

VISITORS
BRING
NEW
MONEY
AND
CREATE
JOBS

- Shopping
- Dining
- Entertainment
- Lodging
- Transportation
- Taxes



TOURISM PARTNERSHIP PROGRAM



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simplygrand



Tourism at work for you

CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED

Tourism is the second largest and one of the fastest growing industries in North Dakota.

The role of the Greater Grand Forks Convention & Visitors Bureau is to market, advertise and sell our communities to travelers, event planners, group travel organizers and athletic tournament promoters. This, in turn, generates new money coming into Grand Forks and East Grand Forks.

The tourism industry has virtually unlimited potential, and with your support, it will continue to grow.

Investing in the Greater Grand Forks Convention & Visitors Bureau is an investment in your business!

With this new tiered structure, partners who receive more opportunities and a direct benefit from our services and those who profit indirectly will both be able to support the CVB's efforts to make a positive impact on our communities.



2008 BY THE NUMBERS

- 182,000 website users
- 14,055 room nights booked for future years
- Over \$70,000 in sponsorship dollars distributed
- Serviced 98 event groups
- 65,000 Simply Grand Visitor Guides produced
- 20,000 Bargain Brochures distributed
- Over 35,000 visitor information mailings
- 15,250 visitor hospitality packets distributed
- 19,700 visitors in center
- 65% lodging occupancy

Smith Travel Research

“Tourism continues to show growth and contribute to the overall positive economic climate we’re experiencing here in North Dakota.”

**NORTH DAKOTA
GOVERNOR JOHN HOEVEN.**

Tourism Investor Benefits

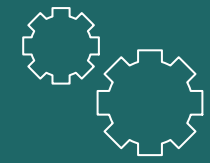
- Unlimited listings on Deals & Discounts section of visitgrandforks.com
- Promotion in Canadian Border Bulletin and stakeholder e-newsletter sent to thousands of potential visitors and local residents monthly
- Distribution of brochure in visitor center with over 20,000 visitors annually
- Distribution of flyer/brochure in event hospitality packets
- Listing, logo and web link on visitgrandforks.com
- Use of iMarketing environment
- Use of research tools and data
- Bolded listing in CVB promotional materials where appropriate
- Inclusion in partner collateral piece provided to all event planners
- Detailed city maps for drivers/employees
- Visitor guides to distribute in business

Tourism Ambassador Benefits

If your business isn't necessarily a direct benefactor of tourism but you continually feel the impact of visitors to our community, you can still contribute to the promotion of Greater Grand Forks and receive benefits that can help your business,



- High visibility and recognition in the community
- Promotion in stakeholder e-newsletter sent to thousands of local residents
- Listing, logo and web link on visitgrandforks.com
- Inclusion in partner collateral piece provided to all event planners
- Detailed city maps for drivers and employees
- Visitor guides for distribution in business



CVB Programs

- FASA BreakAway Players' Lounge
- Special Event Funding Program
- “There’s No Place Like Home” Campaigns
 - Event Planner Promotions
 - UND’s Pancakes & Possibilities Events
- Hometown Heroes Awards



Web Advancements

- Mobile Website
- Event Planner Tool
- Meeting Planner Microsite
 - Blog
 - Video section
- Facebook, MySpace & YouTube pages
- Vacationfun.com iBrochure & Sweepstakes promotion
- DiscoverAmerica.com for Canadians page



iMarketing Promotions

- Canadian Border Bulletin
- Stakeholder E-newsletter
- Event Planner E-newsletter
- Higher Education Survey
 - Research Data

