

STATE OF NORTH DAKOTA

PROCLAMATION

NORTH DAKOTA TRAVEL AND TOURISM WEEK MAY 3-9, 2026

WHEREAS, the travel and tourism industry remains a vital component of North Dakota's diversified economy, enhancing community vitality, contributing to local workforce stability and supporting many industries, including North Dakota's third-largest industry, tourism; and

WHEREAS, travel is an economic powerhouse for every state and destination across the country, with an economic output of \$3 trillion, supporting 15 million American jobs, and representing a significant 2.4% of America's GDP; and

WHEREAS, in 2024, visitors to North Dakota spent \$3.4 billion, including \$310.6 million in state and local taxes, sustaining more than 43,000 tourism-supported jobs statewide; and

WHEREAS, North Dakota welcomed 26.3 million visitors in 2024, an increase of 2.7% over 2023, reflecting strong and growing interest in the state as a travel destination; and

WHEREAS, North Dakota's marketing efforts in 2025 achieved outstanding visibility, earning 9.24 billion media impressions, and delivering 471 million paid digital impressions through the HELLO campaign, and the NDtourism.com website served more than 3.6 million sessions with information on the vast opportunities across North Dakota; and

WHEREAS, strategic destination development continues to strengthen the state's tourism offerings, supporting attractions, outdoor recreation and communities while attracting new visitors and potential residents; and


WHEREAS, North Dakota's tourism sector continues to enhance statewide quality of life, supporting more than 3,000 businesses and providing continued economic vitality through outdoor recreation, cultural attractions, events and hospitality services.

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim
May 3-9, 2026, NORTH DAKOTA TRAVEL AND TOURISM WEEK
in the State of North Dakota.




Kelly Armstrong
GOVERNOR

ATTEST:


Michael Howe
SECRETARY OF STATE