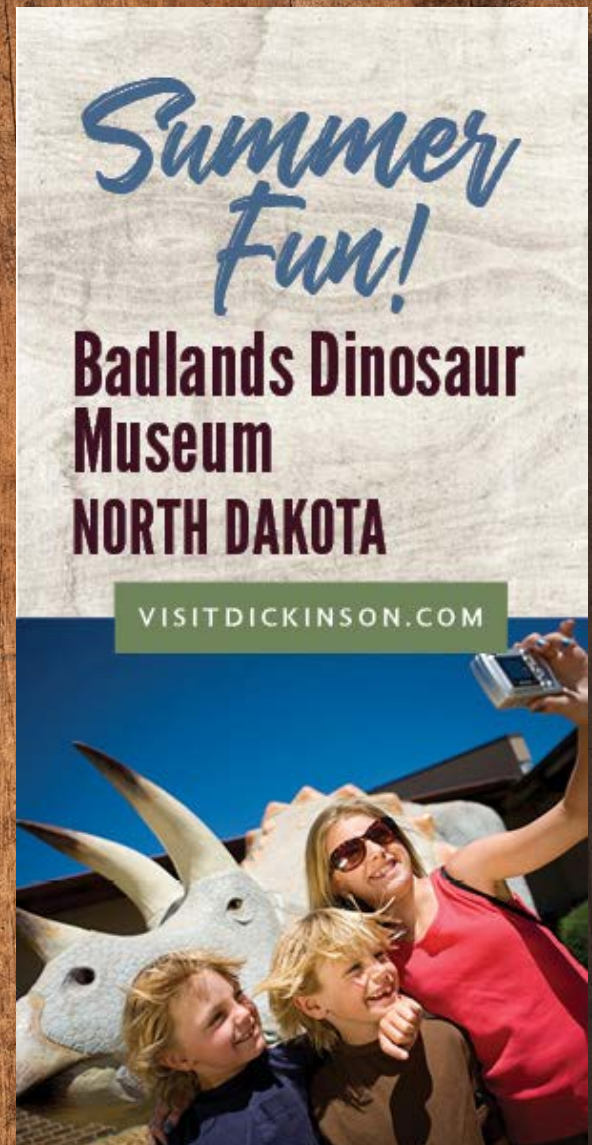
728 x 90 paid ad

When we work with internet based marketing, there are four types of marketing:

- Earned - media, blogger and influencer relations
- Owned - website and content generated in-house
- Shared - social media, word of mouth, and referrals
- Paid - advertising

ND Tourism Division
Coop Program
CROSS DEVICE DISPLAY
3 months flight
June - July - August

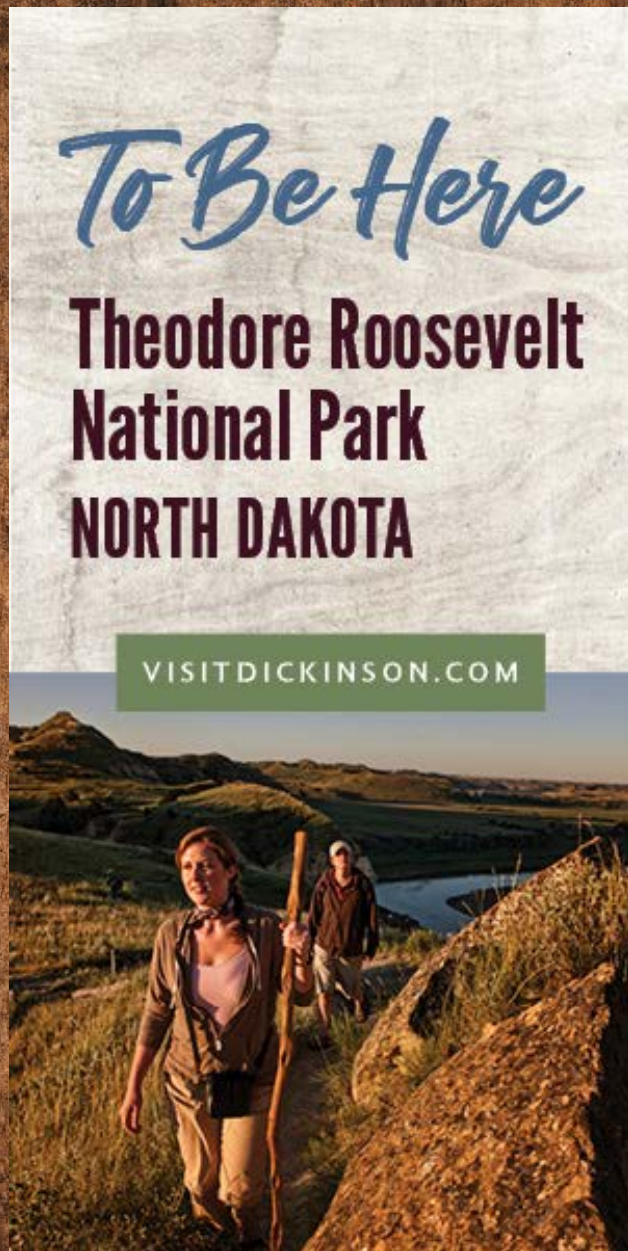
122,636 IMPRESSIONS - 432 CLICKS



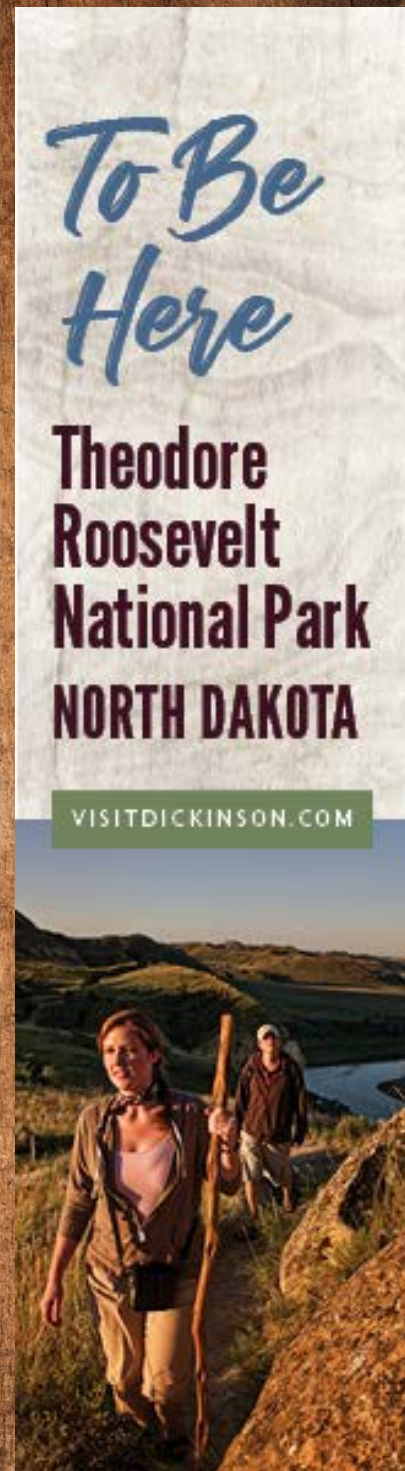
300 x 600 size paid ad

ADVERTISING & MARKETING REVIEW

ONLINE examples



300 x 600 size paid ad



160 x 600 paid ad

ADVERTISING & MARKETING REVIEW

ONLINE examples



160 x 600 paid ad



300 x 250 paid ad



320 x 50 paid ad

ADVERTISING & MARKETING REVIEW

ONLINE examples

TRAVEL ND



Badlands Dinosaur Museum
15 second video



ND Tourism Coop Program - Social Media
1 AD CAMPAIGN, 1 AD SET, 2 ADS
Duration - 6 weeks, July and first half August
IMPRESSIONS - 135,000

ADVERTISING & MARKETING REVIEW

ONLINE examples

ND Tourism Division Coop Program

DIGITAL - COOPERATIVE PROGRAMS

GOOGLE KEYWORD MARKETING

Google Ads will position North Dakota partners as a compelling destination for the indicated target market. Advertisers pay to display brief advertising copy, product listings, etc. within the Google ad network to web users. Your ad would be in the top positions when people are searching for your keywords based on the targeting parameters.

Search Engine Marketing

Paid search ensures a greater share of relevant and interested consumers choose your website over a competitor's when they are actively searching for destinations like yours. SEM is the foundation for any strong marketing strategy.

In a co-op structure, this program can help ensure that you are not bidding directly against your fellow in-state destinations, making your marketing dollars function more efficiently.

Ad - www.exploresummerscounty.com/explore


Museums, Outdoor Rec & More | Attractions* in Summers County

Check out places of interest, historic sites, parks & more in Summers County, WV. Enjoy historic sites, parks, museums, waterfalls & more in Summers County, WV.

Ad - www.caponspings.net/dc/getaway

A Vintage Vacation Experience | Explore Capon Springs & Farms

All-inclusive mountain resort with a bath house, spa and an award-winning swimming pool! Third generation family-owned and operated, treating guests like personal friends!



Flight: June - August
IMPRESSIONS - 35,310
TOTAL CLICKS - 1,900
Click Through Rate (CTR)
13.79%

RESPONSIVE TEXT AD:
Headline/Description
with Google Keywords

GEO-TARGETING:
Mpls/St. Paul,
Chicago, Milwaukee

ADVERTISING & MARKETING REVIEW



CVB Marketing Online Advertising Campaigns



2022
105,330

Engagements



2022
380

Engagements



2022
667,500

Impressions



2022
208,882

Views

CAMPAIGN FLIGHT

June - July - August - September

CONTENT

Outdoors/TR Natl. Park
Badlands Dinosaur Museum

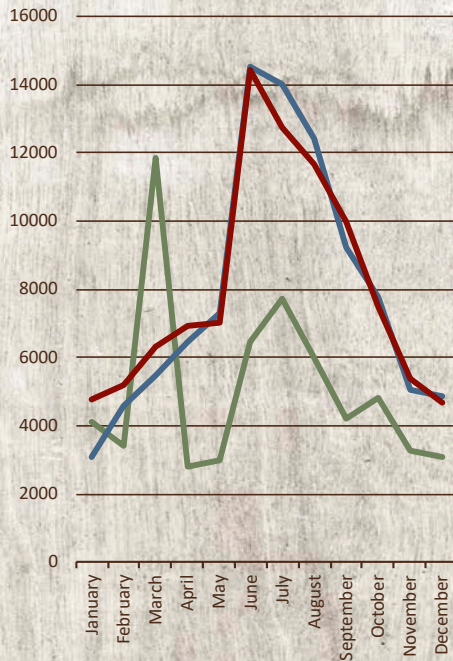
MARKET

25 yr - 65 yr
MN, WI, IL, Eastern ND,
Chicago, Denver

BY THE NUMBERS

Total Web Visits by the Month

2022
2021
2020



Total Web Visits by the Year

2022
122,379

2021
118,846

2020
74,451



FEMALE
52%



MALE
48%

Demographics

1. 35-44 yrs.
2. 25-34 yrs.
3. 45-54 yrs.

Top Pages for Website Traffic

1. Events
2. Things to Do
3. Dining

Top Locations for Website Traffic

1. Dickinson
2. Minneapolis
3. Chicago
4. Bismarck
5. Denver

Sources for Website Traffic

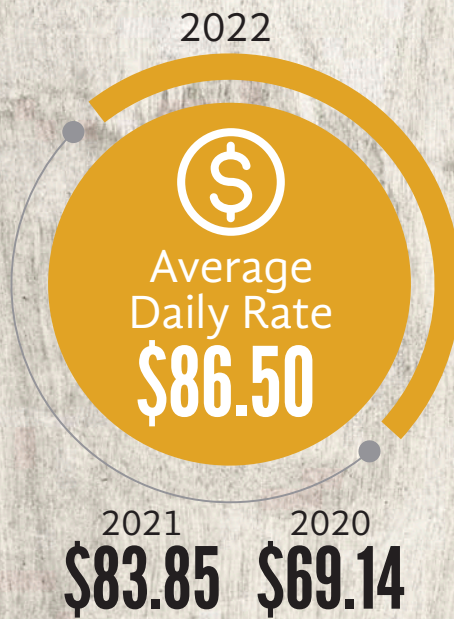
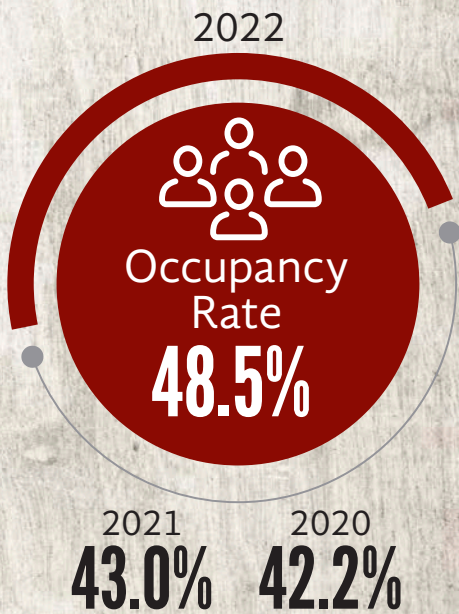
1. Google
2. Direct
3. Bing
4. Facebook
5. Yahoo

Referrals for Website Traffic

1. Facebook
2. City of Dickinson
3. ND Tourism
4. TR National Park
5. Old Red Old Ten Scenic Byway



BY THE NUMBERS



Occupancy (Lodging) Tax Receipts

2020	\$265,679
2021	\$324,053
2022	\$368,116



BY THE NUMBERS



50th State Visit!

A certificate is presented to visitors who made North Dakota their 50th state! Visitors received a Visit Dickinson pin, and if they chose, their photo was taken and placed on Facebook.



TRAVEL INFLUENCERS

The Dickinson CVB works with ND Tourism Division in hosting Social Media Influencers

ITALY

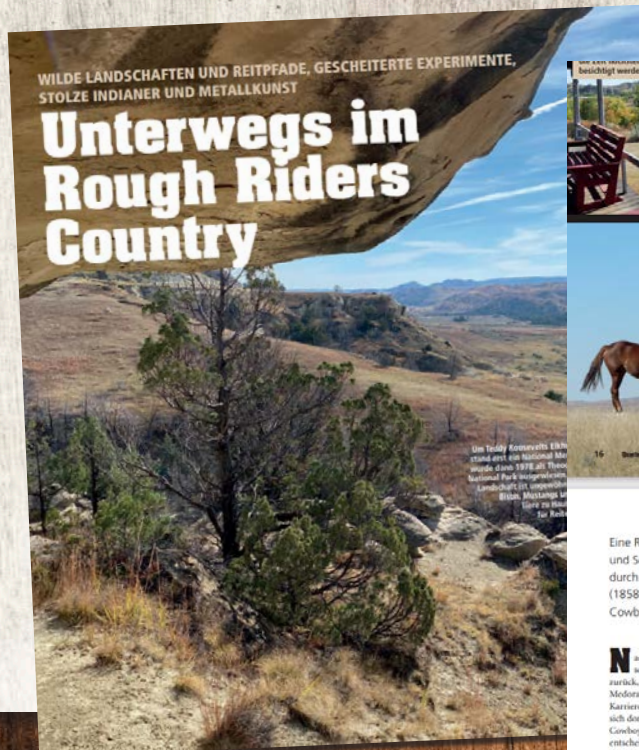
Ms. Simona Sacrifici

Travel writer, Influencer, USA Specialist, and Web content editor.

GERMANY

Dr. Margit Brinke and Dr. Peter Kraenzle

Travel writers, bloggers and Web content editor.



German
Quarter
Horse
Journal

MARKETING REVIEW

National Federation of Press Women

A post tour from their Fargo convention location resulted in 19 members traveling to Dickinson to tour the Dickinson Museum Center and the Ukrainian Cultural Institute while dining at The Brew Coffee Shop and Fluffy Fields Vineyard & Winery.



Welcome to Dickinson!

Have you ever seen feathered dinosaurs? We invite you to the Badlands Dinosaur Museum to see them and other great fossils on display. Watch paleontologists as they clean and reconstruct the specimens.

There's also prairie history to learn about. The Joachim Regional Museum hosts a variety of displays depicting the past decades of local growth.

Enjoy \$1 discount per person during your visit.

**Must bring coupon along for admittance*

Summer Hours: M - S 9:00 am - 5:00 pm & Sunday 12:00 pm - 5:00 pm
Fall Hours/Winter : M - S 9:00 am - 5:00 pm & Closed Sundays

188 E. Museum Dr.
DickinsonMuseumCenter.com
701-456-6225



Harvest Hosts

The Dickinson CVB put together bags of local travel information that were delivered to local Harvest Hosts, Phat Fishing Brewing and Fluffy Fields Vineyard & Winery. A discount ticket for the Dickinson Museum Center was included.

GLOBAL MARKETING

The Dickinson CVB attended International Roundup in Fargo this past year. International Roundup (IRU) is an exclusive annual tourism tradeshow event for suppliers and buyers focused on tourism in The Great American West region.

The event consists of two days of intensive pre-scheduled business appointments where organizations and international tour operator/buyers meet to conduct business.



41 Appointments - 10 Minutes Each!

Italy
Denmark
Norway
United Kingdom
Ireland
Australia
Netherlands
Belgium
France
Germany
Switzerland



MARKETING TOOLS

Food & Fun





Welcome to Dickinson!

Check Out   VisitDickinson.com

Top 5 Things To Do in Dickinson, North Dakota

- **Dickinson Museum Center** (Sun, noon - 5pm, Mon - Sat, 9am - 5pm)
Badlands Dinosaur Museum • Joachim Regional Museum • Prairie Outpost Park
- **Dickinson Research Center Floral Gardens** (Open Daily)
- **Fluffy Fields Vineyard & Winery** (Wed - Sat, 11am - 8pm)
- **Patterson Lake & Crooked Crane Trail** (Open Daily)
- **Ukrainian Cultural Institute** (Mon - Fri, 9am - 3pm)

Regional Attractions

- Assumption Abbey - Richardton
- Enchanted Highway - Gladstone to Regent
- Theodore Roosevelt National Park & Medora



Visit DICKINSON THE WESTERN EDGE of ND

VisitDickinson.com       701.483.4988

Visit DICKINSON THE WESTERN EDGE of ND

Welcome to DICKINSON

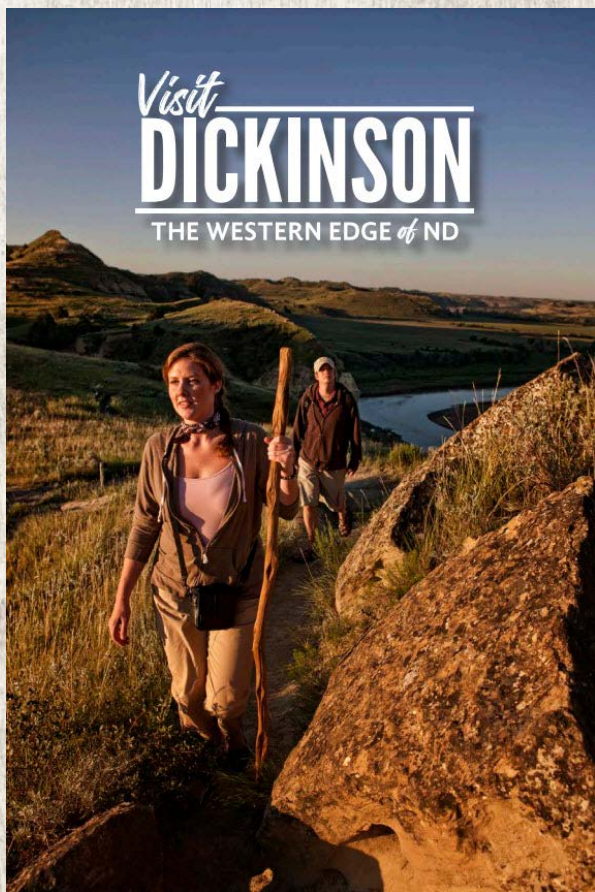
VisitDickinson.com

Dickinson Food Tour

EXPLORE DICKINSON. ONE BITE AT A TIME.

 <p>The Brew Coffee House Coffee, tea, and a bite to eat! All served in one of the oldest church buildings in Dickinson. Enjoy the flavor and the history.</p>	 <p>C & K Sweet Shoppe and Coffee Sweets, drinks, and meals made to order.</p>
 <p>Market Press Coffee Co. Upscale coffee shoppe serving fantastic light meals and tasty beverages.</p>	 <p>Dakota Diner A local diner atmosphere with home-cooked meals and a hearty salad bar.</p>
 <p>Country Rose Café & Catering It's just like Grandma used to make! Home-cooking done right with catering on the side.</p>	 <p>Champs Sports Club Bar & Grill A local sports club and bowling alley with a fantastic home-cooked menu.</p>
 <p>Food Riot Food truck style cuisine served in restaurant fashion.</p>	 <p>Blue 42 Sports Grill & Bar Burgers, beer and sports! Served in an indoor-outdoor dining atmosphere in our downtown.</p>
 <p>Eat Local VISITDICKINSON.COM</p>	 <p>Frida's Mexican Breakfast A taste of authentic, northern Mexican. Traditional ethnic breakfast options and more!</p>

MARKETING TOOLS



VISITOR INFORMATION

EXIT NOW - LEFT - MUSEUM DR.

VisitDickinson.com

Advertiser: Dickinson CVB
 Rep: Mike Cook - Bismarck
 Date: August 28, 2021 v: visitor info
 Design/Production: Client/RH

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14" x 48" painted bulletin • 1/4" x 1"

Structure # _____

Extensions/ cost: _____

Approved by: _____

Date: _____

Welcome to Dickinson, North Dakota

Hotels/Motels/Campgrounds

1. 1006 Oasis Inn 1006 W. Villard 222-4203
2. Americana & Suites 222 W. 1st St. 222-4400
3. Hampton Inn & Suites 222 W. 1st St. 222-4400
4. Best Western 642 7th St. W. 222-4400
5. Best Budget Inn 114 1st St. W. 222-4400
6. Best Western 400 1st St. W. 222-4400
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Points of Interest

1. Badlands District Museum
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Coffee

Because You Can.

THE COFFEE CRUISE

Mandan

Dickinson

Medora

All your favorite stops.

All your favorite shoppes.

#NDCoffeeCruise

CONGRATULATIONS

Joel Walters was presented the Telegraph Award for Marketing Technology at the 2022 ND Travel Conference. This award was given to Joel because he created The Coffee Cruise experience that connects social media and the unique coffee shoppes along the Old Red Old Ten Scenic Byway and beyond. Joel developed The Coffee Cruise Facebook group, and a web presence on the Dickinson CVB's website www.visitdickinson.com/coffeecruise that drive visitors to the fun coffee shoppes in Mandan, New Salem, Glen Ullin, Hebron, Dickinson, Belfield, Medora, and beyond promoting off the interstate experiences.



The Coffee Cruise Route
along the Old Red Old Ten Scenic Byway - and beyond!



EVENTS/MEETINGS

There are many different types of entertainment everyone can enjoy. The calendar was full of festivals, baseball tournaments, bull riding, downtown concerts, golf tournaments, family reunions, expos, car shows, rodeos, and more. The CVB assisted with promoting the events in many different ways.

- Event Grant Program
- Calendar Listing
- Facebook Shares
- Weekly Radio Reports
- LED Sign on Hwy 22 - Week of the Event
- ND Tourism Division Calendar for Qualified Events

There was a large increase in meetings and conventions returning to in-person gatherings. The CVB assists with those organizers, providing many free services.



EVENT GRANT PROGRAM

Each year the City Commission budgets \$50,000 that the CVB administers in providing event assistance. If you are planning an event, applications are available online at visitdickinson.com/eventgrant or stop by the office to learn more about it.

2022 Awarded Events

Media Assistance/First Time Events

King of the North Powerlifting - \$3,320

Moose Fall Convention - \$1,200

PBR Bull Riding - \$1,200

Chamber Harvest Festival - \$1,200

Badlands Art Show - \$1,200

4th Annual Winterfest - \$700

Annual Assistance

Roughrider Days Fair & Expo - \$7,000

Sports Commission Print Collateral - \$1,000

Rotating or Opportunity Events Assistance

10 yr. Cal Ripken State Baseball Tournament - \$4,500

13 yr. Midwest Plains Regional Baseball Tournament - \$10,000

NDTA State Singles Pool Tournament - \$6,200

\$37,520 Pledged for 2022

Includes Media Welcomes



HOSPITALITY & UNIQUE RETAIL UPDATES

OPENED

Dining

Fresh Sips
Frida's Mexican Breakfast
Good Humanity Coffee
Island Cuisine
M2T Kitchen Traditions
Poppy's Coffee Shop
The Coffee Box
The Grub Tub

Boutique/Unique

A2Z Crafts & Antiques
Brixology
Ferguson Books
Soil & Company

CLOSED

Dining

C & K Sweet Shoppe
(Drive Thru Location)
Wild Smoothie Bar



COMMUNITY OUTREACH

DESTINATION MARKETING ASSOCIATION OF ND President - Julie Obrigewitsch



Julie traveled to Washington, D.C. on behalf of DMAND attending Destination Capitol Hill visiting with our ND Congressmen and to IPW, an inbound international travel trade show that was held in Orlando, FL, this past year.

ND TRAVEL ALLIANCE PARTNERSHIP Chair - Terri Thiel



Terri chairs the organization that works to increase the ND Tourism Division marketing funds during the ND Legislative session and also support legislation that benefits the ND travel and tourism industry.

Hettinger Tourism Assistance Dakota Buttes Visitors Council

The CVB spent an afternoon with the Dakota Buttes Visitors Council in Hettinger educating them on their local tourism opportunities and the ND Tourism Division's resources.

A flyer for an event titled "Business and Fun!". The text "Business and Fun!" is in a white, cursive font on a dark brown background. Below, on a light brown background, it says "May 19th - 12 pm" and "The Rural Collective" in red, with "You Are Invited!" in a red, cursive font to the right. A list of topics includes "ND Tourism - Hettinger Listings", "Google My Business", "ND Images and Video Stock Usage", and "Agritourism Opportunities". At the bottom, a brown banner says "Terri Thiel - Dickinson CVB". The bottom of the flyer shows a photo of a golden wheat field with a hay bale under a blue sky, with a "Visit DICKINSON THE WESTERN EDGE OF ND" logo in the corner.



Heart River Voice

Monthly travel and tourism articles are submitted to the Heart River Voice each month.

COMMUNITY OUTREACH



LEADERSHIP DICKINSON - TOURISM DAY

Each year high school students are able to learn about the economic and cultural impacts the travel industry creates for our community.

DICKINSON MUSEUM CENTER

DICKINSON MUSEUM CENTER

Dickinson CVB Staff assists the Dickinson Museum Center with marketing and attends monthly meetings.



COMMUNITY RELATIONS MEETINGS

Staff attend monthly meetings to learn and share community needs.

BIG SKY RAIL AUTHORITY

The CVB is an active partner with Big Sky Passenger Rail Authority Working Group working to restore the abandoned North Coast Hiawatha Rail Line across southern ND.



SUMMER SERVICE - FRONT LINE



Shirley Gengler

Our summer staff is key to welcoming our travelers. It is with sadness that Peggy Rixen-Kuntz passed this last year. She was with us for 20 years as our Dickinson Ambassador.



Peggy Rixen-Kuntz

CVB BOARD OF DIRECTORS & STAFF

CVB Board of Directors

President - Tom Fath

Vice President - Elaine Myran

Secretary/Treasurer - Jim Bridger

Board - Kristi Schwartz

Board - Suzi Sobolik

Board - Ryan Jilek

Board - Caleb Burgard

CVB Staff

Terri Thiel - Executive Director

Julie Obrigewitsch - Sales & Social Media

Joel Walters - Multimedia Manager & Visitor Services

Annika Plummer - Multimedia Manager & Visitor Services 2023

Shirley Gengler - Summer Front Line

Dickinson Convention & Visitors Bureau

701-483-4988 | 72 E. Museum Dr. | Dickinson, ND 58601

VISITDICKINSON.COM

