

# Marketing

Aggressive marketing efforts tout South Dakota as a vacation destination to a variety of audiences. The department's marketing programs target the travel trade – including tour operators, AAA travel counselors, filmmakers and the media – as well as the traveling public. We'll use tools such as direct sales, familiarization tours, publications and public relations to hammer home this message: South Dakota can't be beat for great all-American attractions and events.



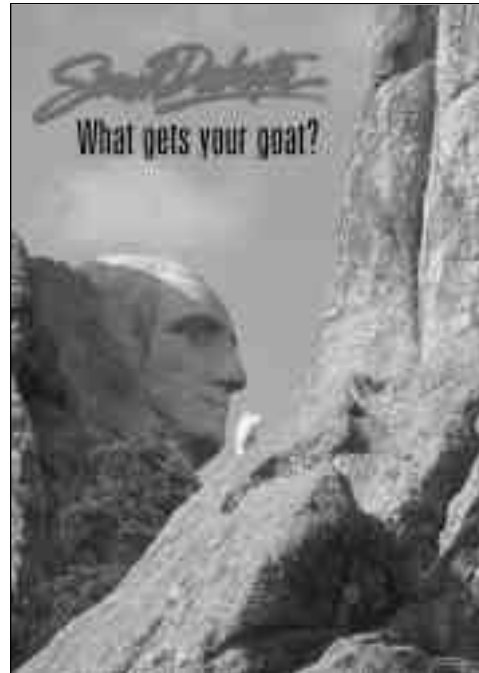
## Group Tour Marketing

Motorcoach tours can mean money in your pocket. That's because the average overnight tour group spends between \$5,000 and \$7,000 per day in a community. Our Group Tour Marketing program targets domestic and international tour operators. Here's what the department is doing to see that South Dakota gets its share of motorcoach business.

- **Low-cost, high-return fams.** Familiarization tours give tour operators a chance to experience South Dakota firsthand – at little or no cost to the department. We invite qualified tour operators to the state, then take them to experience our sites and activities. Partners in the private-sector provide complimentary admission, meals and lodging. In 2002, we'll host a Spring Group Tour Fam, May 2-8, in eastern South Dakota. The Buffalo Roundup Fam for international journalists will be held Sept. 24-Oct. 1 in the Black Hills.
- **Direct selling gets results.** Key trade events give us the chance to meet one-on-one with tour operators nationwide. In the months ahead, we'll attend the American Bus Association Marketplace and the National Tour Association's Annual Convention. We'll also participate in overseas sales missions with Rocky Mountain International and TIA's International Pow Wow held here in the United States. Down the road, these personal contacts convert into actual tours to the state.
- **Ads appeal to operators.** An ad featuring businesses that cater to groups will run in Western Group Tour Magazine and Courier in fall 2002. The magazines have a combined circulation of 17,000. In addition, this same piece will be direct mailed to more than 3,000 domestic tour operators on our database.
- **A little PR goes a long way.** This promotion is designed to build positive relations with motorcoach passengers. When coaches are delayed at South Dakota weigh stations for routine checks, each passenger receives a gift pack



from the Department of Tourism. It includes a fanny pack featuring the South Dakota logo and a bookmark outlining reasons for the delay – namely, passenger safety.



Postcard sent to attendees of annual NTA and ABA meetings

- **In their face.** Three times this year (spring/summer, fall and winter), tour operators will receive the department's Travel Trade Newsletter. This publication is designed to keep members of the travel trade abreast of developments in South Dakota and to keep our name in front of them. Each issue contains information about new attractions and events as well as suggested itineraries.
- **Surf's up.** A new Web site, [www.toursdakota.com](http://www.toursdakota.com), designed especially for the motorcoach industry will go online in 2002. It will include an online version of the Group Tour Planning Guide, featuring partner listings, itineraries and other information requested by tour operators. It also will include information helpful to international visitors.



- Tour operator's bible.** Our Group Tour Planning Guide provides tour operators with a comprehensive overview of tour opportunities statewide. In addition to highlighting group destinations and attractions, it contains maps and mileage charts, sample itineraries, escort notes, and listings of attractions, accommodations, restaurants and services. The guide will be updated this year for 2003-2004 with the content placed on [toursdakota.com](http://toursdakota.com) as well. Businesses that cater to tour groups can purchase a listing in this tour operator's bible. See page 28 for details.
- May I escort you?** We'll update and reprint South Dakota Escort Notes in 2002. This handy booklet is chock-full of stories, legends, history, facts and trivia to assist motorcoach operators in giving their tour participants the best South Dakota vacation ever.

When marketing internationally, South Dakota partners with Wyoming, Montana and Idaho in a program called Rocky Mountain International. RMI promotions target tour operators and travel media in the United Kingdom, Germany, France, Belgium and Italy. By pooling funds with our neighbors, we can stretch our promotional dollars further in these markets.

A fully loaded motorcoach on a charter or tour making an overnight stay contributes an average of \$5,000 to \$7,000 per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs and local taxes.

Source: American Bus Association

#### FOR INFORMATION

Maureen Droz, Group Tour Manager, or  
 Sharla Garrett, Group Tour Assistant  
 (605) 773-3301  
[maureen.droz@state.sd.us](mailto:maureen.droz@state.sd.us)  
[sharla.garrett@state.sd.us](mailto:sharla.garrett@state.sd.us)

## Important Dates

- Feb. 2-7 American Bus Association Marketplace, Kissimmee/St. Cloud, Fla.
- Feb. 20-24 Borsa International Turismo Exchange, Milan, Italy
- Feb. 25-27 Benelux (France) Road Show
- Feb. 28 Press Reception, Paris, France
- March 11-15 United Kingdom Road Show
- March 16-20 International Tourism Bourse, Berlin, Germany
- April 24-28 Rocky Mountain International Roundup, Whitefish, Mont.
- May 2-8 Spring Group Tour Fam, eastern South Dakota
- May 18-23 CRD International Fam (tentative)
- May 24-25 Rocky Mountain International Summit Meeting, New Orleans, La.
- May 25-30 TIA International Pow Wow, New Orleans, La.
- Early June Scandinavian SD/ND/MN Fam
- Sept/Oct Rocky Mountain International Mega-Fam
- Nov. 8-13 National Tour Association Annual Convention, Los Angeles, Calif.
- Nov. 11-14 World Travel Market, London, England



## Outdoor Promotions

There's no doubt South Dakota benefits from visitors who love the outdoors. Pheasant hunters alone – resident and nonresident – spent \$106.5 million in 2000, according to the Department of Game, Fish and Parks. Add to that all the people who fish, camp, mountain bike and snowmobile, and you've got a hefty sum! Here's how the department plans to attract outdoor enthusiasts in 2002.

- **Working the media angle.** Any time you can get an impartial third party to endorse your product, your message appears more credible. That's why we arrange dozens of hostings each year. In the months ahead, we'll work with private-sector partners to arrange complimentary activities and accommodations for members of the outdoor media. We'll take them out to our fields, mountains, prairies and rivers, to experience hunting, fishing, kayaking and other outdoor adventures. In turn, South Dakota receives thousands of dollars of free publicity.
- **Media and the Missouri River.** New this year, the department will coordinate a media hosting designed to increase coverage of Missouri River fishing and related adventure activities. The multi-media hosting will showcase the river as an outdoor destination.
- **Hit 'em with hard news.** To keep members of the outdoor media thinking about South Dakota, the department will produce the "Outdoor News" twice this year. An informational packet, "Outdoor News" contains timely press releases, story ideas and ready-to-use photographs relating to outdoor activities. It will be mailed in April and October. An online version also is available at our media-only Web site, [mediasd.com](http://mediasd.com).
- **No schmooze, you lose.** Developing and maintaining relationships with outdoor writers is essential to securing good press coverage. Accordingly, the department maintains memberships in key professional organizations such as the Outdoor Writers Association of America, and we attend their important meetings.

- **Appealing to anglers.** This spring, the department will send a direct-mail piece to 13,000 anglers in our target markets. The postcard will remind anglers of the fishing opportunities available in The Mount Rushmore State.
- **Hitting the airwaves.** Our 30-second television commercial will air throughout the upper Midwest on The Outdoor Channel during a spring campaign on Gary Howey's "Outdoorsmen Adventures." We'll also run a summer campaign during Ron Schara's "Backroads with Ron and Raven" on ESPN2 and on stations in Rochester, Duluth and Minneapolis, Minn., and Fargo, N.D.
- **Publications promote outdoors.** Two of the department's publications – the Adventure Travel Guide and Fishing and Hunting Guide – target outdoor enthusiasts. The first is a listing of adventure travel providers throughout South Dakota (eg., trail ride operations, rock climbing outfitters, farm/ranch stays). The second is a guide to fishing and hunting resources statewide. It's also accessible at [travelsd.com](http://travelsd.com).

### FOR INFORMATION

Media Relations Manager, or Michele Ganschow,  
Media Relations Assistant  
(605) 773-3301  
[michele.ganschow@state.sd.us](mailto:michele.ganschow@state.sd.us)

**P**heasant hunters alone – both resident and nonresident – spent \$106.5 million in 2000.

Source: South Dakota Department of Game, Fish and Parks

### Important Dates

- Feb. 2-5 SHOT Show, Las Vegas, Nev.
- June 22-26 Outdoor Writers Association of America Annual Conference, Charleston, W.Va.
- Sept. 11-14 Association of Great Lakes Outdoor Writers Conference, Sioux Falls, S.D.

## Rural Tourism Development

Sixty-two percent of all U.S. adults took a trip to a small town or village in the United States within the past three years, according to the Travel Industry Association of America. Getting visitors to explore small-town South Dakota – and spread tourism’s economic benefits to every corner of the state – is one of the department’s major goals. Here’s what we’re doing to achieve that goal.

- **Creating product.** You can’t attract visitors without product. Accordingly, the department works with rural communities, regions and tribes to develop or enhance their tourism resources. Services offered include planning, marketing and public relations assistance. Our Tourism Assistance Directory serves as an aid for locating technical and financial assistance, resource materials and regulatory information.
- **B&Bs and farm/ranch stays.** Alternative forms of lodging such as bed and breakfasts and farm/ranch stays continue to be popular options. On Feb. 14, 2002, and again on Feb. 15, the department will host a free workshop for individuals interested in developing a B&B or farm/ranch vacation stay. Attendees will learn about funding resources, state legal requirements and business plans. The workshops will be offered via the Dakota Digital Network at sites across the state.
- **Tribal tourism.** In response to traveler requests for tribal tourism information,

the department offers two consumer publications. The “Guide to the Great Sioux Nation” is a cooperative effort between the department and the tribes. It highlights each of the nine tribe’s tourism opportunities and historic sites. The “Guide to Indian Reservations and Art” contains tribal information and a listing of services available on each reservation, as well as places to view and purchase American Indian art.

### FOR INFORMATION

Cindy Tryon, Rural Tourism Manager, or  
Kerry Nixon, Rural Tourism Assistant  
(605) 773-3301  
cindy.tryon@state.sd.us kerry.nixon@state.sd.us

Sixty-two percent of all U.S. adults took a trip to a small town or village in the United States within the past three years.

That translates to 86.8 million people.

Source: Travel Industry Association of America

### Important Dates

- |         |  |
|---------|--|
| Feb. 14 | Farm/Ranch Vacations and B&B Workshop          |
| Feb. 15 | Farm/Ranch Vacations and B&B Workshop repeated |

## Lewis and Clark Promotions

America will commemorate the 200th anniversary of Lewis and Clark’s epic journey 2003-2006, and South Dakota will be prepared. Our efforts include the following:

- **Grassroots planning.** The Department of Tourism’s primary role is to market your bicentennial events and activities. But we also coordinate the South Dakota Corps of Rediscovery, a statewide grassroots planning group. The group will meet four times in 2002 (see schedule page 51), to develop strategies, share information and learn about national bicentennial plans.

- **Raising public awareness.** By educating the public about Lewis and Clark now, South Dakota will have knowledgeable ambassadors for the future. This year, we'll repeat two successful educational programs. First, we'll help to organize and fund a summer Teacher Institute designed to get South Dakota instructors to integrate Lewis and Clark history into the classroom. Second, we'll sponsor our annual Lewis and Clark essay contest for fourth-graders.

- **Training tour guides.** This summer, the department will hold workshops to train step-on guides for tour groups traveling South Dakota's Lewis and Clark Trail. The free workshops will teach participants how to research and present historically accurate step-on presentations. Workshop dates and locations to be announced.



- **Bicentennial minutes.** The department will join with South Dakota Public Television to promote Lewis and Clark through one-minute vignettes that will air on SDPTV during the next two years. A series of 20 segments will highlight the expedition's adventures in South Dakota.



- **Just for visitors.** Travelers who want to know more about South Dakota's Lewis and Clark Trail can request our special Lewis and Clark Trail Guide. The colorful booklet features historic sites, festivals and points of interest along South Dakota's Lewis and Clark Trail. It's available at Interstate Information Centers and to phone, mail and e-mail inquirers. This year, we'll publish the fifth version of this guide, since the first printing in 1996. A 30-minute travel tape or CD – available for loan at Information Centers – is part of a four-part series. The segment tells of Lewis and Clark's adventures while in South Dakota. Our partners in these two efforts are the Southeast South Dakota Visitors Association and the Great Lakes of South Dakota Association.

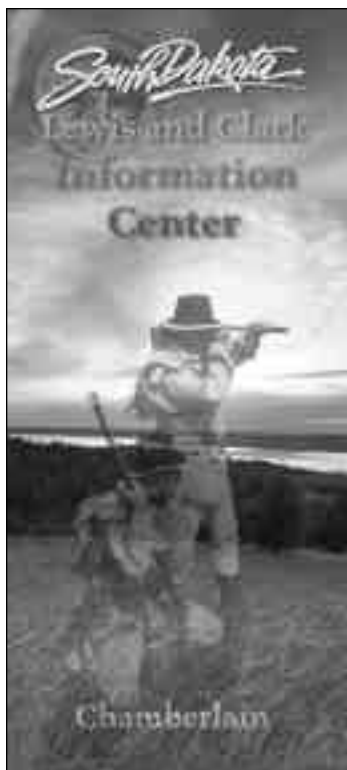
FOR INFORMATION

Cindy Tryon, Rural Tourism Manager, or  
 Kerry Nixon, Rural Tourism Assistant  
 (605) 773-3301

cindy.tryon@state.sd.us kerry.nixon@state.sd.us

**Important Dates**

- Feb. 6 South Dakota Corps of Rediscovery Meeting, EROS Data Center, Sioux Falls
- April 11-15 National Lewis and Clark Bicentennial Council Meeting, Lewiston, Idaho
- April 20 South Dakota Corps of Rediscovery Meeting, Springfield
- July 24 South Dakota Corps of Rediscovery Meeting, Lower Brule
- July 27-31 Lewis and Clark Trail Heritage Foundation Annual Meeting, Louisville, Ky.
- November South Dakota Corps of Rediscovery Meeting (date and location TBA)



New four-color brochure promoting the Lewis and Clark Information Center near Chamberlain

## Film Office

Bringing film productions to South Dakota has two major benefits. It brings new dollars into the economy and generates publicity for the state. Below is our plan of attack for attracting film/video projects in the months ahead.

- **Taking our message to Hollywood.**

In April 2002, we will attend the annual American Film Commissioners International Locations Expo in Santa Monica, Calif. Key players in the film and video industry attend this major trade show for commercial, television and feature-film producers. At the show, we pitch South Dakota as a unique and accessible filming location. Attendance at this show helps us to build personal relationships with decision-makers in the industry.



Sundance Film Festival award-winning director, Chris Eyre, shot his entire upcoming feature "Skins" in the Pine Ridge area last year. "Skins" is scheduled for release in 2002.

- **Showing off locations.** The best way for a film scout, director or producer to envision South Dakota's exceptional shooting locations is to see them for themselves. That's why we arrange cost-free trips for qualified film-industry professionals searching for that perfect location. Once they're in the state, we assist with scouting, transportation, accommodations and access to certain locations.

- **Can't miss 'em reminders.** Four times during the year, we direct mail a series of eye-popping postcards to 1,200 key decision-makers in the film and video industry. The postcards highlight South Dakota's unique filming locations.
- **All they'll ever need to know.** Our 100-page Video/Film Directory contains all the information filmmakers will ever need to know about shooting in South Dakota. The comprehensive guide covers film permits, laws, transportation and weather. It also includes listings of businesses that serve film and video projects (eg., costume houses, caterers, lighting equipment, truck rentals). We send it out upon request and publish it online at [filmsd.com](http://filmsd.com).

Travelers who choose a destination as the result of seeing a movie or TV show are more likely than total U.S. travelers to be younger (37 years, average age) and have a higher household income (\$81,000 average mean annual household income).

Source: Travel Industry Association of America

- **Get it online.** A new Web site, [filmsd.com](http://filmsd.com), will be developed for the film and video production industry. The site's predominant feature will be location photos, including iPIX 360-degree digital images. Also included will be a summary of film and commercial projects produced in the state, crew database, and an online version of the Video/Film Directory.

### FOR INFORMATION

Chris Hull, Film Office Manager, or  
Molly Noem, Film Office Assistant  
(605) 773-3301  
[chris.hull@state.sd.us](mailto:chris.hull@state.sd.us) [molly.noem@state.sd.us](mailto:molly.noem@state.sd.us)



Film Office direct-mail postcards sent in 2001

## Important Dates

April 12-14 American Film Commissioners  
International Locations Expo,  
Santa Monica, Calif.

## Information Centers

A captive audience travels the I-90 and I-29 corridors. During the summer months, we “sell” these visitors on South Dakota’s vacation opportunities when they stop at the 13 Interstate Information Centers. Our Information Center programs are designed to increase visitors’ length of stay – and money spent – in South Dakota. Here’s how we do it:

- **One-on-one with travel counselors.** A group of 75 enthusiastic and knowledgeable travel counselors will staff the Information Centers from May 18 to mid-September of 2002. This front-line crew sells South Dakota’s attractions and destinations by suggesting things for visitors to see and do, answering questions, offering travel materials, and making visitors feel welcome. The goal: Get visitors to see more of South Dakota now or on a return trip.
- **Better than books on tape.** Another tool we use at the Information Centers are the South Dakota travel tapes and CDs. A four-part series, the tapes/CDs can be taken out on loan at Information Centers. Travelers pop in a tape or CD and learn about South Dakota history, attractions, legends and culture as they drive across the state. The series is designed to entice travelers to extend their length of stay (once they realize how much South Dakota has to offer) or to plan a return visit.
- **Bundles of brochures.** At each of the Information Centers, visitors can pick up travel brochures. You can distribute your brochure free of charge at any Information Center. You simply need to run a sample by us first, to make sure it meets our standards. Then, it’s up to you to get your materials to each center. Visitors constantly browse our brochure racks, so don’t miss this easy opportunity to get your name and message in front of the traveling public.

■ **Poster and T-shirt promotions.**

Other promotional opportunities at the Information Centers include our poster and T-shirt programs. At eight of the centers, space is available (May-September only) for purchase to hang your promotional posters. (See page 26 for information.) On Wednesdays and Fridays during the peak season, travel counselors wear T-shirts advertising visitor-industry businesses. There's no charge for your business to participate; you simply supply the shirts. (See page 27 for details.)



Interpretive displays – installed May 2001 – were the last step in completing the new Lewis and Clark Information Center overlooking the Missouri River near Chamberlain.

■ **Blitzing the traveling public.**

Communities, businesses and organizations can host “blitzes” at the Information Centers with the department’s permission. Blitzes give groups a chance to greet visitors who stop at the centers, distribute their literature and explain the benefits of visiting the attraction, event or community they’re promoting. Blitzes must be scheduled in advance and approved by the Departments of Tourism and Transportation.



To ensure traveler safety at the Information Centers, the Department of Transportation has installed security cameras at each location. In addition, alarm systems are being installed to notify local law enforcement of threatening situations. Finally, information on the interactive kiosks will focus solely on road and weather information.

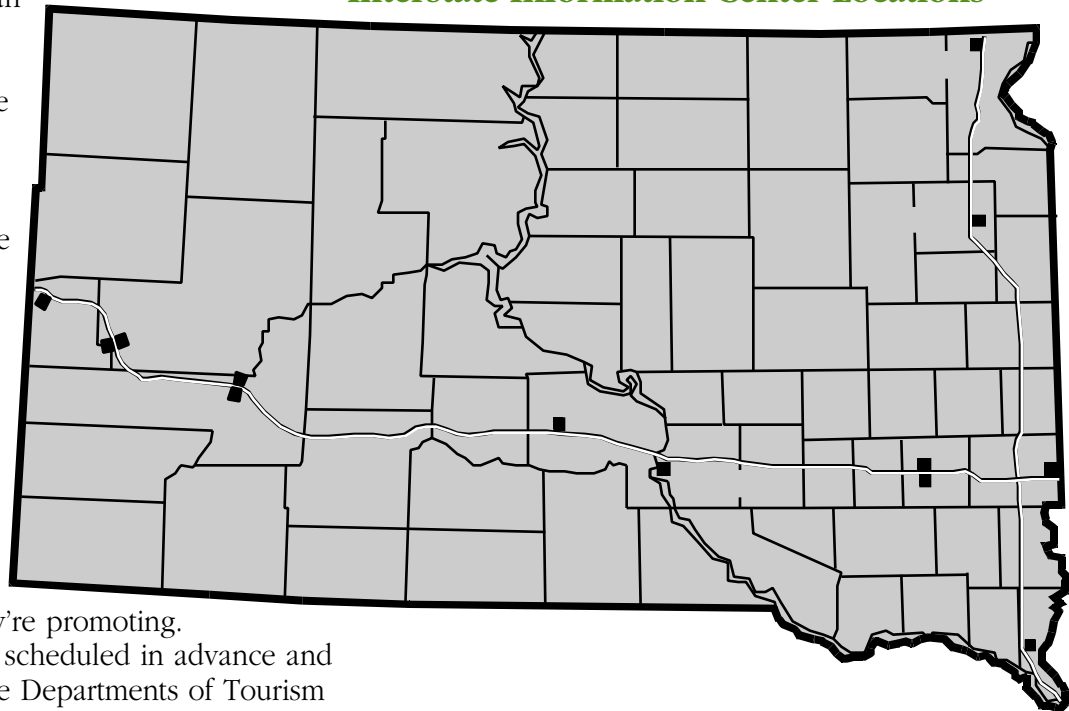
**FOR INFORMATION**

René Vallery, Information Center Manager, or  
Larissa Skjonsberg, Information  
Center Assistant  
(605) 773-3301  
rene.vallery@state.sd.us  
larissa.skjonsberg@state.sd.us

**Important Dates**

- May 2-10 Familiarization tour for Information Center counselors
- May 18 Information Centers open

**Interstate Information Center Locations**



# Hospitality Program

Service can make or break a visitor's experience, whether they're dining out, checking in, fueling up or shopping for souvenirs. Through the Hospitality Program, the Department of Tourism aims to raise the level of customer service statewide. We also seek to recognize and support those businesses that provide outstanding customer service. Here's how we do it:

- **Great Service STAR designation.** Participants who complete our four-step process will be awarded the Great Service STAR to use in their advertising and promotional efforts. The steps include: 1) participating in an approved hospitality-training workshop, 2) offering a visitor comment mechanism at your establishment, 3) giving recognition to employees who provide great service, and 4) applying for the George S. Mickelson Great Service Award. The STAR symbolizes a business' commitment to outstanding service. It's displayed with listings in the Services Directory of the South Dakota Vacation Guide and on our Web site, [travelsd.com](http://travelsd.com).
- **Spring training camp.** Rookie or veteran, everyone in the hospitality industry can benefit from a refresher course. That's what the department's spring training camps are all about. Lively and informative hospitality-training workshops will be held this spring. (Dates to be announced.) One will be geared to managers; the other to front-line employees. Both will help you achieve Step 1 (above) in earning a Great Service Star.
- **Recognizing your own.** To help you achieve Step 3 (above), the department offers a Certificate of Recognition, signed by the governor, which recognizes an employee who provides great service. On second commendation, the employee receives a star to attach to the certificate, and on third commendation, he or she gets a Great Service lapel pin. You must provide us with an official nomination form or copy of a visitor's letter commending the employee in order to be eligible to receive any of these three items.

## FOR INFORMATION

René Vallery, Hospitality Program Manager, or  
Larissa Skjonsberg, Hospitality Program Assistant  
(605) 773-3301  
[rene.vallery@state.sd.us](mailto:rene.vallery@state.sd.us)  
[larissa.skjonsberg@state.sd.us](mailto:larissa.skjonsberg@state.sd.us)

## George S. Mickelson Great Service Award

Each year, the Department of Tourism presents this prestigious award to a business, community or organization that excels in customer service. The winner receives a \$1,000 credit to be used in any of the Department of Tourism's cooperative advertising programs.

The South Dakota businesses listed below have qualified to be Great Service Star providers for 2002. Watch for this symbol to be displayed at their property and in their advertising.

### Aberdeen

Aberdeen Parks, Recreation and Forestry Dept./  
Wylie Park

### Belle Fourche

Family Thrift Center

### Brookings

Dakota Ram Inc.  
Quality Inn  
Super 8 – The Rivett Group L.L.C.

### Canton

GFP – Newton Hills State Park

### Chamberlain

Akta Lakota Museum/St. Joseph's Indian School  
Cedar Shore Resort Inc.

### Clear Lake

GFP – Lake Cochrane Recreation Area

### Corona

GFP – Hartford Beach State Park

### Custer

Black Hills National Forest  
Custer Area Chamber of Commerce  
Custer State Park  
Flinstones Bedrock City  
L & J Golden Circle Tours  
Mountain Music Show

### Dakota Dunes

Country Inn & Suites

**Deadwood**

Black Hills Hideaway B&B  
Comfort Inn at Gulches  
of Fun  
Deadwood Gulch Resort First  
Gold Hotel  
Full House Inc. (Gold Dust  
Gaming/Holiday Inn Express)  
Mineral Palace Hotel  
Super 8 Lodge  
Tin Lizzie Gaming

**Freeman**

Freeman Super 8

**Garretson**

GFP – Palisades State Park

**Grenville**

GFP – Pickerel Lake Recreation  
Area

**Hill City**

Best Western Golden  
Spike Inn  
Black Hills Central Railroad/  
1880 Train  
Creekside Cottage B&B Harney  
Peak Motel & Bungalow  
Lantern Inn  
Mt. Rushmore KOA/Palmer  
Gulch Lodge  
Pine Rest Cabins  
Robins Roost Cabins

**Hot Springs**

Budget Host Hills Inn  
Comfort Inn  
Evans Plunge  
GFP – Angostura Recreation  
Area  
Hot Springs Chamber  
of Commerce  
Mammoth Site

**Huron**

Crossroads Hotel & Convention  
Center

**Interior**

Badlands Ranch and Resort

**Keystone**

AMFAC Parks and Resorts/  
Mount Rushmore  
Beautiful Rushmore Cave  
Big Thunder Gold Mine  
Keystone Chamber  
of Commerce

Mount Rushmore President's  
View Resort  
Mount Rushmore White  
House Resort  
Presidential Parking Inc.

**Lake Andes**

GFP – North Point  
Recreation Area

**Lake City**

GFP – Roy Lake State Park  
GFP – Fort Sisseton State Park

**Lead**

Golden Hills Inn  
Palace Express

**Madison**

GFP – Lake Herman State Park

**Mission**

Rosebud Sioux Tribe Tourism  
Department

**Mitchell**

Corn Palace CVB  
Holiday Inn  
World's Only Corn Palace

**Murdo**

Pioneer Auto Museum

**Oacoma**

Oasis Inn

**Pierre**

Best Western Ramkota Inn  
GFP – Farm Island & West  
Bend Recreation Areas  
Governor's Inn  
Kelly Inn  
Lighthouse Pointe/Oahe Trails  
Golf Resort  
State Historical Society/  
Cultural Heritage Center

**Platte**

GFP – Snake Creek  
Recreation Area

**Rapid City**

AmericInn Lodge and Suites  
Best Western Ramkota Hotel  
& Convention Center  
Black Hills Caverns  
Black Hills Visitor Information  
Center  
Country Inn & Suites

Hart Ranch Camping  
Resort Club  
Hotel Alex Johnson  
Lake Park Campground  
Lamplighter Inn  
Quality Inn of Rapid City  
Rapid City CVB  
Reptile Gardens  
Rushmore Plaza Holiday Inn  
Super 8

**Sioux Falls**

Best Western Ramkota Inn  
GFP – Outdoor Campus  
Hampton Inn  
Kelly Inn  
Residence Inn  
Sheraton Hotel and Convention  
Center  
Washington Pavilion of  
Arts and Science

**Spearfish**

D.C. Booth Fish Hatchery  
Spearfish Canyon Resort

**Wall**

Ann's Motel  
Elkton House Restaurant  
Jake's  
Wall-Badlands Chamber  
of Commerce  
Wall Drug Store

**Watertown**

Comfort Inn  
Country Inn & Suites  
GFP – Pelican Lake Recreation  
Area  
GFP – Sandy Shore Recreation  
Area  
Watertown CVB

**Yankton**

Broadway Inn  
Gavin's Point Bed and  
Breakfast  
Lewis and Clark Recreation  
Area  
Yankton Chamber of  
Commerce

## Travel/Sport Shows

One in five leisure trips includes some form of outdoor recreation and/or a visit to a national or state park, according to the Travel Industry Association of America. To reach these outdoor enthusiasts, the department staffs a booth at travel/sport shows in key markets. Partners from the private sector join us in this effort. New this year, we're attending shows in Chicago and Denver. Together, we'll promote South Dakota at the following shows in 2002.

### 2002 Schedule

- Jan. 23-27 Chicago Boat, RV and Outdoor Show, Chicago, Ill.
- Jan. 24-27 International Sportsmen Show, Denver, Colo.
- Feb. 2-10 Eastern Sports and Outdoor Show, Harrisburg, Pa.
- March 8-17 Milwaukee Sentinel Sports Show, Milwaukee, Wisc.
- March 22-30 Northwest Sportshow, Minneapolis, Minn.



#### FOR INFORMATION

René Vallery, Travel Show Manager, or  
Larissa Skjonsberg, Travel Show Assistant  
(605) 773-3301  
rene.vallery@state.sd.us  
larissa.skjonsberg@state.sd.us

**O**ne in five (21 percent) leisure person-trips includes some form of outdoor recreation and/or a visit to a national or state park.

Source: Travel Industry Association of America

## AAA Marketing

AAA members represent a huge market for South Dakota. According to the association, approximately 3.4 million of its members, including their companions, visited the state in 2000. The department works with AAA offices to ensure that South Dakota gets its share of AAA business. Here's a look at the efforts we have planned for 2002.

- **Taking the show on the road.** Once in the spring and again in the fall, the department will coordinate familiarization tours for AAA travel counselors. We'll invite counselors nationwide on a complimentary tour of South Dakota. The spring "fam" will follow the Lewis and Clark Trail, while the fall "fam" will cover the Black Hills. Our partners in the private sector will supply rooms, meals and admissions to attractions. After experiencing South Dakota for themselves, the travel counselors are better equipped to sell the state to travelers.
- **AAA blitzes.** While attending travel/sport shows this spring, we'll visit AAA offices in most host cities. At these locations, we'll promote South Dakota's vacation opportunities and distribute our promotional literature. This year, we're targeting AAA offices in Colorado, Minnesota, Pennsylvania and Wisconsin.
- **Keeping in touch.** Three times during the year (spring/summer, fall and winter), the department will publish the Travel Trade Newsletter. AAA/CAA offices throughout North America will receive the publication, which is designed to keep them thinking about South Dakota as a destination. Each issue contains timely information about events, attractions and visitor opportunities statewide.

**I**n 2000, approximately 3.4 million AAA members (including their travel companions) visited the state of South Dakota. They accounted for 30 percent of all room nights.


Source: AAA

#### FOR INFORMATION

René Vallery, AAA Marketing Manager, or  
Larissa Skjonsberg, AAA Marketing Assistant  
(605) 773-3301  
rene.vallery@state.sd.us  
larissa.skjonsberg@state.sd.us


## Public Relations

Most of the department's public-relations campaigns target the media, in an effort to boost South Dakota's image as a premier vacation destination. These low-cost efforts yield high-return results, including coverage on national and cable TV networks and placement in glossy travel magazines. Last fiscal year, hostings of domestic media alone resulted in \$2 million worth of publicity for South Dakota! The department also garnered \$2.3 million worth of publicity for South Dakota in the foreign media.

- **Using the media to share our message.** Time and again, press trips and hostings have proven to be successful PR tools. The magazine articles and television shows that result from a press trip lead to increased awareness of South Dakota's vacation opportunities. In addition, featured businesses often report an increase in inquiries immediately following the release of an article. This year, we will host winter, spring and fall press trips in South Dakota. The first will showcase winter activities; the second, history and adventure along the Lewis and Clark Trail; and the third, the annual Custer State Park Buffalo Roundup.
- **Hitting the Windy City and Mini-Apple.** We plan to conduct a joint media blitz – with Wyoming as a partner – in Chicago and Minneapolis this spring. We'll host media receptions in both cities, where we'll tout our all-American destinations such as Mount Rushmore National Memorial and Yellowstone National Park. We'll also arrange individual appointments with media outlets located in those cities. 
- **Beam me up, South Dakota!** Due to the overwhelming success of past satellite feeds, we'll coordinate satellite feeds at Mount Rushmore's Independence Day celebration and Custer State Park's Buffalo Roundup again this year. Images of the events will be available via satellite to media around the country to use in their broadcasts. An estimated 10.2 million television viewers nationwide saw portions of the 2001 fireworks over Mount Rushmore, and an estimated 4 million saw clips of the 2001 Buffalo Roundup.

- **Three-season reminder.** Three times this year (spring/summer, fall and winter), travel writers will receive the department's Travel Trade Newsletter. This publication is designed to keep members of the travel trade abreast of developments in South Dakota. Each information-packed issue contains story ideas, a listing of upcoming events, and profiles of attractions and activities. Stories from the Travel Trade also are available on our media-only Web site: mediasd.com.
- **Promoting awareness.** Established in 1983, National Tourism Week is designed to promote awareness of the travel industry as a major contributor to the U.S. economy. During National Tourism Week 2002, May 4-12, the department will sponsor an educational/awareness campaign focusing on the economic benefits the industry brings to South Dakota.

The department's domestic media hostings in FY2001 resulted in \$2.0 million worth of publicity for South Dakota. We also garnered \$2.3 million in foreign media outlets.

- **Two-nation vacation.** We'll form a new public-relations venture with Manitoba, Minnesota and North Dakota to take our two-nation vacation message to travel media throughout the Midwest. A Web portal will be developed, and one or more joint publicity tools will be implemented. 

- **Look us up online.** Members of the media can access the latest information on South Dakota's visitor industry at a Web site designed especially for them, [www.mediasd.com](http://www.mediasd.com). Short, rotating features suggest story ideas, and press releases, fact sheets and special announcements keep them up-to-speed on recent developments.

#### FOR INFORMATION

Media Relations Manager, or  
 Michele Ganschow, Media Relations Assistant  
 Mary Stadick Smith, Communications Coordinator  
 (605) 773-3301  
[michele.ganschow@state.sd.us](mailto:michele.ganschow@state.sd.us)  
[mary.stadicksmith@state.sd.us](mailto:mary.stadicksmith@state.sd.us)

### Important Dates

Jan. 24-27	Meteorologist fam tour
March 11-15	South Dakota/Wyoming media blitz, Chicago, Ill.
March 18-22	South Dakota/Wyoming media blitz, Minneapolis, Minn.
May 4-12	National Tourism Week
May 9-14	Society of American Travel Writers, Western Chapter meeting, Kelowna, British Columbia
June 5-9	SATW, Central States Chapter meeting, Mackinac Island, Mich.
July 3	Independence Day celebration fireworks, live satellite feed, Mount Rushmore National Memorial
Sept. 30	Buffalo Roundup live satellite feed, Custer State Park
Oct. 27-Nov. 1	SATW annual conference, Honolulu, Hawaii



A live satellite feed of the July 3, 2001, fireworks at Mount Rushmore generated more than 180 stories on national and regional television programs. Outlets such as The Weather Channel, CNN's "This Morning," and NBC's "Today Show" used fireworks footage provided by the Department of Tourism. The footage reached an estimated 10.2 million viewers.

### Media "hits" in 2001

- MotorHome, May, estimated value: \$45,110
- Canoe & Kayak, May, estimated value: \$15,000
- Midwest Living, May/June, estimated value: \$20,320
- Live satellite feed, Independence Day at Mount Rushmore, estimated viewers: 10.2 million
- Endless Vacation, July/August, estimated value: \$187,000
- Trailer Life, August, estimated value: \$43,500
- AAA Home & Away South Dakota, Sept/Oct, estimated value: \$5,150
- Live satellite feed, Buffalo Roundup at Custer State Park, estimated viewers: 4 million