



April 2007

### **Trade Sales & Marketing Team**

Maureen Droz, Trade Sales & Marketing Manager, will attend the African American Tourism conference April 17-19, along with Michelle Thomson of the Rapid City Convention Visitors Bureau and Ann Van Dis of Crazy Horse Memorial. They will meet in one-on-one appointments with group leaders to entice them to bring their group tours to South Dakota.

The Travel Industry Association's Pow Wow, a meeting of overseas tour operators with U.S. suppliers, will be held April 21-25 in Anaheim, Calif. In addition to South Dakota Tourism, partners in the South Dakota booth will be Crazy Horse Memorial, Rapid City Convention Visitors Bureau, Durst Investments, Ramkota/Regency Hotels, and WaTiki Water Park. Preceding TIA Pow Wow, the RMI Summit and Director's meeting will be held for yearly planning of the four states with Rocky Mountain International.

Group Tour Tip of The Month: Offer a warm welcome to your business and the area when a group tour or familiarization tour arrives at your establishment. The personal touch matters.

Contact Maureen Droz at (605) 773-3301 or [maureen.droz@state.sd.us](mailto:maureen.droz@state.sd.us) for more information.

### **Media & Public Relations Team**

Lesia Jarding, Film & Media Relations Representative, and Wanda Romkema, Media & PR Manager, will attend the Association of Film Commissioners International (AFCI) Locations Trade Show in Santa Monica, Calif., April 12-14. While at the show, Jarding and Romkema will meet with producers, directors, production managers, writers, location managers and others interested in shooting on-location in South Dakota.

Contact Wanda Romkema at (605) 773-3301 or [wanda.romkema@state.sd.us](mailto:wanda.romkema@state.sd.us) for more information.

### **Research & E-Commerce Team**

The Research and E-Commerce team has worked with Lawrence & Schiller to develop an aggressive Direct Mail campaign that includes a new design, Visitor Relationship Management (VRM) research and a tracking system to measure the response to the mailing. This new design is sure to grab the reader's attention with a personalized message and photos from family vacations at different attractions throughout South Dakota. We will send this mailing to specific profiles that have been identified through our VRM research.

Contact Kirk Hulstein at (605) 773-3301 or [kirk.hulstein@state.sd.us](mailto:kirk.hulstein@state.sd.us) for more information.

### **Visitor & Industry Relations Team**

The 2007 interstate information center staff will head to the northwestern part of the state this year on their annual familiarization tour. They will stop at Eagle Butte, Mobridge, Lemmon, Faith, Belle Fourche, Spearfish, Lead, Deadwood, Sturgis, Hill City and Rapid City. Aside from touring the area, the counselors will also participate in the BHB&L and East River Literature Swaps. The dates of the FAM are April 28–May 3.

Natasha Bothun, Visitor & Industry Relations Representative, will attend the Regional Arts Day in Watertown, April 17. Tasha will be on hand to show how the tourism and arts worlds can work together to help each other. The Regional Arts Day will take place from 11:30 a.m.–3:30 p.m. at the County Fair Banquet Hall in Watertown. It is sponsored by the Watertown Business Association and the Glacial Lakes Tourism Association.

Melissa Bump, Visitor & Industry Relations Manager, will attend the first Capital for a Day in Redfield on April 25. Melissa will be available to answer questions and hand out information to people in the Redfield community.

Contact Melissa Bump at (605) 773-3301 or [melissa.bump@state.sd.us](mailto:melissa.bump@state.sd.us) for more information.

### **Creative Team**

Design production is underway on the new state highway map. The cover and backside will have an all new look. The main feature will be journal-style entries that promote different sample itineraries for various key target age groups.

The peak season Great Getaways has been designed and is in print production now. The newspaper insert will be inserted as three separate layouts this year. Partners will appear once in a layout but will stand out due to fewer partners per piece. Insertion will be three consecutive weeks beginning May 20. Total circulation each week will be approximately 660,000.

Contact Thad Friedeman at (605) 773-3301 or [thad.friedeman@state.sd.us](mailto:thad.friedeman@state.sd.us) for more information.

### **Team Planning**

The Governor's Tourism Advisory Board and Office of Tourism staff met in Deadwood to brainstorm on a variety of marketing and research topics for Tourism to develop as their short- and long-term goals.

Visit [www.SDVisit.com](http://www.SDVisit.com) for even more information about programs, research and other Office of Tourism efforts.

### **Dates to Remember/Upcoming Events:**

#### **APRIL**

Apr. 12-14: **AFCI Locations Tradeshow**, Santa Monica, Calif.  
Apr. 17: **Regional Arts Day**, Watertown  
Apr. 17-19: **African American Tourism Conference**, Evansville, Ind.  
Apr. 17-18: **Governor's Office of Economic Development Conference**, Pierre  
Apr. 18: **Outdoor Expo meeting**, Huron  
Apr. 19-25: **National Treasure: Book of Secrets filming**, Black Hills  
Apr. 21: **RMI Summit/Directors Meeting**, Anaheim, Calif.  
Apr. 21-25: **TIA Pow Wow**, Anaheim, Calif.  
Apr. 25: **Capital for a Day**, Redfield  
Apr. 28-May 3: **Information Center FAM**, northwest South Dakota

#### **MAY**

May 2: **West River Lit Swap**, Rapid City  
May 3: **East River Lit Swap**, Mitchell  
May 3: **Regional Arts Day**, Yankton  
May 5: **Regional Arts Day**, Spearfish  
May 7-11: **GLAMER (Group Leaders of America) Shows**, Raleigh, N.C.; Richmond, Va.; Baltimore, Md.; Philadelphia, Pa.  
May 9-10: **Outdoor (Fishing) Hosting**, Glacial Lakes and Prairies Region  
May 12: **Information Centers Open**  
May 16-17: **Creative Marketing Conference**, Sioux Falls  
May 19: **Regional Arts Day**, Pierre  
May 12-20: **See America Week**  
May 21-26: **See South Dakota Week**  
May 23-27: **Japanese Group Tour FAM**, Black Hills and Badlands  
May: **Capital for a Day**, Belle Fourche  
May 30-June 2: **Scandinavian Media and Travel Agent FAM**, Black Hills

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[www.FilmSD.com](http://www.FilmSD.com) \*\*\* [www.TourSDakota.com](http://www.TourSDakota.com) \*\*\*

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