

NEWS

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North Dakota Tourism debuts new website with mobile enhancements Website easier to access on the go and content can be personalized to interests

Bismarck, N.D. - Memorial Day weekend is the signature kick-off to the summer travel season, and North Dakota Tourism's new website NDtourism.com makes it easier for travelers, especially those on the go, to access information about the things to see and do in North Dakota.

Using two new technologies, responsive design and personalization technology, North Dakota Tourism's website is more user friendly for travelers. Responsive design technology ensures the website is compatible to all devices used to access it - be it desktop, laptop, tablet or smartphone - and gives users on all devices access to the same content. The dynamic content technology displays website content that is more relevant to the end user and allows North Dakota Tourism the ability to deliver customized content based on user interest and location.

"Use of NDtourism.com on mobile devices has seen dramatic increases and now represents 22 percent of overall site use. Our new site was developed with this trend in mind," said Sara Otte Coleman, director of North Dakota Tourism. "North Dakota Tourism's website is the gateway to visitors traveling to and throughout North Dakota. Its features make it easier for travelers to access information when planning their trip on the computer or on the road with their mobile devices while experiencing North Dakota."

With these new enhancements, North Dakota Tourism staff anticipates an increase in requests for the Travel Guide and e-news sign-ups and the ability to deliver more referral traffic to industry partners.

The website features a fresh look and incorporates stunning photography that showcases North Dakota's diverse tourism offerings. Travelers can take advantage of the improved mapping feature to locate attractions and destinations.

The new website also has benefits for North Dakota Tourism's industry partners. Thanks to new website tools, partners can optimize information about their attraction or destination. Providing this capability to partners ensures all information is updated and current, something very important to travelers.

North Dakota Tourism's website can be found at www.NDtourism.com.

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As one of North Dakota's leading industries, tourism attracts visitors to the state's 646 attractions, 357 events and festivals, and 886 hotels. In addition, more than 33,000 jobs in North Dakota are attributed to this robust industry.