

2024

VISIT FARGO-MOORHEAD ANNUAL REPORT



Creetings from Visit Fargo-Moorhead-West Fargo!

Our staff is proud to do work every day that helps lower your taxes and create jobs. How do we do that? By bringing visitors here to spend their money. Our mission is to drive economic impact by attracting visitors to our community. Tourism generates revenue across various sectors, including hotels, restaurants, bars, and local shopping. So yes, the work we do—the work we all do together—lowers taxes and creates jobs.

The lodging tax is collected for each visitors' stay in a local hotel, this funds our efforts to promote the region, and visitors further contribute through local and state sales taxes. In turn, these funds support public services and infrastructure, benefiting the entire community. This success is a collaborative effort. Visit FM works alongside numerous organizations, including cultural institutions, sports organizations, educational institutions, entertainment venues, and local businesses. Together, we enhance the vitality of our region.

We know you're all out there doing the work with us, and it's a beautiful thing. Thank you, from the bottom of our hearts, and please reach out with questions or ideas on how we can all keep making this a great place to live and visit!

Charley Johnon
President & CEO
Visit Fargo- Moorhead

NORTH OF NORMAL
FARGO
MOORHEAD | WEST FARGO

ABOUT US

MISSION: The Fargo-Moorhead-West Fargo CVB works to position our distinctive community as a desirable destination and gateway to the region and nation, resulting in a superior quality of life for its residents.

VISION: The Fargo-Moorhead-West Fargo CVB will be the respected authority on Tourism as an Economic Development strategy that enhances the quality of life for the region.

The Fargo-Moorhead-West Fargo CVB will collaboratively develop and promote a shared community vision to enhance the attractiveness of the region for visitors and residents alike.

BOARD OF DIRECTORS

Doug Peters – Chair, Prairie Heights Church
Clare Hughes– Vice Chair, ClubHouse Hotel & Suites
Kember Anderson – Secretary/Treasurer, City of Fargo
Nicole Steen Dutton – Executive Board Member, Thunder Coffee
Kimberly Busch – Blue Cross Blue Shield of ND
Derrick LaPoint – Downtown Moorhead Inc.
Emily Nielsen – Courtyard by Marriott Fargo
Kira Odenbach – SpringHill Suites
Casey Sanders-Berglund – City of West Fargo
Ramon Sosa – Maxwells Restaurant & Bar
James Stinsman – Four Points by Sheraton Fargo

CORE VALUES

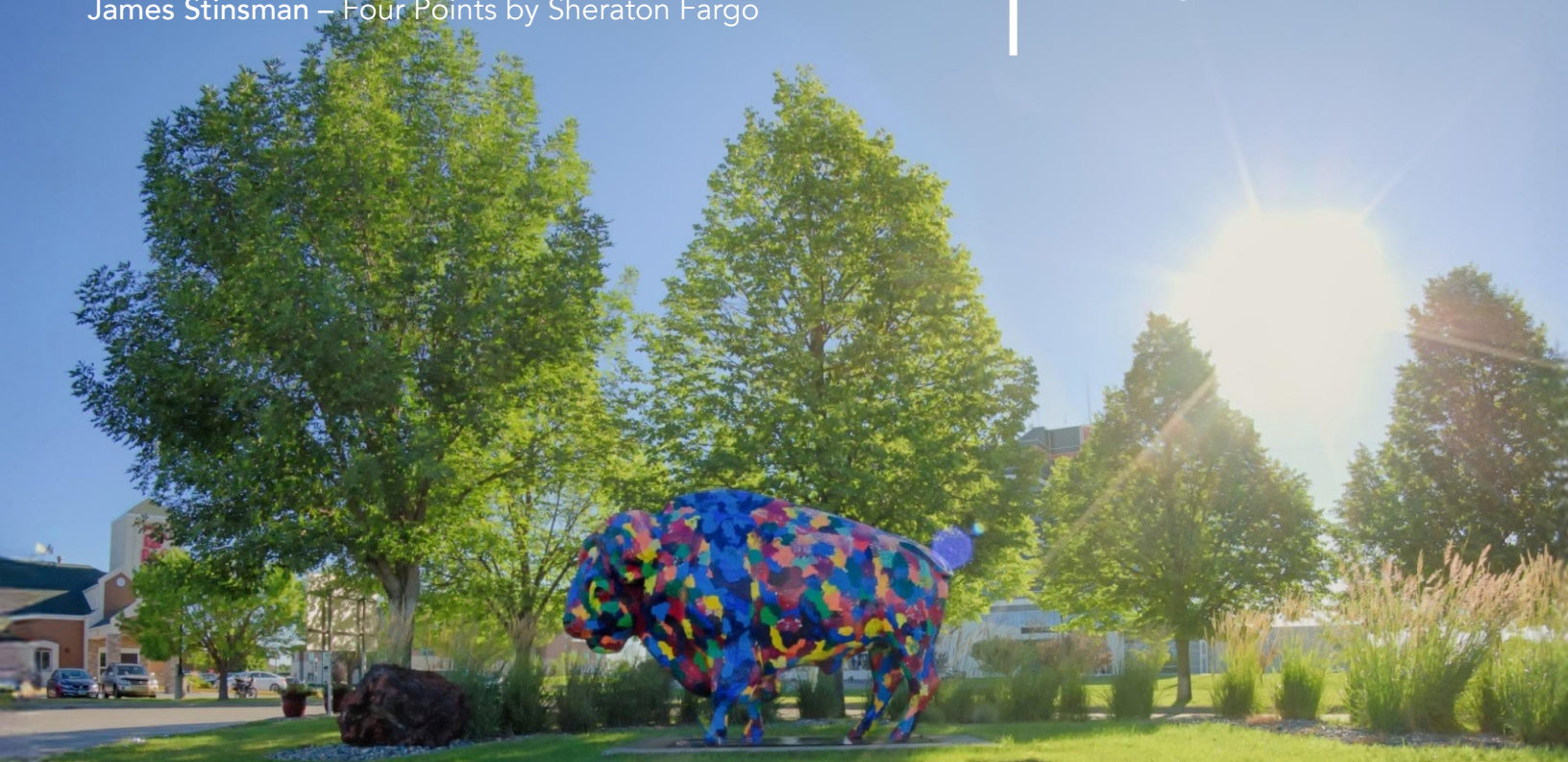
Start with Yes

Join Forces

Promote Proudly

STRATEGIC PLAN 2024-2026:

- 1 Strategically align organizational resources toward high value market segments
- 2 Advocate for destination development
- 3 Enhance community livability & sense of place
- 4 Continue to build organizational excellence



YEAR IN REVIEW

TOURISM IMPACT

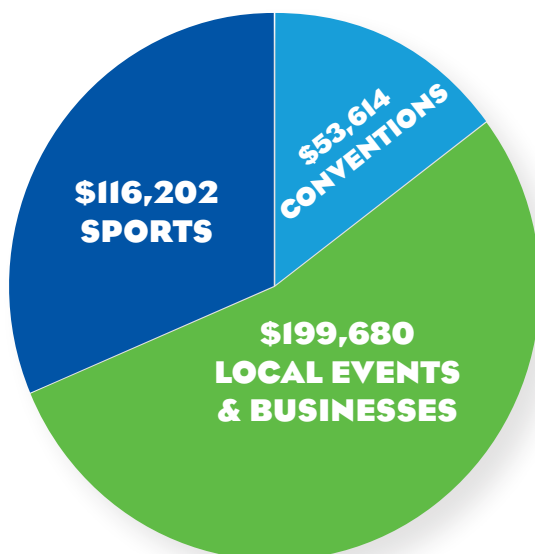
OCCUPANCY: 61.6%

DEMAND: -4.6%

ADR: \$117.18

\$155.8 MILLION just spent on hotel rooms in Fargo-Moorhead-West Fargo.

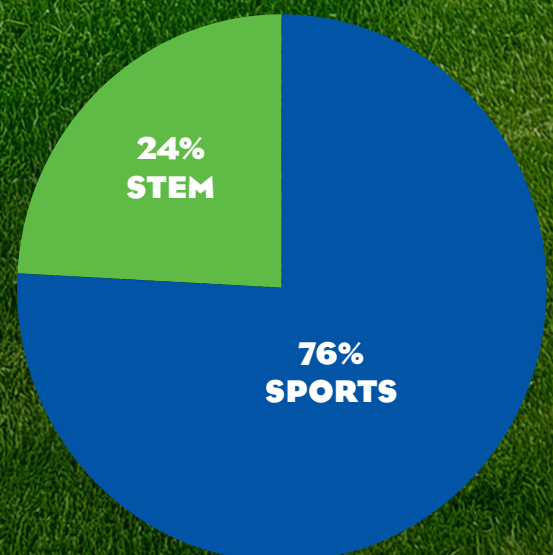
EVENT ASSISTANCE FOR LOCAL EVENTS



DESTINATION DEVELOPMENT GRANTS

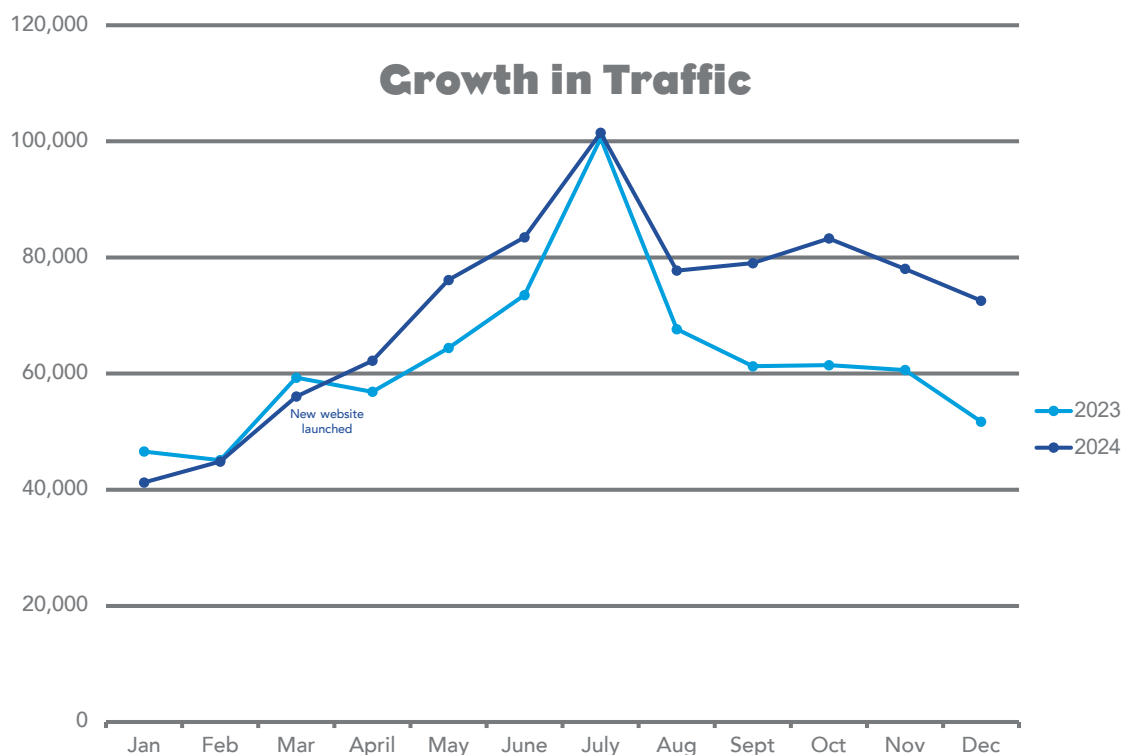
The total amount given to local non-profits for capital projects in 2024

\$1,225,000

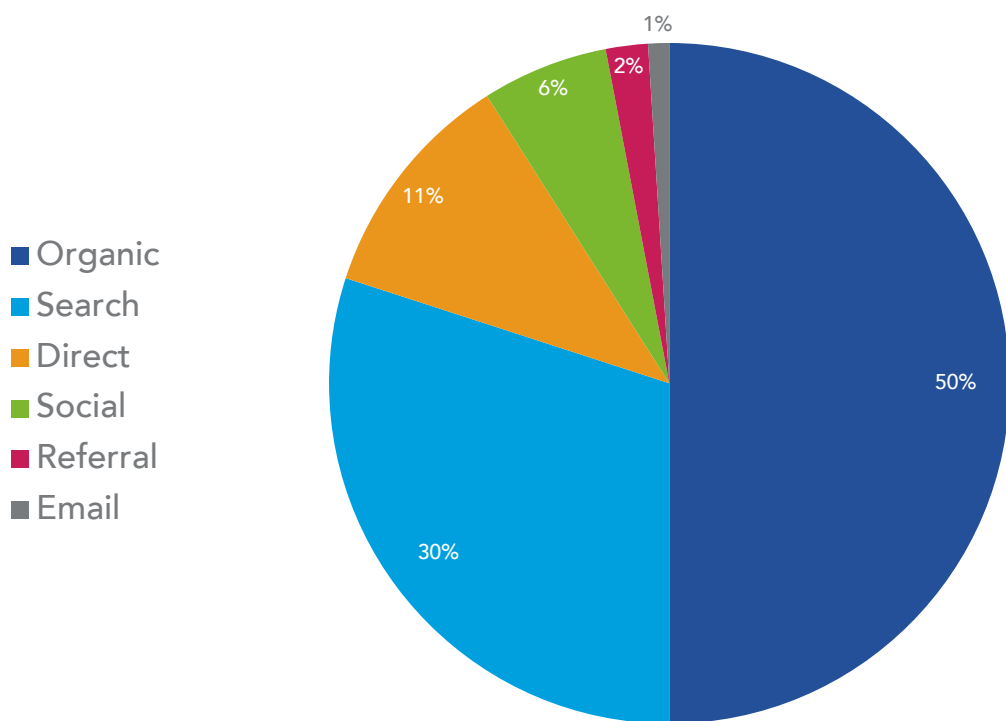


MARKETING & DIGITAL PERFORMANCE

WEBSITE SESSIONS



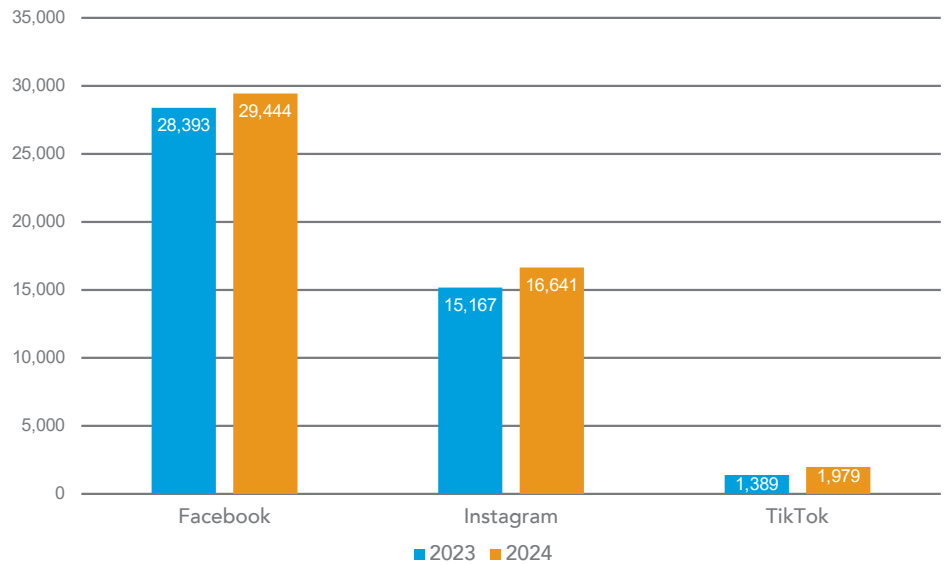
Traffic Sources by User



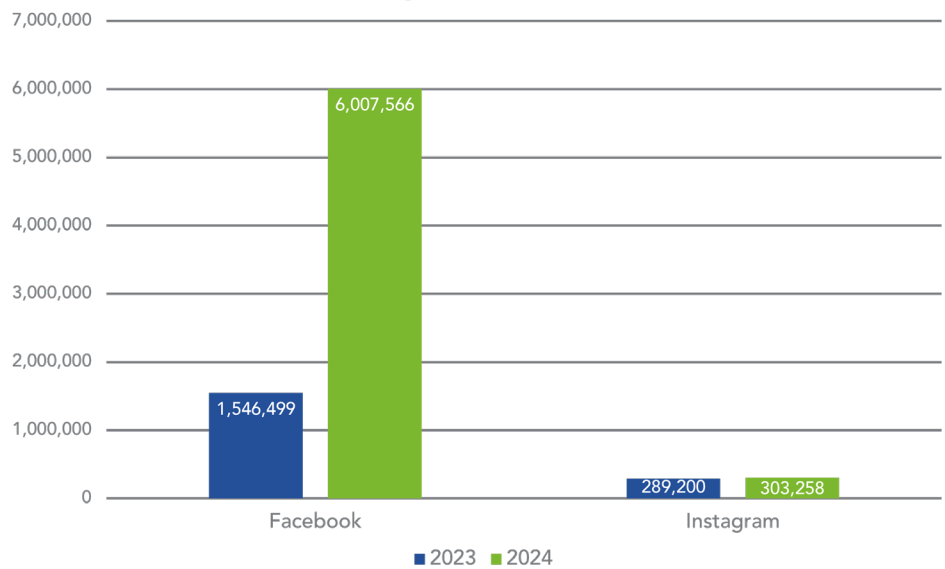
MARKETING & DIGITAL PERFORMANCE

SOCIAL MEDIA ENGAGEMENT

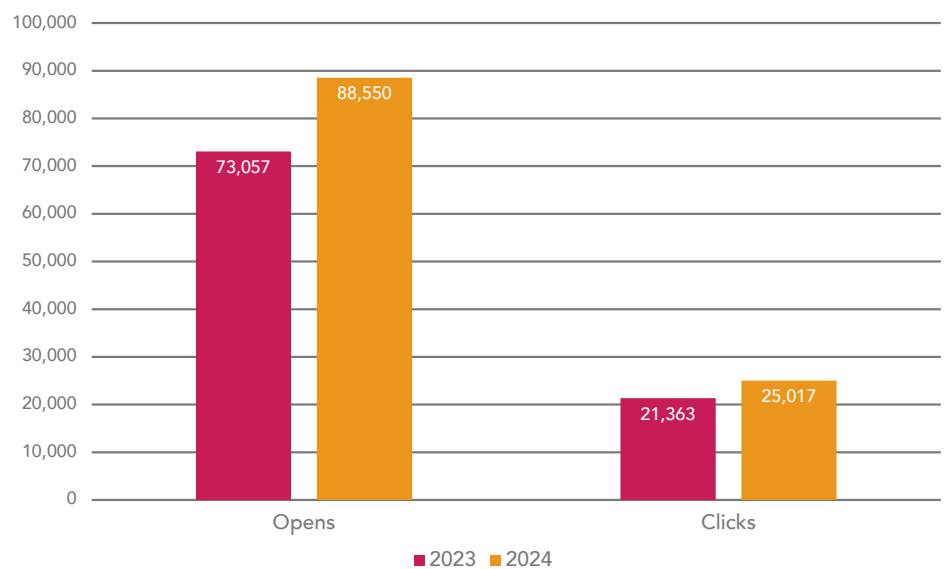
Growth of Followers



Organic Reach



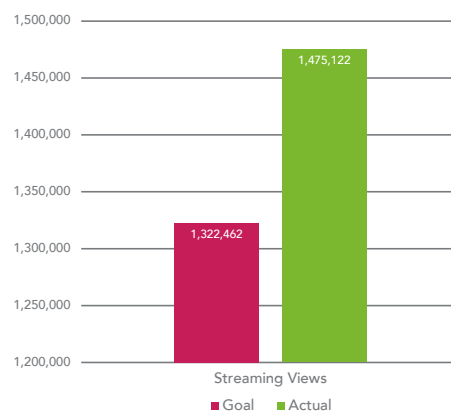
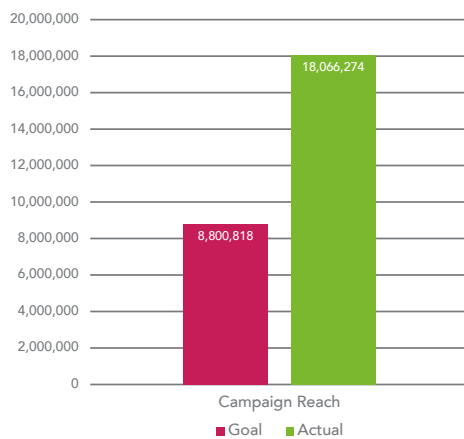
Newsletter Growth



MARKETING & DIGITAL PERFORMANCE

KEY MARKETING CAMPAIGNS & ROI

Brand Awareness Campaign



INFLUENCER PARTNERSHIPS

We focused on two goals when working with content creators. Either wanting to reach their audience, or to gather more photos or videos of specific events or businesses to use for future promotion.

Throughout 2024, we worked with 34 content creators.

For each of these partnerships, we created itineraries and received content showcasing 110 local businesses.

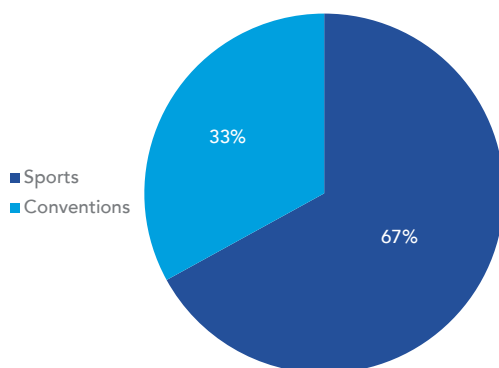


ECONOMIC IMPACT

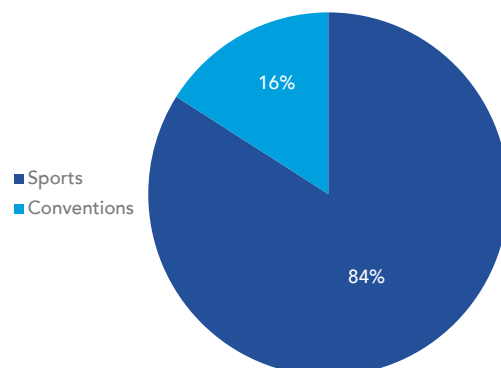
SPORTS & CONVENTION SALES



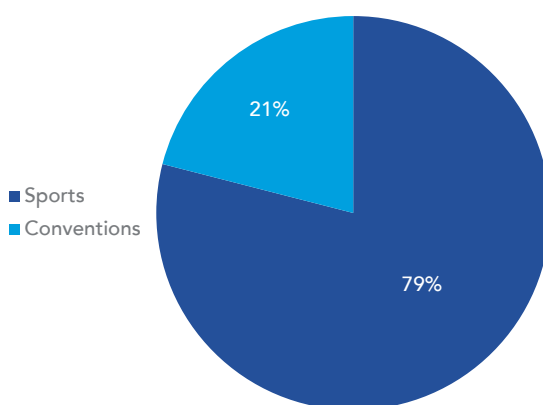
Total Number of Events: 304



Total Room Nights: 89,116



Direct Visitor Spending: \$68.4 million



MAJOR WINS & PARTNERSHIPS:

2024 USA Track and Field Junior Olympics Region 8 Championships

- Relocated from South Dakota in less than 1 week
- 1,500+ room nights over the 4th of July

2024 USA Swimming Speedo Championship Series (14 & Under Central Zone)

- 1,000+ room nights
- 6th USA Swimming event hosted since 2019

Medicaid Pharmacy Administrators Association

- 425 room nights
- First time in North Dakota

2024 Fargo AirSho

- \$1.27M in direct visitor spending
- 11,228 online sales from 42 states

A person with a backpack and a red bicycle is standing in front of a wall covered in vibrant, multi-colored graffiti. The person is seen from behind, wearing a grey t-shirt, blue jeans, and a black backpack. The bicycle is red with yellow accents. The graffiti features various styles, including large letters and abstract shapes in shades of green, yellow, pink, and blue.

2025 DEPARTMENTAL GOALS

MARKETING DEPARTMENT:

GOAL 1: Sports tourism campaign

GOAL 2: Leads campaign

GOAL 3: International tourism strategy

GOAL 4: Advance social inclusion

CONVENTION SALES DEPARTMENT:

GOAL 1: Actively engage with convention center process

GOAL 2: Leverage AI in the sales process

GOAL 3: Increase direct visitor spending

GOAL 4: Enhance logo creation in services package

GOAL 5: Streamline services qualification & equipment rental

SPORTS DEPARTMENT:

GOAL 1: Increase awareness

GOAL 2: Collaborate with universities

GOAL 3: Assist with sports tourism campaign

GOAL 4: Increase number of housing supported events