



November 2006

2010 Initiative Tour

The South Dakota Office of Tourism has scheduled meetings to discuss the state's 2010 Initiative in Aberdeen, Sioux Falls and Rapid City for November. The office, in cooperation with the other agencies of the Department of Tourism and State Development, will report to South Dakotans the accomplishments of the 2010 Initiative over the past year and get input on how to make the Initiative even better.

Please register online at www.2010initiative.com or call Rita Even at (605) 773-3301.

Agri-Cultural Heritage Tourism Conference

Several South Dakotans interested or already involved in agri-cultural heritage tourism came together Nov. 8-9 in Sioux Falls for the second annual Agri-Cultural Heritage Tourism Conference, coordinated in large part by the Southeast South Dakota Tourism Association. Topics of interest and discussion included the importance of networking, marketing the rural cultural experience and development of a packaged vacation. Tasha Bothun, Visitor and Industry Relations Representative, helped coordinate the conference and Billie Jo Waara, Director of the Office of Tourism, was a featured speaker. For more information, contact Tasha Bothun at (605) 773-3301 or natasha.bothun@state.sd.us.

American Film Institute Festival

Wanda Romkema, Media and PR Manager, recently attended and hosted a reception at the American Film Institute Festival held Nov. 5 in Los Angeles. The reception was hosted by "Film the West," a collaboration between the film offices of South Dakota, Wyoming, Montana and Idaho. The reception was an opportunity for the South Dakota Film Office to network with film industry directors and producers from across the country. For more information, contact Wanda Romkema at (605) 773-3301 or wanda.romkema@state.sd.us.

World Travel Market

Maureen Droz, Trade Sales and Marketing Manager, recently attended World Travel Market, United Kingdom, as a part of Rocky Mountain International's marketing efforts. This RMI promotion included marketing representatives from the states of Wyoming, Montana and Idaho in addition to South Dakota. Representatives met with tour operators, journalists and travel agents to promote and cross-sell the region. Leads will be distributed to interested South Dakota businesses interested in increasing tourism to their areas and businesses. For more information, contact Maureen Droz at (605) 773-3301 or maureen.droz@state.sd.us.

National Tour Association

Vicky Engelhaupt, Trade Sales Representative, attended the National Tour Association's Annual Convention held Nov. 3-7 in Salt Lake City. Vicky, along with 22 South Dakota suppliers, met with tour operators from around the country as well as Canada and some international countries in pre-scheduled appointments. For more information, contact Vicky Engelhaupt at (605) 773-3301 or vicky.engelhaupt@state.sd.us.

Minneapolis Travel Show

Tasha Bothun, Visitor and Industry Relations Representative, and Tyler Sharp, Trade Sales Representative, recently attended the Minneapolis Travel Show at the Minneapolis Convention Center held Nov. 11-12. A series of travel seminars highlighting travel topics to attract the right audience were presented during the show, which had an expected attendance of 4,000 consumers and 300 travel agents. For more information, contact Tasha Bothun or Tyler Sharp at (605) 773-3301 or natasha.bothun@state.sd.us or tyler.sharp@state.sd.us.

Tourism Conference Sponsorships

If you have not already indicated your desire to be a sponsor or obtain a booth at the 2007 Governor's Conference on Tourism, you still have time. Aside from sponsorships for sessions, we also have AAA Destination Lunch tables left and you still have time to reserve a table for the banquet. The information and sponsor or booth registration information and form can be found at <http://www.sdvisit.com/tools/annualconference/sponsorship/index.asp>.

Staff Updates

Kirk Hulstein is the newest member of the Research and E-Commerce team. As the team manager, Kirk is working to build a more comprehensive resource of key economic and visitor data for the industry as well as helping to ensure that our marketing decisions are based on a clear understanding of market intelligence and competitive analysis. For more information, contact Kirk Hulstein at (605) 773-3301 or kirk.hulstein@state.sd.us.

Dates to Remember/Upcoming Events:

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