



Rendezvous Region Tourism Council

rendezvousregion@gmail.com

516 Cooper Avenue, Suite 101, Grafton, ND 58237

Dear Rendezvous Region Business Owners,

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 have been working diligently on a new website and mobile app, and it's with great excitement that we can officially offer you a membership to the Rendezvous Region (RR).

The benefits of an 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 page.

Your business plays a significant role in the growth of the Rendezvous Region. With a membership, your business will be promoted as a designated location for locals and visitors to patronize. In order to be an effective voice for tourism, your support is crucial in solidifying the Rendezvous Region as a tourism destination in Northeast North Dakota.

The success of this region is dependent on businesses like yours. Our goal is to have at least 150 members along with a \$60,000 budget to be used towards marketing and education efforts for the region. As a valued establishment in the Rendezvous Region, we hope you'll recognize the importance of joining together for the benefit of the entire region.

A yearly membership beginning in 2019 to the Rendezvous Region for businesses will be \$100 payable to the Rendezvous Region Tourism Council, 516 Cooper Ave., Suite 101, Grafton, ND 58237.

For more information about the Rendezvous Region, membership, or the Tourism Council please email rendezvousregion@gmail.com or call Julie Campbell at 701-352-2171, Maggie Suda at 701-352-3550 or Barb Mehlhoff at 701-256-3079.

Sincerely,

RRTC Board of Directors



Membership Benefits:

Brand Marketing

- Get more for your advertising dollars
- Reach a larger audience beyond local media
 - Potential for statewide bundled advertising
 - Virtual reality tours
- Future discount on Rendezvous Region retail kiosks

Brand Recognition

- Business logo included on website & Find ND app
- Four images of your business on website & Find ND app
- Business contact info on website & Find ND app
- Links to business social media
- Expanded social media promotion from Rendezvous Region accounts
 - Facebook, Instagram, Pinterest, and YouTube

Brand Inclusion

- Website includes link to your business
- Curated itineraries include designated stops at your business
 - Half and full day trip packages
- 'Create a trip' website option will put your business on the map of places to choose from

Brand Building

- Trainings available in the future to aid in business promotion
 - Leveraging TripAdvisor ratings and appearance
 - Enhancing Google Business Profile listing
 - Coaching employees the basics of tourism and destination development
 - Utilizing the Website in your favor
- Networking opportunities



ND Tourism Quick Facts:

- 3rd largest industry in the State of North Dakota
- 509 jobs between Cavalier, Pembina, and Walsh County in 2015
- \$28.4 million in 2015 visitor expenditures between three counties

What is a Tourist?

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%)
- Marketable day trips (15%)

Strengths of the Rendezvous Region:

- Unlimited tourist 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



Membership Application

Please email completed form and photos to rendzvousregion@gmail.com.

Business/Destination Name:

Owner Name:

Job Title:

Business Address:

County: State:

Phone:

Facebook Page:

Other Social Medias:

Contact Name:

Email:

City:

Zip code:

Website:

Instagram: @

Pricing:

Average visit time:

Hours of operation by day:

M:

T:

W:

Th:

F:

Sa:

Su:

(If applicable) Start of Season:

End of Season:

How many visitors can you handle at one time?

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)

Accommodations

- Hotel
- Bed & Breakfast
- Lodge
- Campground
- RV Park
- Other:

Tours and Attractions

- Hunting Guide
- Fishing Guide
- Historical Site
- Museum
- Outdoor Theater
- Movie Theater
- Festival
- Retail-Clothing
- Retail-Gifts
- Other:

Food and Beverage

- Food
- Bar/Lounge
- Other:

Sports and Events

- ATV
- Motorcycling
- Road Cycling
- Hiking
- Horseback Riding
- Snow Skiing
- Water Skiing
- Snowmobiling
- Golf
- Swim
- Fishing
- Other: