

NORTH OF NORMAL
FARGO
MOORHEAD | WEST FARGO

VISIT FARGO-MOORHEAD
BRAND
BRIEF



Hey there! We're Visit Fargo-Moorhead, the official voice of one of the most unexpected and unforgettable metros right on the border of North Dakota and Minnesota. We're looking to partner with creative minds who love sharing offbeat stories, crave bold flavors, and uncover hidden gems.

From cozy winter traditions and craft cocktail stops to sun-drenched patios and festivals for every interest—this is a place that surprises people (in the best way). Around here, real experiences come with a side of *'Wait...this is Fargo?'* So if you're into making authentic, scroll-stopping content and want to explore a community with serious personality and a pioneer spirit, let's collaborate and show the world what Fargo-Moorhead is all about.

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

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



PRIMARY AUDIENCES

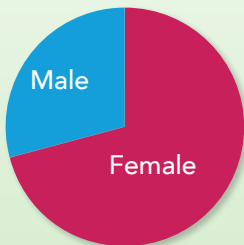
SOCIAL MEDIA & WEBSITE AUDIENCES

META

AGE RANGE

25-54
dominant

GENDER SPLIT



TOP LOCATIONS

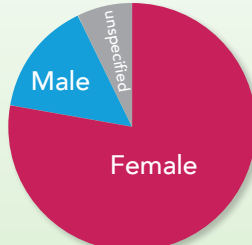
- Fargo-Moorhead
- Minneapolis
- Winnipeg
- Bismarck

PINTEREST

AGE RANGE

18-34
dominant

GENDER SPLIT



TOP LOCATIONS

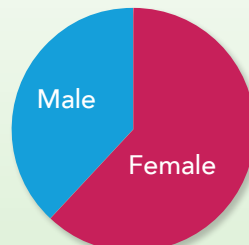
- Dallas-Fort Worth
- Chicago

TIKTOK

AGE RANGE

35-44
dominant

GENDER SPLIT



TOP LOCATIONS

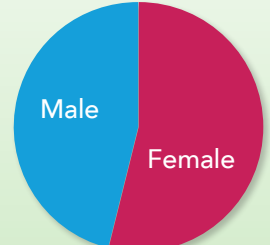
- Fargo-Moorhead
- Chicago
- Minneapolis

WEBSITE

AGE RANGE

25-44
dominant

GENDER SPLIT



TOP LOCATIONS

- Fargo-Moorhead
- Minneapolis
- Chicago
- Dallas
- Winnipeg



DEMOGRAPHICS



TOP AGE GROUP

45-64

36.1%

TOP INCOME LEVEL

\$0-\$50K

27.9%



TOP HOUSEHOLD
GROUP

1-2

46.6%

TOP EDUCATION LEVEL

HIGH SCHOOL

53.8%










TOP ETHNICITY

WHITE

88.6%

WHO VISITS FARGO-MOORHEAD?

STATE	SHARE OF TRIPS	TOTAL TRIPS	% CHANGE IN TRIPS over 2023
 MINNESOTA	35.4%	401,525	↑ 14.3%
 NORTH DAKOTA	24.8%	281,332	↑ 20.8%
 SOUTH DAKOTA	4.8%	54,458	↑ 20.8%
 WISCONSIN	3%	34,423	↑ 18.7%
 ILLINOIS	2.6%	29,830	↑ 15.9%
 TEXAS	2.6%	29,592	↑ 19.7%
 IOWA	2.4%	27,716	↑ 20.6%

PARTNERSHIP OPPORTUNITIES

PAST COLLABORATIONS



I feel like we had such a fun visit. We liked how much freedom we had within our schedule and had a good amount of activities in there, and it was easy to swap out things that were unexpectedly not open, take a rest when needed, and also have time to create content. This is something that sometimes our biggest pain point when partnering with destinations as they pack too much in too short of a time, and we thought the itinerary was the perfect combination of activities and time at places!

- Megan Indoe



Thanks again for having us this past weekend! We had a wonderful time exploring Fargo! You did a great job building the itinerary, and we particularly loved exploring the downtown area!

- Rachel Kawate

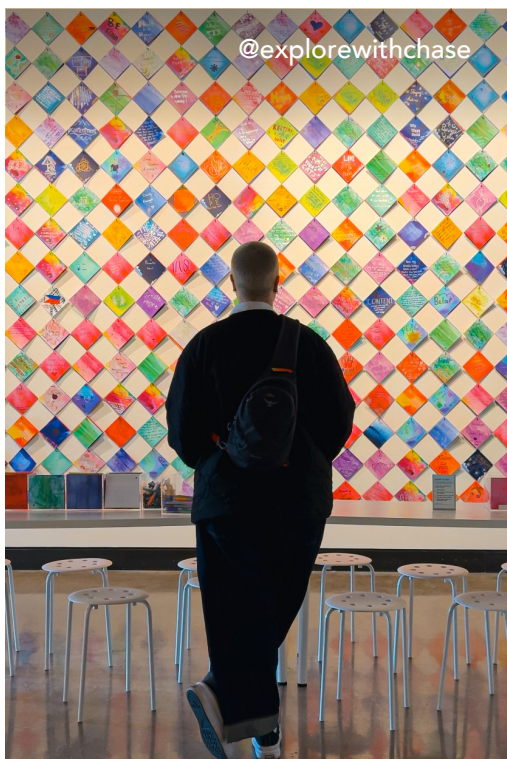


Terry Ambromitis (@TravelingTerry4)

77k followers on IG, 158k on TikTok

Thank you SO much for inviting me back to Fargo and allowing me to share the Christkindlmarkt with not just my audience, but many other viewers as well. Jessica and I really enjoyed our visit, and the itinerary was perfect. Not only did we make it to the Christmas market twice, but we had lots of time to explore downtown, try multiple restaurants, check out Drekker Brewing, and even have cocktails at the new speakeasy.

- Terry, Traveling Terry



WHAT WE OFFER

- Covering costs of traveling to Fargo-Moorhead
- Custom-built itineraries
- Tickets and admissions into attractions and events
- Amplifying your brand and content through collaborative posting

GET STARTED!

