



MARKETING OUTLOOK FORUM



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North Dakota Tourism's Heather LeMoine Recognized With J. Desmond Slattery Professional Marketing Award

Whitehall, MI – The Travel and Tourism Research Association (TTRA) announces with pride its 2017 J. Desmond Slattery Professional Marketing Awardee, Heather LeMoine. This award is given to a travel marketing professional who has made a significant contribution to travel and tourism marketing. This contribution, in the form of a program, project, or event, is judged on its originality, creativity, clarity of message, outcomes or results, and overall marketing excellence.



Heather was celebrated for earning the J. Desmond Slattery Professional Marketing Award on October 24 at the 2017 Marketing Outlook Forum (MOF). Along with complimentary registration to the Forum and a one-year Premier membership in TTRA, Heather was presented with a plaque by the MOF Awards Committee Chair Dee Ann McKinney and MOF Chair Shelia Flanagan.

Twelve years ago, Heather began her work at North Dakota Tourism as a marketing program manager. Her role has expanded to her current position as Marketing and Research Manager, and Heather rose to the challenge she was given of becoming the state expert on tourism research. An early adopter of affordable research she has helped drive better-informed marketing decisions with countless partners, media, and stakeholders.

Interest in travel to North Dakota showed a strong increase in 2016 due to the launch of a new campaign featuring a celebrity. After the first quarter of 2017, analytics – most notably North Dakota Tourism's website traffic – showed a decline in travelers' intentions to visit the state. Heather dug into the metrics, looking for clues to help stimulate more traffic to the website without using additional resources. Since North Dakota Tourism had recently invested in a search-based website upgrade, Heather focused on driving traffic to the site through increased awareness of this new feature with the development of the program Explore ND.

Implemented in May, the program was essentially a daily online scavenger hunt, designed to not only increase traffic to the North Dakota Tourism website, but also engage visitors with a variety of content and motivate trips. Direct results of Explore ND included a 21% increase in total visits and a 25% increase in first-time visits to the site. This small program is just one example of how Heather has used data to successfully launch programs that have increased website traffic. She also works with cities, regions, and partners to utilize their specific data to achieve goals. Heather also sits on the board of the CenStates TTRA chapter and speaks at various industry functions.

Founded in 1970, the Travel and Tourism Research Association (TTRA) is a non-profit association whose purpose is to enhance the quality, value, effectiveness, and use of research in travel marketing, planning, and development. TTRA strives to be a leader for the global community of practitioners and educators engaged in research, information management, and marketing in the travel, tourism, and hospitality industries. The Marketing Outlook Forum (MOF) is the industry's leading strategic travel forecast conference, running annually for over 30 years and combining industry networking and quality educational programs that can't be found anywhere else.

Travel and Tourism Research Association

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