

# Marketing

The Office of Tourism aggressively markets South Dakota as a vacation destination to a variety of audiences. Our marketing programs reach the traveling public as well as key segments of the travel trade. We'll use tools like direct sales, familiarization tours, publications and the media to "sell" our message and increase our market share of travelers.



# AAA Marketing

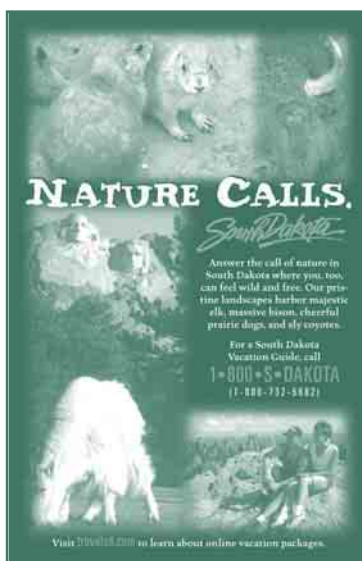
American Automobile Association members represent a huge market for South Dakota. AAA and CAA have 46 million members in the United States and Canada. Twenty-five percent of all U.S. households have an AAA membership. The Office of Tourism works with AAA offices to ensure that South Dakota gets its share of AAA business. Here's a look at the efforts planned for 2004.

## Familiarization Tours

The Office of Tourism will coordinate a familiarization tour for AAA travel counselors in September 2004. Counselors from across the country are invited on a tour of South Dakota. Partners in the visitor industry contribute complimentary lodging, meals and admissions to attractions. After experiencing South Dakota for themselves, the travel counselors are better equipped to sell the state to travelers.

## TourBook, CampBook, and Home and Away

Tourism is an annual advertiser in the North Central editions of AAA TourBook (circulation: 687,300) and CampBook (circulation: 225,000). Our full-page color ads have the prime inside



2004 AAA CampBook ad

Wyoming, includes an ad in the May issue of *Home and Away*.

## Blitzes

In January, we visited targeted AAA offices in Nebraska, Iowa and Minnesota to promote South Dakota's vacation opportunities. South Dakota's attractions, events and scenic beauty were showcased. In February, we'll visit select offices in Pennsylvania and Ohio.

## NEW! E-mail Blasts

In January, the Office of Tourism began sending monthly e-mail blasts to AAA offices nationwide. Each month we highlight events and South Dakota AAA Gem attractions, provide South Dakota AAA statistics and more. AAA offices also have the opportunity to request South Dakota literature.

## NEW! South Dakota Great News

A new name and a new look grace the cover of our four-page travel business newsletter. Great News, formerly Travel Trade, remains a resourceful tool for travel counselors. It is published three times a year (spring/summer, fall and winter) and is sent to AAA/CAA offices throughout North America. Great News is designed to keep travel counselors thinking about South Dakota as a destination. It includes visitor opportunities, itineraries and information about new attractions and events.

FOR INFORMATION  
René Vallery, AAA Marketing Manager,  
(605) 773-3301    rene.vallery@state.sd.us

## Film Office

The South Dakota Film Office markets the state to motion picture, television, documentary and commercial projects. Productions of this nature bring dollars to South Dakota's economy by hiring locals to act as extras or crew people. Film crews eat in restaurants, stay in hotels and use other

services. These big screen moments provide national exposure for our state. Below is Tourism's plan for attracting film/video projects in the months ahead.

## Film and Video Production Directory

This directory is a comprehensive guide for film and video industry representatives interested in South Dakota as a filming location. The directory contains location photos, seasonal weather information, service listings and all pertinent laws and guidelines. The directories are sent out upon request and distributed at film trade shows and festivals. The content is also available on FilmSD.com.

### NEW! FilmSD.com

The South Dakota Film Office unveiled FilmSD.com in March 2003. The Web site contains all the information in the production guide plus an extensive online location photo library and comprehensive crew database.



## Trade Shows

In April 2004, we will attend the Association of Film Commissioners International Locations Expo in Santa Monica, Calif. More than 3,500 industry decision makers attend this trade show, providing us with valuable face time to pitch South Dakota as a filming location. South Dakota partners with the Montana, Wyoming, and Idaho Film Offices for this event. This consortium has a booth that resembles an Old West town.

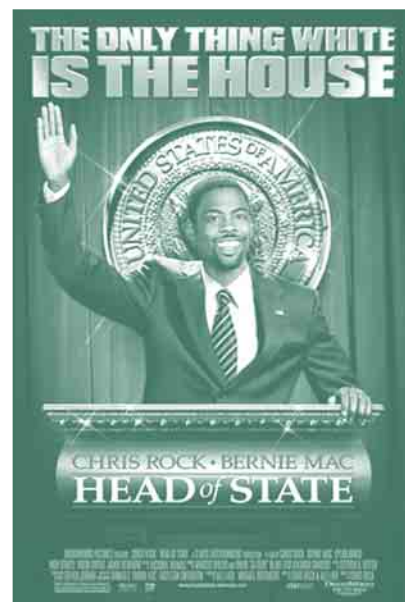
Tourism also partnered with Wyoming, Montana and Idaho to host an official Sundance Film Festival filmmakers reception during the 2004 festival in Park City, Utah. This reception provided us with face-to-face interaction with both independent filmmakers and studio representatives.

## Hostings

The South Dakota Film Office works closely with filmmakers to scout locations for prospective projects. We arrange low or no cost scouting trips for decision makers to see our locations first-hand. Once they are in the state, we assist with scouting, accommodations and access to certain locations.

## Premieres

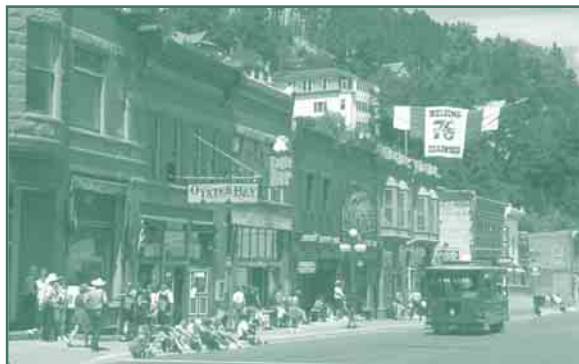
In 2003 two movies filmed in South Dakota were unveiled. Dreamwork's "Head of State" starring Chris Rock opened as the number one film in America the week of March 28, 2003. The movie was released on video Aug. 12, 2003. Last year also brought about the release of "Skins" on video. Skins was shot in 2001 on the Pine Ridge Reservation by director Chris Eyre.



"Head of State" movie poster

South Dakota will receive prominent play in two premieres in spring 2004. Disney's feature film "Hidalgo," which filmed in the Black Hills in 2002, will premiere in March. "Hidalgo" is the story of Frank T. Hopkins (played by "Lord of the Rings" star, Viggo Mortenson) and his famous mustang horse Hidalgo. The movie begins in South Dakota both in story and location. Hopkins' adventures take him to Morocco for a cross-desert race. This film promises to be a huge release for Disney and will provide great exposure for South Dakota. Our state is even mentioned prominently

in the movie's trailer, which can be seen at [hidalgo.movies.com](http://hidalgo.movies.com).

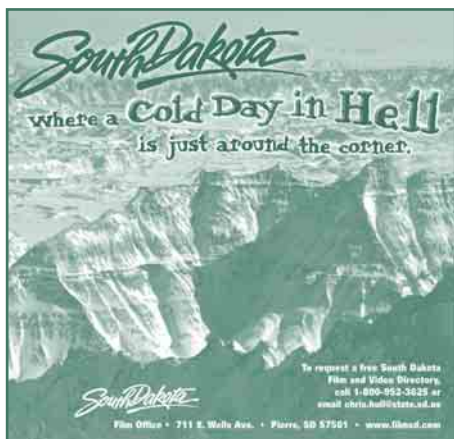


Historic Deadwood

The wild and woolly, rootin' tootin' Western history of Deadwood is featured in a new HBO series premiering March 4, 2004. "Deadwood," a historical fiction based series, offers a rough and gritty look at the gold rush and settling of the Black Hills. The Film Office scouted with this production for almost two months in the summer of 2003. The series promises to give Deadwood, the Black Hills and all of South Dakota unbelievable exposure. Keith Carradine and Timothy Olyphant star.

## Advertising

This year, the Film Office created a new ad to run in the trade magazines of *Shoot* (circulation: 15,000) and *Production Update on Location* (circulation: 27,500). We also ran display ads in the



*Production Update on Location* ad

annual industry directories of *Kemps International* (circulation: 5,000), *LA 411* (circulation: 10,000) and *NY 411* (circulation: 10,000).

## Industry Organizations

The South Dakota Film Office belongs to the Association of Film Commissioners International, an organization that promotes location filming worldwide as well as the education and expansion of film offices. We also belong to FilmUS, an organization that promotes filming in the United States. By networking with members of each group, we keep abreast of the hot issues affecting the film industry and keep tabs on what other states are doing.

### Award-Winning Marketing Efforts

*The South Dakota Film Office won second place for the production guide, third place for direct mail, and third place for black-and-white full page ad in the state/province/region category in the 2003 AFCI marketing competition. Tourism did all the creative work on these pieces internally.*

## Direct Mail Efforts



One of three Film Office postcards

The South Dakota Film Office sends 1,200 postcards in February, July and October to industry decision makers who have worked with us, sought information from us in the past or have been identified as major players in the entertainment business. The postcards feature unique filming locations and describe the services offered by the Film Office. The 2003 mailing promoted the new Web site, [FilmSD.com](http://FilmSD.com).

## South Dakota Film Festivals

In 2004, the Film Office is promoting and participating in two in-state film festivals. The Black Hills Microcinema Film Festival is June 16-18 in Rapid City. Formerly the ReWind Film Festival, this event concentrates on film productions with a budget of less than \$50,000. The Native Voice Film Festival in Rapid City, Jan. 28-31, is in its second year. This festival will feature Chris Eyre's newest film, "Edge of America."

### FOR INFORMATION

Chris Hull, Film Office Manager, (605) 773-3301  
chris.hull@state.sd.us

## Important Dates

- Jan. 28-31 Native Voice Film Festival, Rapid City
- April 11-13 American Film Commissioners International Locations Expo, Santa Monica, Calif.
- June 16-18 Black Hills Microcinema Film Festival, Rapid City

## Group Tour

Motorcoach tours can mean money in your pocket. That's because, according to the American Bus Association, the average overnight tour group spends between \$5,000 and \$7,500 per day in a community. The Office of Tourism's group tour marketing program targets domestic and international tour operators. Here's what Tourism is doing to see that South Dakota gets more motorcoach business.

*North American packaged travelers spent \$99 billion on trips to destinations within the United States.*

*Source: National Tour Association's Packaged Travel in North America, 2001 Edition*

## Fam Tours

Familiarization tours give tour operators a chance to experience South Dakota first-hand so they can better sell the state to their clients. The Office of Tourism invites qualified tour operators to the

state and hosts them as they experience our sites and activities. Partners in the private sector provide complimentary admission, meals and lodging. Tourism will promote the new 2 Nation Tours, a multi-state/province tourism consortium, with a group tour fam June 4-9. The fam will follow the itinerary of 2 Nation Tour's Signature Tour, which features popular attractions in South Dakota.

Consortium partners, Minnesota, North Dakota and Manitoba, will each host separate Signature Tour fams.

## Marketing to Japan

South Dakota is part of the Back to Nature tours, featuring the Black Hills, promoted by Osamu Hoshino to the Japanese market. Hoshino is based in the U.S. and actively markets tours through seminars and tradeshow in Japan and at the Travel Industry Association of America's Pow Wow. The U.S. Mainland Tourism Recovery Committee has chosen Back to Nature V as one of its three final products. It will be featured by the top seven wholesalers in Japan in 2004.

## Trade Shows

Key trade events provide members of South Dakota's visitor industry the opportunity to meet one-on-one with tour operators nationwide to market South Dakota. The Office of Tourism

## Fam tours payoff

*"Today I received a very nice package from South Dakota! Thank you very much for the wonderful souvenir and video. I just played it in our store and people from outside can see it, because we show it on a huge screen. I will book my first clients to Custer State Park, included is a buffalo jeep safari and I booked Deadwood! I am sure that in the future I will send more and more clients! I also wrote offers for clients to spend three nights in a Sioux tipi... Plus, I really plan to come back for vacations and to stay at least one week! Once again thank you very much!"*

*- Mike Boldt, CRD INTERNATIONAL, Germany, participant in 2002 RMI South Dakota Megafam*

attended the American Bus Association (ABA) Marketplace in January and will attend the National Tour Association's (NTA) Annual Convention in November. Prior to each event, a postcard is mailed to ABA and NTA tour operator members listing who from South Dakota will attend each event. South Dakota attendees meet with tour operators, attend seminars and network. In late August, Tourism will caucus with South Dakota ABA and NTA members to prepare for the trade shows. Group tour issues, trends and destination cross-selling will also be discussed.

In April, Tourism will attend the Travel Industry Association of America's Pow Wow in Los Angeles, Calif., which brings together international tour operators and journalists. The Office of Tourism will co-op with five industry partners for a Pow Wow booth and participate in scheduled appointments with tour operators.

## Rocky Mountain International



South Dakota partners with Wyoming, Montana and

Idaho in Rocky Mountain International (RMI), a consortium that promotes and cross-sells the region to the international market. The region is promoted as a destination that showcases "The Real America."

RMI's Roundup will be held in Cody, Wyo., May 14-17, providing members of the visitor industry an opportunity to meet and market their business to more than 30 international tour operators. The RMI Megafam for tour operators will take place in South Dakota and Montana in fall of 2004. Tourism will also participate in overseas sales missions with RMI. Down the road, these personal contacts convert into actual tours to the state. After attending the missions, all leads will be sent to South Dakota group tour suppliers and the Office of Tourism will follow-up with tour operators and journalists.

## Group Tour Planning Guide

The 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 guides are sent to tour operators and distributed at trade shows. The information is also available online at Tourism's new group tour Web site, [TourSDakota.com](http://TourSDakota.com). The guide will be updated in 2004.

**NEW!**

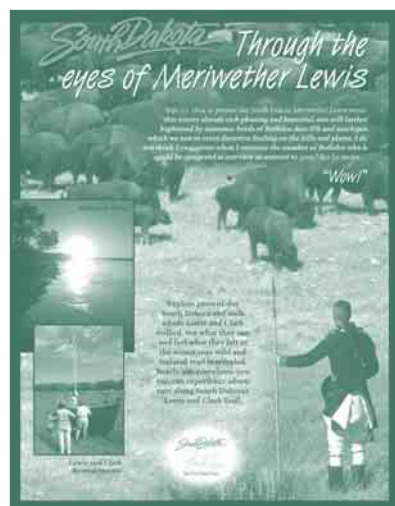
## 2 Nation Tours

South Dakota has partnered with North Dakota, Minnesota and Manitoba in a new tourism consortium to increase group tours and provide tour operators with new itineraries linking the three states and one Canadian province. Two Nation Tours promotes themed itineraries that give group travelers the opportunity to explore the region: City Nights and Northern Lights, Lewis and Clark's Great Adventure, Heritage Highlights, Spirit of the Frontier, The Great Wild North, Wine and Roses, Native Legends and Lore, and U-Betcha: Winning Casinos.



The Signature fam tour (City Nights and Northern Lights) will take place in each of the participating consortium states/province in 2004.

## 2004 Group Tour Co-op Advertising



2003 Group Tour Co-op ad cover

A four-page ad featuring South Dakota businesses that cater to groups will run in the October 2004 issue of *Courier* (circulation: 5,500), the National Tour Association's official magazine. We will research another publication for ad insertion. In addition,

this same piece will be direct mailed to more than 3,000 domestic tour operators. Ads for 22 partners will be included in the piece. Expanding the reach, circulation and partner fees of the 2004 Group Tour Co-op is being researched.

## Print Advertising

We'll run an ad in Travel Marketing Group's *Brochure File Folder*, which is distributed to 10,000 decision makers in the group tour industry in January. The ad will promote the group tour planning tools available from South Dakota Tourism.

**NEW!**

## South Dakota Great News

Three times a year (spring/summer, fall and winter), tour operators receive South Dakota Great News. Formerly Travel Trade, the newsletter has a new name and a new look, but provides the same great service. It's designed to keep members of the travel trade abreast of developments in South Dakota. Each issue contains information about new attractions and events as well as suggested itineraries.

**NEW!**

## TourSDakota.com



In 2003, the Office of Tourism launched its new group tour Web site, TourSDakota.com. The Web site is designed to assist domestic and international tour operators in making arrangements for

group tours to South Dakota. TourSDakota.com has numerous features that allow tour operators to research everything they need to plan their South Dakota tours, beginning with itinerary suggestions and motorcoach regulations to accommodations, restaurants and attractions that can handle motorcoach groups. Much of the information is taken from the South Dakota Group Tour Planning Guide, which contains information about participating partners. TourSDakota.com also offers information on receptive operators and transportation, gaming and major attractions. Information on American Indian culture, South Dakota's Lewis and Clark Trail, history and mileage charts are just clicks away. Tour operators can also request more information or find out the latest news and upcoming events of interest to the group tour market.

*A total of 563 motorcoach tours stopped at South Dakota's Interstate Information Centers in 2003, up from 552 in 2002. Of those 563 tours, 13.7 percent were international tours.*

## Escort Notes

This guide comes in handy for tour leaders traveling in South Dakota. South Dakota Escort Notes is chock-full of valuable information like stories, legends, history, facts and trivia to assist motorcoach operators in giving their tour participants the best South Dakota vacation ever.

### FOR INFORMATION

Maureen Droz, Group Tour Manager, or Vicky Engelhaupt, Group Tour Assistant, (605) 773-3301  
maureen.droz@state.sd.us  
vicky.engelhaupt@state.sd.us

## Important Dates

- March 11-17 International Tourism Bourse, Berlin, Germany
- March 25 Minnesota Group Tour Expo, Minneapolis, Minn.
- April 22-24 Rocky Mountain International Summit, Los Angeles, Calif.

April 24-29	Travel Industry Association of America Pow Wow, Los Angeles, Calif.
May 14-18	Rocky Mountain International Roundup, Cody, Wyo.
June 4-9	2 Nation Tours, Signature group fam tour
June 19-26	See America Central London and Scottish Sales Mission, United Kingdom
September	Rocky Mountain International Megafam, South Dakota and Montana
Sep. 28-Oct. 5	Buffalo Roundup fam, Black Hills
November	Visit USA Show, Italy
Nov. 12-16	National Tour Association Annual Convention, Toronto, Ontario
January 2005	Vakantiebeurs-Utrecht, Sales Mission, Benelux
Feb. 5-10, 2005	American Bus Association Marketplace, Chicago, Ill.

## Hospitality Program

Service can make or break a visitor's experience, whether they're dining out, checking in, fueling up, or shopping. Through the Hospitality Program, the Office of Tourism aims to raise the level of customer service statewide. Tourism also seeks to recognize and support those businesses that provide outstanding customer service.

### Great Service STAR Designation

Participants who complete a four-step process will be awarded the Great Service STAR and may use it in their advertising and promotional efforts. The steps include: 1) participating in an approved hospitality training workshop, 2) offering a visitor comment mechanism at the 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).

## Employee Recognition

Employees who have been recognized by visitors for giving exemplary service are eligible to receive an official Great Service certificate of recognition, gold star or lapel pin. In order to



Great Service Star lapel pin

receive any of these items from the Office of Tourism, the business manager must send an official nomination form or copy of a visitor's letter that praises the staff member. The certificate is signed by the governor and is awarded to eligible entries upon their first recognition by a visitor; the star adheres to the certificate and is awarded to the same employee upon their second recognition; the Great Service lapel pin depicts the star logo and may be proudly worn by the employee upon their third recognition. Nominations are required and are reviewed prior to the award of each item. Businesses that wish to go through the process to earn the Great Service STAR designation may use this program to meet Step 3, giving recognition to employees who provide great service. As of mid-December 2003, 942 employees received the certificate, 365 received the star and 186 earned the lapel pin for Great Service.

## Training

Rookie or veteran, everyone in the hospitality industry can benefit from a refresher course in customer service. Front-line training will be offered at four regional seminars in late May and early June. This training will help businesses wishing to earn the Great Service STAR designation achieve Step 1 (left), participating in an approved hospitality training workshop. Look for registration information in early spring. In the fall of 2004, 10 cities will have the opportunity to participate in customer service training. Two-hour seminars will be conducted by the Office of Tourism. Look for information and seminar criteria in the spring. A management training seminar

will also be offered in Pierre April 22. Details and registration information will be announced via mailings and on SDVisit.com.

## George S. Mickelson Great Service Award

Each year, the prestigious George S. Mickelson Great Service Award is presented to a business,

community or organization that excels in customer service. The winner is announced at the annual Governor's Conference on Tourism and is awarded a \$1,000 credit to be used in any of Tourism's cooperative advertising programs.

### FOR INFORMATION

René Vallery, Hospitality Program Manager,  
(605) 773-3301 rene.vallery@state.sd.us

---

**These South Dakota businesses have earned recognition as Great Service STAR providers for 2004. Watch for this symbol to be displayed at their property and in their advertising.**

### Aberdeen

Aberdeen Parks, Recreation  
and Forestry Dept./  
Wylie Park

### Batesland

Wakpamni Bed and Breakfast

### Brookings

Dakota Ram Inc.

### Chamberlain

Akta Lakota Museum –  
St. Joseph's Indian School  
AmericInn and Suites

### Clear Lake

Game, Fish and Parks  
Department – Lake  
Cochrane Recreation Area

### Corona

Game, Fish and Parks  
Department – Hartford  
Beach State Park

### Custer

Best Western Buffalo Ridge Inn  
Black Hills National Forest  
Custer Area Chamber of  
Commerce  
Days Inn  
Flintstones Bedrock City



Fort Welikit Family  
Campground  
Game, Fish and Parks  
Department – Custer  
State Park  
L & J Golden Circle Tours  
Rock Crest Motel

### Dakota Dunes

Country Inn & Suites

### Deadwood

Black Hills Hideaway B&B  
Cadillac Jacks and AmericInn  
Comfort Inn at Gulches of Fun  
Deadwood Gulch Resort  
First Gold Hotel  
Four Aces and Hampton Inn  
Gold Dust Gaming  
Holiday Inn Express  
Mineral Palace Hotel  
Super 8 Lodge

### Hill City

Best Western Golden Spike Inn  
Black Hills Central  
Railroad/1880 Train

Harney Peak Motel  
& Bungalow  
Lantern Inn  
Mount Rushmore KOA/Palmer  
Gulch Lodge  
Mount Rushmore Brewing  
Company  
Pine Rest Cabins  
Robins Roost Cabins

### Hot Springs

Budget Host Hills Inn  
Comfort Inn  
Evans Plunge  
Game, Fish and Parks  
Department – Angostura  
Recreation Area  
Hot Springs Chamber of  
Commerce  
The Mammoth Site  
Wind Cave National Park

### Keystone

Anchorage Bed and Breakfast  
Beautiful Rushmore Cave  
Big Thunder Gold Mine  
Keystone Chamber of  
Commerce  
Mount Rushmore Econo-Express  
Mount Rushmore President's  
View Resort  
Mount Rushmore White House  
Resort  
Xanterra Parks and Resorts

**Lake Andes**

Game, Fish and Parks  
 Department – North Point  
 Recreation Area

**Lake City**

Game, Fish and Parks  
 Department – Roy Lake  
 State Park

**Lead**

Golden Hills Inn  
 Palace Express

**Mitchell**

Corn Palace Convention and  
 Visitors Bureau  
 Days Inn  
 Hampton Inn  
 Holiday Inn and Convention  
 Center  
 World's Only Corn Palace

**Murdo**

Pioneer Auto Museum

**Oacoma**

Cedar Shore Resort Inc.  
 Oasis Inn

**Pierre**

Best Western Ramkota Inn  
 Game, Fish and Parks  
 Department – Farm Island  
 Recreation Area  
 Game, Fish and Parks  
 Department – West Bend  
 Recreation Area  
 Governor's Inn  
 Kelly Inn  
 Lighthouse Pointe/Oahe Trails  
 Golf Resort

**Platte**

Game, Fish and Parks  
 Department – Buryanek  
 Recreation Area  
 Game, Fish and Parks  
 Department – Platte Creek  
 Recreation Area  
 Game, Fish and Parks  
 Department – Snake Creek  
 Recreation Area

**Rapid City**

AmericInn Lodge and Suites  
 Black Hills Caverns  
 Black Hills Visitors Information  
 Center  
 Best Western Ramkota Hotel  
 & Convention Center  
 Country Inn & Suites  
 Foothills Inn  
 Hampton Inn  
 Hillside Country Cottages  
 Hotel Alex Johnson  
 Lake Park Campground  
 Lamplighter Inn  
 Quality Inn of Rapid City  
 Ramada Inn  
 Rapid City Convention and  
 Visitors Bureau  
 Reptile Gardens  
 Rushmore Shadows Resort  
 Super 8  
 The Journey Museum

**Sioux Falls**

Best Western Ramkota Inn  
 Game, Fish and Parks  
 Department – Outdoor  
 Campus  
 Hampton Inn  
 Holiday Inn Express Hotel  
 & Suites  
 Kelly Inn  
 Sertoma Butterfly House  
 Washington Pavilion of Arts and  
 Science  
 Wild Water West

**Spearfish**

Best Western Black Hills Lodge  
 D.C. Booth Fish Hatchery  
 Fairfield Inn by Marriott  
 Spearfish Canyon Lodge

**Wall**

Elkton House Restaurant  
 Wall-Badlands Chamber  
 of Commerce  
 Wall Drug Store

**Watertown**

Best Western Ramkota Hotel  
 Country Inn & Suites  
 Game, Fish and Parks  
 Department – Pelican Lake  
 Recreation Area  
 Game, Fish and Parks  
 Department – Sandy Shore  
 Recreation Area  
 Redlin Art Center  
 Watertown Convention and  
 Visitors Bureau

**Yankton**

Best Western Kelly Inn  
 Broadway Inn  
 Game, Fish and Parks  
 Department – Lewis and  
 Clark Recreation Area  
 Holiday Inn Express and Suites  
 Yankton Chamber of Commerce

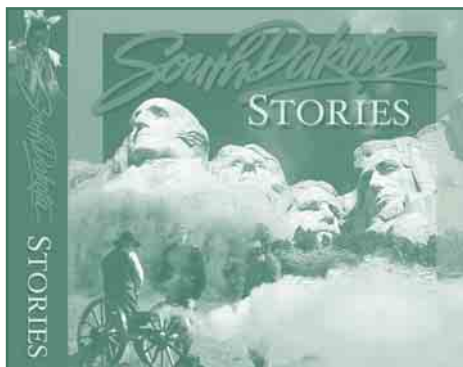
# Interstate Information Centers

A captive audience travels the Interstate 90 and 29 corridors. We “sell” these visitors on South Dakota’s vacation opportunities when they stop at the 13 Interstate Information Centers near Vermillion, Valley Springs, Wilmot, New Effington, Salem, Chamberlain, Vivian, Wasta, Tilford and Spearfish. The Information Center programs are designed to increase visitors’ length of stay and money spent in South Dakota. Here’s how the Office of Tourism does it:

## Travel Counselors

In January, we’ll seek applications to hire in April a group of 75 travel counselors to staff the Interstate Information Centers. This front-line crew makes it their mission to convince travelers to spend more of their vacation in South Dakota. The counselors visit one-on-one with travelers suggesting things to see and do, offering a variety of travel materials and making travelers feel welcome. Prior to the summer season, travel counselors will participate in a familiarization tour of South Dakota. Members of the visitor industry may help host the tour by offering complimentary lodging, meals or attraction visits for the travel counselors. Businesses benefit by giving travel counselors a first-hand experience and the ability to cross-sell more effectively.

## Travel Tapes and Compact Discs



In 2003, more than 2,600 visitors took travel audio tapes and CDs out on loan from the Interstate Information Centers. The four-part series is designed to pique traveler’s interest in seeing more of South Dakota. The series high-

lights South Dakota’s history, legends, attractions, culture and the Lewis and Clark Trail.

**NEW!**

## Lewis and Clark Video

In 2004, visitors will have the opportunity to rent a video showcasing Lewis and Clark’s journey through South Dakota. The video, on VHS and DVD, will be available at the Vermillion and Chamberlain Information Centers.

## Travel Literature

At each of the Information Centers, visitors can pick up travel brochures from visitor industry businesses. Members of the South Dakota visitor industry may display brochures at any of the 13 Interstate Information Centers free of charge. Brochures must first be reviewed by the Office of Tourism. Brochures will be accepted throughout the summer. Industry members are responsible for delivering or shipping brochures to the centers, following the review process.

## Promote with Posters and T-Shirts

For a small fee, South Dakota visitor industry members can promote an attraction, property or city at Interstate Information Centers by participating in Tourism’s poster program. Partners may display posters at eight Interstate Information Centers located near Valley Springs, Vermillion, Wilmot, Salem, Chamberlain, Vivian, Wasta and Spearfish. Posters promoting a special event may be displayed two weeks in advance of the event free of charge. (See page 25 for information.) Each Wednesday and Friday, travel counselors wear T-shirts promoting visitor industry businesses. There’s no charge to participate; partners simply supply the shirts. (See page 25 for details on getting involved.)

## Community Blitzes

Communities, visitor industry businesses and organizations can host a “blitz” at the Interstate Information Centers with prior approval from the Office of Tourism. Blitzes give groups a chance to

greet visitors one-on-one, distribute literature and entice them to visit their location or business.

#### FOR INFORMATION

René Vallery, Information Center Manager,  
(605) 773-3301 rene.vallery@state.sd.us

## Important Dates

- May 3-7 Training tour for Interstate Information Center counselors
- May 4 Eastern South Dakota literature swap
- May 5 Black Hills, Badlands and Lakes literature swap
- May 15 Interstate Information Centers open

## Lewis and Clark Promotions

*“... the object of your mission is to explore the Missouri river, and such principal streams of it, as, by its course and communication with the waters of the Pacific Ocean, whether the Columbia, Oregon, Colorado or any other river, may offer the most direct and practicable water communication across this continent for the purposes of commerce...”*

*-Thomas Jefferson*

America is commemorating the 200th anniversary of the legendary expedition of the Corps of Discovery, led by Captains Meriwether Lewis and William Clark. Tourism is prepared for the bicentennial, 2003-2006, and the historical travelers it will bring to South Dakota. Tourism's efforts include the following:

## Trail Organizations

For more than 35 years, the National Lewis and Clark Trail Heritage Foundation has been the lead organization in education and research about the Lewis and Clark expedition. In the early 1990s, the foundation realized interest in the historical event was growing rapidly as the bicentennial

years approached. Seeing this as an opportunity to share the story, the foundation established the National Lewis and Clark Bicentennial Council which is responsible for the promotion and marketing of the bicentennial. The Office of Tourism is a long-time member of the Trail Heritage Foundation and attends their annual meetings. Tourism also attends the National Council meetings, which are held twice a year, to network, share ideas and brainstorm on effective promotions to benefit trail states.



### NEW!

The National Lewis and Clark Council is partnering with the National Ad Council in a three-year marketing campaign. The Lewis and Clark Council and participating trail states will collectively contribute approximately \$550,000 per year toward the campaign. In return, the Ad Council will provide media placements valued at an estimated \$35 million per year. The campaign started in the fall of 2003 and will continue through 2006. Advertisements describe the commemoration and encourage viewers, listeners and readers to visit the National Lewis and Clark Council's Web site, [lewisandclark200.org](http://lewisandclark200.org), which includes links to trail states' Web sites.

States located along the Lewis and Clark Trail have joined together and formed the Circle of State Advisors (COSA) which serves as an advisory board to the National Council. The Office of Tourism has been an active member of COSA since its inception. Cindy Tryon, Rural Tourism/Lewis and Clark Manager, is a former chairperson of COSA. Membership in these organizations allows Tourism to better assist South Dakota communities and tribes in planning and preparing for the bicentennial commemoration.

**NEW!**

## South Dakota's Lewis and Clark Signature Event

In the spring of 2001, the National Lewis and Clark Council established the National Lewis and Clark Signature Event program to link the trail states' commemorations. The events encourage heritage tourism and economic development all along the Lewis and Clark Trail. The tribes in South Dakota were invited to develop an event for inclusion in the National Signature Event program. The Alliance for Tribal Tourism Advocates (ATTA) has taken the lead in planning South Dakota's Signature Event, "Oceti Sakowin Experience: Remembering and Educating." (Oceti Sakowin is Lakota for Seven Council Fires.) The event kicks off with an art show and auction Aug. 27-28 at Cedar Shore Resort near Oacoma. The event spreads across the state Aug. 29 and continues through Sept. 26.



Lewis and Clark Signature Event rack card

The Office of Tourism is working with ATTA as an advisor for planning the event. Tourism developed a brochure which gives general information about the event for early promotional use. It was distributed at the kick-off Signature Event at Monticello, Va. in January 2003, Interstate Information Centers and upon request. A new brochure with specific event information is being planned for distribution at Interstate Information Centers and upon request.

Jan. 18, 2003 marked the kick-off of the bicentennial when the first of 15 Signature Events was held at Monticello, Va. The second event, Falls of the Ohio Signature Event, was held in Louisville, Ky. and Clarksville, Ind., Oct. 14-26, 2003. Go to [lewisandclark200.org](http://lewisandclark200.org) and click on Signature Events for a complete listing of the Signature Events.

## South Dakota Corps of Rediscovery



On April 9, 1996, a small group of people gathered in Chamberlain to begin preparing for South Dakota's role in commemorating the Lewis and Clark Bicentennial. Getting

together twice a year, the group grew with each meeting. In the summer of 2000, Gov. William J. Janklow officially designated this grassroots group as the state's planning committee for the bicentennial and named them the South Dakota Corps of Rediscovery.

The group now has more than 100 members and continues to grow. Statewide meetings are held four times a year at locations along the trail. They are open to anyone interested in learning more about South Dakota's plans for the bicentennial. The qualifications for becoming a member of the Corps of Rediscovery are attending at least two statewide meetings, planning to attend future statewide meetings and participating in at least one Lewis and Clark event at the local, tribal, state or regional level.

---

### Members of South Dakota Corps of Rediscovery

#### Aberdeen

JoEllen Lindner  
Brad Tennant

#### Brandon

Former Rep. William Janklow

#### Bushnell

Dave Huebner

#### Castlewood

Michael Haug

#### Chamberlain

Leonard Andera  
Charlotte Cadwell  
James Lindley  
Mike Normile  
Cindy Peterson  
Dixie Thompson

#### Deadwood

Ron Wheeler

#### Eagle Butte

Bevin Circle Eagle  
Denelle High Elk  
Sherri Shepherd

**Elk Point**

Fern Chicoine  
 Stephen Martin  
 Alice Murphy  
 Isabel Trobaugh

**Flandreau**

Roxee Johnson

**Fort Pierre**

Laura Archambeau  
 Day Breitag  
 Fay Deal

**Fort Thompson**

Nancy Miller

**Garretson**

Lt. Gov. Dennis  
 Daugaard

**Geddes**

Maureen Dufek  
 Ron Dufek

**Gettysburg**

Jerry Gray  
 Frank Smith

**Lower Brule**

Nancy Big Eagle  
 Marlene Crow  
 Shary Fire Cloud

**Mobridge**

Louis Keller  
 Leland Keszler  
 Phyllis Keszler  
 Garret Ten Broek  
 Kim Ulmer

**Pierre**

Kay Agena  
 John Cooper  
 Kerry Frei  
 Sharla Garrett  
 Jerry Gavin  
 Julie Johnson  
 Mark Johnston  
 Karen Kern  
 Camille Kirchoff  
 Kristie Maher  
 Cy Maus

Rita Maus  
 Craig McIntyre  
 Nicole Nordbye  
 Gov. M. Michael  
 Rounds

Linda Sandness  
 Phil Sheffield  
 Russ Somsen  
 Lynn Spomer  
 Bill Stevens  
 Susan Stoneback  
 Stephanie Sullivan  
 Cindy Tryon  
 René Vallery  
 Patricia Van Gerpen  
 Jay Vogt  
 Susan Winthers  
 Kathy Zander

**Pine Ridge**

Doug Bissnoette  
 David Little

**Platte**

Dave Enke

**Pollock**

Waynette Geigle  
 Dennis Jensen

**Rapid City**

Daphne Richards Cook  
 Former Lt. Gov. Carole  
 Hillard

**Ridgeview**

Donna Rae Petersen

**Sioux Falls**

Bob Abbott  
 Dick Boyd  
 John Hirschman  
 Jerri Johnson  
 Troy Larson  
 Melissa O'Hara  
 Mary Stadick Smith  
 Mitchell Stewart  
 Jeff Stingley  
 Former Rep. John  
 Thune

**Sisseton**

Ed Evenson

**Springfield**

Sandy Korkow

**Valley Springs**

Porter Williams

**Vermillion**

Mary Edelen  
 Dr. William Farber  
 Jim Peterson  
 Mary Green Vickrey

**Vivian**

Lonis Wendt

**Wakonda**

John Young

**Worthing**

Larry Russell

**Yankton**

Jacquie Fuks  
 Kay James  
 Randy Kittle  
 Diane Norton  
 Carol Ryan  
 Judy Van Derhule  
 Karen Weber

**Washington, D.C.**

Sen. Thomas Daschle  
 Sen. Tim Johnson

**Sioux City, Iowa**

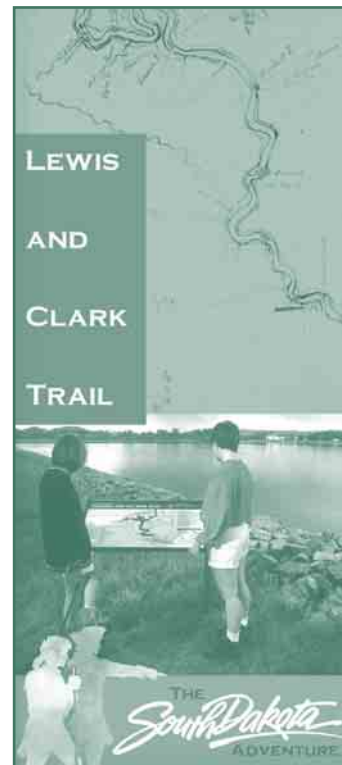
Don "Skip" Meisner

**Helena, Mont.**

Mike Oliver

**NEW!****Lewis and Clark Trail Guide**

The South Dakota's Lewis and Clark Trail Guide was updated in 2003. The guide is published by the Office of Tourism with assistance from the Great Lakes of South Dakota Association and



Lewis and Clark Trail Guide

Southeast South Dakota Tourism Association. In May 2003, Tourism mailed the new guide to every household in South Dakota and broadcast a rotation of two Lewis and Clark television spots throughout the state. The purpose of the campaign was to promote awareness of South Dakota's Lewis and Clark Trail to South Dakota residents. The guides are distributed at Interstate Information Centers, communities along the trail and by request.

## Mapping the Trail

*The Office of Tourism debuted South Dakota's first Lewis and Clark Trail Guide in 1997, printing 25,000 copies. A new version came out in 1998 and 60,000 copies were printed. The third edition, 100,000 copies, was ready for distribution in June 2000. In 2003, Tourism designed, printed and began distributing 255,000 copies of the fourth edition of the South Dakota Lewis and Clark Trail Guide.*

## Lewis and Clark Minutes

The Office of Tourism is continuing to partner with South Dakota Public Broadcasting for the production and broadcast of South Dakota Lewis and Clark Minutes. The two and one-half minute segments will be broadcast throughout 2004 on South Dakota Public Television. Each segment highlights the historic sites on the trail and what present-day visitors will find there.

## Essay Contest

Hundreds of South Dakota fourth-graders have participated in Tourism's Lewis and Clark essay contest since the program began in 1999. The contest is a way to raise public awareness of the bicentennial, while educating youth about South Dakota's history. The Washington Pavilion of Arts and Science in Sioux Falls plans to partner with Tourism for the 2004 essay contest, to coincide with the presentation of "Lewis and Clark: Great Journey West," a National Geographic film in the Wells Fargo Cinedome. Prizes are given for first through fifth place winners, with Lewis and Clark pencils and temporary tattoos sent to each teacher who has a student's entry make it to the state level. The Division of Parks has also joined the program as a partner, donating camping packages and other prizes. The winner will read his or her essay on South Dakota Public Radio. The essay will also be posted on [TravelSD.com](http://TravelSD.com) and press releases will be sent to local papers in the winners' communities.

## Lewis and Clark Interstate Information Center and Brochure

South Dakota's newest Interstate Information Center was completed in 2000 on Interstate 90 just east of Chamberlain. The center's focal point is a 55' keelboat, modeled after the keelboat the Lewis and Clark expedition used as they traveled up the Missouri River. The center, designated an official site on the Lewis and Clark Trail by the National Park Service, was dedicated in July 2000 with a grand opening ceremony held in August 2001. This center features exhibits telling the story of the Corps of Discovery as they traveled through present-day South Dakota. To promote the center and its exhibits, Tourism developed a brochure with financing from a grant from the National Park Service. The brochure is distributed at Interstate Information Centers and to those requesting Lewis and Clark information.

### FOR INFORMATION

Cindy Tryon, Lewis and Clark Manager, or Kerry Frei, Lewis and Clark Assistant, (605) 773-3301  
[cindy.tryon@state.sd.us](mailto:cindy.tryon@state.sd.us)   [kerry.frei@state.sd.us](mailto:kerry.frei@state.sd.us)

## 2004 Important Dates

Feb. 18	South Dakota Corps of Rediscovery Meeting, Pierre Chamber of Commerce, Pierre
April	South Dakota Corps of Rediscovery Meeting, (date and location TBA)
June	South Dakota Corps of Rediscovery Meeting, (date and location TBA)
Aug. 27-28	Lewis and Clark Signature Event, Chamberlain-Oacoma area
Aug. 29- Sept. 30	Lewis and Clark Signature Event, statewide

# Outdoor Promotions

Hunting and fishing is big business in South Dakota. Sportsmen and women provide an economic boost to South Dakota communities year-round spending almost \$500 million. Nationwide, nearly 40 million Americans participate in outdoor sports on a regular basis. Continuing to promote outdoor opportunities in our state is important and will play a major role in attaining the goals of the 2010 Initiative. Here's what the Office of Tourism is doing to attract outdoor enthusiasts in 2004.

## Hostings

Word of mouth is a powerful medium. Whose mouth is better to pass the word about South Dakota's outdoors than those seen by millions of television viewers and read by thousands of subscribers? The Office of Tourism arranges dozens of media hostings each year. We strive to receive impartial third party endorsements of our product, South Dakota. The celebrities, producers, editors and writers Tourism hosts take the South Dakota story, and their first-hand experiences, to the air-waves and pages of major publications.

In the months ahead, Tourism will work with industry partners to arrange complimentary activities and accommodations for members of the outdoor media. We'll take them hunting, fishing, skiing, snowmobiling, hiking, biking, kayaking and on any other imaginable adventure. In turn, South Dakota receives thousands of dollars of free publicity.

Some of the shows we hosted in 2003 include "Backroads with Ron and Raven," "Benelli's American Safari," "A Dog's Life," "Beretta World," "Hunting with Dez and Dash," "ESPN Outdoors" and "Larry Csonka Outdoors." The cost of one 30-second advertisement during these programs averages nearly \$3,500. An entire show devoted to South Dakota can be worth more than \$25,000.

Some of the publications we've hosted include *Field and Stream*; *Outdoor Life*; *Retrieving Dog Journal*; *North American Hunter*; *Guns and Ammo*; *American Hunter* and the St. Paul Pioneer Press. We've also hosted a number of radio

programs, including *Field and Stream Radio* which is broadcast to millions of outdoor enthusiasts nationwide.

## NEW!

### Touting the Mighty Mo'

*In 2004, the Office of Tourism will coordinate a media hosting designed to increase coverage of Missouri River fishing, South Dakota's Lewis and Clark Trail and other river activities. This multi-media hosting will showcase the river as the ultimate outdoor destination.*

## NEW!

### Television Promotion

Tourism is developing a new outdoor television commercial that highlights the recreation possibilities in South Dakota. The commercial will air on outdoor television programming throughout the year during "Backroads with Ron and Raven," "Gary Howey's Outdoorsman Adventures" and "Tony Dean Outdoors." The spot will be seen on various cable and network stations, including ESPN, ESPN2, Outdoor Channel, Outdoor Life Network and affiliates of FOX, NBC, ABC and CBS.

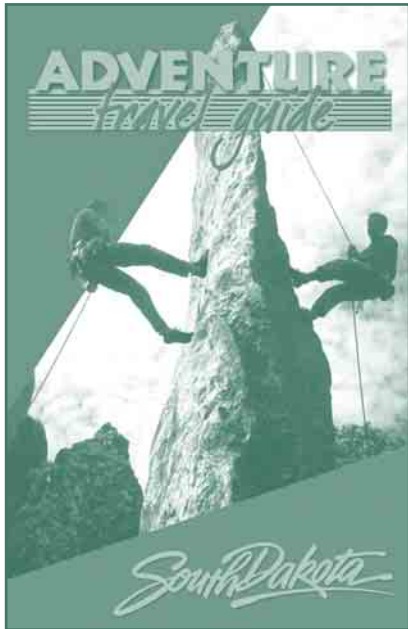
## Outdoor Magazine Advertising

The Office of Tourism will spread the word about South Dakota fishing with ads in the spring issues of *Walleye Insider* (circulation: 80,000) and another publication. We'll place four-color ads in *Birder's World* (circulation: 64,290) and *Audubon* (circulation: 462,100) magazines to promote the bird watching opportunities in South Dakota. The ads will promote birding opportunities statewide as well as our birding trail guides.

## Outdoor News

Members of the outdoor media are kept abreast of South Dakota opportunities and happenings with *Outdoor News*, which is published twice a year. *Outdoor News* contains timely press releases, story ideas and ready-to-use photographs relating to outdoor opportunities in South Dakota. The packet is mailed in the spring and fall to 3,000 members of the outdoor media, including writers, editors, show producers, freelancers and radio program hosts.

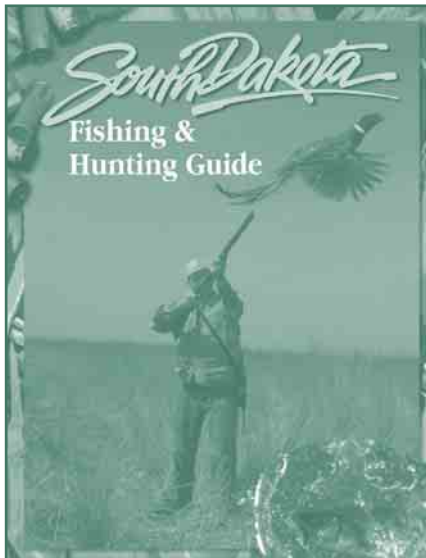
## Adventure Travel Guide



Folks seeking adventure travel are one of the fastest growing groups of travelers in the world. The Adventure Travel Guide helps keep them on top of South Dakota's adventure offerings with a comprehensive list of activities and providers in South Dakota. Providers who offer an adventure,

ranch or agricultural activity may receive a free listing in the guide. The booklet is distributed at Interstate Information Centers, through mailings and upon request.

## Fishing and Hunting Guide



An updated version of the popular and widely-distributed South Dakota Fishing and Hunting Guide is now available. The guide is a detailed overview of outdoor resources in the state. It is distributed to members

of the outdoor media and upon request. The guide is also available online at [TravelSD.com](http://TravelSD.com). It's a perfect publication for first-time visitors hunting and fishing in South Dakota as well as seasoned enthusiasts.

## South Dakota Camping Promotion

The South Dakota Campground Guide assists visitors in planning their camping vacations in South Dakota. The South Dakota Campground Guide includes listings of private, state and federal campgrounds with maps and is published by the South Dakota Campground Owners Association with assistance from the Office of Tourism and Department of Game, Fish and Parks. We also have ads in the 2004 edition of Woodalls's North American Campground Directory and North Central edition of the 2004 AAA CampBook.

## Trade Organizations

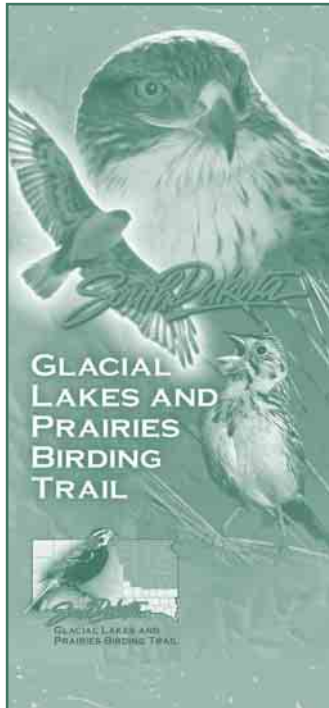
Developing and maintaining relationships with outdoor writers is essential to paving the way for media coverage. Accordingly, Tourism maintains active roles in professional organizations such as the Outdoor Writers Association of America and the Association of Great Lakes Outdoor Writers. In 2004, we will also attend the SHOT (Shooting, Hunting and Outdoor Trade) Show to meet with members of the media.

## Direct Mail to Anglers

Each spring, a postcard is mailed to 13,000 anglers across the Midwest in a cost-effective effort to promote South Dakota's fishing opportunities. Recipients are urged to mail back a card to receive more information about fishing in South Dakota and to register for a chance to win a free South Dakota fishing vacation. Last year we saw a return rate of nearly 16 percent. That's well above the industry standard return rate of 1 to 3 percent. The 2004 mailing will be expanded and will include a welcome message from Gov. Mike Rounds, an avid angler.

## NEW! Birding

Birding is quickly becoming one of the most popular outdoor activities in the country. South Dakota is benefiting as the state is truly a birder's paradise. Located in the middle of a major migratory route known as the central flyway, South Dakota is one of the best places in the country to watch birds. In May 2003, we hosted journalists



on a tour of birding hotspots like Sica Hollow State Park, Sand Lake National Wildlife Refuge and Bramble Park in Watertown. The Office of Tourism helped create the first birding trail in the state, the Glacial Lakes and Prairies Birding Trail. We also designed and printed a comprehensive guide for the new trail. We plan to expand the trail into South Dakota's Southeast region in 2004 and to host a fam trip of those sites as well.

## Important Dates

Feb. 12-15	SHOT Show, Las Vegas, Nev.
May 17-21	Great Faces. Great Birding Places. fam tour, Southeast Region
June 1-5	Explore the Missouri River and Lewis and Clark Trail fam tour, Great Lakes Region
June 19-23	Outdoor Writers Association of America Annual Conference, Spokane, Wash.
Sept. 10-13	Association of Great Lakes Outdoor Writers Conference, Okoboji, Iowa

## Public Relations

Tourism's public relations efforts focus on gaining national, regional and local media attention to increase South Dakota's image as a vacation destination and drive visitation to the land of Great Faces and Great Places. These low-cost efforts yield high returns, including coverage on national and cable television networks and favorable articles in newspapers and travel magazines. In

FY03, our domestic media hostings resulted in nearly \$1.7 million worth of publicity for South Dakota. We also garnered \$1.4 million worth of publicity for South Dakota with international media outlets.

## Media Hostings

Time and again, press trips and hostings have proven to be successful tools in spreading the South Dakota message to media. The print articles and television shows that result from hosted media trips lead to increased awareness of South Dakota's vacation opportunities. A third-party endorsement of our state is one of the best ways we can receive publicity. Featured businesses and attractions often report an increase in visitor inquiries immediately following the release of an article or broadcast of a television program. In 2003, with the assistance of industry partners, we hosted a number of media, including *Endless Vacation*, New York Daily News and National Public Radio, all totaling thousands of dollars in publicity and exposing South Dakota vacations to millions of people. This year, we will host five press trips: a winter weather tour in the Black Hills, bird watching opportunities in the southeast, recreation on the Missouri River, the Buffalo Roundup, and the adventure and history of Lewis and Clark.

We are in constant contact with the media and these efforts pay off year after year. From large events such as the Custer State Park Buffalo Roundup to Glacial Lakes press trips, we are consistently featured in national publications as well as television programming. The

## 2003 Media Hostings

- *Arthur Frommer's Budget Travel*
- *CNN*
- *Endless Vacation*
- *Focus on Travel*
- *KARE-11 TV, Minneapolis*
- *Las Vegas Review-Journal*
- *National Public Radio*
- *New York Daily News*
- *Sioux City Journal*
- *Springfield News-Leader*
- *The Travel Channel*
- *Travel Life*
- *Travel+Leisure Family*
- *"World News Tonight Weekend"*

2003 Custer State Park Buffalo Roundup was featured on television stations across the state and region as well as receiving airtime on national news programs and local programs in our target markets.

### 2003 Media Hit Samples

- *National Examiner* (circulation: 460,000) January, estimated value \$13,948
- *Arthur Frommer's Budget Travel* (circulation: 450,000) June, estimated value \$120,000
- *Midwest Living* (circulation: 450,000) June, estimated value \$630,000
- *Mobil Motorist* (circulation: 250,000) June, estimated value \$50,000
- *Minneapolis Star Tribune* (Sunday circulation: 673,528) July, estimated value \$16,500
- *Robb Report* (circulation: 107,000) August, estimated value \$17,890
- *National Geographic Adventure* (circulation: 1.6 million) October, estimated value \$75,600
- *Washington Times* (circulation: 102,000) October, estimated value \$14,220

### Media Kits

The Office of Tourism quickly fulfills media information requests by sending a comprehensive media kit. It assists writers with story planning and fact checking and includes story ideas, South Dakota information and a high-resolution photo CD-ROM featuring South Dakota images. The kit is also available online at MediaSD.com where high-resolution images can be downloaded. In 2004, we plan to make our entire press kit available on CD-ROM.

### Satellite Feeds

The Office of Tourism continues to take advantage of state-of-the-art technology to show off South Dakota. In 2003, we coordinated satellite feeds during Mount Rushmore National Memorial's Independence Day Celebration, Custer State Park's Buffalo Roundup and Sioux Falls' Jazz

Fest. The Mount Rushmore feed ran during more than 540 television broadcasts July 3-6, reaching an audience of more than 26.2 million viewers. ABC, CBS, CNN, CNN Headline News, FOX, MSNBC, NBC and PBS were among the national media airing the Mount Rushmore fireworks footage. Local affiliates in 35 states used Tourism's satellite feed from Mount Rushmore. Almost 3 million viewers throughout the U.S. saw scenes from the Buffalo Roundup at Custer State Park.

### National Tourism Week

Every day of the year is a great time to raise public awareness and demonstrate how valuable the visitor industry is, but one week each year is set aside to formally recognize the industry, National Tourism Week (NTW). The Office of Tourism will conduct a public awareness campaign during National Tourism Week, May 8-16, 2004. Partnering with CVBs statewide, a variety of media will be used to raise awareness of the visitor industry. In 2003, the "Have You Been To...?" campaign educated citizens about what there is to do in their backyards. The 2004 campaign will be a similar effort to get South Dakotans exploring their own state.

### Media Blitzes

In February, Tourism will again team up with the Four Parks partners, Wyoming Travel and Tourism, Travel Montana, Xanterra Parks and Resorts of Yellowstone and the Grand Teton Lodge Company, and head to New York City for a media blitz. The partners will meet with travel and lifestyle magazine editors to promote travel to our national treasures: Mount Rushmore National Memorial, Yellowstone National Park, Grand Teton National Park and Glacier National Park. The 2003 Big Apple blitz resulted in Mount Rushmore National Memorial and Crazy Horse Memorial being mentioned on "Live with Regis and Kelly."

### Trade Organizations

To maintain relationships with valuable members of the travel media and pave the way for future coverage, Tourism maintains memberships in the

Society of American Travel Writers, Public Relations Society of America and the Midwest Travel Writers Associations. We attend their important meetings and stay in contact with many organization members.

**NEW!**

**South Dakota Great News**

A new name and a new look grace the cover of our four-page travel business newsletter. Great News, formerly Travel Trade, remains a resourceful tool for writers. It is published three times a year (spring/summer, fall and winter)



South Dakota Great News, Spring/Summer '04

and is designed to keep South Dakota in front of travel writers and keep them up-to-date on travel developments in the state. It includes story ideas and information on new attractions, upcoming events and itineraries.

**MediaSD.com**

Members of the media access the latest information on South Dakota's visitor industry at a Web site designed especially for them, MediaSD.com. The site is continually updated to include short features suggesting story ideas, press releases, fact sheets, streaming video of various events, familiarization tour announcements, satellite feed coordinates and information, and high-resolution photos.

**FOR INFORMATION**

Lee Harstad, Media Relations Manager, Michele Ganschow, Media Relations Assistant, or Nicole Nordbye, Communications Coordinator, (605) 773-3301 [lee.harstad@state.sd.us](mailto:lee.harstad@state.sd.us) [michele.ganschow@state.sd.us](mailto:michele.ganschow@state.sd.us) [nicole.nordbye@state.sd.us](mailto:nicole.nordbye@state.sd.us)

**Say Cheese!**

*Tourism's Senior photographer Chad Coppess was invited to participate in the "America 24-7" project as one of 1,000 photographers across the country shooting photos for one week, which will result in 53 separate books, a Web site, traveling exhibit, and possibly a television documentary.*

**Important Dates**

- Jan. 25-28 Winter Wonderland Fam
- Feb. 26 Four Parks media blitz, New York City, N.Y.
- May 8-16 National Tourism Week
- June 2-6 SATW, Central States Chapter meetings, New Orleans, La.
- July 3 Independence Day Celebration fireworks satellite feed, Mount Rushmore National Memorial
- Sept. 7-12 SATW Annual Conference, Switzerland
- Oct. 4 Buffalo Roundup live satellite feed, Custer State Park

**Rural Tourism Development**

The Office of Tourism assists rural communities and tribes in attracting and retaining visitors. We seek to bring tourism's economic benefits to small-town South Dakota, while enriching each community's and tribe's unique characteristics.

**Farm/Ranch Workshops**

Agriculture and tourism are leading industries in South Dakota. Many producers have chosen to diversify their current operations in order to generate additional income. Many rural residents are moving into the visitor industry by adding an agritourism component to their farm or ranch operation. To assist producers in establishing their businesses, Tourism offers an annual farm/ranch workshop with information regarding business plans, license requirements, regulation issues, funding sources, as well as experiences shared

by producers in the business. This four-hour workshop will be offered via the Digital Dakota Network at sites across South Dakota. The following sites have been scheduled:

Feb. 13, 2004 1 p.m. CST

Aberdeen	Brookings
Madison	Pierre
Rapid City	Sioux Falls
Vermillion	

Other sites are being considered and will be scheduled upon availability. Tourism also plans to host a workshop at DakotaFest in Mitchell in July 2004.

A Farm/Ranch Vacation Resource Directory is distributed to all workshop attendees. It includes information on business plans, regulatory agency contact information and marketing information. The directory is also available upon request.

### **NEW!**

The Office of Tourism is working with the South Dakota Specialty Producers to present a breakout session at the Value Added Ag Conference, March 18 in Brookings. The session will include information on beginning a farm/ranch business venture and will also explain how the South Dakota Specialty Producers are facilitating development of new, agriculture related business opportunities. The conference is organized by South Dakota State University, the South Dakota Department of Agriculture and the Governor's Office of Economic Development.



## **Tourism Assistance Directory**

The Tourism Assistance Directory is produced by the Office of Tourism every year. It includes current contact information for obtaining promotional, technical, and finan-

cial assistance, as well as a listing of South Dakota Chambers of Commerce and local Economic Development Corporations. This publication is distributed at the Governor's Conference on Tourism, the Governor's Office of Economic Development Conference and upon request.

## **Guide to Indian Reservations and Art**

This guide 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 on tribal lands, including accommodations, attractions, restaurants, stores and gas stations. The second half of the book lists places statewide where American Indian art can be seen or purchased. We work closely with Alliance of Tribal Tourism Advocates (ATTA) and tribal tourism offices to obtain the most current information. All listings are included in the guide free of charge. The guide is distributed at Interstate Information Centers and upon request.



## **A Guide to the Great Sioux Nation**

This booklet is updated and printed approximately every five years and contains information about each of the tribes in South Dakota. It covers the tribal history and culture, as well as listing museums, art galleries and powwows. The guide is produced in partnership with the tribes and tribal

casinos. It is distributed at Interstate Information Centers, through tribal offices and casinos, and upon request.

**FOR INFORMATION**

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

## Alliance of Tribal Tourism Advocates

The Alliance of Tribal Tourism Advocates (ATTA) is a consortium of South Dakota tribes organized to enhance and promote tourism as a means of economic development and growth, while maintaining respect for traditional ways. This group meets on a monthly basis and discusses current tourism activities as well as how to assist with future developments. ATTA has taken the lead in planning South Dakota's Lewis and Clark Signature Event. The Office of Tourism is an associate member of ATTA and attends most meetings. Tourism is also assisting with promoting and marketing the Signature Event.

**FOR INFORMATION**

Daphne Richards Cook, ATTA Chair, (605) 870-5144, 710 San Marco Blvd., Rapid City, SD 57702  
 daphne\_57752@yahoo.com attatribal.com

## Important Dates

- Feb. 13 Farm/Ranch Workshop
- March 18 Value Added Ag Conference, Brookings
- May 10-11 Governor's Conference on Economic Development, Pierre
- Aug. 27-28 Lewis and Clark Signature Event, Chamberlain-Oacoma area
- Aug. 29- Sept. 30 Lewis and Clark Signature Event, statewide

# 2004 Industry Calendar

## January

- 25-28 Winter Wonderland Fam
- 28-31 Native Voice Film Festival, Rapid City

## February

- 12-15 SHOT Show, Las Vegas, Nev.
- 13 Farm/Ranch Workshop, DDN
- 18 South Dakota Corps of Rediscovery Meeting, Chamber of Commerce, Pierre
- 26 Four Parks media blitz, New York City, N.Y.

## March

- 11-17 International Tourism Bourse, Berlin, Germany
- 18 Value Added Ag Conference, Brookings
- 25 Minnesota Group Tour Expo, Minneapolis, Minn.

## April

- 11-13 American Film Commissioners International Locations Expo, Santa Monica, Calif.
- 13-14 Governor's Conference on Economic Development, Pierre
- 22 Management training seminar, Pierre
- 22-24 Rocky Mountain International Summit, Los Angeles, Calif.
- 24-29 Travel Industry Association of America Pow Wow, Los Angeles, Calif.
- TBA South Dakota Corps of Rediscovery Meeting

## May

- 3-7 Familiarization tour for Interstate Information Center counselors
- 4 Eastern South Dakota literature swap
- 5 Black Hills, Badlands and Lakes literature swap
- 8-16 National Tourism Week
- 14-18 Rocky Mountain International Roundup, Cody, Wyo.
- 15 Interstate Information Centers open

## May cont.

- 17-21 Great Faces. Great Birding Places.  
fam tour, Southeast Region  
TBA Front-line training

## June

- 1-5 Explore the Missouri River fam tour,  
Great Lakes Region  
4-9 2 Nation Tour, Signature group fam  
tour  
2-6 SATW, Central States Chapter meetings,  
New Orleans, La.  
16-18 Black Hills Microcinema Film Festival,  
Rapid City  
19-23 Outdoor Writers Association of  
America Annual Conference,  
Spokane, Wash.  
19-26 See America Central London and  
Scottish Sales Mission, United  
Kingdom  
TBA South Dakota Corps of Rediscovery  
Meeting  
TBA Front-line training

## July

- 3 Independence Day Celebration  
fireworks satellite feed, Mount  
Rushmore National Memorial



## August

- 27-28 Lewis and Clark Signature Event,  
Chamberlain-Oacoma  
29-31 Lewis and Clark Signature Event,  
statewide

## September

- 1-30 Lewis and Clark Signature Event,  
statewide  
7-12 SATW Annual Conference,  
Switzerland  
10-13 Association of Great Lakes  
Outdoor Writers Conference,  
Okoboji, Iowa.  
TBA Rocky Mountain International  
Megafam, South Dakota and  
Montana  
28-30 Buffalo Roundup fam, Black Hills

## October

- 1-5 Buffalo Roundup fam, Black Hills  
4 Buffalo Roundup live satellite feed,  
Custer State Park

## November

- 12-16 National Tour Association Annual  
Convention, Toronto, Ontario  
TBA South Dakota Corps of Rediscovery  
Meeting  
TBA Visit USA Show, Italy

## January 2005

- 16-20 Sundance Film Festival, Park City,  
Utah  
19-20 Governor's Conference on Tourism,  
Pierre  
TBA Vakantiebeurs-Utrecht, Sales Mission,  
Benelux

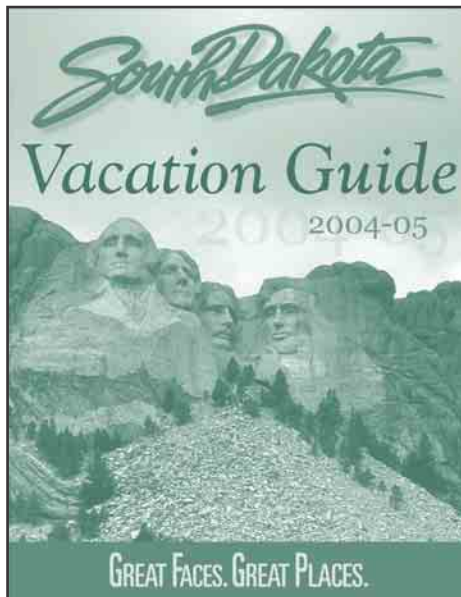
## February 2005

- 5-10 American Bus Association Marketplace,  
Chicago, Ill.

# Publications

The South Dakota story is told within the pages of a variety of brochures, booklets and maps. Here's a sampling of the literature South Dakota Tourism produces and distributes.

## South Dakota Vacation Guide



2004-2005 Vacation Guide cover

The 250-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 Office of Tourism – sent 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 a state map. It also includes a free listing of non-profit museums, golf courses and public campgrounds. Visitor industry businesses may purchase ad space in the Vacation Guide from their regional tourism association.

The publishing of the Vacation Guide is a cooperative effort among South Dakota Tourism and the four regional tourism associations: Black Hills, Badlands and Lakes; Glacial Lakes and Prairies; Great Lakes of South Dakota; and Southeast

Tourism. The Black Hills, Badlands and Lakes Association began this publication decades ago and remains the lead publisher of the guide. The Office of Tourism is the lead distributor. All five partners share the cost of producing and printing 450,000 guides. South Dakota Tourism pays for printing an additional 55,000 guides and the Black Hills, Badlands and Lakes Association pays for an additional 30,000 guides. The South Dakota Vacation Guide is printed annually with the new edition typically available in February.

## Calendar of Events

The annual calendar of events is compiled in the fall for the following year. It contains a listing of visitor related event dates and contact information. An edited version is included in the South Dakota Vacation Guide. A complete visitor events calendar, with event descriptions, is available on [TravelSD.com](http://TravelSD.com).

## South Dakota Adventure Travel Guide

This nearly 70-page directory is full of information on adventure travel providers throughout the state. Categories include aerial tours, American Indian experience, archaeology and paleontology, biking, caves, chuckwagon suppers, farm stays/farm tours, gold panning and mine tours, hiking, horse pack trips, lodges and resorts, paintball fields, ranch vacations/horse camps, rentals and outfitting, rock climbing, skiing, snowmobiling/ATV riding, tour companies, train tours, trail rides/wagon rides, water recreation and wildlife watching. The current edition was printed in October 2003.

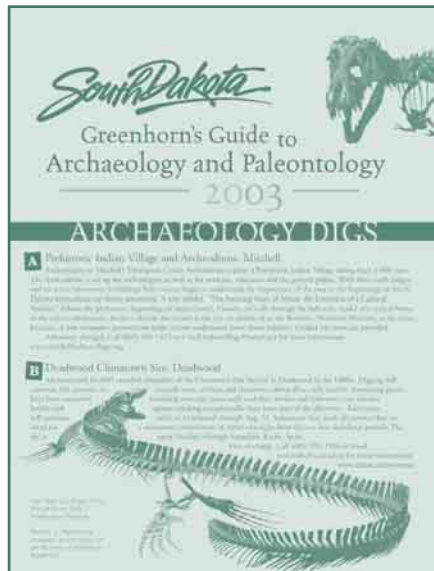
## A Guide to the Great Sioux Nation

This 29-page guide includes an overview of each of South Dakota's nine tribes. It also has information about American Indian landmarks, museums, art galleries, powwows, celebrations and tribal casinos. It is produced in cooperation with the tribes and their casinos. Tribal partners help distribute this guide.

## South Dakota Guide to Indian Reservations and Art

Updated approximately every two years, this 50-plus-page directory offers details on services found on South Dakota's Indian Reservations and tribal lands. Visitors will find information such as days and hours of operation and contact information for gas stations, stores, restaurants, accommodations and attractions. The guide also includes a description of places where visitors can view or purchase American Indian art. Listings tell of the type of art, tribes represented and business hours of operation.

## Greenhorn's Guide to Archaeology and Paleontology



This annual publication includes an overview of sites throughout the state where visitors can participate in archeological or paleontological activities or learn about South Dakota's resources in

those areas. It includes dates for special digs and information on museums. A locator map pin-points the areas.

**NEW!**

## South Dakota Glacial Lakes and Prairies Birding Trail Guide

Hot off the presses in November 2003, this new publication features 27 pages of hints on where to find feathered friends in the northeast region of South Dakota. Each of the 38 sites along the trail is covered in the guide with information on what birds can be found, the best time for birding, a description of the habitat, tips for spotting birds

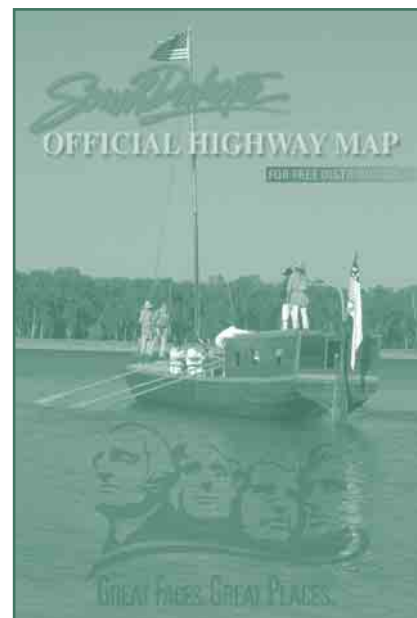
and a map of the area. The guide was designed and produced by the Office of Tourism in cooperation with the South Dakota Department of Game, Fish and Parks, the U.S. Fish and Wildlife Service, the Glacial Lakes and Prairies Tourism Association, the South Dakota Parks and Wildlife Foundation, the South Dakota Ornithologists' Union, the South Dakota chapter of the Wildlife Society, Missouri Breaks Audubon, and the U.S. Army Corps of Engineers.

## South Dakota Great Parks, Monuments and Memorials

This colorful brochure tells the tale of South Dakota's faces carved in mountains: Mount Rushmore National Memorial and Crazy Horse Memorial. It also features information on our national parks, Badlands and Wind Cave; our largest state park, Custer State Park; our national monument, Jewel Cave; and our nearby neighbor, Devils Tower National Monument.

## Official South Dakota Highway Map

Tourism writes and designs the promotional side of the Official South Dakota Highway Map and



coordinates the printing run of about a million maps approximately every two years. The entire map project is produced by the South Dakota Department of Transportation. The current state map, printed in May 2003, features a Lewis and Clark theme with stories of the discoveries

the explorers made in South Dakota and what visitors will find on and off the trail. There's even a word search game for kids.

## South Dakota Fishing & Hunting Guide

This piece is the main component of our hunting and fishing packet, sent to scores of sportsmen and women each year. The 20-page booklet offers a fishing overview of each region in the state and describes the species anglers can expect to find in virtually every South Dakota lake, river, dam or pond. The rest of the guide is devoted to hunting and tells of the season, range and habitat of a variety of game animals including pheasant, gray partridge, ruffed grouse, geese, antelope, turkey and prairie dog, among others. The guide was updated in November 2003.

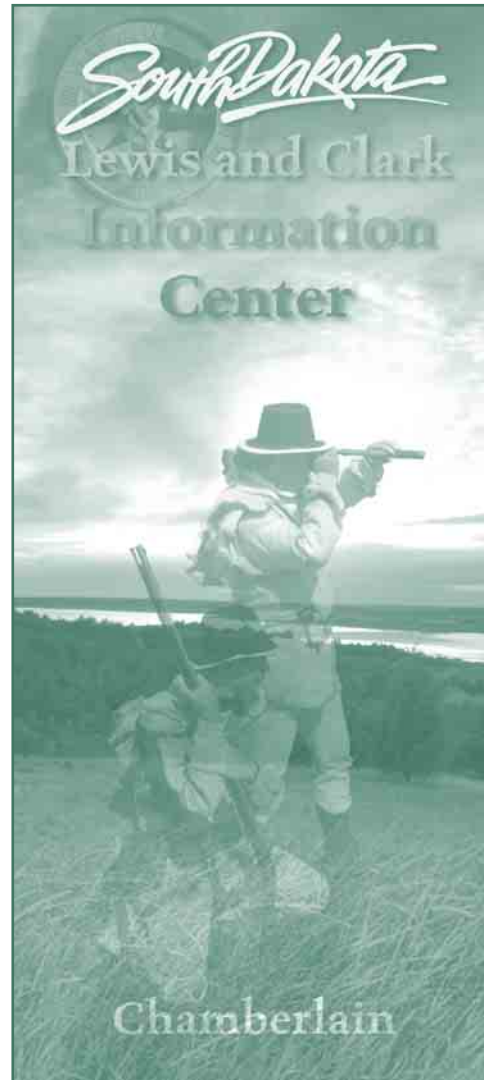
## Lewis and Clark Trail Guide

The largest and most comprehensive South Dakota Lewis and Clark Trail Guide was printed by Tourism in April 2003. The 23-page booklet offers a look into what the Lewis and Clark expedition discovered in present-day South Dakota. It includes descriptions of the sites of significance along the trail where visitors will find historic markers, interpretive signs and exhibits of Lewis and Clark history. It also includes a locator map, information about annual Lewis and Clark events and a listing of nearly 270 services in the Great Lakes and Southeast regions. These two regional associations are partners with the Office of Tourism in producing this publication.

## Lewis and Clark Information Center brochure

South Dakota's newest Interstate Information Center was completed in 2000 on Interstate 90 just east of Chamberlain. The center's focal point is a 55' keelboat, modeled after the keelboat the Lewis and Clark expedition used as they traveled up the Missouri River. The center is designated an official site on the Lewis and Clark Trail by the National Park Service. This center features exhibits telling the story of the Corps of Discovery as they traveled through present-day South Dakota. To promote the center and its exhibits, Tourism developed a brochure with

financing from a grant from the National Park Service. The brochure is distributed at Interstate Information Centers and to those requesting Lewis and Clark information.



## South Dakota Escort Notes

Versions of this nearly 50-page booklet have entertained tour bus guests for years. It's full of facts, trivia and even a tale or two. It's a handy reference for motorcoach operators and tour leaders. They also appreciate the tunnel dimensions and listing of full-time chambers of commerce and visitor bureaus.

## South Dakota Group Tour Planning Guide

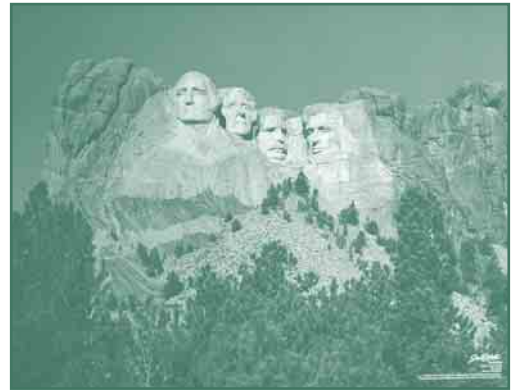
Everything a group tour operator wants to know about South Dakota can be found in this 100-plus page planning guide. It includes sections on major attractions and events; escort notes; American Indian; itineraries; cities, attractions, shopping and entertainment; gaming; accommodations and restaurants; and receptives and transportation. Businesses that cater to groups may be listed in the guide for a co-op fee. The content is also found on [TourSDakota.com](http://TourSDakota.com).

## South Dakota Film/Video Directory

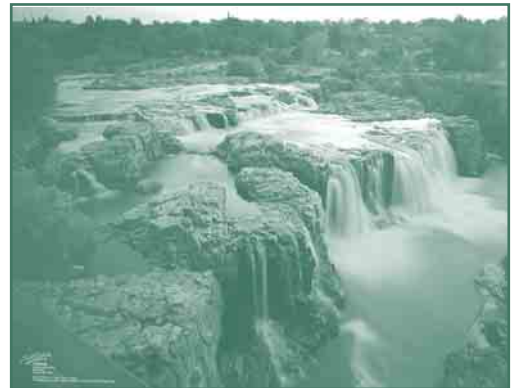
Arranged by travel region, this directory includes more than 100 pages of business listings production companies need to have a successful shoot in South Dakota. Categories include catering, locksmiths, photography studios, wrecker services and more. The statewide introduction includes valuable information like the type of assistance available from the South Dakota Film Office, what kinds of permits are needed for trucks, and what time sunrise and sunset typically are each month in each time zone. The content of the guide is also accessible on [FilmSD.com](http://FilmSD.com).

## South Dakota Posters

The Office of Tourism offers 40 different 17" x 22.5" wall posters for sale. Each depicts a unique South Dakota scene such as Mount Rushmore, Falls Park, Vanocker Canyon, and the pasque flower, to name just a few. The posters sell for \$2 each and are available by calling Tourism at (606) 773-3301.



Mount Rushmore poster



Falls Park poster



State Capitol poster



White-tailed bucks poster