



December 2006

Campaign Update

Tourism has a variety of promotional efforts in place to attract winter enthusiasts to South Dakota. This winter, we're showcasing South Dakota as an affordable destination, full of adventurous opportunities and the perfect place for a relaxing weekend getaway. Increasing awareness of, and travel to Deadwood, this winter is one of the major goals for the campaign. The markets of focus for our winter campaign are Sioux Falls, S.D., Casper, Wyo. and Cheyenne, Wyo. In addition, a continued effort will be made to educate and entertain our local audience with travel specials, events and weekend activities within Deadwood and the immediate vicinity. More information about our winter marketing efforts will soon be available on www.SDVisit.com under the "Marketing Campaigns" section.

"Follow The Signs" to 2010

The 2007 South Dakota Governor's Conference on Tourism will be held Jan. 17-18 at the Ramkota RiverCentre in Pierre. The Office of Tourism organizes the event and encourages all members of the state's visitor industry to attend. This year's theme is "Destination 2010: Follow the Signs." The agenda includes expert lead sessions on the topics of media training, travel marketing trends, e-commerce trends and team building. Other sessions will address women's traveling trends, idea generation and appreciating diversity in the workplace. Attendees will hear about Tourism's 2007 marketing plans and have the opportunity to meet with Web site, print and economic development experts for free consultations. Contact Nicole Gall at (605) 773-3301 or nicole.gall@state.sd.us for more information or read the information online at www.sdvisit.com/tools/annualconference/.

Rocky Mountain International Roundup

Maureen Droz, Trade Sales and Marketing Manager, Vicky Engelhaupt and Tyler Sharp, Trade Sales Representatives, will assist Hot Springs and Deadwood in hosting the Rocky Mountain International Roundup Jan. 23-26, 2007. The RMI Roundup will be shared by Hot Springs and Deadwood and will be preceded by an optional day of touring the Black Hills. Marketplace #1 will be held in Hot Springs and Marketplace #2 will be held in Deadwood. South Dakota and regional suppliers will meet with 35-40 tour operators from the United Kingdom, Germany, Italy, France and The Netherlands in one-on-one scheduled 10-minute appointments, and will have an opportunity to take a familiarization tour in either Deadwood or Hot Springs. Contact Maureen Droz at (605) 773-3301 or maureen.droz@state.sd.us for more information

American Bus Association

Vicky Engelhaupt, Trade Sales Representative, will attend the American Bus Association's Annual Marketplace Jan. 27-Feb. 1, 2007, in Grapevine, Texas. Vicky, along with 29 South Dakota suppliers, will meet with tour operators from around the country and Canada in pre-scheduled appointments. Contact Vicky Engelhaupt at (605) 773-3301 or vicky.engelhaupt@state.sd.us for more information.

2007 Pheasant Fest/SHOT Show

Buddy Seiner, Media and PR Representative, will represent the Office of Tourism at the 2007 Pheasant Fest in Des Moines, Iowa, Jan. 19-21. Pheasant Fest is a trade show open to the public that focuses on wildlife conservation, upland game bird hunting, dog training, and wildlife habitat establishment and restoration. In addition, Buddy will join members of the Governor's Office of Economic Development in attending the 2007 SHOT Show. This is the largest event of the year for the shooting, hunting and outdoor industry. The SHOT Show annually attracts around 1,500 writers, broadcasters, photographers and media personalities. It will be held Jan. 11-14 at the Orange County Convention Center in Orlando, Fla. Contact Buddy Seiner at (605) 773-5036 or buddy.seiner@state.sd.us for more information

Adventures in Travel Expo

Melissa Bump and Natasha Bothun from the Office of Tourism's Visitor and Industry Relations team will be attending the Adventures in Travel Expo in Chicago, Ill., Jan. 27-28, 2007. This is the largest adventure and active outdoor travel show series in the United States. Contact Melissa Bump at (605) 773-3301 or melissa.bump@state.sd.us for more information

Philippa Gamse to join Tourism Conference

We are pleased to welcome Philippa Gamse, consultant and professional speaker on Web site strategy, to the 2007 Governor's Conference on Tourism to speak about E-Commerce and Web site tactics during one of our breakout sessions. Philippa would like to ensure that you get the most benefit from her time with you and your association members, and that she meets your needs. Therefore, she'd like to ask you a few brief questions about what you and your members most want to hear regarding your "emotionally connected web site." Just click on this link to get to her survey:

<http://www.CyberSpeaker.com/sdgovsurvey.html>. You may remain completely anonymous if you prefer, and Philippa will not use your e-mail address for any other purpose. Contact Nicole Gall at (605) 773-3301 or nicole.gall@state.sd.us for more information

South Dakota Recognized Nationally

The Sioux Falls Jazz and Blues Festival and the Mitchell Stampede Rodeo were named among the American Bus Association's top 100 events for 2007.

Deadwood was recognized by *True West* magazine as being in the Top Ten True Western Towns.

Dates to Remember/Upcoming Events:

Jan. 11-14: **Shooting Hunting Outdoor Tradeshow (SHOT Show)**, Orlando, Fla.

Jan. 17-18: **2007 Governor's Conference on Tourism**, Pierre

Jan. 19-21: **Pheasant Fest**, Des Moines, Iowa

Jan. 23-26: **RMI Roundup**, Hot Springs and Deadwood

Jan. 27-28: **Adventure Expo in Travel**, Chicago, Ill.

Jan. 27-Feb. 1: **American Bus Association Marketplace**, Grapevine, Texas

Feb. 5-8: **Glacial Lakes Ice Fishing FAM**, Glacial Lakes and Prairies Region

Feb. 15-17: **Bank Travel Conference**, Jacksonville, Fla.

Feb. 22-25: **BIT Fair** (travel trade show), Milan, Italy

Feb. 27-Mar. 6: **Scandinavian Mission**, Denmark and Sweden

Mar. 7-11: **International Tourism Bourse**, Berlin, Germany

Mar. 13-15: **French Sales Mission**

Apr. 12-14: **AFCI Locations Tradeshow**, Santa Monica, Calif.

Apr. 17-18: **African American Tourism Conference**, Indianapolis, Ind.

Apr. 20-21: **RMI Summit Meeting**, Los Angeles, Calif.

Apr. 21-25: **TIA Pow Wow**, Los Angeles, Calif.

*** www.TravelSD.com *** www.SDVisit.com *** www.2010Initiative.com *** www.MediaSD.com ***
www.FilmSD.com *** www.TourSDakota.com ***

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