

ANNUAL REPORT

2023

Visit
DICKINSON

THE WESTERN EDGE of ND

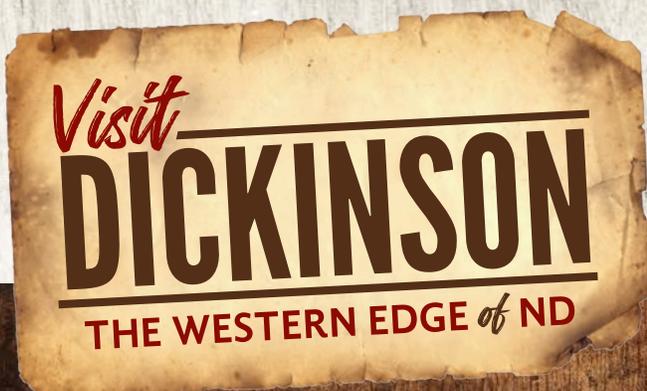
A YEAR IN REVIEW

At the heart of our mission is the promotion of Dickinson as a premier destination for visitors, tourists, and locals alike. In line with this objective, we curated a diverse range of events and programs designed to showcase the rich cultural heritage, natural beauty, and vibrant community spirit that define our city.

- 1 Events:** We continued to support and promote a variety of events in Dickinson. These events not only draw visitors from near and far but also serve as catalysts for our local hospitality industry.
- 2 Marketing Campaigns:** Leveraging the power of digital marketing and social media, we launched targeted campaigns to raise awareness about Dickinson as a must-visit destination.
- 3 Visitor Services:** We monitor our visitor services program to ensure that every guest to Dickinson receives personalized assistance and recommendations tailored to their interests. Whether it's finding the best local eateries, suggesting events, or securing accommodations, we're dedicated to enhancing the visitor experience.
- 4 Community Engagement:** Recognizing the importance of community involvement, we collaborated with local, regional, state organizations, and local businesses to grow and promote the local hospitality industry.

As we look ahead to the coming year, we are excited to build upon the successes of 2023 and further elevate Dickinson's profile as a top-tier destination. With new partnerships, innovative programs, and a steadfast dedication to excellence, we are confident that the best is yet to come for our city.

Terri Thiel - Executive Director



BY THE NUMBERS



49 STATES

1. Minnesota
2. North Dakota
3. Wisconsin
5. Florida
4. Washington



14 INTERNATIONAL COUNTRIES



1. Canada
2. Australia
3. Netherlands
4. United Kingdom
5. Denmark/Germany/Nigeria

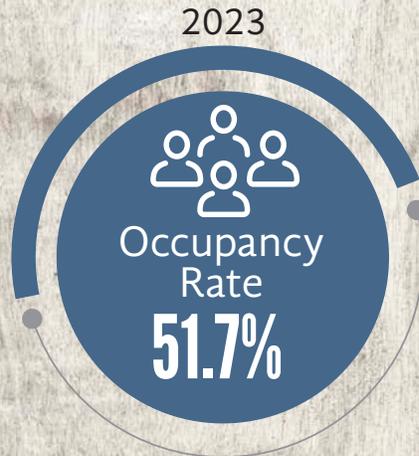
50th State Visit!

A certificate is presented to visitors who are making North Dakota their 50th state! Visitors also receive a Visit Dickinson pin, and if they choose, their photo is taken and placed on Facebook.

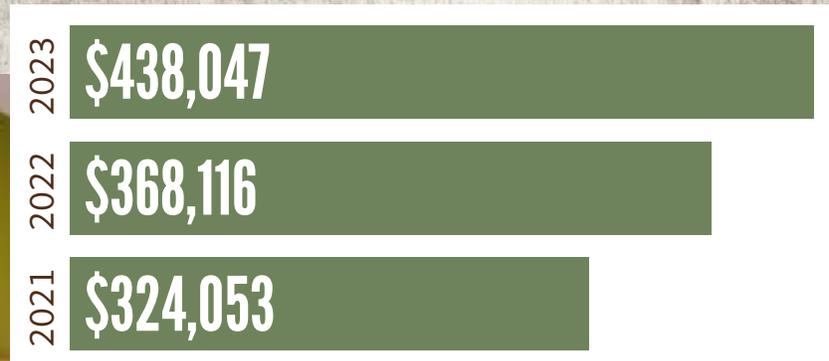


BY THE NUMBERS

\$21,902,350
GROSS LODGING
REVENUE



OCCUPANCY (LODGING) TAX RECEIPTS



CVB Organic Online Posts

The CVB creates a variety of organic social media posts that include Facebook, Instagram, LinkedIn, X (formerly Twitter) throughout the week to CVB followers that showcase local attractions, events and more.

6,300 FACEBOOK FOLLOWERS

BY THE NUMBERS

Website Stats

202,000

Website Views

77,000

Users



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. Roughrider Days Fair & Expo
4. Dining
5. Hunting

Top Cities for Users

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

Top Locations for Website Traffic

1. Dickinson
2. Minneapolis
3. Chicago
4. Englewood/Denver, CO
5. Bismarck

Sources for Website Traffic

USER ACQUISITION:

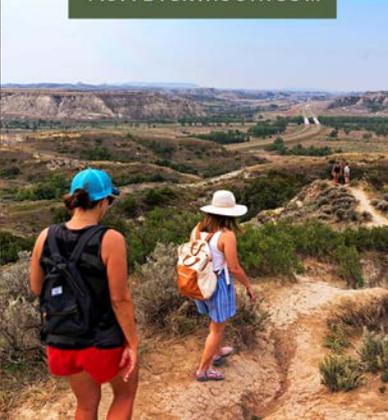
1. Organic Search
2. Direct
3. Organic Social
4. Referral
5. Display Ads (Paid Ads)

ONLINE CAMPAIGNS

YOUR BASE TO THE BADLANDS

Theodore Roosevelt National Park

VISITDICKINSON.COM



CAMPAIGN FLIGHT

MAY – Theodore Roosevelt National Park

JUNE – Badlands Dinosaur Museum

JULY – Theodore Roosevelt National Park

AUGUST – Badlands Dinosaur Museum & Enchanted Highway

SEPTEMBER – Upland Game Hunting

OCTOBER – Upland Game Hunting

MARKET

Eastern ND, MN, WI, Chicago, Omaha, and Denver

YOUR BASE TO THE BADLANDS

Theodore Roosevelt National Park

VISITDICKINSON.COM



CVB Creative and Placement Online Ads



13,452,574

Total Impressions

631,234

Engagements



2,046,569

Total Impressions

10,286

Engagements



2,435,978

Total Impressions

4,456

Clicks



2,288,573

Total Impressions

1,429,767

Engagements

ADVERTISING & MARKETING REVIEW



ND TOURISM DIVISION COOP PROGRAMS

Social Media Level 1

Digital Media – Cross Device Display

Cross Device Video & Connected TV

Google Keyword Marketing

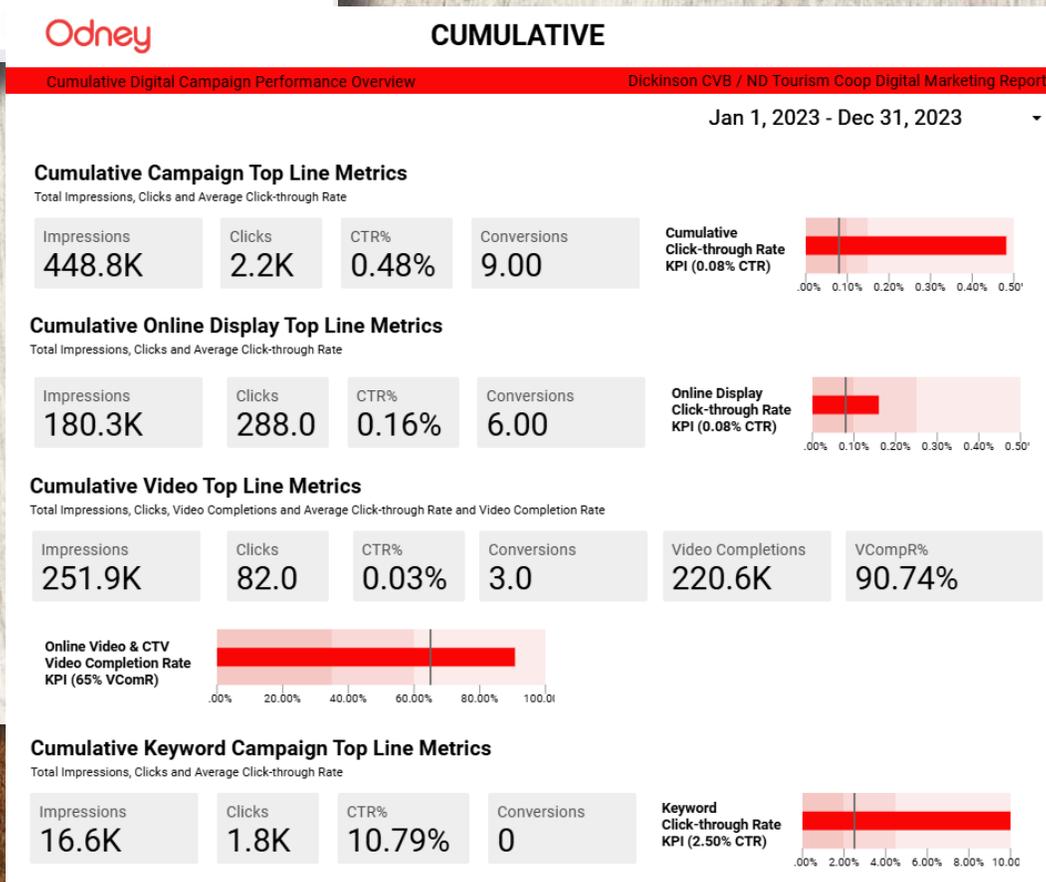
ND Tourism Website

Run of Site Ad

Monthly E-News June July August

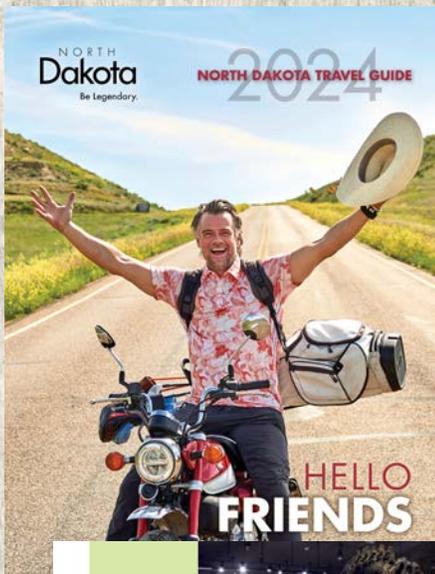
Hunting E-Blast

Travel Influencer



TRADITIONAL MEDIA

While the online presence is the larger part of the annual marketing plan, there are still other traditional media that are incorporated in the CVB's annual marketing plan.



3
OF THE BEST PLACES
To Discover the Meaning of Child's Play
Children love these museums designed

North Dakota Heritage Center of State Museum, Bismarck
Touch-screen dinosaur battles, a tractor simulator and interactive exhibits help kids see, hear and even smell history at this free museum. Kids

Fargo Air Museum
Hop into a Huey helicopter's cockpit, fly a drone or try the virtual reality flight simulator that mirrors conditions outside the building—or anywhere in the world. Call ahead for a pilot-led group tour.

Badlands Dinosaur Museum, Dickinson
Dino lovers adore this attraction. See the largest collection of dinosaur fossils on display in the state, including complete triceratops and stegosaurus skeletons, and then explore hands-on exhibits. dickinsonmuseumcenter.com

NORTH DAKOTA ROAD TRIP IDEAS
Destinations that are worth the trip.

DICKINSON

The plains and badlands of western North Dakota are an opportunity for you and your family to have a great fall vacation. Haven't been out west yet? Here's a few of our Top Picks for you to see and do while visiting us.

- Dinosaurs! Not just fossils, but also beautiful rocks and minerals are at the **Badlands Dinosaur Museum**. Kids love this place. The feathered dinosaurs are awesome! History at the **Dickinson Museum Center** in Dickinson makes you wonder – how did those people live without cell phones? Or live in a sod house?
- The intricate Ukrainian handcrafted Pysanky egg artworks is at the **Ukrainian Cultural Institute** in Dickinson.
- Theodore Roosevelt National Park**, once home to President Theodore Roosevelt, is also home to wild horses, elk, buffalo, prairie dogs, and coyotes. You can drive the scenic loop, hike the trails, ride a horse, and enjoy the fall colors of the badlands.
- Assumption Abbey** in Richardson is a breathtaking Bavarian Romanesque style church, home of Benedictine monks. Take home a bottle of wine and some handcrafted pottery.
- Travel down the **Enchanted Highway** just east of Dickinson to Exit 72, turn south, and be amazed by the world's largest metal sculptures created by one man.

HELLOOO, SUMMER!

NORTH Dakota
Be Legendary.
1-800-848-6464
HALLAND.COM

NEW CHILDREN'S MUSEUM, SCENIC SCANDINAVIAN PARK, CAPTAINING 200, FRIENDS & MORE

EMBRACE YOUR SCANDINAVIAN CULTURE

FEATHERED DINOSAURS BY ENCKENBENTON YES, AND THERE IS MORE!

MINOT
minot.org

NORSK HOSTFEST
norskhostfest.com

Visit DICKINSON
THE WESTERN EDGE OF ND
800-279-7391 VISITDICKINSON.COM

NORTH DAKOTA LIVING

Enjoy fun, festivals and big events all across North Dakota – plus unique shopping and dining perks, trails and cool outdoor fun nearby. Discover how much affordable adventure is this close to home.

Roughrider Electric Cooperative

See page C1 for your local co-op news June 2024

- ND Travel Guide
- ND Hunting & Fishing Guide
- AAA ND Living
- ND Newspapers – ND Tourism Coop
- ND Living – ND Tourism Coop
- On Wisconsin Outdoors
- Suddenly Saskatchewan
- Great American West (International) Map
- Maah Daah Hey Trail Map
- Television segment with BEK TV
- Ladies of Another View
- Old Red Old Ten Scenic Byway promotion
- Dickinson CVB Guide to the City
- Dickinson CVB Tear Off Map
- Exit 61 Visitor Information Billboard
- ND Rest Area Program
- Dickinson CVB Guide to the City placement

TRADITIONAL MEDIA

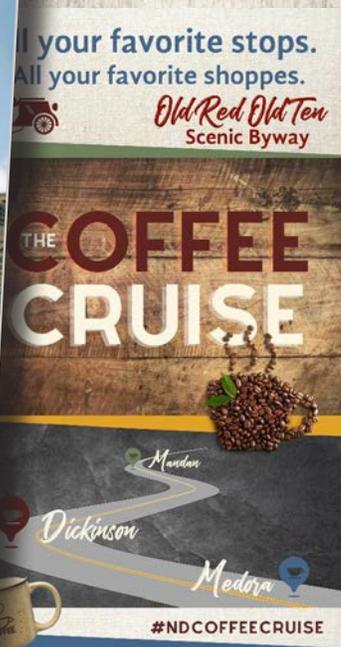
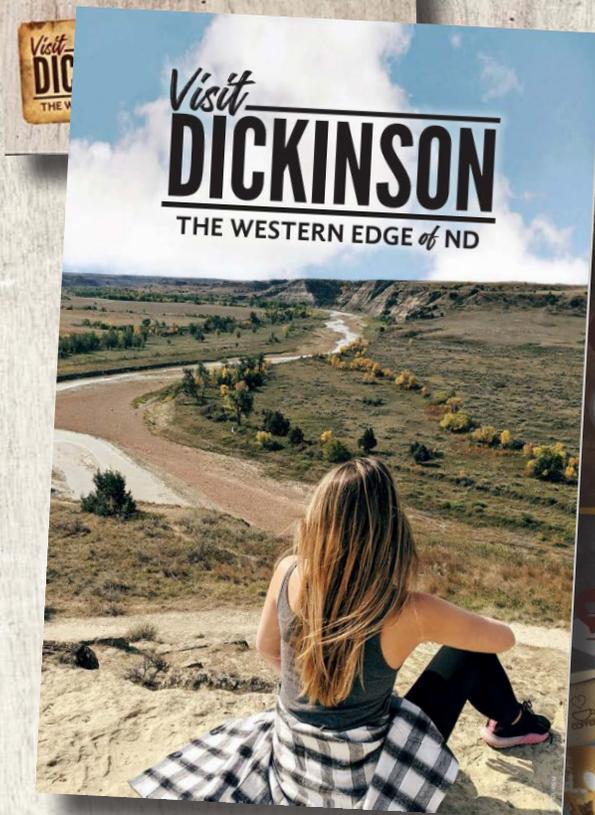


Local Food Rack Card

Restaurant updates and an updated format to the Local Foods flyer was created and available for visitors.

2023 Guide to the City

15,000 Guides are printed each year to be distributed to attractions, lodging, mail outs, ND interstate rest areas, convention bags, ND visitor centers, and available in the lobby.



Coffee Cruise

The Coffee Cruise flyer has supported the unique coffee shoppes in Dickinson and along the Old Red Old Ten Scenic Byway with a QR code to find them while exploring the Byway.

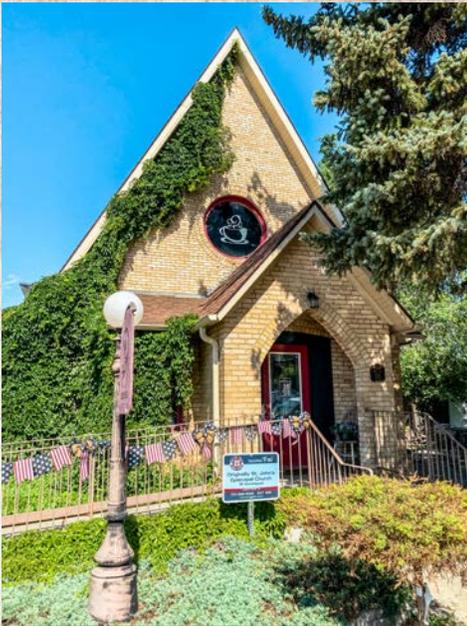
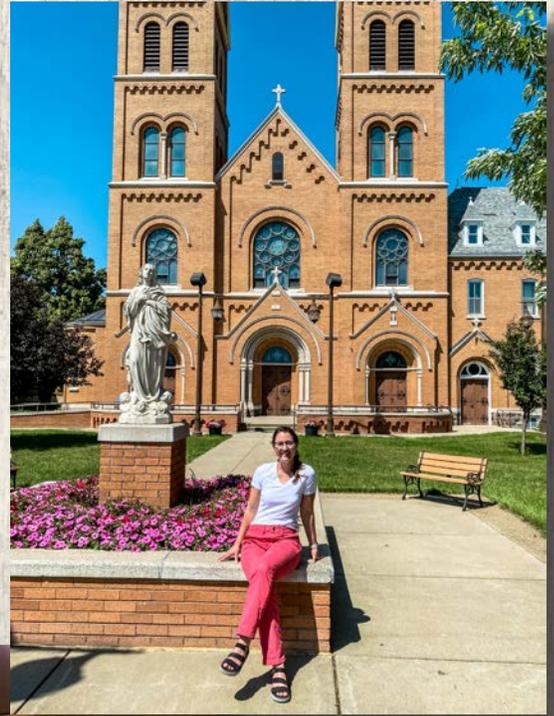


TRAVEL INFLUENCER

Exploring summer attractions and events in Dickinson

Itinerary Highlights:

- Enchanted Highway
- Phat Fish Brewing
- Ukrainian Cultural Institute
- Fluffy Fields Vineyard & Winery
- Badlands Dinosaur Museum
- Assumption Abbey
- Badlands Brew



70,860

Reach

47,564

Engagements

32,795

Impressions

GOLF WESTERN ND

The Dickinson CVB, Williston CVB and McKenzie County Tourism collaborated for a late summer promotion to bring golfers out to western ND for a golf excursion. With measurable data from the online campaign and local golf course feedback, the project was a productive step in attracting golfers to the western courses.

GOLFWESTERNND.COM

August 11 – September 8, 2023

3,160 WEBSITE USERS

resulting from online display ads

TOP PLACEMENTS:

golfdigest.com

grandforksherald.com

usatoday.com

golfweekusa.com

kfyrtv.com

PRINT

Full page ND Living magazine

Tee Off in Western North Dakota's Premier Golf Courses!

Heart River Golf Course, Dickinson

Fox Hills Golf Course, Watford City

Discover the thrill of golfing in North Dakota's stunning landscapes. Step onto the greens of Fox Hills Golf Course in Watford City, Heart River Golf Course in Dickinson and The Links of North Dakota in the Williston and Williams County area.

With long summer days and mild evenings, North Dakota provides the perfect setting for every golf enthusiast, whether you're up for a top-tier challenge or seeking a laid-back community course.

Plan your western North Dakota golf getaway now!
GolfwesternND.com

NORTH DAKOTA Living

The Best Observative News
AUGUST 2023

BACK TO SCHOOL

NOW HIRING TEACHERS, pages 6 and 10

Roughrider Electric Cooperative
See page C1 for your local co-op news
August 2023

Experience the thrill of golfing in the heart of Western North Dakota.

PLAN NOW

GolfwesternND.com

35,682
Engagements

144,210
Impressions

2,224
Link Clicks to
CVB website

MEETINGS & CONVENTIONS

The Dickinson CVB provides a variety of free services to meeting groups and conventions. While there are many held during the year, here is a highlight of 2023.

ND Grape and Wine Annual Meeting and Wine Competition

ND Society of Professional Land Surveyors

ND Reclamation Conference

First Responders Symposium

ND Clerk of District Court Conference

ND Council on the Arts Board Retreat

Consumer Family Network Mental Health Conference

31:8 Project Bakken Human
Trafficking Summit

ND Music Teachers Association State
Conference

Summit on Behavioral Health in
Energy Country

ND Water Users Association
Conference

ND Nutrition Council

Law Enforcement Administrative
Support Conference

Western Dakota Energy Association
Meeting



EVENTS

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 a variety of ways including our website event listing, Facebook Shares, Weekly Radio Report, the LED Sign on Hwy 22 and placement on the ND Tourism Division's website calendar.

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

2023 AWARDED EVENTS

Media Assistance

- Next Generation Bull Riding - \$1,000
- 5th Annual PBR Bull Riding - \$1,000
- Chamber Fall Festival - \$1,000
- Badlands Art Show - \$1,000
- Winterfest - \$500

Annual Assistance

- Roughrider Days Fair & Expo - \$9,000

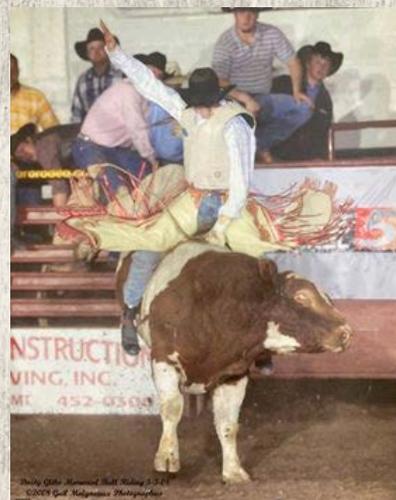
Rotating or Opportunity Events Assistance

- North Star Athletic Association Softball Tournament - \$4,500
- North Star Athletic Association Baseball Tournament - \$4,500
- North Star Athletic Association Track & Field Championship - \$4,500
- American Legion AA State Baseball Tournament - \$4,500
- Big Stick Baseball ZOOPERstars! - \$5,000
- NDTA State Singles Dart Tournament - \$9,100

Other

- ND Country Fest – Your Hometown Tour Deanna Carter Concert - \$5,000
- Behavioral Health Summit in Energy Country - \$1,000
- Radio Welcomes - \$2,600

\$54,200 PLEDGED FOR 2023



CONGRATULATIONS

Tammy Meyer, TownePlace Suites by Marriott, is aka as the “Breakfast Champion” for her exceptional hospitality and service. She was nominated and awarded the ND Tourism Heritage for a Front-Line Tourism Employee Award at the ND Travel Industry Conference. This award recognizes an individual who provides outstanding customer service to visitors daily.



Guest comments include:

“Tammy in the breakfast area was wonderfully accommodating. She was very warm and friendly and well-informed about the area and things to do. She went above and beyond and helped make our trip a success! Felt like breakfast with a favorite aunt.”

“Tammy was very helpful and knowledgeable about the area and things to see and do. She even provided us with coupons for one of the local attractions.”

“Tammy – the breakfast manager is OUTSTANDING with guests in the morning. She makes us all feel welcomed and adds a tremendous warm feeling of hospitality in the morning that is 2nd to none in helping guests with local Medora Park info and other sites to see while near Medora! 4 Star Person!”

NORTH
Dakota
Be Legendary.™

COMMUNITY OUTREACH



LEADERSHIP DICKINSON

Each year high school students are able to learn about the economic and cultural impacts the travel industry has on Dickinson and the area.

DICKINSON MUSEUM CENTER

DICKINSON MUSEUM CENTER

Dickinson CVB staff assists the Dickinson Museum Center and attends monthly meetings.



COMMUNITY RELATIONS MEETINGS

Staff attend monthly meetings to learn and share community needs.

MIDDLE SCHOOL PRESENTATION

Staff gave a presentation to middle school students on the tourism attractions and experiences in southwest North Dakota and provided additional information on the need and opportunity to create their own entrepreneurial tourism-based business.



BIG SKY RAIL AUTHORITY

The CVB is an active partner with the Big Sky Passenger Rail Authority working to restore the former North Coast Hiawatha Passenger Rail line across southern North Dakota.

COMMUNITY OUTREACH



Executive Director, Terri Thiel, is the Chair of the organization that works to increase the ND Tourism Division's marketing funds and support legislation that benefits the ND Travel Industry.



Monthly tourism articles are submitted to the Heart River Voice.



Destination Marketing Association of North Dakota Staff is an active member of the statewide CVB association.

Arts Across the Prairie

Placemaking in Rural North Dakota



Placemaking in Rural North Dakota Staff is involved in the statewide public art program from the North Dakota Council on the Arts with a large-scale public work in Region 8.

FIGHTING FOR THE SPIRIT OF THE BADLANDS

Staff attended the Medora rally and spoke in favor of retaining the wild horses in the Theodore Roosevelt National Park.

CVB Board of Directors

President – Tom Fath

Vice President - Elaine Myran

Secretary/Treasurer – Jim Bridger

Board - Ryan Jilek

Board – Suzie Sobolik

Board – Caleb Burgard

Ex-Officio – Dustin Dassinger, City Administrator

CVB Staff

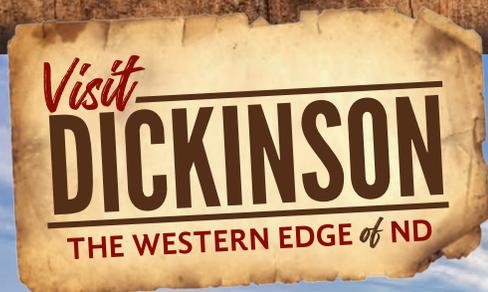
Terri Thiel – Executive Director

Julie Obrigewitsch – Sales & Social Media

Annika Plummer – Multimedia Manager & Visitor Services

Shirley Gengler – Summer Front Line

Thank you to Julie Obrigewitsch, Sales & Social Media and Joel Walters, Multimedia Manager & Visitor Services for their many years of working with the CVB.



Dickinson Convention & Visitors Bureau

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

VISITDICKINSON.COM

