

PROMOTIONS

Promotion. That one word sums up the South Dakota Department of Tourism's mission. Using a variety of tools, the Department seeks to 1) increase the number of visitors to South Dakota and 2) boost local economies through visitor spending. Below is a list of Tourism's major new projects for fiscal year 2001. We've already accomplished some of them; they're indicated by check marks.

TOURISM'S TOP 10 LIST

July 1, 2000-June 30, 2001

1. Open the new **Lewis and Clark Information Center** at Chamberlain. ✓

This facility opened on July 1, 2000, with a 55-foot keelboat as its centerpiece. Gov. William J. Janklow christened the ship on July 19. Interpretive displays will be installed summer of 2001.



Lewis and Clark Information Center near Chamberlain

2. **Add an online booking feature** for lodging to www.travelsd.com.
3. Increase exposure of South Dakota sites/events with **television satellite feeds**. ✓

Live images of the July 3, 2000, fireworks at Mount Rushmore were broadcast, via satellite, to media across the nation. The image ran on **more than 100 television broadcasts** including CNN's "Morning News" and NBC's "Nightly News."

In October of 2000, live images of the Buffalo Roundup in Custer State Park also were broadcast to media nationwide. Nearly **500,000 television viewers** saw the action. The Web site, msnbc.com, ran the footage live.

4. Add a new **Kids Only** section to travelsd.com, complete with coloring pages, interactive games and puzzles focusing on South Dakota's travel sites.
5. Make **Dallas, Texas**, the state's newest target market for the major warm-season campaign.
6. Increase promotion of **Web co-op package themes**, giving partners great Internet exposure at a low, low price.
7. Conduct **press blitzes** in key markets: New York City and Minneapolis.
8. Introduce a **new Lewis and Clark Committee** as part of the Governor's Tourism Advisory Board. Introduce a grassroots organization called the **South Dakota Corps of Rediscovery**. ✓

Fifty-five people became charter members of the Corps of Rediscovery. Gov. Janklow formally named this grassroots group, which is planning for South Dakota's commemoration of the Lewis and Clark Bicentennial, 2003-2006. The Lewis and Clark Committee of the Governor's Tourism Advisory Board helps to guide the department's Lewis and Clark promotional efforts.

9. Expand **permission e-mail promotions** with an incentive to consumers who agree to sign up.
10. Increase the **Great Events campaign** by 20 percent (from 11 to 13 events). See page 15 for a list of Great Events for calendar year 2001. ✓

PROMOTIONS

DEPARTMENT OF TOURISM FUNDING

The department will operate on a budget of approximately \$5.7 million for fiscal year 2001, which began on July 1, 2000.

Funding comes from two major sources: 1) a 1 percent tourism tax, and 2) a share of Deadwood's gaming revenues. Additional funds for cooperative advertising/marketing programs come from participating private-sector businesses.

The tourism tax was initiated by the Visitor Industry Alliance, a group that wanted to secure an independent funding source for tourism. The 1995 Legislature passed the tourism tax legislation, and with Gov. Janklow's signature, it went into effect that year.

Last year, the average budget for state tourism offices in the U.S. was \$12.9 million. South Dakota, with a budget of \$5.5 million, ranked 37th

among the states. (See page 43 for a complete listing of state tourism office budgets.) The chart below outlines our recent budget history.

Revenue for Department of Tourism Budget

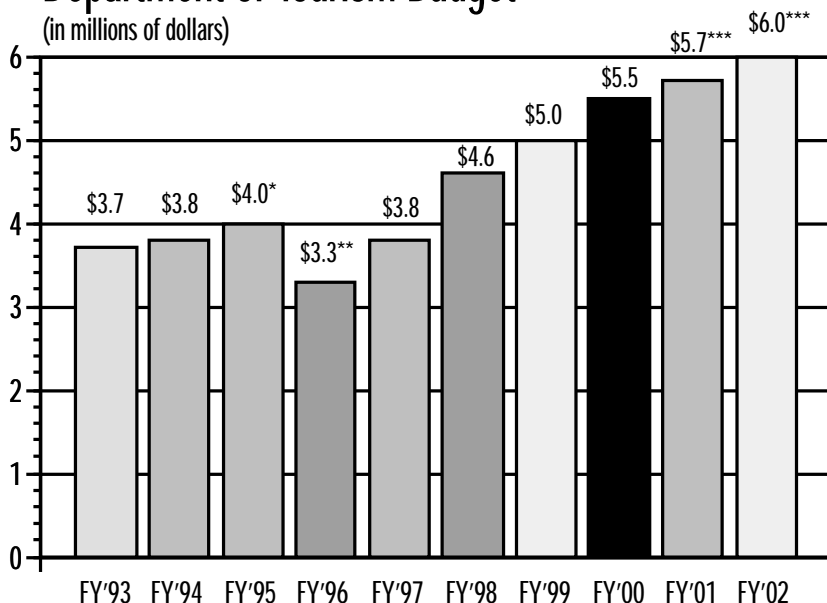
	Estimated FY2001 Revenue	Actual FY2000 Revenue
Tourism Tax	\$3,800,404	\$3,551,921
Gaming	1,600,000	1,567,745
Co-op programs	364,375	441,936
TOTAL	\$5,764,779	\$5,561,602

State sales tax revenue grew 6.15 percent in FY2000, as compared to the previous year. The state's tourism tax grew 9.74 percent.

Source: South Dakota Department of Revenue

Department of Tourism Budget

(in millions of dollars)



- * First year of Deadwood gaming funding
- ** First year of tourism tax, replacing state general funds
- *** Estimated revenue from tourism tax, Deadwood gaming revenue and cooperative advertising partnerships

PROMOTIONS

WEB PROMOTIONS

The Department of Tourism is traveling in high gear on the Information Superhighway. The year-round marketing tool spreads our message about all aspects of traveling to and in South Dakota.

✕ www.travelsd.com

South Dakota Tourism was one of the first state travel offices in the nation to have an online presence when we debuted our Web site in 1995. Since then, the site has expanded exponentially.

From travelsd.com, a user can take a screen tour of the Lewis and Clark Trail, e-mail a South Dakota postcard to a friend, check out the weather at Mount Rushmore, and find out where to purchase seasonal or theme vacation packages. And that's just for starters!

The Web site contains sections on History and Heritage, Parks and Monuments, Accommodations and Attractions, Events and Activities, and Planning and Feedback.

Also on the site is the Visitor Services Directory, a listing of all chambers, accommodations, restaurants, attractions, gift shops, casinos and more. South Dakota visitor-industry businesses are listed on the directory free of charge.

The full directory also can be accessed from kiosks located at Interstate Information Centers, Rest Areas, Mount Rushmore, the Black Hills Visitor Information Center, and the Deadwood History and Information Center. In 2001, kiosks will be added to Rest Areas along I-29 at Hidewood (near Clear Lake) and Ward Road (near Brookings).

Additions to travelsd.com in 2001 include a lodging reservation booking function, kids' section, photo gallery, and more hunting and fishing information.



✕ Web cameras

[Travelsd.com](http://travelsd.com) now features five live Web cameras. Last year, South Dakota Public Broadcasting added a unit showing the Corn Palace, while the Department of Education and Cultural Affairs added one showing the Capitol. The Mount Rushmore Web cam, operated by Tourism, is one of the most popular and has been a fixture on the site for two years. Web cams in the Badlands and Falls Park in Sioux Falls, operated by SDPB, also are featured on travelsd.com.

✕ Online vacation packages

For the past few years, Tourism has listed fall and winter vacation packages offered by industry partners on our Web site. Last year, we took a giant leap forward by adding more vacation package themes. Industry partners compiled vacation packages that fit seven themes: Romance, Adventure/Western, Camping, Lewis and Clark, and Parks and Monuments, in addition to Autumn Online and Winter. Each partner paid a fee of just \$35 per package to be listed.

The packages were listed on our Web site beginning in March 2000. Web users were directed to our site via banner ads appearing on travel-oriented sites such as Travelocity and Travelon as well as special-interest sites like GORP (Great Outdoor Recreation Pages), RV.net, weddingchannel.com, and LewisandClark.com. The ads

promoting romance vacations garnered the highest click-through rate.

Magazine readers responded to colorful ads in publications like Ladies Home Journal, Family Fun, Texas Monthly, American Heritage, Budget Travel and 15 others that directed them to the packages on travelsd.com. We also used some radio, television and direct-mail advertising to drive traffic to the online packages.

The online vacation package promotion will continue throughout the coming year. Per suggestions from our partners, the Parks and Monuments theme will be changed to a family vacation theme.

May 2000 was the hot month for Internet users checking out Romance, Adventure/Western and Camping vacation packages on travelsd.com. Here are the stats:

Package type	Average daily users
Romance	1,007
Adventure/Western	412
Camping	349

June was the most popular month for Parks and Monuments, and Lewis and Clark packages:

Package type	Average daily users
Parks & Monuments	381
Lewis & Clark	266

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✕ For the kids

Kids can be very influential when it comes to making vacation decisions. Accordingly, we want to get them interested in South Dakota. Because they're so computer savvy, one effective way to reach them is through the Internet. In the months ahead, we plan to add a **Kids Only** section to travelsd.com. The section will include interactive games, puzzles and kid-friendly features on South Dakota. All are designed to pique their interest in South Dakota.



Last year, we ran a successful Kids Coloring Contest on travelsd.com. The contest was promoted in the spring 2000 Giant Step and Great Getaways newspaper inserts. Kids ages 5-12 were directed to visit travelsd.com, print out a picture to color, and mail it to Tourism for the chance to win South Dakota prizes. The coloring contest ran March 10-June 16, 2000. The randomly selected winning pictures were posted on the site through July. We received 1,262 entries. Grand-prize winners hailed from Zimmerman, Minn., and Verona, Wisc. The Sioux Falls CVB, Black Hills Central Reservations and area businesses generously donated vacation packages as the grand prizes. Ten-runners up from Florida, Illinois, Iowa, Minnesota, Missouri, Nebraska and Wisconsin received South Dakota backpacks.

✕ Online advertising

The Department of Tourism beefed up its online advertising in 2000, putting the focus on vacation packages compiled by industry partners. Our major media buy took place mid-April through mid-July. The geo-targeted ad buy reached Web users from our target markets of

Colorado, Illinois, Iowa, Minnesota, Nebraska, Wisconsin, Missouri, Ohio and Indiana. Banner ads rotated on nearly 30 sites like MapQuest, Adventure Sports Online, Internet Travel Network, Frommer's Budget Travel, VacationSpot, Outside Online, Fodor's, and TheTrip.

In addition, we employed a pay-per-click element that placed our banner ads on sites like flyfishing.com, wineenthusiast.com, and myfamily.com. With pay-per-click, we paid only when a user clicked on the banner to visit our site. With the other ads, we purchased a specific number of impressions, (the number of times an advertising banner is displayed). When the

campaign started, we booked 2.9 million impressions. As a result of the merger of two popular travel sites, Travelocity and PreviewTravel, and other sites giving us bonus impressions we were delivered a whopping 43.9 million impressions!

Our online advertising efforts continue year-round with impressions on StarTribune.com, the online version of the Minneapolis Star Tribune. Several of the magazines in which we advertise like Midwest Living, Outside Magazine, and Family Fun give us a link from their site to ours. Autumn and winter online campaigns direct users to the seasonal vacation packages on travelsd.com.



A sample of Tourism's romance Internet banner ads

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✕ E-mail marketing

Inquirers request South Dakota travel information in a variety of ways. They call us, they write us, they return coupons, they e-mail us, and they complete a form and submit it via our Web site. The information they provide – names, addresses, phone numbers and e-mail addresses – is like gold. It enables us to conduct follow-up marketing to our best customers – those who have already shown an interest in traveling to South Dakota. The data also helps us when we conduct advertising conversion studies.

We reach out to South Dakota inquirers four to six times a year via e-mail. These messages called South Dakota Travelsmart bulletins tell the recipient about new features such as vacation packages, contests and updated content that they'll find on our Web site. The messages include a direct link to travelsd.com. It's a quick and affordable way to reach the masses.

✕ www.sdvisitind.com

Sdvisitind.com is a comprehensive Web site designed just for members of the South Dakota visitor industry. At the site, you'll find information on the Department of Tourism's cooperative advertising programs, including deadline and registration information. The Great Service program is outlined on the site. The site also offers access to our research and monthly reports. You'll even find this full 2001 Report on the

Web. Additions to the site in 2001 include the posting of group tour leads for those partners who are members of the American Bus Association or the National Tour Association. We'll also put more of the department's forms online, making it easier for you to participate in our programs.

✕ sdmedia.com

A new Web site designed just for members of the media will be constructed in 2001. This site will include press releases, fact sheets, a link to a new photo gallery, and electronic versions of the Travel Trade Newsletter and Outdoor News. The homepage will showcase feature stories that will be changed regularly.

✕ toursdakota.com

Another new site scheduled to go online in 2001 will target group tour operators. It will feature an electronic version of the Group Tour Planning Guide and a link to the photo gallery. International tour operators and media can get additional information on South Dakota by visiting our section of the Rocky Mountain International Web site at RMI-RealAmerica.com. This site is also translated into French, Dutch and Italian, making South Dakota one of few states to offer information on the Web in foreign languages.

✕ filmsd.com

A new Web site for the film industry will be developed in 2001. The site will incorporate the components of the South Dakota Film and Video Directory and will also house a crew database. All the elements that producers, location scouts and advertising agencies need to start a film project in South Dakota will be just a click away.



When publicity about high gas prices saturated the media last summer, the Department of Tourism developed a "Fuel Facts" chart on travelsd.com. The chart showed the cost of getting to South Dakota (by car) from various Midwestern cities and compared the cost to the previous year. The difference in total cost rarely exceeded \$45.

PROMOTIONS

shoulder-season ad campaign

Larger than any previous shoulder-season campaign, the fall 2000 promotion used a multi-pronged approach. Radio and television spots were added to the mix, as a means to counteract negative publicity associated with the Jasper Fire. The campaign heavily promoted online vacation packages.

✕ Autumn Online promotion

Fifty-two fall vacation packages, created by private-sector businesses statewide, were featured on travelsd.com. That's 19 more packages than last year. Packages ranged from fall biking getaways to pheasant hunting excursions. Costs ranged from \$35 to \$1,750. The Autumn Online packages were accessed an average of 85.5 times per day while they ran.

To drive traffic to the online packages, ads ran in Midwest Living

and Travel America magazines. Banner ads on Web sites such as outdoorplaces.com and startribune.com also directed potential travelers to the Autumn Online packages.

✕ Television and radio advertising



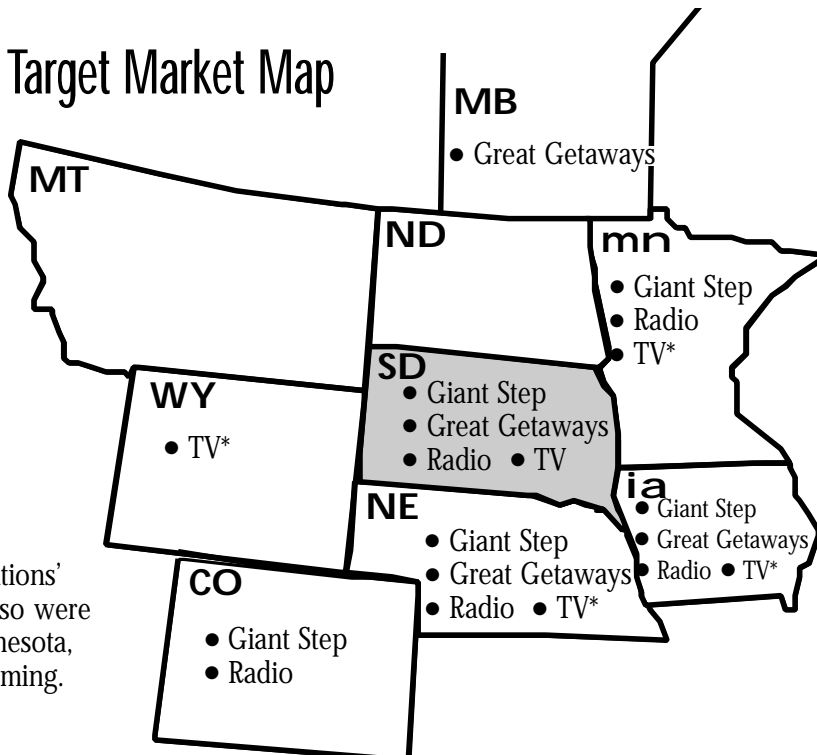
For the first time, television was used in the shoulder-season campaign. The department's 30-second commercial aired on Rapid City and Sioux Falls television stations. It targeted travelers in the border states of Iowa, Nebraska, Minnesota and Wyoming as well as South Dakota residents.

Short, catchy radio ads touted the fall vacation packages on travelsd.com. The radio spots ran in Iowa, Minnesota, Nebraska, Colorado and South Dakota.

✕ Shoulder-season newspaper inserts

Distributed in our target markets, the Giant Step and Great Getaways newspaper inserts showcased fall travel opportunities. The inserts, which hit in July and August, consisted of a mix of editorial and advertising. The Giant Step covered statewide travel, while Great Getaways focused solely on eastern and central South Dakota. The first reached 1.3 million households in Minneapolis, Denver, Des Moines, Omaha and Sioux Falls. The second hit 700,000 homes in Des Moines, Omaha, Winnipeg and Sioux Falls. A total of 76 partners advertised in the fall newspaper inserts. For information about this co-op advertising opportunity, see pages 18-19.

Shoulder-Season Target Market Map



*Because of television stations' reach, TV commercials also were seen by residents of Minnesota, Iowa, Nebraska, and Wyoming.

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Fighting “Jasper” on the PR Front

As the Jasper Fire burned late last summer, the Department of Tourism sought to contain any negative publicity. We used a variety of tools, including the Internet, to get out this positive message: The Jasper Fire is burning in a remote area of the Black Hills and having insignificant impact on fall travel in South Dakota.

The following steps helped to quell the heat:

- Staff at the Interstate Information Centers and telephone call center were kept updated on the fire’s status, so they could provide consumers with accurate information.
- A “Fire Information” section was added to travelsd.com. It contained a brief statement, noting that the fire was restricted to a remote area of the forest, and a link to the Forest Service’s “Jasper” Web site.
- Several press releases were issued throughout the fire period and afterwards. Media interviews given during that time focused on reigning in sensationalism and promoting fall travel to the state.
- The department beefed up its fall advertising campaign, adding radio and television spots in close-in markets.
- A special e-mail bulletin was sent to nearly 10,500 Internet users who had asked to receive South Dakota travel information. It promoted the Autumn Online packages and provided a link to our Web site.
- To keep international travelers informed, the department worked with Rocky Mountain International to develop a special “Regional Fire Report” on RMI’s Web site.
- To offer appreciation to the firefighters who battled the blaze, the department worked with the Governor’s Office on planning Firefighter Appreciation Day. It was held Oct. 1, 2000, in Custer State Park. A letter from the Governor to 2,500 firefighters referred them to our Web site for great autumn vacation packages.

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winter ad campaign

Winter 2000-2001 is shaping up to be a snowy one, which makes it easy to promote South Dakota's 1,400 miles of snowmobile trails, three downhill ski areas, great cross-country skiing, and terrific winter vacation packages. This winter's ad campaign employs several techniques to reach visitors in our winter target markets: Minnesota, Iowa, Nebraska, Wisconsin, North Dakota and Wyoming.

✕ Winter on the Web

Travelers planning trips for winter 2000-2001 will find 33 winter vacation packages on travelsd.com. Packages range from a farm stay, which includes helping to care for animals, to ski passes, gaming tokens and lodging all bundled together. Partners paid just \$35 per package to participate. The packages currently are being promoted via Internet banner ads on weather.com, AOL Keyword weather, snowmobilenews.com, and startribune.com. Classified ads in 12 newspapers in five states also are touting these winter getaways.

✕ Magazine ads

Half-page ads in winter issues of *Midwest Living* and *AAA Home & Away* invited readers to rekindle their romance in South Dakota and directed them to the winter packages on travelsd.com. A half-page ad in *SnowGoer's* December issue beckoned snowmobilers to let loose on our trails.

✕ Snowmobile club direct mail

More than 600 snowmobile clubs in Minnesota, Iowa, Illinois, Nebraska, North Dakota, Wyoming and South Dakota received a special mailing in December 2000. When they returned one of the postcards inside the

mailing, club members received a free winter travel kit, which included the newly updated Snowmobile Trails Map. By returning the postcard, the recipient is entered into a drawing to win a free Black Hills winter vacation. They also are added to our prospective winter traveler database for future promotions.



This message touting snowmobiling appeared as an ad in *SnowGoer* and in 100,000 direct mailers.

✕ Newspaper insert and direct mail

The department partnered with the Deadwood Chamber and Visitors Bureau in a newspaper insert campaign targeting North Dakota, Wyoming, Nebraska, Minnesota and South Dakota. We customized 115,000 additional copies of the Deadwood insert and sent them to two groups: registered snowmobile owners and previous winter inquirers. Each group was directed to travelsd.com to check out the winter vacation packages and to preview the snowmobile trails.



This ad and direct mailer referred readers to winter packages on travelsd.com.

✕ Weather forecaster fam

In late January, Tourism will host meteorologists from our winter target markets. They'll join regional and national journalists as we take them on skiing and snowmobiling outings. The weathercasters also will participate in an educational session presented by the National Weather Service. Our goal is to familiarize the journalists with winter recreation in South Dakota, so they'll include us in their regular ski and snow reports. We know it works! South Dakota snow reports were featured more frequently during the weather news in Lincoln, Neb., and Madison, Wisc., as a result of a similar fam held last winter.

✕ Great Events in Winter

- Barn Again
- Fort Sisseton Frontier Christmas
- SnoCross Shootout

These three 2000-2001 winter events were promoted as part of our Great Events campaign. Please refer to the Great Events section on page 15 to learn more about our 2001 campaign.

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WARM-SEASON ad campaign

In terms of advertising, the heaviest hit comes in the late spring/early summer when visitors are in the throes of their vacation planning. For the 2001 warm-season ad campaign, the department will focus most of its efforts on top visitor-generating markets: Minnesota, Wisconsin, Illinois, Nebraska, Iowa, Missouri, North Dakota, Colorado, and new this year, Texas. We'll reach them in a variety of ways including newspaper inserts, magazine and Web advertising, and television commercials.

✕ Online package promotions

For the last 10 years, Tourism has been an advocate of promoting packaged vacations. Since 1995, we've had an increasing presence on the World Wide Web. In 2000, we brought these two concepts together and introduced an expanded online package promotion.

We plan to repeat the online package promotion in 2001. Here's how it works: Industry partners (to include at least one lodging partner) pair up to create attractive packaged vacations that appeal to niche travelers. Packaged vacations fitting seven themes – Romance, Adventure/Western, Family Fun, Lewis and Clark, Autumn and Winter – are listed on our Web site, travelsd.com, at different times throughout the year. Each partner pays just \$35 per package, per promotion.

Tourism will steer potential visitors to the Web site via targeted magazine, newspaper, television, and online ads as well as various publicity tools. The promotion mix varies by the audience we're going

after. Web users can access the package listings from our home page or by clicking on a banner ad that will lead them to the theme promoted. **The spring 2001 online programs are outlined below.** (The autumn and winter promotions are addressed elsewhere in this book.)

- ◆ **Romance.** Designed to appeal to honeymooners and couples, this promotion features romantic South Dakota getaways. Previous packages have included motel or B&B lodging with in-room champagne and breakfast paired with attraction passes, intimate dinners, and bathrobes for the guests. Packages will be good from mid-February through June. Advertising will run from February through June.
- ◆ **Adventure/Western.** This promotion targets travelers looking for outdoor adventure. Previous packages have included lodging plus trail rides, picnic lunches, hot air ballooning, guided canoe trips, and pheasant hunts. Packages will be good from May through August. Advertising will run from April through August.
- ◆ **Camping.** Designed to encourage visitors to spend the night out under the stars, this promotion will span the entire summer. Previous packages have included camping stays plus gear rental, meals, attraction passes, train rides, trail rides and concert tickets. Packages will be good from May through September. Advertising will run from April through September.

◆ **Family Fun.** This theme was added at the request of our **NEW** partners. Sample packages might include a package for four with lodging, meals, attraction passes, souvenir gift certificates, a disposable camera and South Dakota picture frame, and a family fishing license. Packages will be good from June through August. Advertising will run from May through August.

◆ **Lewis and Clark.** This co-op is designed to attract history buffs and family travelers interested in following in the footsteps of South Dakota's most famous explorers. Previous packages have included hotel or camping stays with canoeing, attraction passes, meals and drink certificates, and escorted tours of the trail. Packages will be good from July through September. Advertising will run from June through September.

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✕ Newspaper inserts

The Department of Tourism will reach millions of potential visitors in our target markets this spring via the Giant Step and Great Getaways newspaper inserts. The Giant Step is a successful cooperative advertising program that began in 1987. The program has expanded each year, increasing in circulation and attracting more statewide partners. Half of the 16-page booklet features editorial and photos of statewide events, activities and attractions. The other half is occupied by ads from 34 statewide partners. In 2001, the circulation of the **Giant Step** has grown to 3.8 million (an 11 percent increase over 2000) with the addition of the Dallas Morning News and increasing circulation in the Denver Rocky Mountain News. We'll hit 21 other metro newspapers in Wisconsin, Illinois, Missouri, Iowa, Wisconsin, Colorado, Nebraska, Minnesota and South Dakota from mid-March through May.



Extra copies of the insert are used for inquiry fulfillment and distribution at the South Dakota Vacation Store/Mall of America and the Interstate Information Centers.

New in 2001, we'll use the Giant Step to direct people to our Web site in a fun way – with a secret Web decoder! Each insert will have a game piece attached to the cover. The winning prizes – South Dakota vacation packages along with travel money, backpacks and T-shirts – can only be revealed by placing the decoder next to a special screen on travelsd.com. We're predicting that this interactive game will be a hit!



Our other newspaper insert, the **Great Getaways**, is scheduled for insertion into 17 newspapers from late April through May. This eight-page, tabloid-sized piece features travel stories and co-op partner ads from the Great Lakes, Glacial Lakes and Prairies, and Southeast regions. Thirty-four partners have taken advantage of this low-cost advertising opportunity to reach the masses in 2001.

We've expanded the distribution of Great Getaways with the addition of St. Cloud, Minn. As a result, the circulation has reached 1.1 million, a 4 percent increase over the 2000 circulation. The Great Getaways will be inserted into the nearby markets of Iowa, Manitoba, Minnesota, Nebraska, North Dakota and South Dakota. The Great Getaways has been a fixture in our warm-season campaign since 1992.



See the table on page 13 for Giant Step/Great Getaways newspaper insertion dates.

✕ Per-inquiry television

The department included per-inquiry television advertising as part of our warm-season campaign for the first time in 2000. Our 30- and 60-second ads reached national cable audiences via the Travel Channel, The Discovery Channel, The Nashville Network and other cable networks. We hit additional viewers in our neighboring target markets with spots airing on network affiliates like WCCO-TV in Minneapolis, WLS-TV in Chicago, and KWKB-TV in Cedar Rapids, Iowa. With per inquiry, we paid only for the inquiries generated by the commercials' toll-free number.

South Dakota Tourism was noted as "Rookie of the Year" for the amount of inquiries the per-inquiry campaign generated – 18,709 – in just six weeks. Our peak-season conversion study revealed that inquirers from the per-inquiry program converted at about the same rate as those who inquired as a result of conventional television advertising. However, the cost per lead was dramatically lower with per-inquiry.

We're so convinced about the results of per-inquiry television that our **2001 plan calls for more than doubling our investment in per-inquiry** in place of conventional television ads in most target markets. We'll start airing the commercials in March.



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× South Dakota/Wyoming co-op magazine ads

The department is once again partnering with the Wyoming Travel and Tourism Division to reach common prospective visitors. In 2001, we'll use print ads to target travelers from the Chicago, St. Louis and Minneapolis/St. Paul markets. And we'll continue our successful post-card swap. Wyoming includes a South Dakota postcard in each travel packet they distribute. The recipient returns the postcard to us and receives a South Dakota Vacation Guide. We offer the same exchange with a Wyoming postcard to our inquirers.

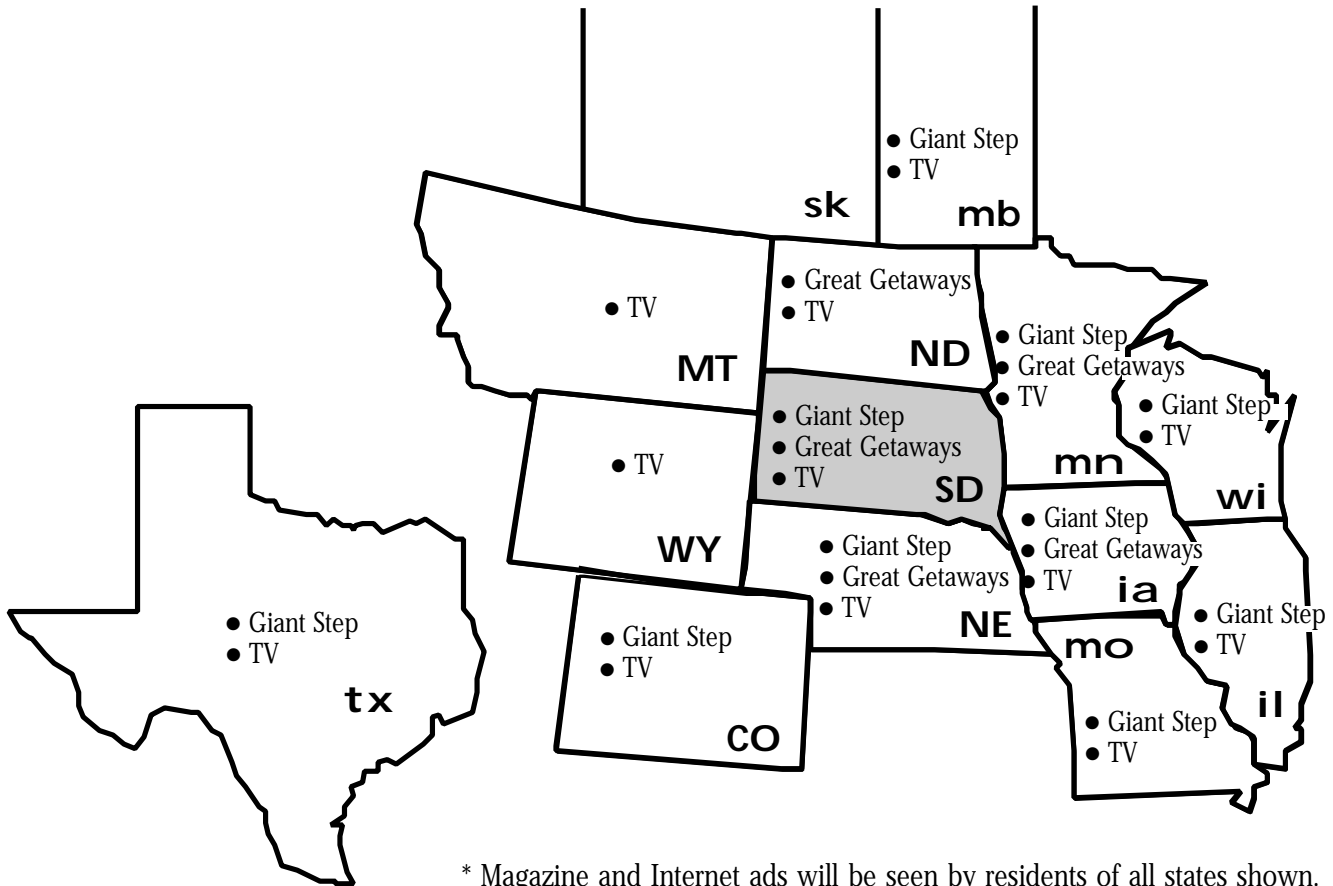
× Magazine ads

Ads will run this spring and summer in publications like Midwest Living, AAA Home & Away, and Better Homes and Gardens. The color ads, in a variety of sizes, will promote the online vacation packages previously outlined and will drive readers to our Web site to find out more. Readers also will be able to call a toll-free number or e-mail us to receive a South Dakota Vacation Guide.

× Internet ads




Banner and other online advertising will create direct links from throughout the World Wide Web to our online vacation package listings. We'll advertise this spring on sites targeting groups with interests in travel, romance/wedding planning, outdoor recreation, adventure, camping, Lewis and Clark, as well as general sites targeting families and women.

Warm-Season Target Market Map



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Warm-Season Schedule for 2001 Newspaper Inserts

Market	Giant Step Drop Date	Great Getaways Drop Date	Market	Giant Step Drop Date	Great Getaways Drop Date
COLORADO			MISSOURI		
Denver	April 29		Kansas City	April 8	
Fort Collins	May 6		NEBRASKA		
Greeley	May 6		Omaha	May 6	May 20
ILLINOIS			Lincoln	May 6	May 20
Chicago	April 1		NORTH DAKOTA		
Rockford	April 8		Fargo		May 20
Peoria	April 8		SOUTH DAKOTA		
Bloomington	April 8		Sioux Falls	May 13	June 3
IOWA			TEXAS  NEW		
Cedar Rapids	May 6		Dallas	March 25	
Des Moines	April 22	April 29	WISCONSIN		
Dubuque	April 29		Eau Claire	April 22	
Quad Cities	April 29		LaCrosse	April 22	
Sioux City	May 13	May 20	Milwaukee	March 18	
MANITOBA			Madison	March 18	
Winnipeg		April 29	MINNESOTA		
MINNESOTA			Albert Lea		May 20
Albert Lea		May 20	Austin		May 20
Austin		May 20	Fairmont		May 12
Fairmont		May 12	Mankato		May 12
Mankato		May 12	Marshall		May 12
Marshall		May 12	Minneapolis	May 13	
Minneapolis	May 13		New Ulm		May 20
New Ulm		May 20	St. Cloud	 NEW	May 20
St. Cloud	 NEW	May 20	St. Paul	May 6	
St. Paul	May 6		Willmar		May 20
Willmar		May 20	Worthington		May 12
Worthington		May 12			

PROMOTIONS

year-round ad campaign

In addition to our seasonal campaigns, the department has a variety of year-round advertising efforts that target very specific audiences. From AAA members to visitors at Minnesota's Mall of America, we're getting the message out to qualified prospects about vacationing in South Dakota.

× AAA Advertising

The vast majority of travelers still get to South Dakota by automobile, and many of them rely on AAA to get their travel information. Accordingly, we'll run ads in the Northcentral editions of the 2001 AAA TourBook and CampBook. The publications have a combined circulation of more than 1.1 million. The AAA Road Atlas, another publication we'll advertise in, reaches 1.5 million homes. For more information on our AAA promotions, see page 36.

× Outdoor Advertising

We'll spread the word about South Dakota fishing with ads in the May issues of Sporting Classics (circulation: 30,000) and North American Fisherman (circulation: 265,000). Our 30-second television ad will be broadcast in January throughout the Midwest on "Outdoorsmen Adventures." It will also be seen on The Outdoor Channel during summer episodes of Ron Schara's fishing, hunting and outdoor show, "Backroads with Ron and Raven." In March, we'll conduct a direct mailing to 10,000 fishing enthusiasts in Minnesota, Iowa, Nebraska, Illinois, Wisconsin, Colorado and North Dakota. They'll be directed to send back the response card to receive a fishing information packet and register to win a fishing vacation. For more information on our Outdoor

promotions, see page 28.

× Group Tour Advertising

We placed a four-page magazine ad in the October issue of Courier magazine (circulation: 5,500), the official publication of the National Tour Association. The publisher repeated the ad in the December issue at no charge. The ad featured 18 private-sector partners that are also American Bus Association or National Tour Association members. The same ad was inserted in the October issue of Group Tour Magazine - Western Edition (circulation: 11,000). We'll use the ad in a January direct mailing targeting 3,000 motorcoach operators on our database. We'll also place an ad in Travel Marketing Group's brochure file folder (circulation: 4.1 million), distributed in March, that encourages motorcoach operators to contact us for marketing materials to share with their clients. For more information on our Group Tour promotions, see page 27.

× International Advertising

We have a Japanese language ad that appears in the annual issue of West (circulation: 120,000). The magazine is distributed by the Japan Travel Bureau through 200 offices worldwide. It is also handed out by Fieldstar International, a Japanese marketing company, at various marketing events in Japan. Other international advertising efforts targeting the United Kingdom, Germany, France/Benelux and Italy are handled via our partnership in Rocky Mountain International. For more information on our Group Tour/International promotions, see page 27.

× Film Industry Advertising

We target the film and video industry throughout the year with print ads in several issues of Locations Update (circulation: 30,000) and Shoot (circulation: 14,170) magazines. Our ads also appear in Kemp's International (circulation: 10,000), NYPG (circulation: 10,000), LA 411 (circulation: 11,000), and Creative Industry Handbook (circulation: 20,000). All are annual directories. Four times a year, we conduct a postcard direct mailing that targets 1,500 producers, directors, film scouts and advertising agencies. Each card features a unique South Dakota filming location. For more information on our Film promotions, see page 31.

× Annual/Directory Advertising

South Dakota ads will appear in the annual issues of Along the Trail with Lewis and Clark Travel Planner (circulation: 50,000) and the Rand McNally Road Atlas (circulation: 4.8 million).

× South Dakota Vacation Guide

The 200-plus-page South Dakota Vacation Guide provides a comprehensive overview of the state's visitor offerings. It is the primary consumer fulfillment piece used by the department - sent out year-round to nearly every traveler who requests printed information. The guide contains statewide and regional travel information, a services directory, calendar of events and state map. It also includes a free listing of nonprofit museums, golf courses, public campgrounds and agencies to

PROMOTIONS

contact for more information. Visitor-industry businesses can purchase ad space in the Vacation Guide according to region.

The publishing of the Vacation Guide is a cooperative effort among the department and the four regional tourism associations: Black Hills, Badlands and Lakes; Glacial Lakes and Prairies; Great Lakes of South Dakota; and the Southeast South Dakota Visitors Association. The Black Hills, Badlands and Lakes Association began this publication decades ago and remains the lead publisher of the guide. The Department of Tourism is the lead distributor. All five partners share the cost of producing and printing 450,000 guides. The department is paying for the printing of an additional 50,000, bringing the total to 500,000.

In an effort to provide a user-friendly, image and sales oriented Vacation Guide, the five publishers adopted format guidelines and specifications. The need for these guidelines was determined after conducting consumer focus groups comparing South Dakota's guide with our competitors'. The guidelines serve to maintain consistency, style and quality throughout the publication. They address issues such as page layout, type specifications and other style points such as the use of color. City ads must adhere to the specifications in order to qualify for the Department of Tourism's rebate program. See page 24 for information.

× South Dakota Vacation Store, Mall of America

The South Dakota Vacation Store has been in residence at the Mall of America since September 1998. Located in Bloomington, Minn.,

and just five minutes from the Minneapolis-St. Paul International Airport, the mall draws visitors from around the world.

The store, which is a fully staffed mini-information center housed in an attractive kiosk, provides one-stop vacation shopping for visitors. Travel counselors trained in developing itineraries and promoting our state greet visitors to the store.

A wealth of South Dakota literature, including the South Dakota Vacation Guide (distributed year-round) and Romancing the Snow (distributed in the winter), is available at the store.

Visitors also may surf a stand-alone replica of our Web site on the store's interactive computer. The computer kiosk includes ads of partners who participate in our World Wide Web co-op.

Black Hills Central Reservations is a co-op partner in the South Dakota Vacation Store venture. A phone at the store rings directly to Black Hills Central Reservations, where visitors may book their South Dakota get-aways. The Web site for BHCR is also found on the store's interactive computer.

The South Dakota Vacation Store is located on the Mall of America's second floor, in the North Garden.

× Great Events Campaign

Through the Great Events campaign, the Department of Tourism works to boost attendance at select events around the state. We choose events based on their potential for growth and appeal to travelers. We provide event planners with promotional assistance and funding, ranging from producing and placing special interest magazine ads to generating free publicity. The Great Events for 2001 include:

Barn Again!, Pierre, Spearfish, Dell Rapids, Sisseton, Bowdle and Huron, January 2-August 5

Snocross Shoot-out, Deadwood, January 6-7

Governor's Cup Stock Car Races, Aberdeen, June 15-16

Oscar Micheaux Film Festival, Gregory, August 8-12

Lewis and Clark Rediscovery Festival, Mobridge, August 11-12

Lewis and Clark Heritage Days, Elk Point, August 18-19, 22

Lewis and Clark Festival, Yankton, August 25-26

Mickelson Trail Trek, Black Hills, September 14-16

Highland Games, Scotland, September 15

Northern Plains Tribal Arts, Sioux Falls, September 27-30

Black Hills Powwow, Rapid City, October 5-7

Ringneck Festival, Huron, November 9-11

PROMOTIONS

cooperative advertising

The next 10 pages describe all of the department's cooperative advertising programs, which we hope you'll take advantage of. By pooling your resources with ours, you'll find your advertising dollars will go further. Read on to find out about these great advertising opportunities.

× 2001-2002 World Wide Web Co-op

South Dakota's World Wide Web program is your on-ramp to the Information Superhighway! Here's how it works: Interactive kiosks are set up at 16 Interstate Information Centers and Rest Areas along I-90 and I-29, Mount Rushmore, the Black Hills Visitor Information Center, Deadwood's History and Information Center, and the South Dakota Vacation Store in the Mall of America. Units will be added to I-29 Rest Areas at Hidewood (near Clear Lake) and Ward Road (near Brookings) in 2001. The kiosks offer visitors a wealth of South Dakota travel information, including electronic ads featuring our partners from the private sector. Visitors make their way through the system via a user-friendly touch-screen computer monitor.

This same information is available on the **World Wide Web**, where Internet users around the world can access it via the Department of Tourism's home page. Partners may have one external link from their partner page as it appears on the Internet. A new partnership option allows partners to have a direct link from the business listing in the Visitor Services Directory to their own Web site. Because the kiosks are stand-alone units, external links to outside pages are not available on those units.

Partners' ad pages consist of two photos, a logo and 150 words of copy. Cost for new ads is **\$300**. Partners renewing ads with no or minor changes pay **\$175-\$225**. Link-only partners pay **\$250**. Registration deadline is **March 2001**. The system will be in place from **May 2001 to April 2002**.

2000-2001 World Wide Web Co-op Partners

Aberdeen: Aberdeen CVB
Brookings: Brookings Area Chamber of Commerce, State Agricultural Heritage Museum
Chamberlain: Akta Lakota Museum, Cedar Shore, Chamberlain/Oacoma Chamber of Commerce
Canistota: Best Western U-Bar Motel
Crazy Horse: Crazy Horse Memorial, Heritage Village, Indian Museum of North America
Custer: American Presidents Cabins, Campgrounds and Resorts; Chief Motel, Custer County Chamber of Commerce, Custer Mountain Cabins and Camp, Custer State Park Resort Company, Dakota Cowboy Inn, Flintstone's Bedrock City, Four Mile Old West Town
Deadwood: Biff Malibu's Café, Deadwood Chamber of Commerce and Visitors Bureau, Deadwood Gulch Resort, Deadwood KOA, Gold Dust Gaming/Holiday Inn Express, Heart of Deadwood, Midnight Star, Mineral Palace Hotel and Gaming, Silverado Gaming and Restaurant, Tin Lizzie Gaming and Café
De Smet: Laura Ingalls Wilder Memorial Society, Prairie House Manor B&B
Edgemont: Wishbone Ranch
Flandreau: Royal River Casino
Fort Pierre: Triple U Buffalo Ranch

Freeman: City of Freeman
Geddes: The Barn B&B, Geddes Historic District
Hill City: Best Western Golden Spike Inn, Black Hills Central Railroad, High Country Guest Ranch, Hill City Area Chamber of Commerce, Mount Rushmore KOA/Palmer Gulch Resort, Rafter J Bar Ranch
Hot Springs: Best Western Inn by the River, Comfort Inn, Hills Inn, Hot Springs Chamber of Commerce, Hot Springs KOA, Mammoth Site
Huron: Huron CVB
Interior: Badlands/White River KOA
Kadoka: Budget Host/Sundowner Motor Inn, Kadoka Community Betterment Association
Kennebec: Kennebec KOA
Keystone: Amfac Parks and Resorts, Beautiful Rushmore Cave, Big Thunder Gold Mine, Keystone Chamber of Commerce, Mount Rushmore Presidents View Resort, Rushmore Borglum Story, Spokane Creek Resort
Kyle: Living History Village at Little Wound School
Lake City: Roy Lake Resort
Lead: Deer Mountain Ski Area
Lemmon: Wheeler Manufacturing Company, Inc.
Madison: Greater Madison Area Chamber of Commerce
Midland: Belvidere East KOA
Milbank: Milbank Area Chamber of Commerce
Mission: Rosebud Casino
Mitchell: Anthony Motel, Mitchell CVB, Prehistoric Indian Village and Archeodome, Riverside KOA, Siesta Motel, World's Only Corn Palace
Mobridge: Mobridge Chamber of Commerce

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Murdo: Days Inn Range Country, Pioneer Auto Museum, 1880 Town
Oacoma: Familyland Campground
Philip: Prairie Homestead
Piedmont: Elk Creek Resort and Campground
Pierre: Flyway Goose Camp, Governor's Inn, Great Lakes Association, Lighthouse Pointe/Oahe Trails, Pierre Area Chamber of Commerce, Pike Haven Resort
Pringle: Country Charm Cabins and Corrals
Rapid City: Abend Haus Cottages & Audries B&B, Bear Country USA, Black Hills Caverns, Black Hills Reptile Gardens, Chapel in the Hills, Econo Lodge, Holiday Inn Express Hotel and Suites, The Journey Museum, Mount Rushmore Black Hills Gold and Factory Outlet, Mystery Mountain Resort, Prairie Edge Trading Company, Quality Inn, Ranch Amusement Park, Rapid City CVB, Rapid City KOA Kampground, Sitting Bull Crystal Caverns, Stage Coach West, Whispering Pines Campground & Lodging
Seneca: Rainbow Lodge B&B
Sioux Falls: American Indian Services, Best Western Empire Towers, Comfort Inn of Sioux Falls, The Empire-Empire East, Great Plains Zoo and Delbridge Museum, Hampton Inn, Holiday Inn Express, Sheraton Hotel, Sioux Falls CVB, Sioux Falls KOA, Siouxland Heritage Museums, Thunder Road Family Fun Park, Washington Pavilion of Arts and Science, Wild Water West Waterpark/Family Amusement Park
Spearfish: Black Hills Passion Play, High Plains Heritage Center Museum, Spearfish Canyon Resort
Sturgis: Sturgis Area Chamber of Commerce, Sturgis Motorcycle Rally
Wall: Wall-Badlands Area Chamber of Commerce, Wall Drug

Watertown: Glacial Lakes and Prairies Tourism Association, Redlin Art Center, Watertown CVB
Winner: Winner Area Chamber of Commerce
Yankton: Dave's Place, Lewis and Clark Recreation Area, Yankton Area Chamber of Commerce
Regional: B&B Innkeepers of South Dakota, Best Western Ramkota Hotels, Black Hills, Badlands and Lakes Association, Black Hills Central Reservations, Children's Fun Pass, Kelly Inns, Oyate Trail, South Dakota Campground Association, Super 8 Motels, U.S. Fish and Wildlife Service

FOR INFORMATION
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melissa.bump@state.sd.us

× 2001 Travel News Television

Travel News Television is a video program you can show at your accommodation or campground. This year's 30-minute program will have an ethnic heritage theme. The video is designed to get travelers interested in visiting more South Dakota locations, staying longer in the state or making return trips. Tourism produces the video and distributes it **free of charge** to accommodations and campgrounds statewide to air on their in-room or in-lobby VHS systems. Travel News Television also airs on several local cable channels.

Registration for free Travel News Television kits, which contain one videotape, tent cards to place on television sets and calendars of events, will be sent in **April 2001**. The new program will be available in **May 2001** and may be aired year-round.

2000 Travel News Television Partners

Aberdeen: Aberdeen Cable, J's B&B
Belle Fourche: Ace Motel
Brandon: Yogi Bear Campground
Brookings: Brookings Area Chamber of Commerce
Canova: Skogland Farm B&B
Oacoma: Familyland Campground, Oasis Inn
Chamberlain: Riverview Ridge B&B
Custer: American Presidents Cabins, Campgrounds and Resorts; Chief Motel, Custer Mansion B&B, Custer State Park Resort Company, Western Buffalo Ridge Inn
Deadwood: Best Western Hickok House, Fairmont Hotel, Jackpot Inn, Penny Motel, Super 8 Lodge, Vicky's Main Street B&B
De Smet: Prairie House Manor B&B, Der Rumbolz Platz B&B
Faith: Faith Chamber of Commerce
Fort Pierre: Triple U Buffalo Ranch
Freeman: Fensels Motel, Super 8 Motel
Harrold: Tumbleweed Lodge
Hermosa: Behren's Ranch B&B, Stovall Ranch Road House
Hill City: Best Western Golden Spike Inn, Deerview B&B, Mount Rushmore KOA/Palmer Gulch Resort
Hot Springs: Super 8 Motel
Huron: Best Western of Huron, Super 8 Motel
Keystone: Miner's Resort
Lead: Barefoot Resort, Cheyenne Crossing, Deer Mountain B&B
Lennox: Steever House B&B
Madison: Greater Madison Area Chamber of Commerce, Water's Edge B&B
Midland: Stropple Inn B&B
Milbank: Milbank Area Chamber of Commerce
Miller: The Guest House
Mission: Rosebud Sioux Tribe Department of Tourism

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Mitchell: Siesta Motel
Mobridge: Wrangler Motor Inn
Murdo: Anchor Inn
North Sioux City: Comfort Inn
Pierre: Budget Host Inn/State Motel, Governor's Inn, Pierre Area Chamber of Commerce, Oahe Cable Channel
Presho: Sweeney's B&B
Rapid City: Alex Johnson Hotel, AmericInn Motel, Apple Annie Guest House, Black Hills Visitor Information Center, Days Inn, Econo Lodge, Hayloft B&B, Holiday Inn Express Hotel & Suites, King X Lodge, Quality Inn, Radisson Hotel, Ramada Inn, Rushmore Plaza Holiday Inn, Stables Motel, TCI Cable, Western Thrifty Inn, Whispering Pines Campground & Lodging
Rochford: Silver Creek B&B
Sioux Falls: AmericInn Motel, Best Western Empire Towers, Days Inn Empire, Hampton Inn, Sheraton Hotel, Sioux Falls Cable, Sioux Falls KOA
Sisseton: Viking Motel
Spearfish: Chris Campground, Days Inn, Spearfish Canyon Resort, Spearfish Chamber of Commerce, Spearfish CVB
Sturgis: Bear Butte B&B, National 9 Inn, Sturgis Area Chamber of Commerce
Vermillion: Super 8 Motel, Vermillion Area Chamber of Commerce
Wall: Wall-Badlands Area Chamber of Commerce, National Grasslands Information Center
Watertown: Best Western Ramkota Hotel, Days Inn, Travelers Inn, Watertown CVB
Waubay: Sandy Beach Resort
Wessington Springs: Winegar Farms B&B
Winner: Winner Westside Motel
Yankton: Broadway Inn, Gavins Point B&B
Regional: Black Hills, Badlands and Lakes Association

FOR INFORMATION
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× 2001 Group Tour Co-op

For **\$550**, you can get your message to **17,000** group tour companies across the nation! The 2001 Group Tour co-op ad, a colorful four-page spread, will run in Destinations magazine's November issue, and it will be inserted in the fall issue of Western Group Tour Magazine. In addition, 3,000 copies of the ad will be direct mailed to domestic tour operators from our database. Each partner receives 50 words of copy and a color photo.

Partners must be a member of the National Tour Association or the American Bus Association. Registration deadline is **August 2001**.

2000 Group Tour Co-op Partners

Aberdeen: Aberdeen CVB
Chamberlain: Akta Lakota Museum, Cedar Shore
Custer: Custer State Park Resort Company
Deadwood: Deadwood Chamber of Commerce and Visitors Bureau, Days Inn at Deadwood Gulch Resort, Mineral Palace Hotel and Gaming
Hill City: Black Hills Central Railroad
Keystone: Big Thunder Gold Mine, Rushmore Borglum Historical Center
Mitchell: World's Only Corn Palace
Pierre: Pierre Area Chamber of Commerce

Fall 2000 Giant Step insert

Rapid City: The Journey Museum, Rapid City CVB
Sioux Falls: Sioux Falls CVB
Watertown: Watertown CVB
Regional: Best Western Ramkota Hotels, Kelly Inns

FOR INFORMATION
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 Coordinator
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 melissa.bump@state.sd.us

× 2001 Fall Giant Step Newspaper Insert

This newspaper insert will reach **1 million** potential shoulder-season travelers in close-by markets. It will feature editorial and photos of autumn adventures throughout South Dakota. Partner advertisements also will be featured. It will be inserted **August-September 2001** in newspapers in **Colorado, Iowa, Minnesota, Nebraska** and **South Dakota**. Partners receive 50 words of copy, one color photograph and placement on a locator map. Cost is **\$1,650**. If you're a partner in the Spring 2001 Giant Step co-op, you'll pay just **\$355** for your ad to be repeated in the Fall Giant Step. Registration deadline is **February 2001**.



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2001 Fall Giant Step Partners

Aberdeen: Aberdeen CVB
Chamberlain: Akta Lakota Museum, Cedar Shore
Crazy Horse: Crazy Horse Memorial
Custer: Custer County Chamber of Commerce, Custer State Park
Deadwood: Deadwood Chamber of Commerce and Visitors Bureau, First Gold Hotel and Gaming, Franklin Hotel, Gold Dust Gaming/Holiday Inn Express, Silverado Gaming and Restaurant
Hill City: Mount Rushmore KOA/Palmer Gulch Resort, Rafter J Bar Ranch
Hot Springs: Historic Hot Springs/Mammoth Site
Keystone: Amfac Parks and Resorts, Beautiful Rushmore Cave, Mount Rushmore Presidents View Resort, Rushmore Borglum Story
Lead: Homestake Gold Mine Surface Tours and Visitor Center
Mitchell: World's Only Corn Palace
Murdo: Pioneer Auto Museum and Antique Town
Pierre: Pierre Area Chamber of Commerce
Rapid City: The Journey Museum, Rapid City CVB, Reptile Gardens
Sioux Falls: The Empire-Empire East, Sioux Falls CVB
Wall: Wall-Badlands Area Chamber of Commerce, Wall Drug
Watertown: Watertown CVB
Yankton: Yankton Chamber of Commerce
Regional: Best Western Ramkota Hotels

FOR INFORMATION
Melissa Bump, Promotions
Coordinator
(605) 773-3301
melissa.bump@state.sd.us



Fall 2001 Great Getaways cover

x 2001 Fall Great Getaways Newspaper Insert

Approximately **600,000** copies of this promotional piece will be distributed, via newspapers, in **Iowa, Minnesota, Nebraska and South Dakota**. It's a great way for businesses in the Southeast, Glacial Lakes and Great Lakes regions to entice fall travelers to visit. Partners receive 50 words of copy, one color photo and placement on a locator map. Cost is just **\$200**. If you're a partner in the Spring 2001 Great Getaways co-op, you'll pay **\$50** to have your ad repeated in the Fall Great Getaways. Registration deadline is **February 2001**.

2001 Fall Great Getaways Partners

Aberdeen: Aberdeen CVB, Dacotah Prairie Museum, Sand Lake National Wildlife Refuge
Big Stone City: Schmidt's Landing
Brookings: Brookings CVB
Chamberlain: Akta Lakota Museum, Cedar Shore
Flandreau: Royal River Casino
Fort Pierre: Holiday Inn Express
Huron: Huron CVB

Mitchell: Enchanted World Doll Museum, Middle Border Museum, World's Only Corn Palace
Pierre: Governor's Inn, Lighthouse Pointe/Oahe Trails, Pierre Area Chamber of Commerce
Sioux Falls: The Empire-Empire East, Kelly Inns, Kirby Science Discovery Center and Wells Fargo Cinedome, Sioux Falls CVB, Sioux Falls KOA, Wild Water West Waterpark and Family Amusement Park
Veblen: Prairie Sky Guest and Game Ranch
Wessington Springs: Shakespeare Garden
Watertown: Comfort Inn/Stones Inn, Country Inn and Suites, Quality Inn and Suites, Watertown CVB
Yankton: Gavins Point B&B, Lewis and Clark Recreation Area, Yankton Area Chamber of Commerce
Regional: B&B Innkeepers of South Dakota, Best Western Ramkota Hotels, Glacial Lakes and Prairies Tourism Association

FOR INFORMATION
Melissa Bump, Promotions
Coordinator
(605) 773-3301
melissa.bump@state.sd.us

PROMOTIONS

× 2001 Online Package Promotions

Today's travelers are looking for the convenience of packaged vacations. This online promotion allows you to advertise your vacation packages on the department's Web site, travelsd.com, for a low, low price.

At various times throughout 2001, we will feature seven different package themes – Romance, Adventure/Western, Camping, Family Fun, Lewis and Clark, Autumn and Winter – on our Web site. We'll drive traffic to the package promotion using print and online banner ads. All you need to do is create a package that includes at least one activity or event that fits the theme and at least one night of lodging. For just **\$35 per package**, you get great exposure.

FOR INFORMATION
Melissa Bump, Promotions
Coordinator
(605) 773-3301
melissa.bump@state.sd.us

2000 Online Package Partners

Aberdeen: Best Western Ramkota Hotel

Chamberlain: Cedar Shore*

Carpenter: Possibility Farm B&B

Custer: Custer State Park

Dallas: Ringneck Roost

Deadwood: Black Hills Hideaway B&B*, Cedar Wood Inn/Tin Lizzie's, Comfort Inn at Gulches of Fun, Days Inn at Deadwood Gulch, Deadwood Chamber of Commerce and Visitors Bureau, Franklin Hotel*, Gold Dust Gaming Complex/Holiday Inn Express*, Penny Motel*, Thunder Cove Inn and Suites

Dixon: Circle CE Ranch and Bull Creek Bison

Doland: Prairie Pheasant Hunts
Dakota Dunes: Country Inn and Suites

Fort Pierre: Holiday Inn Express

Gary: Will Stone's South Dakota Pheasant Hunts

Geddes: The Barn B&B

Gettysburg: Harer Lodge B&B

Herrick: South Dakota Hunting Service

Hill City: Mount Rushmore KOA/Palmer Gulch Resort*, Quail's Crossing Resort

Kennebec: Medicine Creek Guest Ranch*

Keystone: America Tours West, Inc.*

Kimball: Bass Pheasant Ranch, LLP

Lead: Best Western Golden Hills Resort, Lead Area Chamber of Commerce*, Recreational Springs Resort, White House Inn

Mission Hill: Garritys' Prairie Gardens

Mobridge: Wrangler Motor Inn

Pierre: Best Western Ramkota Hotel*, Brad Garrett Guide Service, Flyway Goose Camp, Governor's Inn, Lighthouse Pointe/Oahe Trails*

Pringle: Plenty Star Ranch

Pollock: Jensen's West Pollock Resort

Rapid City: Abend Haus Cottages and Audrie's B&B, Alex Johnson Hotel*, Best Western Ramkota

Hotel*, Black Forest Inn B&B, Jade Place, Quality Inn, Radisson Hotel*, Rapid City CVB, Rushmore Tours/Stagecoach West*, Shebby Lee Tours Inc., Whispering Pines Campground and Lodging

Redfield: Redfield Country Inn

Sioux Falls: Baymont Inn, Kelly Inn, Valley West Shooting Complex

Spearfish: Best Western Downtown, Canyonside B&B, Spearfish Canyon Resort, Spearfish Chamber of Commerce

Trent: River of the Double Bend Campground

Vermillion: Missouri River Expeditions, LLC*

Veblen: Prairie Sky Guest and Game Ranch*

Watertown: Best Western Ramkota Hotel, Comfort Inn, Country Inn and Suites, Days Inn

Wessington Springs: Echo Valley Ranch, Mac's Pheasant Hunting, Pheasant Hills Lodge

Yankton: Best Western Kelly Inn, Gavins Point B&B

Regional: Black Hills Central Reservations*

*Indicates business participated in two or more package promotions

PROMOTIONS

× 2001 Information Center Poster Program

Communities, businesses and events may display posters at seven Interstate Information Centers near Valley Springs, Vermillion, Salem, Chamberlain, Spearfish, Wasta and Wilmot. Fees for the poster program are based on the number of locations you want to display your poster: **\$40 for one location, \$80 for two locations, \$115 for three locations, and \$155 for four locations.** Registration information will be sent in **March 2001**. There is limited space available, so posters are accepted on a first-come, first-serve basis (determined by when payment is received).

Posters promoting a special event may be displayed two weeks in advance of the event free of charge.

2000 Poster Program Co-op Partners

Aberdeen: Aberdeen CVB

Belle Fourche: City of Belle Fourche

Canistota: Ortman Hotel and Jac's Restaurant

Chamberlain: Akta Lakota Museum, Cedar Shore, Mid Town Properties

Crazy Horse: Crazy Horse Memorial, Heritage Village

Custer: Blue Bell Stables, Inc., Custer State Park Resort Company, Flintstones Bedrock City, Fourmile Corner, JBJ Enterprises, LLC

Deadwood: Adams Memorial Museum, Super 8 Lodge

Faulkton: Faulk County Historical Society

Flandreau: Royal River Casino

Freeman: Freeman Community Development Corp.

Garretson: Christmas in the Attic

Hill City: Best Western Golden Spike Inn, Mount Rushmore KOA/Palmer Gulch Lodge

Hot Springs: Evans Plunge, Hot Springs Area Chamber of Commerce, The Mammoth Site

Kadoka: Leewood Motel

Keystone: Amfac Parks and Resorts, Beautiful Rushmore Cave, Durst Investments, Rushmore Borglum Story

Mitchell: Enchanted World Doll Museum, Mitchell CVB

Murdo: Murdo Chamber of Commerce

Pierre: Pierre Area Chamber of Commerce

Pine Ridge: Prairie Wind Casino

Platte: Kings Inn of Platte, Platte Chamber of Commerce

Rapid City: Bear Country USA, The Bed Company/Days Inn, Black Hills Playhouse, Black Hills Visitor Information Center, Circle B Enterprises Inc., SPRKL Enterprises Inc.

Salem: Floral Bokay, John Adam Collection

Sioux Falls: American Indian Services, Best Western Ramkota Hotel, Hampton Inn, North Cliff Super 8 Motel, Outdoor Campus, Ramada LTD, Washington Pavilion of Arts and Science

Spearfish: Black Hills Passion Play, Spearfish Canyon Resort

Vermillion: Super 8 Motel, Vermillion Area Chamber of Commerce

Wessington Springs: Shakespeare Garden

Yankton: Yankton Area Chamber of Commerce

Regional: Best Western Ramkota Hotels, U.S. Fish and Wildlife Service

FOR INFORMATION

René Vallery, Information Center Manager, or Larissa Wirth, Information Center Assistant (605) 773-3301

rene.vallery@state.sd.us

larissa.wirth@state.sd.us

× 2001 Information Center Brochure Program

Members of the South Dakota visitor industry may display their brochures at any of the 13 Interstate Information Centers **free of charge**. You simply need to run a sample by us first, to make sure it meets our standards. Brochures will be considered for Information Center distribution **throughout the summer**. You are responsible for getting your materials to each center. Last year, about 2,000 different brochures were distributed at the Information Centers.

FOR INFORMATION

René Vallery, Information Center Manager, or Larissa Wirth, Information Center Assistant (605) 773-3301

rene.vallery@state.sd.us

larissa.wirth@state.sd.us

× 2001 Information Center T-shirt Program

T-shirts are a great way to advertise. And what better place for your T-shirt to be seen than on an Information Center travel counselor? Each Wednesday and Friday during the summer season, travel counselors wear T-shirts advertising businesses from the private sector. There's **no charge** to participate. You simply supply the T-shirts. Partners can choose which Information Center they'd like to send their shirts to. Identical T-shirts must be given to each counselor at a center. T-shirts for this program will be accepted throughout the summer.

PROMOTIONS

FOR INFORMATION

René Vallery, Information Center Manager, or Larissa Wirth, Information Center Assistant (605) 773-3301
rene.vallery@state.sd.us
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× 2001 Regional Promotions Contracts

The Department of Tourism contracts with each of the **four regional tourism associations for \$32,500 each annually**. The funds are used by the regions to conduct advertising/marketing promotions that complement our overall promotional efforts. The promotions must include carrying out some of the recommendations set forth by the Governor's Tourism Marketing Task Force which all the regions were part of.

FOR INFORMATION

Patricia Van Gerpen, Cabinet Secretary, (605) 773-3301
patty.vangerpen@state.sd.us

× 2002 Spring Giant Step Newspaper Insert

This colorful newspaper insert reaches 3.8 million potential travelers in our target markets. It contains a mix of editorial about statewide travel opportunities and partners' advertisements. It will be inserted into newspapers in **Colorado, Iowa, Illinois, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Texas** and **Wisconsin** in the spring of 2002, when people are making their summer vacation plans. For your **\$3,300** partner fee, you receive a color photo, 50 words of copy and placement on a locator map. Registration deadline is **October 2001**.

2001 Spring Giant Step Partners

Aberdeen: Aberdeen CVB
Chamberlain: Akta Lakota Museum, Cedar Shore
Crazy Horse: Crazy Horse Memorial
Custer: Custer County Chamber of Commerce, Custer State Park, Flintstones Bedrock City
Deadwood: Deadwood Chamber of Commerce and Visitors Bureau, First Gold Hotel and Gaming, Franklin Hotel, Gold Dust Gaming/Holiday Inn Express, Silverado Gaming and Restaurant
Hill City: Mount Rushmore KOA/Palmer Gulch Resort, Rafter J Bar Ranch
Hot Springs: Historic Hot Springs/Mammoth Site
Keystone: Amfac Parks and Resorts, Beautiful Rushmore Cave, Mount Rushmore Presidents View Resort, Rushmore Borglum Story
Lead: Homestake Gold Mine Surface Tours and Visitor Center
Mitchell: World's Only Corn Palace
Murdo: Pioneer Auto Museum and Antique Town
Rapid City: The Journey Museum, Rapid City CVB, Reptile Gardens
Sioux Falls: The Empire-Empire East, Sioux Falls CVB, Washington Pavilion of Arts and Science
Spearfish: Black Hills Passion Play
Wall: Wall Drug
Watertown: Watertown CVB
Yankton: Yankton Chamber of Commerce
Regional: Best Western Ramkota Hotels

FOR INFORMATION

Melissa Bump, Promotions Coordinator (605) 773-3301
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× 2002 Spring Great Getaways Newspaper Insert

This advertising tool is for businesses in the Southeast, Glacial Lakes and Great Lakes regions. It focuses solely on travel opportunities and weekend stays in eastern and central South Dakota. It will be distributed in our close-in markets: **Iowa, Manitoba, Minnesota, Nebraska, North** and **South Dakota** in April-May 2002. Circulation is approximately **1.1 million**. For **\$400**, partners receive a color photo, 50 words of copy and placement on a locator map. Bed and breakfasts and waterfront resorts may purchase a listing (no photo) and locator map placement for **\$115**. Registration deadline is **October 2001**.

2001 Spring Great Getaways Partners

Aberdeen: Aberdeen CVB, Dacotah Prairie Museum, Sand Lake National Wildlife Refuge
Big Stone City: Schmidt's Landing
Brookings: Brookings CVB
Chamberlain: Akta Lakota Museum, Cedar Shore
Flandreau: Royal River Casino
Fort Pierre: Holiday Inn Express
Huron: Huron CVB
Mitchell: Enchanted World Doll Museum, Middle Border Museum, World's Only Corn Palace
Pierre: Governor's Inn, Pierre Area Chamber of Commerce, Oahe Trails/Lighthouse Pointe
Sioux Falls: Kelly Inns, Kirby Science Discovery Center and Wells Fargo Cinedome, The Empire-Empire East, Sioux Empire Ribfest, Sioux Falls CVB, Sioux Falls KOA, Wild Water West Waterpark and Family Amusement Park

PROMOTIONS

Veblen: Prairie Sky Guest and Game Ranch

Wessington Springs: Shakespeare Garden

Watertown: Comfort Inn/Stones Inn, Country Inn and Suites, Quality Inn and Suites, Watertown CVB

Yankton: Gavins Point B&B, Lewis and Clark Recreation Area, Yankton Area Chamber of Commerce

Regional: B&B Innkeepers of South Dakota, Best Western Ramkota Hotels, Glacial Lakes and Prairies Tourism Association

FOR INFORMATION

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× 2002 Travel Show Co-op

Travel shows are a great way to reach out and deliver our message to potential travelers. We'll reserve booth space at five major travel shows in 2002. Co-op partners staffing each show have the opportunity to meet travelers one-on-one to promote South Dakota's vacation and outdoor opportunities, distribute literature and answer travel questions. Each partner may distribute one brochure from their property at each show. Registration deadline is **October 2001** for the 2002 Travel Show season. Cost to participate is **\$345-\$845** per partner. Final cost is determined by the number of partners.

2001 Travel Show Partners

Aberdeen: Aberdeen CVB

Chamberlain: Cedar Shore

Crazy Horse: Crazy Horse Memorial, Heritage Village

Custer: Custer State Park, Flintstone's Bedrock City

Deadwood: Deadwood Chamber of Commerce and Visitors Bureau, Gold Dust Gaming/Holiday Inn Express

Hill City: Black Hills Central Railroad, Hill City Chamber of Commerce, Mount Rushmore KOA/Palmer Gulch Lodge

Huron: Huron CVB

Keystone: Amfac Parks and Resorts, Durst Investments, Rushmore Borglum Story

Mitchell: Mitchell CVB

Pierre: Deep Creek Elk Ranch, Great Lakes of South Dakota Association, Pierre CVB

Rapid City: Alex Johnson Hotel, Rapid City CVB, Reptile Gardens

Sioux Falls: Sioux Falls CVB

Veblen: Prairie Sky Guest and Game Ranch

Wall: Wall-Badlands Area Chamber of Commerce, Wall Drug

Watertown: Glacial Lakes and Prairies Tourism Association, Redlin Art Center, Watertown CVB

Yankton: Southeast South Dakota Visitors Association, Yankton Chamber of Commerce

Regional: Best Western Ramkota Hotels, Black Hills, Badlands and Lakes Association

FOR INFORMATION

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× 2002 Events Calendar

Each year, we put together a statewide listing of events that appeal to travelers. We compile the South Dakota events calendar for two years (2002 and 2003), since many publications and tour operators plan their schedules a full year in advance. The calendar is published on travelsd.com and distributed upon request to travelers, journalists and group tour operators. Some events from the calendar also appear in the South Dakota Vacation Guide. Qualified events are listed in the calendar **free of charge**. Entry forms will be mailed in **August 2001**. The deadline to return them is **September 2001**. The form also is available online at www.sdvisitind.com.

FOR INFORMATION

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Coordinator
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× 2002 Tourism Conference Sponsorship

The annual Governor's Conference on Tourism is held each January in Pierre, while the state legislature is in session. It's the perfect time for the industry to come together to learn, network, socialize and visit with legislators. Conference sponsors help bring in top-notch speakers and host festive receptions. Sponsorships are available from **\$100 to \$5,000+**. The dates for the next tourism conference are Jan. 16-17, 2002. Sponsorship registration is due in **December 2001**.

For a list of the 2001 Governor's Conference on Tourism sponsors, see page 71.

PROMOTIONS

× 2002-2003 South Dakota Vacation Guide City Rebate Program

The 200-page South Dakota Vacation Guide (circulation: 500,000) is the primary consumer fulfillment piece used by the Department of Tourism. It's sent out in most travel packets to households requesting South Dakota travel information. Visitors use the guide as a travel-planning tool.

The Vacation Guide features statewide and regional travel information, a services directory, calendar of events and state map. It also includes a free listing of nonprofit museums, golf courses, public campgrounds and agencies to contact for more information.

Cities that take out a half- or full-page ad in the Vacation Guide are eligible for a **\$500-\$1,000 rebate** from the Department of Tourism. Cities must apply for the rebate by submitting a copy of their ad for standards approval before it is published. Deadline for the 2002-2003 Vacation Guide is **November 2001**.

City partners that will receive a rebate for their ad in the 2001-2002 Vacation Guide:

Aberdeen
Brookings
Chamberlain
Custer
Dell Rapids
Faulkton
Freeman
Garretson
Huron
Keystone
Lead
Milbank
Mitchell
Mobridge
North Sioux City
Pierre

Rapid City
Sioux Falls
Spearfish
Sturgis
Wall
Watertown
Wessington Springs
Winner
Vermillion
Yankton

FOR INFORMATION

To purchase ad space, contact your regional tourism association.

Black Hills, Badlands and Lakes Association (western):
(605) 355-3600

Glacial Lakes and Prairies Association (northeast):
(605) 886-7305

Great Lakes of South Dakota Association (central):
(605) 224-4617

Southeast South Dakota Visitors Association: (605) 665-2435

To get more information, contact Melissa Bump, Promotions Coordinator, South Dakota Tourism, (605) 773-3301.
melissa.bump@state.sd.us

The Vacation Guide is a cooperative effort among the Department of Tourism and the four regional tourism associations: Black Hills, Badlands and Lakes; Southeast South Dakota; Glacial Lakes and Prairies; and Great Lakes of South Dakota. The Black Hills, Badlands and Lakes Association is the lead publisher of the guide. The department is the lead distributor of the Vacation Guide.

× 2002-2003 Guide to Indian Reservations and Art

This booklet gives a comprehensive listing of services available on the state's Indian reservations and tribal lands. The front section of the book lists the nine tribes and visitor services available including the business name, address, phone number and days/hours of operations for restaurants, accommodations, attractions, grocery stores, and gas stations. The back section of the book lists places statewide where American Indian art can be seen or purchased. All listings are included in the guide **free of charge**.

FOR INFORMATION

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Guide to tribal services, art

PROMOTIONS

× 2002-2003 Film/Video Production Directory

This is a complete handbook for film and video makers interested in South Dakota. It contains essential information such as laws, weather, guidelines, locations and services. The directories are sent to film and video makers on request. They're also distributed at film trade shows. Ads ranging in size from one-quarter to full page can be purchased in the directory for **\$150 to \$1,000**. The directory is updated and printed every two years; the next printing will be in early 2002. Registration deadline is **November 2001**.

2000-2001 Film/Video Production Directory Partners

Rapid City: Bear Country USA
Sioux Falls: Media One Film/Video
Vermillion: Todd Mechling
Wall: City of Wall
Yankton: City of Yankton
Denver, Co.: Film/Video Equipment Service Company
Minneapolis, Minn.: Crash & Sue's

FOR INFORMATION
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× 2003-04 Group Tour Planning Guide

Every two years, we update the Group Tour Planning Guide, which is distributed to domestic and international group tour operators. This comprehensive guide contains sample itineraries, maps, an events calendar, and detailed information about nonprofit and private visitor-

industry businesses such as hotels, motels, attractions, casinos, restaurants and receptive operators. Each listing costs approximately **\$200** (additional listings: \$150). Work on this publication will begin in 2002. The Group Tour Planning Guide is the best place to be if you want to attract group and motorcoach tours.



Directory for tour planners

2001-2002 Group Tour Planning Guide Partners

Aberdeen: Aberdeen CVB, AmericInn Motel & Suites, Best Western Ramkota Hotel
Beresford: Emily's Family Restaurant
Bonesteel: Tee Pee Café
Brandon: Pizza Ranch
Brookings: Brookings CVB, Country Kitchen, Pavilion Bar & Grill, Staurolite Inn & Suites/Arthur B's Steakhouse, Super 8 Motel
Buffalo Ridge: Buffalo Ridge Ghost Town & Store
Chamberlain/Oacoma: Al's Oasis, Casey's Drug & Café, Cedar Shore, Chamberlain-Oacoma Chamber of Commerce, Oasis Inn

Crazy Horse: Crazy Horse

Memorial, Heritage Village
Custer: Comfort Inn & Suites, Custer County Chamber of Commerce, Custer State Park Resort Company, Dakota Cowboy Inn, Days Inn, L&J Golden Circle Tours, National Museum of Woodcarving
Dakota Dunes: Country Inn & Suites

De Smet: De Smet Chamber of Commerce

Deadwood: Best Western Hickok House, Bullock Hotel, Deadwood Chamber of Commerce and Visitors Bureau, Deadwood Gulch Resort, First Gold Hotel & Casino, Franklin Hotel/Star of the West Casino, Gold Dust Gaming, Midnight Star, Mineral Palace Hotel, Miss Kitty's/Chinatown Cafe/Days Inn, Old Style Saloon No. 10, The Original Deadwood Tour, Silverado, Super 8 Lodge/Lucky 8 Gaming, Tin Lizzie Gaming, Wild West Winners Club & Casino

Eureka: Eureka Tourism Committee

Faulkton: Faulkton Tourism Committee

Flandreau: Flandreau Chamber/Development Corporation

Fort Pierre: Fort Pierre Development Corporation, Triple U Buffalo Ranch

Garretson: City of Garretson

Geddes: Geddes Commercial Club

Hill City: Black Hills Central Railroad, Best Western Golden Spike Inn, Hill City Chamber of Commerce, Palmer Gulch Lodge/Palmer Gulch Stables/Ponderosa Restaurant

Hot Springs: Elk Horn Café & Gift Shop, Evans Plunge, Hot Springs Chamber of Commerce, Seven Sisters Steakhouse & Lounge, Super 8 Motel

Huron: Holiday Inn Express, Huron CVB, South Dakota Farmers Union Travel, Super 8 Motel

Interior: Cedar Pass Lodge

PROMOTIONS

Keystone: America Tours West, Amfac Parks and Resorts, Beautiful Rushmore Cave, Big Thunder Gold Mine, Kelly Inn, Keystone Chamber of Commerce, Mount Rushmore Presidents View Resort/White House Resort, Rushmore Borglum Tours

Kimball: Ponderosa Café

Lead: Best Western Golden Hills Resort, Lead Area Chamber of Commerce, White House Inn

Lemmon: Lemmon Area Chamber of Commerce

Madison: Greater Madison Chamber of Commerce

Mission: Rosebud Casino

Mitchell: Chef Louie's, Days Inn, Mitchell CVB/World's Only Corn Palace, Prehistoric Indian Village/Archeodome, The Tumbleweed, Wild West Expeditions

Mobridge: Mobridge Chamber of Commerce

Murdo: Murdo Chamber of Commerce, Pioneer Auto Show and Antique Town

Nemo: Ox Yoke Ranch

Piedmont: Petrified Forest of the Black Hills

Pierre: Best Western Kings Inn, Best Western Ramkota Hotel, Governor's Inn, Kelly Inn, Pierre CVB

Pine Ridge: Red Cloud Indian Heritage Center

Plankinton: Golden Pheasant

Rapid City: Affordable Adventures, Alex Johnson Hotel, AmericInn Motel & Suites, Bear Country USA, Best Western Ramkota Hotel, Black Hills Caverns, Best Western Town n' Country Inn, Circle B Chuck Wagon & Music Show, Country Inn & Suites, Days Inn Main St., Econo Lodge of Rapid City, Fjords Ice Cream Factory Inc., Flying T Chuckwagon Supper/Music Show, Fuddruckers, Gray Line of the Black Hills, Great American Tour Company, Gunsel Horse Adventures, Holiday Inn Express Hotel & Suites, Mount Rushmore Black Hills Gold,

Prairie Edge Trading Co., Quality Inn, Radisson Hotel, Rapid City CVB, Reptile Gardens, Royal Fork Buffet, Rushmore Mall, Sioux Pottery & Crafts Inc., Stagecoach West/Fort Hays Chuckwagon, Stamper's Black Hills Gold Jewelry, Super 8 Motel, Travelodge, Windmill Restaurant

Redfield: Redfield Area Chamber of Commerce

Sioux Falls: AmericInn Motel, Baymont Inn & Suites, Best Western Empire Towers, Best Western Ramkota Hotel, Brenners Homestyle Buffet, Brimark Inn, C. J. Callaway's, Country Inn & Suites, Coyote Canyon, The Empire-Empire East, Fuddruckers, Golden Harvest Chinese Restaurant, Hampton Inn, Jack Rabbit Charters and Tours, Kelly Inn, Oaks Hotel & Convention Center, Radisson Encore Hotel, Ramada Inn Convention Center, Ramada Limited, Royal Fork Buffet, Sheraton Hotel & Convention Center, Sioux Falls CVB, Sleep Inn Hotel

Sisseton: Sisseton Area Chamber of Commerce

Spearfish: Black Hills Passion Play, Cedar House, Guides-To-Go, Holiday Inn Hotel & Convention Center, Kelly Inn, Perkins Family Restaurant, Spearfish Canyon Lodge/Latchstring Village, Spearfish CVB

Sturgis: Sturgis Area Chamber of Commerce, Western Transportation Inc.

Timber Lake: Timber Lake Area Chamber

Vermillion: Buffalo Run Winery, Prairie Inn/Travelodge, Super 8 Motel, Vermillion Area Chamber of Commerce

Wagner: Wagner Chamber of Commerce

Wall: Best Western Plains Motel, Cactus Cafe & Lounge, Elkton House Restaurant, Wall-Badlands Area Chamber, Wall Drug Store, Western Dakota Ranch Vacations

Watertown: Best Western Ramkota Hotel, Comfort Inn, Country Inn & Suites, Country Kitchen, Days Inn, Stone's Inn Motel, Super 8 Motel, Watertown CVB

Wessington Springs: 1905 Opera House, Springs Inn Cafe & Lounge, Wessington Springs Chamber of Commerce

Yankton: Best Western Kelly Inn, Yankton Area Chamber of Commerce

✕ Tourism Database

If you're looking for an up-to-date list of prospective travelers, you can access the Department of Tourism's database. Our database consists of names and addresses of people who have requested South Dakota travel information. Depending on your promotional needs, you can create a targeted mailing list. For example, you can select specific segments like Colorado residents, winter enthusiasts or people interested in Lewis and Clark. The basic rental cost is **\$60 per 1,000 names**. You also can purchase additional services. The Tourism database may be rented year-round. Western Mailers assists the department in managing the database for effective use.

FOR INFORMATION

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