

Visit
DICKINSON
THE WESTERN EDGE *of* ND



**2025
ANNUAL
REPORT**

2025 REVIEW

2025 started with a new team at the Dickinson Convention & Visitors Bureau. Alicia Erickson was named the successor to veteran Terri Thiel as the Executive Director. Maci Wehri was hired as the Sales & Office Manager. The goal of the new team was to learn the processes and build relationships.

1

EVENTS

The spirit of our community comes alive at the events that are held within our community. The CVB assists with the promotion of public events by posting them on our website's Events Calendar which in turn is posted on the ND Tourism Calendar. We do a weekly segment with KDIX-radio in town for promotion as well as display them on the digital sign located in the T-Rex Mall. The Event Grant is also a huge benefit to the non-profits in our community.

2

VISITOR SERVICES

We make sure that everyone who walks into the CVB feels special. Be North Dakota Nice is our philosophy. We love providing our guests with the information they need to make their stay in our city, region, and state one that they will remember. We hope they leave with a smile and feel why Dickinson is a hidden gem.

3

MARKETING

From using the packages available through ND Tourism and the Miles Partnership, we are able to market Dickinson to states outside of our immediate reach. We continue to work with a local marketing company named Odney to help with the video and online marketing. To offset the cost, all local marketing is done internally.

4

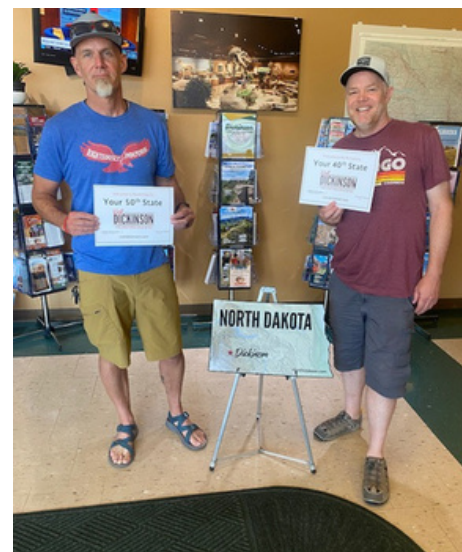
ENGAGEMENT

Understanding the importance of community involvement, we work with local, regional, and state organizations as well as local businesses to grow and promote our hospitality industry.

2025 NUMBERS

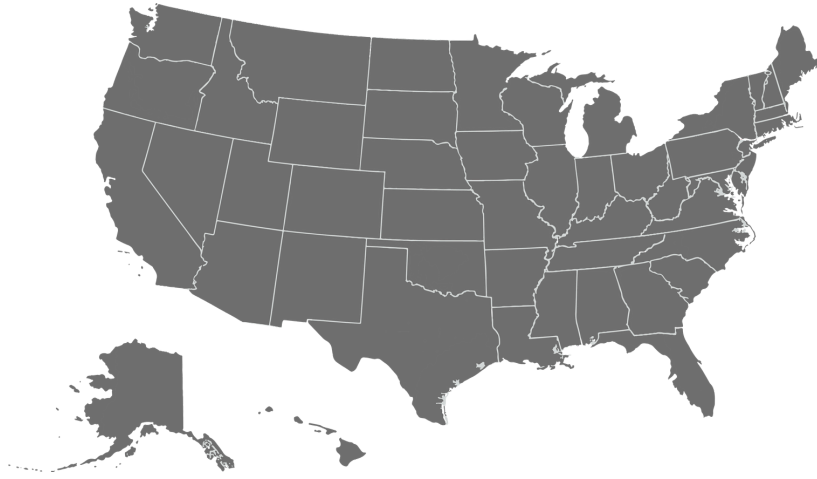
40TH - 50TH STATE VISITORS

Our philosophy of making everyone feel special is so important because several of our visitors are achieving a bucket list item in seeing all 50 states. We hand out certificates for visitors who are close to hitting their goal and take their picture. We then share their picture on Facebook. In addition to the certificate, 50th State Visitors receive a magnet with an image from our region as well as a ND calendar.



2025 NUMBERS

VISITORS FROM ALL 50 STATES AND 15 COUNTRIES



TOP STATES

1. North Dakota
2. Minnesota
3. Wisconsin
4. Illinois
5. South Dakota

TOP COUNTRIES



1. Canada



2. Australia



3. England/UK



4. Germany



5. Italy



2025 NUMBERS

2025



OCCUPANCY
RATE

51.4%

2024

54.0%

2023

51.7%

2025



AVERAGE
DAILY RATE

\$107.50

2024

\$99.91

2023

\$93.71

OCCUPANCY (LODGING) TAX RECEIPTS

2025

\$436,662.18

2024

\$470,866.71

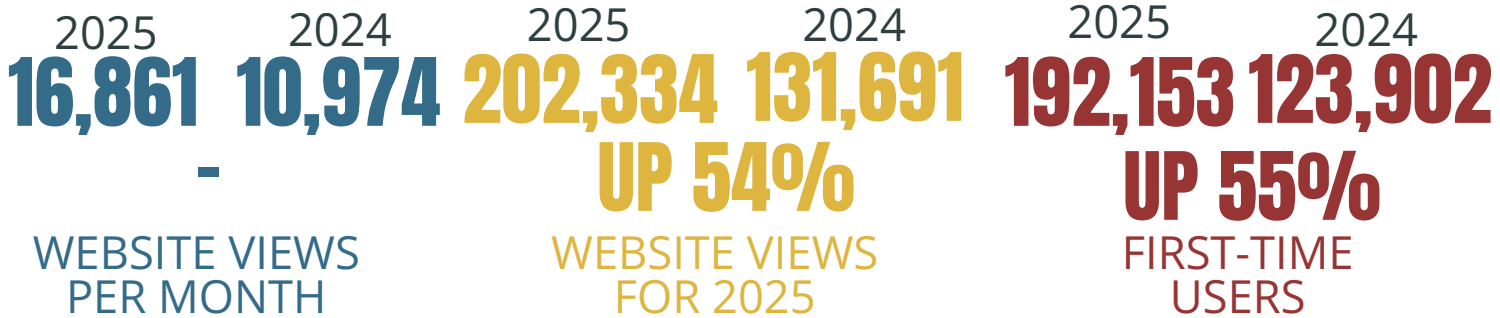
2023

\$438,046.91

2025 NUMBERS

VISITDICKINSON.COM

WEBSITE STATISTICS



TOP PAGES THEY CLICK ON



1. HOMEPAGE
2. DINOSAUR MUSEUM
3. TRNP
4. HUNTING
5. EVENTS
6. THINGS TO DO
7. DINING
8. HR GOLF COURSE

TOP CITIES FOR USERS

1. DICKINSON
2. CHICAGO
3. MINNEAPOLIS
4. DENVER

CREATIVE & PLACEMENT ONLINE ADS



Meta

419,572

TOTAL IMPRESSIONS

16,636

CLICKS

3.96%

CTR

AVERAGE 0.90



YouTube

3,558,227

TOTAL IMPRESSIONS

104,048

CLICKS

2.92%

CTR

AVERAGE 0.38

2025 NUMBERS

VISITOR CHECK-IN'S AT CVB UP 43%
2,436 VISITORS IN 2025 1,696 VISITORS IN 2024



**New Welcome Sign
Window facing Parking Lot**



**New Billboard Cover
Exit 61 - Westbound Lane**

CVB Organic Online Posts

The CVB creates a variety of organic social media posts. We start the week and end the week by showcasing the events taking place in our community. Since starting this, we've noticed other entities doing the same which is wonderful.

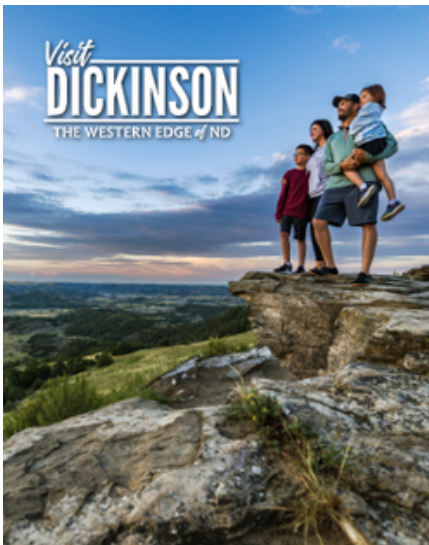
We also post our 40th - 50th state visitors which has made more people stop to pick up their certificates.

7,100 FACEBOOK FOLLOWERS

TRADITIONAL MEDIA

Our annual marketing plan also contains the traditional print advertising.

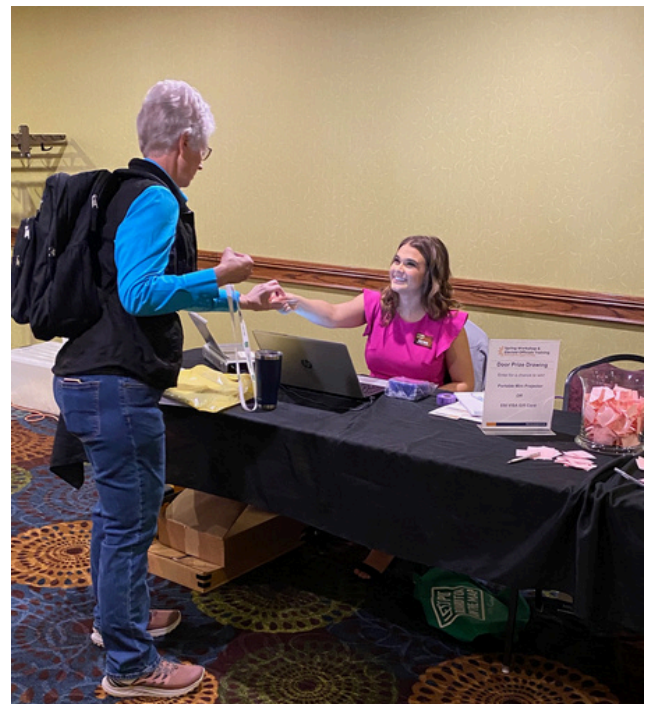
- North Dakota Travel Guide
- North Dakota Hunting & Fishing Guide
- Dickinson CVB Travel Guide
- ND Living Magazine - ND Tourism Coop
- On Wisconsin Outdoors
- Wide Open Wonder Relocation Guide
- Maah Daah Hey Trail Map
- Great American West Map (International)
- Dickinson CVB Tear Off Map
- ND Rest Area Program
- Exit 61 Billboard
- Coffee Cruise
- Local Food Rack Card



CONVENTIONS - MEETINGS REUNIONS - TOURNAMENTS

The Dickinson Convention & Visitors Bureau provides a variety of services for local conventions, meetings, reunions, and tournaments. From setting up room blocks to welcoming attendees at registration, we enjoy working with various groups.

- SWCTE CASE Program
- Behavioral Health Summit in Energy Country
- ND Peace Officers Association
- National Shoot to Retrieve Association (NSTRA)
- DHS 50-Year Class Reunion
- Dickinson Diamonds
- Mustang Baseball
- New England All-School Reunion Committee
- Mott All-School Reunion Committee
- Theodore Roosevelt Presidential Library
- Pride of Dakota Showcase
- United States Bowling Association



EVENTS

In 2025, we entered roughly 350 events on our website's Events Calendar. From welcoming visitors to Dickinson as well as keeping our residents informed, our goal is to showcase what is happening in our community. Besides the website, we also promote it on our weekly KDIX radio program, on the digital sign on Hwy 22, social media, and on the ND Tourism Events Calendar.

The City Commission has been very supportive in budgeting \$50,000 towards an Event Grant that the CVB administers.

2025 AWARDED EVENTS

- Badlands Big Sticks - Tyler's Amazing Balancing Act - \$1,250
- Behavioral Health Summit in Energy Country - \$500
- Dickinson Area Chamber of Commerce Women's Leadership Summit - \$2,000
- Dickinson Diamonds Girls Fastpitch, Inc. - \$1,000
- Dickinson Mustang Baseball - Battle of the Bats Tourney - \$2,000
- DP&R Cal Ripken 12-Year-Old State Baseball Tournament - \$4,900
- DSU Athletics - NAIA Baseball Conference Tournament - \$5,000
- DSU Athletics - NAIA Softball Conference Tournament - \$4,000
- DSU Athletics - NAIA Track & Field Conference Meet - \$2,000
- DSU Blue Hawk Theatre Guild - \$1,000
- DHS/THS Youth Basketball Tournament - \$800
- NSTRA Purina Endurance National Dog Trials - \$4,750
- Key-Lix of ND Field Days - \$4,900
- Harvest Festival - \$1,000
- NDTA Darts Tournament - \$10,400
- Moe Events Winterfest - \$250
- Roughrider Days Fair & Expo - \$6,000

\$51,750 PLEDGED FOR 2025



COMMUNITY OUTREACH



ND TRAVEL INDUSTRY ALLIANCE

In 2025, the North Dakota Travel Alliance Partnership and the Destination Marketing Association of North Dakota combined to form the North Dakota Travel Industry Alliance. This group works to increase the ND Tourism Division's marketing funds and supports legislation efforts.



ROOSEVELT CUSTER REGIONAL COUNCIL

The Roosevelt Custer Regional Council oversees all eight regions of Region 8 and includes the Wide Open Wonder campaign. In 2025, Wide Open Wonder worked with AE2S to develop a tourism plan for the region. The Dickinson CVB played an active role in discovering what was needed to better serve our city, county, and region. Those items were outlined in the tourism plan. We also helped coordinate a photo shoot in Dickinson.

ARTS ACROSS THE PRAIRIE

Arts Across the Prairie meets quarterly to discuss our project which is a buffalo statue located along Old Hwy 10 between Medora and Sentinel Butte. This council is ran by the North Dakota Council on the Arts.



DICKINSON MUSEUM CENTER

Our friendly neighbors are the staff of the Dickinson Museum Center. Alicia has a seat on their two boards of the museum and attends their monthly meetings.



COMMUNITY OUTREACH



BIG SKY PASSENGER RAIL AUTHORITY

The Dickinson CVB continues to attend the meeting of the Big Sky Passenger Rail Authority. This organization is committed to restoring the passenger rail service across southern North Dakota.



HEART RIVER VOICE

In every monthly issue is an article from the Dickinson Convention & Visitors Bureau. The articles highlight community events or highlights of regional attractions.



SOUTHWEST CAREER & TECHNICAL EDUCATION

The CVB enjoys partnering with the SWCTE as Alicia serves on their Business Advisory Council and Maci serves on their Culinary Arts Advisory Council. In the fall of 2025, Alicia judged tourism projects of a business class. In addition, the business classes toured the CVB and Museum Center. The CVB also had a booth at their Academy Expo held in May.



COMMUNITY RELATIONS

On the first Friday of every month, Alicia attends the Community Relations meetings hosted by Stark Development Corporation at the Chamber.

BOARD & STAFF

BOARD OF DIRECTORS

President - Tom Fath

Vice-President - Elaine Myran

Secretary/Treasurer - Jim Bridger

Director - Caleb Burgard

Director - Jason Fridrich

Director - Ryan Jilek

Director - Jeremiah Thorpe

Ex-Officio - Dustin Dassinger,
City Administrator

STAFF

Executive Director - Alicia Erickson

Sales & Office Manager - Maci Wehri

Seasonal - Shirley Gengler

