

RENDEZVOUS HERE



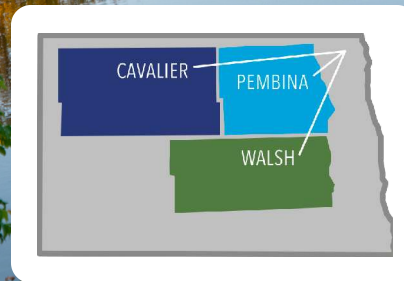
*Come. Play. Outside.*

ABOUT

# The Rendezvous Region

## CONTACT US:

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The Rendezvous Region Tourism Council (RRTC) is comprised of 15 regional leaders from Cavalier, Pembina, and Walsh counties. Our mission is to build a cohesive regional tourism brand through education, marketing, and amenity enhancement. The RRTC is funded through county contributions and membership to the Rendezvous Region (RR).

The benefits of a RR membership include promoting your business and community through brand marketing, recognition, and inclusion. With a membership, your business and community will be promoted on our website and social media as a designated location for locals and visitors to patronize.

The 2022-2023 membership drive starts now! Don't miss out on the opportunity to further promote your business and community.



RENDEZVOUS  
REGION  
NORTH EAST  
DAKOTA

TO LEARN MORE, VISIT:  
[rendezvousregion.com](https://rendezvousregion.com)



@rendezvousregion



## MEMBERSHIP BENEFITS

### YOUR BRAND: MARKETING, RECOGNITION, INCLUSION & BUILDING

- Business listing on the RR website
- Links to business social media
- Business After Hours events to promote business and city outreach
- Development of branded promotional materials
- Area day trip itineraries may include designated stops at your business
- Promotion on RR social media: Facebook - 2,043 likes and 2,221 followers (and counting!)
- Receive a member swag bag and a window cling to display in your business

### UNLIMITED POTENTIAL

- 1.2 million people within a two-hour drive
- New amenity development
- Updated RR maps and signage
- Year-round attraction and activities
- Three counties working together

## RECENT ACCOMPLISHMENTS

### PROFESSIONAL WINTER PHOTOSHOOT

Photographer Michael Haug spent four January days taking more than 2,500 high quality photos to promote the RR. More than half of North Dakota Tourism's first-ever winter campaign included images from this photoshoot.

### WALL MURALS

The RR is utilizing a state grant to create wall murals in cities throughout the region. The mural in Drayton has been completed. The murals in Langdon and Walhalla will be completed in summer 2022.

### TALKING TRAILS

Development of the RR Talking Trail is under way. This will include sites where visitors will connect with cultural and historical sites via a mobile app.

### INCREASING OUR ONLINE PRESENCE

The RRTC utilized a state grant to contract with Forum Communications to better market and advertise tourism. Articles are appearing now on The Forum's online publications.

## LOOKING AHEAD

### PROMOTE, PROMOTE!

Tourism is the third largest industry in North Dakota. RR promotion will include:

- 2022 North Dakota Travel Guide
- MN Public Radio
- 2022 Lake Region Guide
- North Dakota Living's "Explore ND" issue
- Billboards on major travel corridors

### PLAN IMPLEMENTATION

The RRTC was one of 7 funding partners in the development of a regional Action Plan striving to provide clear direction on what we can be doing to enhance quality of life and attract people. For this project, the Regional Team selected Roger Brooks, one of the nation's leaders in destination development. He spent a month in the region completing his secret shopper mission and will return in May 2022 for workshops.

According to Roger Brooks, "Tourism is the front door to your non-tourism economic development."