



Rendezvous Region Tourism Council

rendezvousregion@gmail.com

516 Cooper Avenue, Suite 101, Grafton, ND 58237

Dear Rendezvous Region Business Owners and Decision Makers,

The Rendezvous Region Tourism Council (RRTC) is composed 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. We are excited to announce the beginning our annual membership drive for the year 2021 and to offer you a membership to the Rendezvous Region (RR).

The benefits of a RR membership for your business are organized into four categories: Brand Marketing, Brand Recognition, Brand Inclusion, and Brand Building. More information about each of these categories, as well as compelling statistics on North Dakota's tourism and the Rendezvous Region, can be found on the attached pages. With a membership, your business will be promoted as a designated location for locals and visitors to patronize.

Your business plays a significant role in the growth of the Rendezvous Region. As a valued establishment in the Rendezvous Region, we hope you will recognize the importance of joining together for the benefit of the entire region. A yearly membership beginning in 2021 for businesses and non-profit organizations will be \$100.00. For more information regarding annual dues for JDAs, ND Parks & Recreation, Park Boards, and Cities, please contact us.

Membership dues are payable to the Rendezvous Region Tourism Council, 516 Cooper Ave., Suite 101, Grafton, ND 58237. If you prefer, we do offer the option to submit your membership application online. Please visit us at www.rendezvousregion.com.

For more information about the Rendezvous Region, membership, or the Tourism Council, please email rendezvouregion@gmail.com, or call Julie Campbell at 701-352-2171, Emily Baker at 701-256-2420, or Barb Mehlhoff at 701-256-3079.

Sincerely,

RRTC Board of Directors

Check out our *NEW* online store: www.shop.rendezvousregion.com!



MEMBERSHIP BENEFITS

Brand Recognition...

- Business listing included on website including four photos
- Business logo included on website and Find ND app
- Links to business social media
- Priority listing on annual “Best of the Rendezvous Region” survey
 - 167 responses in 2018, 255 responses in 2019, 277 responses in 2020
 - Winners recognized with Friday Facebook posts and on their rendezvousregion.com business listing

Brand Building...

- Business After Hours events to aid in business promotion and city outreach
- Leveraging TripAdvisor ratings and appearance
- Enhancing Google Business profile listing
- Coaching employees on the basics of tourism and destination development
- Networking opportunities
- Participation in summer parades
- Development of branded promotional materials

TOURISM QUICK FACTS:

Tourism is the 3rd largest industry in North Dakota.

A tourist is anyone visiting our region for personal, business, or pleasure: visiting friends/family (32%), marketable overnight trips to the region (30%), work (23%), and marketable day trips (15%).

A 2020 study conducted by Longwoods explore the powerful role tourism advertising plays in the image of North Dakota.

- 14% increase in North Dakota’s image as a good place to start a career
- 16% increase in North Dakota’s image as a good place to start a business
- 15% increase in North Dakota’s image as a good place to attend college

Further, visiting North Dakota continues to exceed expectations and create high repeat visitation.

- 20% increase in North Dakota’s image as a good place to live
- 27% increase in North Dakota’s image as a good place to start a career
- 24% increase in North Dakota’s image as a good place to start a business

Brand Inclusion...

- Website includes links to your business’s website and social media pages
- Curated itineraries may include designated stops at your business
 - Half and full day trip packages
- “Create a trip” website option puts your business on the map of places to choose from
- Promotion on Rendezvous Region social media
 - Facebook – 1,807 likes and 1,914 followers (and counting!)
 - Event inclusion on the Facebook page, website, and Weekly Newsletter
 - 222 different events have tagged Rendezvous Region as a cohost in 2020, which resulted in 61,800 people seeing these Facebook events
 - New online store launched in 2020, offering branded merchandise and gift cards from member businesses
- Receive a member window cling to display in your place of business
- Use of the Rendezvous Region logo

Brand Marketing...

- Get more for your advertising dollars
- Reach a larger audience beyond local media
- Potential for statewide bundled advertising
- Virtual reality tours
- Paid media schedule to create awareness and drive traffic to the website
 - 5,300 new site visitors in 2020
- Future discount on Rendezvous Region retail kiosks

STRENGTHS OF THE RENDEZVOUS REGION:

- Unlimited visitor potential – 1.2 million people within a two-hour drive
- New website created to promote area businesses and amenities
- New amenity development to attract more people
- Updated maps and signage of the region
- Three counties working together
- Year-round attractions and activities
- Committed group of 15 Rendezvous Region Tourism Council Board of Directors.
- Development of a Comprehensive 10-Year Tourism Plan



2021 MEMBERSHIP APPLICATION

PLEASE E-MAIL COMPLETED FORM AND PHOTOS TO RENDEZVOUSREGION@GMAIL.COM

Business/Destination Name: _____

Owner Name: _____

Job Title: _____

Business Address: _____

City: _____

State: _____

Zip Code: _____

County: _____

Contact Name: _____

Email: _____

Phone: _____

Website: _____

Facebook Page: _____

Instagram: @ _____

Other Social Media: _____

Hours of Operation:

M: _____ T: _____ W: _____ Th: _____

F: _____ Sa: _____ Su: _____

We will follow up to capture your GPS point(s) to make it easier for visitors to navigate to your destination.

PRIMARY TOURISM SECTOR: (Please check all that apply)

Places to Stay

- Hotel/Lodging
- Campground/RV Park

Things to Do

- Art/Museum
- Festival/Event
- Historical Site
- Movie/Outdoor Theater
- Retail
- Other: Click or tap here to enter text.

Things to Do/Outdoor Recreation

- ATV/OHV
- Birding
- Cross Country/Snow Skiing
- Cycling/Mountain Biking
- Fishing
- Geocaching
- Golfing
- Hiking
- Horseback Riding
- Hunting
- Ice Skating
- Kayaking/Canoeing
- Motorcycling
- Snowmobiling
- Swimming
- Water Skiing
- Other: Click or tap here to enter text.

Places to Eat

- Bar/Lounge
- Restaurant
- Other:

Services

- Auto Sales/Repair
- Banking
- Gas
- Grocery
- Home Services
- Hospital
- Salon
- Other: Click or tap here to enter text.