

Promotions

The Office of Tourism promotes the land of Great Faces and Great Places in a variety of ways targeting potential travelers. Elements of the marketing strategy focus on niche, new and emerging, and international markets. South Dakota's visitor industry continues to maintain a high-profile advertising and marketing presence. During this fiscal year and continuing into the next, the Office of Tourism is working to increase the number of visitors to South Dakota thereby boosting visitor spending.



Department of Tourism and State Development 2010 Initiative

In October 2003, Gov. Mike Rounds announced the 2010 Initiative, a bold plan to shape the future of South Dakota. What follows are the goals of the 2010 Initiative and the objectives in accomplishing the goal to grow the South Dakota visitor industry.

Goal One – Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010

- A. Change the way we market South Dakota
 - Identify and target niche markets, with emphasis on emerging markets, including international
 - Reshape and redeploy “Great Faces. Great Places.” slogan and logo
 - Target advertising to specific audiences
 - Place an emphasis on destination packaging and call for sales versus call for inquiries
 - Educate industry people on what today’s visitors want and expect; establish best practices and communicate through regular updates
- B. Focus new energy and investment on expanding the fall shoulder season for visitors in order to increase the percentage of tourism revenues for this season to 42 percent
 - Create a new marketing plan that focuses on vacation packages
 - Invest in promotions to expand the shoulder season
- C. Expand investment in tourism’s peak season through greater use of partnerships and cooperative efforts
 - Establish partnerships to pool resources (e.g. Rapid City Air Service Task Force, Mickelson Trail, South Dakota Advertising Cooperative, National Park Service)
 - Develop coordinated marketing plans
 - Continue Governor’s \$1 million challenge for 2005 and 2006

- D. Develop a statewide “one-click, one-call” reservation system by 2005
 - Work with visitor industry
 - Make it easy for visitors to purchase packages and make travel arrangements

Goal Two – Increase GSP (Gross State Product) by \$10 billion by 2010

Goal Three – Become a Recognized Leader in Research and Technology Development by 2010

Goal Four – Brand and Develop South Dakota’s Quality of Life as the Best in America by 2010

Goal Five – Uphold Our Commitment to the 2010 Initiative as a Work in Progress

More information and progress reports on the 2010 Initiative can be found at 2010initiative.com.

E-Marketing

Over the past several years, the Internet and its subsequent electronic commerce have caused dramatic changes in the way travel information and services are delivered to consumers. The Office of Tourism is optimizing on the traveling public’s use of technology by quickly and effectively getting the South Dakota message in front of travel planners. The Internet has a solid place

as an important travel distribution channel and Tourism is capitalizing on the opportunity it offers.

TravelSD.com



Tourism's consumer Web site, TravelSD.com, continues to provide travel planning information to users around the world. In July 2003, a redesigned TravelSD.com was launched. Styled like a news portal site with a dynamically updated homepage, the design includes many new features such as a Freebies section with downloadable South Dakota screensavers and desktop wallpaper. The homepage contains a Featured Packages and Coupons section where up to five different vacation packages and coupons from the co-op of the same name are highlighted. Upcoming Events on the homepage lists five special events with links to descriptions and details for each. The Featured Partners section is a roundup of three World Wide Web co-op partners. Users can click on each link to be transported to information about that particular partner. Other new homepage features include "Highlights" and "Travel Bulletin," regularly updated sections about visiting South Dakota that keep the homepage fresh and lure users deeper into the site.

Accessible 24/7, users can easily create a South Dakota itinerary by finding information on parks, monuments, events, activities and visitor services. The site includes sections devoted to the Lewis and Clark Trail, Great Events and links to Web cams at Mount Rushmore, Falls Park, Deadwood,

the Badlands, Pierre, and the Corn Palace. Users can e-mail a postcard from the site and locate a great fishing hole by perusing the online Fishing and Hunting Guide. International visitors can find information in French, German and Italian by following the link on the homepage to the Rocky Mountain International site.

New features to TravelSD.com over the past 12 months include more photos throughout the site; a new live Web camera at Crazy Horse Memorial, operated by South Dakota Public Broadcasting; a database driven Coupons section (as part of the Vacation Packages section) that allows users to search by coupon type, date, city or keyword; continuous updates to the Visitor Services Directory that currently includes more than 4,500 entries; an online version of the Glacial Lakes and Prairies Birding Trail Guide; an updated South Dakota Fishing and Hunting Guide; an Advertised Packages section that showcases newspaper ads arranged by target market; and a South Dakota Road Trip section, that includes the broadcast schedule for the program and links to partner packages.

TravelSD.com will continue to be improved in 2004 with more search and mapping features.

Visitor Services Directory

More than 4,500 visitor services are listed on TravelSD.com. Users can search the database and find options for attractions, dining, lodging, outdoor/seasonal activities, shopping and traveler services. South Dakota visitor services that fit into these categories receive a free TravelSD.com listing that includes the business name, address, phone and fax numbers, and e-mail, Web and online reservations links. Industry members who have earned the Great Service STAR designation are recognized with a star icon. Businesses can join the World Wide Web co-op for \$100 a year and, as preferred partners, receive two 360-degree photos of their business, property or city to accompany the service listing. Preferred Partners get further promotion on the TravelSD.com homepage within the Featured Partners section. Here, three different randomly selected partners are listed, with links, each time the homepage is opened or refreshed.

Improvements to the Visitor Services Directory in the past year include a refinement of the search feature, allowing users to expand their search to services 10, 25, 50 and 100 miles from a specific city.

Online Calendar of Events

Users can search for South Dakota events by town, date and event type on TravelSD.com. The 2004 calendar includes more than 600 events and is continually updated as submissions are received from the visitor industry. (For events to be considered for the South Dakota Vacation Guide or other printed material, complete event information must be submitted to the Office of Tourism by September of the previous year. See page 27 in the co-op section for additional information about the calendar of events.)

Online Vacation Packages and Coupon Co-op

TravelSD.com users can find a complete vacation with just one click. The Vacation Packages and Coupons section lists products offered by South Dakota's visitor industry. Partners put together a travel package or develop a coupon offer, and for just \$35, it is promoted on TravelSD.com for up to one year.



The popularity of offering an online vacation pack-

age grew among the South Dakota visitor industry in 2003. In the first quarter, an average of 24 vacation packages were listed each month on TravelSD.com. That average more than doubled by fourth quarter 2003 when an average of 60 vacation packages were listed each month on TravelSD.com. An average of 34 coupons per month were listed on TravelSD.com March-December 2003.

Ads are placed in a variety of media to generate interest and drive traffic to the vacation packages promoted on TravelSD.com. Throughout the year, ads in regional newspapers, magazines and

This is a test. Did you pass?

An informal test was conducted by the Office of Tourism from late-May through July of 2003. Research calls were made to 45 industry members who were part of the online vacation packages co-op. The researchers asked questions about the package listed on TravelSD.com as a visitor would, and documented various aspects of the call. The goal of the study was to gauge customer service and determine if the package providers track calls to measure the effectiveness of the online promotion.

Of calls made to 45 package providers:

- Eight providers did not know about their own package listed on TravelSD.com. In those cases, five providers put the caller on hold for up to five minutes while information was located, two providers asked the caller to call back in a week and one eventually located the information.*
- Just 18 percent (8) of the providers tracked the source of the phone call by asking the caller where he/she saw the package promoted. This rate is lower than that revealed in a similar survey conducted in 2002 when 25 percent of the providers tracked the call.*

Advertising tracking can be simple and is a necessary tool. The number of inquiries is compared to the amount spent on advertising to determine if the ad dollars have been spent effectively. This experiment also clearly indicates how important it is to educate all staff members of vacation packages and other products managers are promoting. Uninformed front desk staff may mean the loss of a sale and negative word-of-mouth to other potential customers.

See the back of this report for a handy tracking script for your staff to use.

television spots promote the online vacation packages and coupons. The monthly South Dakota Travelsmart e-newsletter also contains direct links to up to eight different vacation packages and coupons. It is sent to around 90,000 subscribers each month.

South Dakota/Yellowstone Online Co-op

In the spring of 2004, Tourism plans to once again launch an extensive permission-based e-mail marketing campaign in cooperation with Xanterra Parks and Resorts-Yellowstone and the Park County (Wyo.) Travel Council. The speed and convenience of e-mail will be used to promote the three partners' common and unique attributes to a shared audience. During the month-long campaign that begins in April, potential travelers from Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, Ohio, Texas and Wisconsin who are interested in travel and the outdoors will be targeted. All of the traffic generated over the course of this campaign will be directed to a Web portal that features all three partners.

SDVisit.com

Information about Office of Tourism programs, research and projects is just a few keystrokes away at SDVisit.com. This Web site was created specifically for the South Dakota visitor industry and contains summaries and registration forms for co-op programs, monthly project reports and complete research documents. This entire annual report can even be accessed online.

Trade Web Sites

We're reaching out to members of the travel trade with Web sites created specifically for them. MediaSD.com has story ideas, press releases, fact sheets and special announcements to keep the media up to speed on what's happening in South Dakota. TourSDakota.com includes an online version of the Group Tour Planning Guide and other information for domestic and international group tour operators. FilmSD.com serves filmmakers, location scouts and producers with 360-degree

location photos and content from the South Dakota Film and Video Production Guide.

South Dakota Travelsmart Feedback

"Thank you so much for the info. I love getting any kind of news from your area. We were just there in May-June with some friends of ours that had never been there. We only had about a week, but they stayed longer and they enjoyed it also. I felt like a week isn't long enough. Everytime we go there I buy the History books and learn something new while reading them and want to go back to see the things I didn't know about when I was there. The first time we went was to see Mt. Rushmore and Deadwood, But after getting info from you we couldn't believe all the history there was. Everyone we met was so nice. We want to Thank You and SD for all the times we have come there and learned new things everytime. Thank you again."

—Liz, Washington

"My wife and I spent five wonderful days in South Dakota early in July, on route to Wyoming, Montana and North Dakota. I would like you to know that we found the people in South Dakota, both those who run businesses and other folks as well, to be universally friendly! We did not meet a negative person during our entire stay. Credit your tourist industry with a grand slam!"

—Dick and Barb, Wisconsin

"We have just returned from our vacation in South Dakota and we would like to thank you for your assistance. We spent seven nights in the state (Rapid City, Chamberlain, and Sioux Falls) and had a great time. Before we left we made use of your informative newsletters. We would also like to make special mention of the people at your highway travel stations at Spearfish and Chamberlain. They were very knowledgeable and they made sure that we were fully satisfied before we left the building. In our opinion they, and the state of South Dakota, had the best tourist information and advice of the 9 states and 3 provinces that we visited. A job very well done. We will come again." —Lorene and Jim, Alberta, Canada

Shoulder Season 2003 Advertising

Armed with a challenge from Gov. Rounds to make the 2003 shoulder season campaign the biggest ever, we hit the airwaves, newspapers, magazines and information superhighway with a strong message for travelers to shop South Dakota for vacation packages, outdoor adventure and unique events.

Electronic Advertising



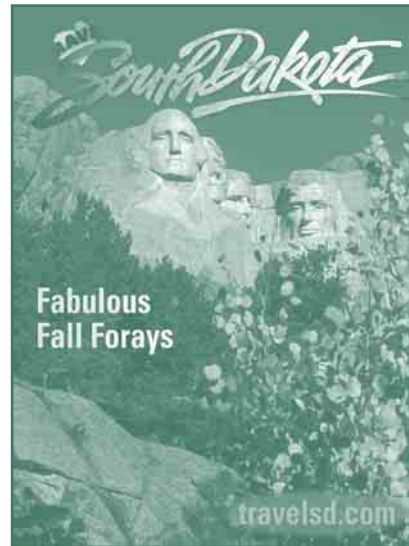
October Travelsmart

October Travelsmart was sent to 90,207 subscribers and recorded a 4.2 percent click through rate. The September Travelsmart was sent to 89,767 subscribers and recorded a 3.7 percent click through rate.

Banner ads promoting vacation packages ran on the Web sites of the Sioux Falls Argus Leader, Denver Post and the Milwaukee Journal Sentinel in September, October and November. Two e-mail blasts were sent to online travel subscribers of the Minneapolis Star Tribune. The first reached 19,785 Web users, the second went to 24,670. Each message contained multiple links to vacation packages.

The September and October issues of the South Dakota Travelsmart e-newsletter carried promotional messages about the online vacation packages. The October Travelsmart also included a link to the Fall Foliage feature on TravelSD.com that reported the status

2003 Shoulder Season Giant Step Magazine Insert

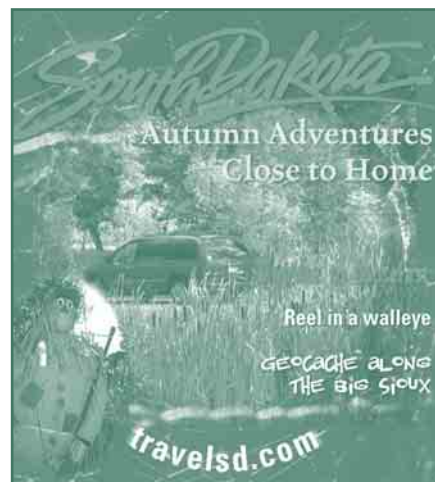


Shoulder Season Giant Step

For the first time ever, the shoulder season Giant Step was inserted into magazines in 2003. The 16-page insert was seen in October by subscribers of *Better Homes and Gardens*, *Midwest Living*, *Ladies' Home Journal*, *Country Home* and *More* from the target states

of Colorado, Iowa, Minnesota, Nebraska, North Dakota and South Dakota. The combined circulation was 1.7 million with exposure to more than 7 million readers. The insert promoted sites, events and activities throughout South Dakota. Thirty-six private sector partners took advantage of the cooperative promotion by placing a 50-word ad within the insert.

2003 Shoulder Season Great Getaways Newspaper Insert



Shoulder Season Great Getaways

The shoulder season Great Getaways newspaper insert was dropped into the nearby markets of Winnipeg, Manitoba; Worthington, Marshall and Willmar, Minn.; Des Moines, Iowa; Omaha, Neb.;

Bismarck, N.D., and Sioux Falls, S.D. on Sept. 7 and 14, 2003. Nearly 838,000 inserts were printed.

Omaha World Herald (circulation: 187,423), Fargo Forum (circulation: 38,750), Sioux Falls Argus Leader (circulation: 76,600) and the Milwaukee Journal Sentinel (circulation: 454,056). Each listed up to four different vacation packages, directing the readers to call the package provider directly to book.

Two-inch ads, each promoting a different vacation package, ran in the Sunday editions of the Rapid City Journal (circulation: 37,000) and the Aberdeen American News (circulation: 18,005) throughout the shoulder season.

Direct Mail



One of two direct mail postcards

On separate dates in October, two different postcards were direct mailed to 20,000 potential visitors from Colorado, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin. Five different vacation packages were promoted on each card. Recipients were directed to the package providers to book their fall or outdoor/hunting adventure.

Winter 2003-04 Advertising

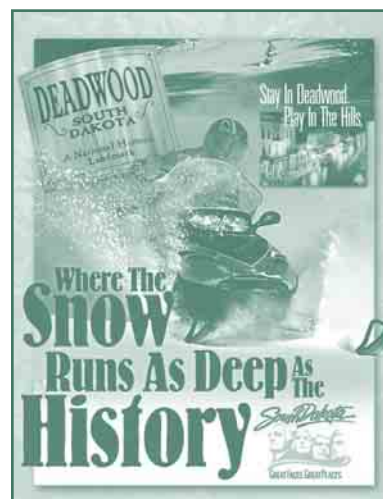
Snowmobilers, skiers and other snow lovers are the target of the Office of Tourism's winter ad campaign. Tourism is using marketing tools like print, TV and radio ads, online promotions, and direct mail to invite winter enthusiasts to South Dakota.

Snowmobile Club Direct Mail

Just before the big snow hits, the Office of Tourism made sure snowmobilers in South Dakota's winter target markets knew of the opportunities for drift busting in South Dakota. In December, some 600 snowmobile clubs in Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wyoming received an invitation from Gov. Rounds to choose South Dakota as their snowmobile vacation destination. The letter was accompanied by snowmobile trails maps, Romancing the Snow guide and other literature.

Winter Weather Hosting

When the snow flies, South Dakota becomes a hotspot and we want everyone to know about it! Writers and television producers from target markets were invited to spend time in South Dakota in January to enjoy winter activities like skiing, snowmobiling and snowshoeing. Broadcast weather forecasters are also invited so they can learn about South Dakota's unique weather patterns and share information about winter recreation activities with their viewers.



Cover of winter co-op insert

Winter Co-op

Tourism is again partnering with the Deadwood Chamber and Visitors Bureau in a cooperative winter campaign that promotes winter vacation packages. The co-op employed newspaper inserts that dropped Jan. 11 in the markets of

Sioux Falls and Aberdeen, S.D.; Bismarck and Dickinson, N.D.; and Casper, Wyo. (total circulation: 171,900). For eight weeks, beginning Jan. 4 and ending March 14, ads promoting winter vacation packages appear in the Sunday edition of the Sioux Falls Argus Leader (circulation: 76,600).

NEW!

Television ads will air from January through mid-March reaching network audiences in Sioux Falls and beyond and cable viewers in Sioux Falls, Aberdeen and Watertown. The television spots will also promote vacation packages. Radio in the Sioux Falls market will be used from January through mid-March, as well as radio announcements used, as a “right now” medium, with spots airing when good snow for sledding and skiing is on the ground.

Magazine Ads

Half- and full-page ads promoted winter vacation packages.

Publication	Issue	Circulation
<i>Midwest Living</i>	November/ December	850,000
<i>SnowGoer</i>	December	70,095
<i>Midwest Living</i>	January/ February	850,000

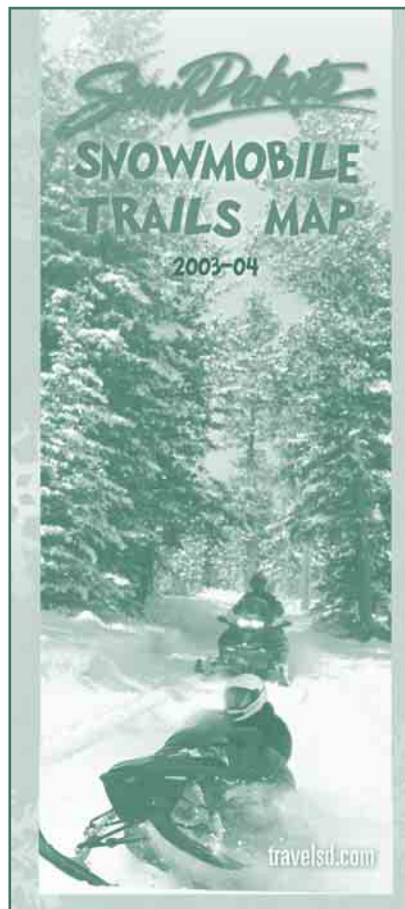


Midwest Living ad, Jan./Feb.

Electronic Marketing

The winter editions of South Dakota Travelsmart, Tourism’s e-newsletter, will carry a snowy message encouraging subscribers to hit South Dakota’s trails, slopes, attractions and gaming halls. As of November 2003, the Travelsmart subscriber list was about 90,000 users strong. Tourism also uses permission based e-mail to hit winter enthusiasts in target areas.

Winter Fulfillment and Follow-up



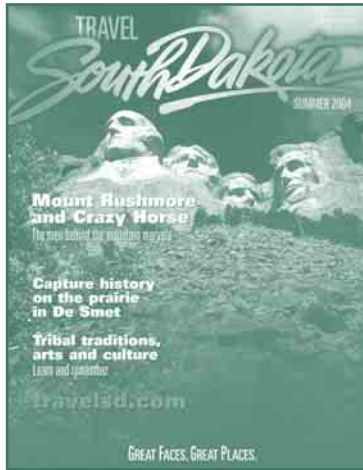
Tourism fulfills winter inquiries with a special vacation planning packet containing a copy of Romancing the Snow (published by the Black Hills, Badlands & Lakes Association), the 2003-04 Snowmobile Trails Map (published in partnership with the Department of Game, Fish and Parks), the 2003-04 South Dakota Vacation Guide and ski area brochures. Inquirer address

records are added to Tourism’s prospective visitor database and used for promotions. Members of the industry may also use the database to conduct their own follow-up marketing by renting the mailing addresses. See page 24 for Tourism Database information.

Warm Season 2004 Advertising

The Office of Tourism kicks off the state’s warm season advertising in March to hit audiences just as they are planning their summer travel. Geographic markets that will receive the most exposure to the South Dakota message include Minnesota, Iowa, Wisconsin, Nebraska, Illinois, Missouri, Colorado, Texas, North Dakota, South Dakota and the Canadian province of Manitoba.

South Dakota ads will appear on television, online, in newspaper and magazines.



2004 Warm Season Giant Step Magazine Insert

For the second year, the warm season Giant Step co-op took the form of a magazine insert. The 16-page ad is scheduled to

run in five magazines published by the Meredith Travel Group. The magazine insert had room for 36 partners and it was a sell-out!

From March through May readers of *Better Homes and Gardens*, *Midwest Living*, *Ladies' Home Journal*, *Country Home* and *More* in the states of Colorado, Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin and the metro areas of Kansas City, Mo., and Dallas, Texas, will receive the insert. All *Midwest Living* subscribers will be reached. The circulation and insertion date break downs are below.

Half of the insert contains editorial and photos about statewide travel opportunities. The other half includes partner ads and a locator map. Partners who also participate in the Online Vacation Package Co-op receive a special icon by their ad, directing readers to their vacation package on TravelSD.com. In addition, each co-op partner will receive a reader service listing in the national Travel Planning Guides of all five Meredith publications. That's a combined exposure to an audience of more than 14 million readers.

Warm Season Giant Step schedule

Publication	Circulation	Issue	On-sale Date
<i>Better Homes and Gardens</i>	1,628,000	April	March 9, 2004
<i>Country Home</i>	283,000 (25 percent increase)	May	April 22, 2004
<i>More</i>	215,000 (84 percent increase)	May	April 22, 2004
<i>Midwest Living</i>	880,000 (4 percent increase)	May/June	April 27, 2004
<i>Ladies' Home Journal</i>	905,000	June	May 11, 2004

2004 Warm Season Great Getaways Newspaper Insert

Plans call for the Warm Season Great Getaways Co-op Insert to reach 1.3 million readers of newspapers in five states and one Canadian province. Great Getaways is an eight-page tabloid size flyer packed with photos and stories about travel opportunities in the Great Lakes, Glacial Lakes and Prairies, and Southeast regions. It features about 40 co-op partners from those three regions. Full partners receive a photo and 50 words of copy. B&Bs and waterfront resort partners are listed in a separate grid in the insert. A locator map accompanies the partner ads. As with the Warm Season Giant Step, Great Getaways partners who also participate in the Online Vacation Package Co-op will have a special icon by their copy directing readers to their vacation package listed on TravelSD.com. See schedule on page 18.

2004 Warm Season Newspaper Advertising

Tourism plans to continue the vacation packages newspaper ads that were part of the shoulder season and winter campaigns. From late-March through June, ads will run in the Sunday travel sections of the Chicago Tribune (circulation: 1 million), Des Moines Register (circulation: 245,817), Sioux City Journal (circulation: 54,000), St. Paul Pioneer Press (circulation: 251,956), Minneapolis Star Tribune (circulation: 674,345), Kansas City Star (circulation: 379,664), Omaha World Herald (circulation: 187,423), Fargo Forum (circulation: 38,750), Sioux Falls Argus Leader (circulation: 76,600), and the Milwaukee Journal Sentinel (circulation: 454,056). Each ad will list several different vacation packages, directing the readers to call the package provider directly to book.

The 2004 Warm Season Great Getaways schedule follows:

Date	Newspaper	Circulation
April 25	Winnipeg (Manitoba) Free Press	258,000
May 1	Fairmont (Minn.) Sentinel	8,110
May 1	Marshall (Minn.) Independent	8,300
May 1	Rochester (Minn.) Post Bulletin	48,000
May 1	Worthington (Minn.) Globe	10,500
May 2	Albert Lea (Minn.) Tribune	7,800
May 2	Austin (Minn.) Daily Herald	7,800
May 2	Mankato (Minn.) Free Press	26,000
May 2	Minneapolis (Minn.) Star Tribune	120,000
May 2	New Ulm (Minn.) Journal	10,200
May 2	St. Cloud (Minn.) Times	40,000
May 2	West Central (Willmar, Minn.) Reminder	28,000
May 5	Sheldon (Iowa) Mail-Sun	5,000
May 7	Le Mars (Iowa) Daily Sentinel	3,550
May 8	Ames (Iowa) Tribune	10,500
May 8	Council Bluffs (Iowa) Daily Nonpareil	17,600
May 8	Fort Dodge (Iowa) Messenger	21,000
May 8	Mason City (Iowa) Globe-Gazette	20,070
May 8	Sheldon N'West Iowa Review	5,000
May 8	Spencer (Iowa) Daily Reporter	4,400
May 9	Des Moines (Iowa) Register	219,400
May 9	Sioux City (Iowa) Journal	49,000
May 16	Bismarck (N.D.) Tribune	32,500
May 16	Fargo (N.D.) Forum	67,500
May 16	Lincoln (Neb.) Journal	88,000
May 16	Omaha (Neb.) World Herald	180,000
May 23	Sioux Falls (S.D.) Argus Leader	82,000

Two-inch ads, each promoting a different vacation package, will run in the Sunday edition travel sections of the Rapid City Journal (circulation: 37,000) and the Aberdeen American News (circulation: 18,005) throughout the warm season campaign.

2004 Warm Season Television Advertising

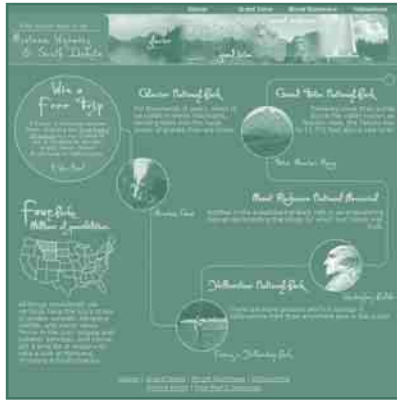
The action plan for Tourism's warm season television campaign focuses on three, targeted segments: image, niche and outdoor advertising. With image advertising, the viewing audience will be peppered with commercials showcasing the national attractions, natural beauty and unique

activities of South Dakota, all set to a revamped "Great Faces. Great Faces." music package. With niche advertising, 30-second spots will promote vacation packages, prompting the viewer to contact the Online Vacation Package Co-op partner to book their package. Several commercials that promote a variety of vacation packages will be produced and strategically placed during programming to "surgically strike" the best audience for the type of package. Image and niche television advertising will be targeted to the markets of Dallas, Texas; Denver, Colo.; Des Moines and Sioux City, Iowa; Omaha, Neb.; Chicago, Ill.; Milwaukee, Wis.; Minneapolis and St. Paul, Minn.; Kansas City, Mo.; Fargo, N.D.; and Sioux Falls, S.D., from March through June. Tourism's 30-second vacation package television ads will also appear in episodes of "Tony Dean Outdoors" January through March. "Tony Dean Outdoors" is seen on local stations in South Dakota, North Dakota, Minnesota and Iowa as well as by Midwest audiences

on Fox Sports Net. A flight of outdoor vacation package spots will also be placed in the spring during "Backroads with Ron and Raven" on ESPN2, "Call of the Wild" on the Outdoor Channel, and "Minnesota Bound" on Minneapolis' KARE 11. All three programs are produced by Ron Schara Enterprises.

Four Parks Co-op

2004 is the third year South Dakota Tourism will join forces with our neighbors to the west to promote travel to our national treasures: Mount Rushmore National Memorial, Yellowstone National Park, Grand Teton National Park and Glacier National Park. Travel Montana, Wyoming



Fourparks.com

Travel and Tourism, Xanterra Parks and Resorts-Yellowstone, and the Grand Teton Lodge Company partner with South Dakota in this campaign that uses print and electronic ads to reach travelers.

the three states and four parks. Recipients may further inquire to each partner via a return postcard or by surfing partner Web sites.

The partners will also wow and woo travel and lifestyle magazine editors with a media blitz in New York City in February.

The 2003 Four Parks co-op campaign generated more than 19,500 requests for literature.

Full-page magazine ads will reach a combined audience of 6.1 million readers in these publications:

Publication	Issue	Circulation
<i>AARP: The Magazine</i>	March/ April	706,000; west central region
<i>Reader's Digest</i>	April	2.9 million; Midwest region
<i>Travel & Leisure Family</i>	April	275,000, national
<i>National Geographic Traveler</i>	April	309,890, western region
<i>Trailer Life</i>	May	282,234; national
<i>AAA Home & Away</i>	May/June	1.6 million; western region

An electronic campaign will utilize the search engine Google to place the co-op's Web site, fourparks.com, high among its results for specific keywords like national parks, wildlife, South Dakota and others. We'll also target subscribers to the Away Network (away.com) with a series of five targeted e-mail messages to begin in March. The messages will entice users from California, Colorado, Idaho, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Nevada, Oregon, Utah, Washington and Wisconsin to visit fourparks.com to register to win one of four vacations to South Dakota, Wyoming or Montana. Finally, banner ads touting the destination will appear throughout the Away Network.

Inquiries about the Four Parks promotion will be fulfilled with a travel guide with information on

South Dakota/Wyoming Postcard Co-op

Another easy co-op South Dakota does with Wyoming Travel and Tourism is the fulfillment packet postcard. A South Dakota information postcard is included in each packet of Wyoming travel information that goes out to their inquiries. Recipients may send it back to South Dakota Tourism for a South Dakota Vacation Guide. The Office of Tourism follows the same procedure by placing a Wyoming information card in each South Dakota packet.

South Dakota/Yellowstone Online Co-op

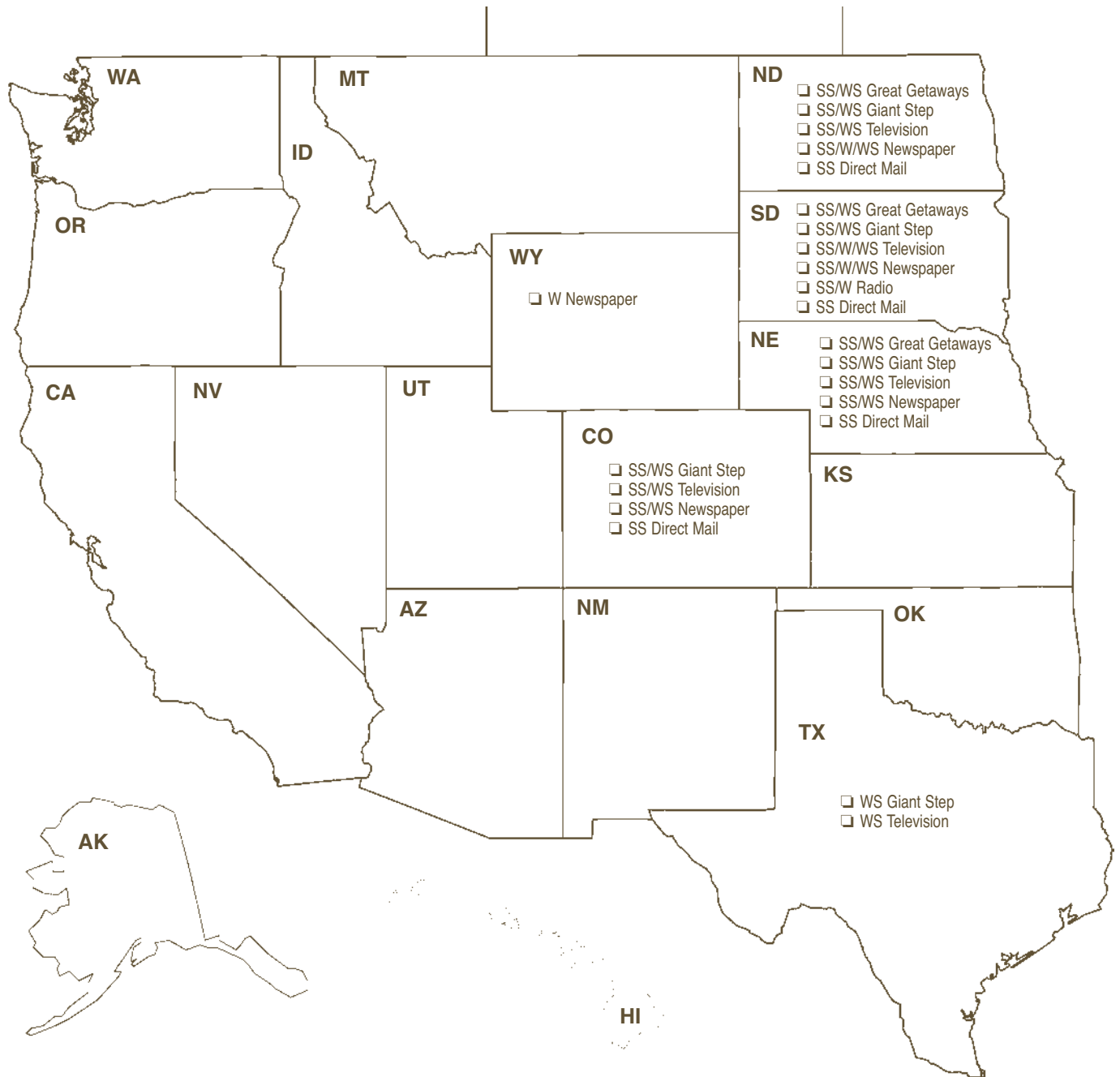
In the spring of 2004, the Office of Tourism will launch an extensive permission-based e-mail marketing campaign in cooperation with Xanterra Parks and Resorts-Yellowstone, and the Park County (Wyo.) Travel Council. The speed and convenience of e-mail will be used to promote the three partners' common and unique attributes to a shared audience. During the month-long campaign that begins in April, potential travelers from Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, Ohio, Texas and Wisconsin who are interested in travel and the outdoors will

be targeted. All of the traffic generated over the course of this campaign will be directed to a Web portal that features all three partners.





FY04 Shoulder-Season, Winter and Warm Season Advertising Campaigns



Direct mail, magazine and directory, Shoulder Season per inquiry and Shoulder Season/Warm Season outdoor Television and electronic ads are seen by residents in every state.

SS = Shoulder Season
 W = Winter
 WS = Warm Season



Year-Round Advertising

In addition to seasonal campaigns, the Office of Tourism has a variety of year-round advertising efforts that place the South Dakota message in front of specific, targeted audiences.

Travelsmart Monthly E-newsletter

South Dakota Travelsmart is what Tourism's monthly e-mail missives are called. The Travelsmart subscriber list is made up of consumers who have directly contacted South Dakota Tourism for travel information. The subscriber list grows each month and currently includes around 90,000 records. The newsletters feature color photos appropriate for the season, brief promotional messages and links to various sections of TravelSD.com, including online vacation packages.

NEW! South Dakota Road Trip Television Program



A new promotion was added to South Dakota Tourism's marketing efforts in the fall of 2003. South Dakota Road Trip is a weekly, five-minute program broadcast Sunday nights on KELO-TV following the 10 p.m. news. KELO-TV reaches approximately 90 percent of South Dakota's population plus rich portions of Iowa, Minnesota and Nebraska. Industry partners have the opportunity to co-op with South Dakota Tourism to have their vacation package featured on South Dakota Road Trip. In the 2003-04 broadcast year, September 2003-August 2004, each partner's segment will be broadcast a total of four times. Weekly e-mails are sent to more than 650 South Dakotans who subscribe to South Dakota

Travelsmart, alerting them of the upcoming South Dakota Road Trip broadcast. In addition, a link to the South Dakota Road Trip section of TravelSD.com appears on keloland.com.

Online Package Promotion

Vacation packages listed on TravelSD.com are promoted in many ways. The monthly South Dakota Travelsmart e-newsletter contains direct links to the packages and nearly every magazine ad advises readers to check out the packages online. Packages are further promoted in South Dakota's target markets with travel section newspaper ads.

Annual editions/directory ads



Woodall's ad

Tourism will place ads in the annual editions of several publications, putting the South Dakota message in the hands of vacationers as they make their travel plans.

Publication	Circulation
2004 AAA CampBook, North Central Edition	188,100
2004 AAA TourBook, North Central Edition	789,400
2004/2005 Along the Trail with Lewis and Clark Travel Planner and Guide	50,000
2004 LewisandClarkTrail.com Guide	100,000
Woodall's 2004 North American Campground Directory	2 million

Film Office Advertising

Ads promoting South Dakota as a filming location will appear in the trade magazines of *Shoot* (circulation: 15,000) and *Production Update on Location* (circulation: 27,500). Film Office ads will also run in the annual industry directories of *Kemps International* (circulation: 5,000), *LA 411* (circulation: 10,000) and *NY 411* (circulation: 10,000).

Group Tour Advertising

A four-page ad featuring South Dakota businesses that cater to group tours will run in the October 2004 issue of *Courier* (circulation: 5,500), the National Tour Association's official magazine. Tourism will research another publication for ad insertion. An ad will run in Travel Marketing Group's January *Brochure File Folder*, which is distributed to 10,000 decision makers in the group tour industry. The ad will promote the group tour planning tools, including the new TourSDakota.com Web site, available from South Dakota Tourism.

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.

Great Shoulder Events Campaign

The Great Events Campaign has been a staple of Tourism's promotional efforts since 1995. Through the campaign, the Office of Tourism works to boost attendance at select events around the state. In 2004, events that take place in the Shoulder Season are part of the campaign. Other criteria considered for inclusion in the campaign are the events' expansion potential and appeal to visitors. Tourism provides event planners with funding assistance as well as marketing plan development, print and radio ad creation and placement, media teasers, Web promotion on TravelSD.com and

assistance at the event. The 2004 Great Shoulder Events include:

Black Hills Horse Expo

Rapid City,
March 19-21

Frontier Days

White River,
Aug. 17-19

Lewis and Clark Signature Event

Chamberlain-Oacoma
and Statewide,
Aug. 20-Oct. 15

Great Black Hills Quilt Show and Sale

Hill City, Sept. 5-8

Corn Palace Polka Festival

Mitchell, Sept. 17-19

Old Time Fiddlers Jamboree

Yankton, Sept. 17-19

Bad River Gathering

Ft. Pierre, Sept. 26

Pumpkin Fest

Webster, Oct. 8-9

Last Chance Bonanza Rodeo

Brookings, Nov. 4-6



2003 Great Black Hills Quilt Show and Sale direct mail postcard

Great Events Feedback

Event organizers, motel operators, restaurant and other service providers are surveyed after each Great Event. Here are some of their success stories from 2003.

Attendance at the 2003 Frontier Days in White River grew by 60 percent over the previous year. Attendees came from Illinois, Wisconsin, Wyoming, California, Nebraska, Iowa, South Dakota and Germany.

Seventeen businesses in Hill City reported an increase in sales during the Black Hills Quilt Show and Sale. The average increase: 30 percent!

South Dakota Vacation Guide

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 out year-round to nearly every traveler who requests printed information. The guide contains statewide and regional travel information, a services directory, calendar of events and 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 respective 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 Black Hills, Badlands and Lakes Association pays for an additional 30,000 guides.

Cooperative Advertising



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

Tourism Database

If you're looking for an up-to-date list of prospective travelers, you can access the Office of Tourism's inquiry database. The database consists of names and addresses of people who have requested South Dakota travel information.

Depending on your promotional needs, you can create a targeted mailing list. For example, you can select specific segments like Colorado residents, winter enthusiasts or people interested in Lewis and Clark. The basic cost is \$60 per 1,000 names. You can also purchase additional services. The Tourism database may be rented year-round. Western Mailers assists in managing the database.

FOR INFORMATION

Melissa Bump, Promotions Coordinator, or Leah Mohr, Creative Director, (605) 773-3301
melissa.bump@state.sd.us leah.mohr@state.sd.us
Rosemary Harvey, Western Mailers, (605) 721-5779

Tourism Photo and Video Loans

The Office of Tourism has thousands of South Dakota images available in our photo and video libraries. Access to these images to promote South Dakota is free. Photo and/or video credit, or South Dakota mention within the caption, is expected and appreciated.

FOR INFORMATION

Chad Coppess, Senior Photographer, or Scott Howard, Video Services Coordinator,
(605) 773-3301 chad.coppess@state.sd.us
scott.howard@state.sd.us

2004 Group Tour Co-op

For \$550, you can get your message to 16,000 group tour companies across the nation! The 2004 Group Tour co-op ad, a colorful four-page spread, will run in the November 2004 issue of *Courier*, the National Tour Association's official magazine. Tourism will research another publication for ad insertion. In addition, 4,000 copies of the ad will be direct mailed to domestic tour operators on our database. Each partner receives 50 words of copy and a color photo. Expanding the reach, circulation and partner fees of the 2004 Group Tour Co-op is being researched. Partners will be notified via mail.

Partners must be a member of the National Tour Association or the American Bus Association. Registration deadline is July 2004.

FOR INFORMATION

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

2004 Interstate Information Center Brochure Program

South Dakota visitor industry members may display their 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. Each partner is responsible for delivering or shipping their brochures to the centers.

FOR INFORMATION

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

2004 Interstate Information Center Poster Program

Businesses, communities and events may display their posters at eight Interstate Information Centers located near Valley Springs, Vermillion, Wilmot, Salem, Chamberlain, Vivian, Wasta and Spearfish. The fees for the poster program are based on the number of locations your poster is displayed: \$40 for one, \$80 for two locations, \$115 for three and \$155 for four locations. Registration information will be sent in March. Since space is limited, posters are accepted on a first-come, first-served basis (determined by when payment is received).

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

FOR INFORMATION

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

2004 Interstate Information Center T-shirt Program

Another fun way to advertise your business at the Interstate Information Centers is with T-shirts. Each Wednesday and Friday, Information Center

travel counselors wear T-shirts that promote visitor industry businesses. Partners may choose which Information Center they'd like to send their shirts to. Identical shirts must be given to each counselor at a center. T-shirts may also be given to all travel counselors statewide. T-shirts for this program will be accepted throughout the summer. The number of T-shirt partners could be limited, depending on the center.

FOR INFORMATION

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

2004 Online Package Co-op

Today's travelers are looking for the convenience of packaged vacations. This online promotion allows industry partners to promote travel packages on Tourism's consumer Web site, TravelSD.com, for the low price of just \$35 per package. Packages are listed within the Packages and Coupons section of TravelSD.com. The section is just one click off the homepage. In addition, each time a user opens TravelSD.com, up to five randomly selected packages are listed in the "Featured Packages and Coupons" section on the homepage. Tourism also adds South Dakota packages to the Travel Deals section of SeeAmerica.org. We use a variety of print and online ads to promote the packages. Submitted packages must include at least one activity or event and at least one night of lodging. Partners price the package as well as determine a start and end date and Tourism does the rest. Consumers contact partners directly to book the packages. For just \$35 per package, you get great exposure for packages promoted online for up to one year. Registration for this promotion is accepted throughout the year.

FOR INFORMATION

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

2004 Online Coupon Co-op

This co-op program was introduced in 2003 to help partners promote special offers via online coupons. Partners create a coupon offer that gives visitors dollars off or other discounts, such as buy

2003 Co-op Program Partners

Web co-op
Online package promotion
Online coupon promotion
Giant Step warm season
Giant Step shoulder season
Great Getaways warm season
Great Getaways shoulder season
Road Trip television co-op
Travel News Television
Group Tour Planning Guide
Group tour co-op
Information Center poster program

Custer cont.	Web co-op	Online package promotion	Online coupon promotion	Giant Step warm season	Giant Step shoulder season	Great Getaways warm season	Great Getaways shoulder season	Road Trip television co-op	Travel News Television	Group Tour Planning Guide	Group tour co-op	Information Center poster program
Custer County 1881 Courthouse Museum												■
Custer/Mount Rushmore KOA												■
Custer State Park		■		■		■						
Custer State Park Resort Co.	■	■				■		■		■		■
Dakota Cowboy Inn	■								■			
Days Inn								■	■			
Flintstones Bedrock City Inc.	■		■									■
Fort Welikit Campground								■				
Four Mile Old West Town									■			■
Jewel Cave National Mon.		■										
National Museum of Woodcarving	■	■							■			
Rock Crest Lodge		■	■					■				
Rocky Knolls Golf Course		■										
Dakota Dunes												
Country Inn & Suites						■		■	■			
Deadwood												
Adams House & Museum		■										■
Aunt Sophies B&B								■				
Black Hills Central Reservations									■			
Black Hills Hideaway B&B	■	■	■									
Boot Hill Tours	■											
Cadillac Jacks Gaming & AmericInn & Suites										■		
Celebrity Hotel Museum & Gaming	■											
Comfort Inn at Gulches of Fun	■	■							■			
Deadwood Chamber & Visitors Bureau	■	■				■		■		■		
Deadwood Gulch Resort/Days Inn	■							■		■		
Deadwood KOA	■											
Fairmont Hotel								■				
First Gold Hotel & Gaming			■	■				■	■	■		■

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Deadwood cont.

Gold Dust Gaming/ Holiday Inn Express	■	■	■	■		■	■	■		
Hampton Inn at the Four Aces Casino		■						■		
Heart of Deadwood							■			
Historic Bullock Hotel								■		
Historic Franklin Hotel & Day Spa			■	■				■	■	
Midnight Star								■		
Mineral Palace Hotel & Gaming								■		
Original Deadwood Tour								■		
Penny Motel	■	■	■							
Silverado Gaming	■	■		■	■			■		■
Super 8 Lodge/ Lucky 8 Gaming	■							■	■	■
Tatanka: Story of the Bison		■								

De Smet

De Smet Chamber								■		
Ingalls Homestead/Little Town on the Prairie		■		■	■			■	■	
Laura Ingalls Wilder Pageant		■				■				
Laura Ingalls Wilder Memorial Society	■									
Prairie House Manor B&B	■									

Eagle Butte

Cheyenne River Sioux Tribe Game, Fish & Parks								■		
--	--	--	--	--	--	--	--	---	--	--

Ethan

Der Rumbolz Platz B&B Hunting & Horse Camp								■		
---	--	--	--	--	--	--	--	---	--	--

Eureka

Eureka Community Devel. Co./Tourism Committee								■		
Lakeview Motel								■		
Thunderbird Farms/ Country Home Inn								■		

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Faulkton												
Faulk County Historical Society												■
Faulkton Business Association/City of Faulkton				■				■				
Flandreau												
Flandreau Development Corp.									■			
Royal River Casino, Bingo & Motel				■	■				■			
Fort Pierre												
Fort Pierre Development Corp.									■			
Fort Pierre Motel	■											
Holiday Inn Express	■							■	■			
Triple U Buffalo Ranch	■							■	■			
Fort Sisseton												
Fort Sisseton State Park	■											
Freeman												
Freeman Hospitality Inc.												■
Garretson												
City of Garretson									■			
Jesse James Pontoon Rides					■							
Geddes												
Geddes Historic District	■											
The Barn B&B	■	■						■				
Gettysburg												
Chuck Krause Guide Service									■			
Gregory												
Shattuck Hunting Service									■			
Herrick												
Bob's Hunting Services & Safari Lodge	■											

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Hill City												
Alexander's Slate Rock Ranch	■											
Best Western Golden Spike Inn	■	■	■						■			■
Black Hills Central Railroad/1880 Train	■	■				■		■		■		
Comfort Inn								■				
Creekside Cottage B&B								■				
Deerview B&B								■				
High Country Guest Ranch & Trail Rides				■	■			■				
Hill City Chamber		■							■			
Mount Rushmore KOA/ Palmer Gulch Lodge	■			■					■			
Newton Fork Ranch	■											
Rafter J Bar Ranch Campground				■								
Robins Roost Cabins	■											
Hot Springs												
Best Western Inn by the River									■			
Bison Motel									■			
Budget Host Hills Inn	■											
Comfort Inn	■											
Elk Horn Cafe									■			
Evans Plunge Inc.		■							■			■
Hot Springs Chamber									■			
The Mammoth Site	■	■		■	■				■			■
Springs Bath House	■		■									
Super 8								■	■			
Wind Cave National Park		■										
Huron												
Holiday Inn Express									■			
Huron Chamber & Visitors Bureau					■	■			■			
Interior												
Badlands National Park								■				
Badlands Ranch & Resort	■								■			
Badlands/White River KOA	■											
Cedar Pass Lodge								■				

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Kadoka												
Best Value Dakota Inn									■			
Budget Host Sundowner Motor Inn	■											
Kadoka Community Betterment Association	■		■	■								
Leewood Motel												■
Keystone												
Anchorage B&B									■			
Beautiful Rushmore Cave	■	■	■							■		■
Big Thunder Gold Mine	■	■	■						■	■		
Creekside Dining			■									
Durst Investments												■
Keystone Chamber	■								■	■		
Miner's Resort		■							■			
Mount Rushmore Concessions	■	■		■	■					■		
Mount Rushmore's Presidents View Resort	■	■		■	■					■		
Mount Rushmore's White House Resort	■									■		
National Presidential Wax Museum	■											
Pitchfork Fondue												■
President's Alpine Slide	■		■									
Roosevelt Inn									■			
Rushmore Borglum Story/Tours	■	■		■	■				■	■	■	■
Rushmore Express Inn	■			■	■				■	■		
Rushmore Reservations												■
Rushmore View Inn	■			■	■					■		
Spokane Creek Cabins	■		■									
Lantry												
International Society for the Protection of Mustangs and Burros	■											
Lead												
Best Western Golden Hills Resort										■		
Black Stone Manor									■			
Cheyenne Crossing Store									■			
Deer Mountain	■											

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Lead cont.												
Lead Chamber									■			
Palace Express									■			
President's Park	■	■	■									
Terry Peak		■										
Lemmon												
Lemmon Chamber									■			■
Prairie Motel									■			
Wheeler Manufacturing	■											
Madison												
Madison Chamber	■			■	■				■			
Midland												
Midland Pioneer Museum								■				
Milbank												
Milbank Chamber	■		■	■					■			
Super 8 Motel									■			
Miller												
Guest House								■				
Mission												
Rosebud Casino									■			■
Mitchell												
Anthony Motel	■											
Cabela's		■										
Comfort Inn Hotel	■											
Corn Palace CVB	■								■			■
Days Inn	■	■							■			
Enchanted World Doll Museum		■				■						■
Hampton Inn	■	■										
Holiday Inn		■				■			■			■
Kelly Inn and Suites	■			■	■				■	■		
Middle Border Museum & Oscar Howe Art Center								■				■
Mike Kuchera's Wild West Expeditions									■			
Motel 6									■			

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Mitchell cont.												
Prehistoric Indian Village Musuem & Archeodome	■	■			■							
R&R Campground	■											
Siesta Motel	■											
Starlite Drive-In/ Luxury 5 Cinemas		■				■						
Super 8 Motel	■											
World's Only Corn Palace	■		■	■	■	■					■	
Mobridge												
Klein Museum							■					
Mobridge Chamber									■			
The Wheel Restaurant									■			
Wrangler Inn							■					
Montrose												
Porter Sculpture Park									■			
Murdo												
Days Inn Range Country	■								■			
Landmark Country Inn							■					
Murdo Chamber												■
Pioneer Auto Museum & Show	■	■	■			■		■				
South Dakota's Original 1880 Town/Tee Pee Motel	■											■
Star Restaurant									■			
Super 8 Motel		■				■						
Nisland												
Belle Fourche Game Preserve		■										
North Sioux City												
Comfort Inn									■			
Sioux City North KOA								■				
Oacoma												
Al's Oasis									■	■		
Cedar Shore Resort	■		■	■	■	■	■	■	■	■	■	■
Midtown Properties, LLC												■

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Oacoma cont.													
Oasis Inn/Kelly Inn	■			■	■			■	■				
Oelrichs													
Dakota Prairie Ranch B&B, LLC													■
Philip													
Philip Chamber								■					
Piedmont													
Petrified Forest of the Black Hills									■				
Elk Creek Resort			■										
Pierre													
Best Western Ramkota Hotel/RiverCentre									■	■	■		
Broken Arrow Farms		■											
Cherokee Charters		■											
Capitol Inn & Suites									■				
Comfort Inn		■	■						■				
Cultural Heritage Center		■											■
Days Inn	■												
Discovery Center		■											
Governor's Inn	■			■	■								
Hedman's Iron Horse Inn	■								■				
Historic Goodner House B&B				■	■								
Kelly Inn	■	■		■	■				■	■			
Kings Inn & Convention Center								■	■				
Lighthouse Pointe/Oahe Trails Golf Resort		■		■	■								
Pierre CTB	■		■	■	■			■	■	■			
St. Charles Restaurant & Caucus Lounge									■				
Super 8 Motel	■		■					■					
Platte													
Kings Inn of Platte Inc.													■
Platte Chamber													■
Presho													
Sweeny's B&B								■					

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Pringle												
Country Charm Cabins & Corrals			■									
Rapid City												
Abend Haus Cottages & Audrie's B&B		■										
Affordable Adventures								■				
Alex Johnson Hotel		■						■	■	■		
America Tours West									■			
AmericInn Lodge & Suites	■								■			
Apple Annie's Guest House								■				
Bear Country USA Inc.		■					■		■			■
Best Western Ramkota Hotel/Minerva's	■	■							■	■		
Best Western Town & Country			■				■	■	■			
Black Hills Caverns	■		■						■			
Black Hills Playhouse												■
Black Hills Reptile Gardens	■	■		■	■			■	■			
Black Hills, Badlands & Lakes Association												■
Budget Host Inn								■				
Chapel in the Hills	■											
Circle B Ranch Chuckwagon Supper & Western Show	■		■	■	■				■			■
Country Inn & Suites	■	■							■			
Dakota Pride	■											
Days Inn I-90	■								■			
EconoLodge I-90	■								■			
Flying B Ranch B&B	■											
Flying T Chuckwagon Supper & Show		■	■								■	
Foothills Inn									■			
Fort Hays Chuckwagon Supper & Cowboy Music Show									■			
Gray Line of the Black Hills								■	■	■		
Hart Ranch Camping Resort		■						■				
Hillside Country Cottages	■											

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Rapid City cont.												
Holiday Inn Express I-90	■								■			
Howard Johnson Express Inn	■	■										
Hunan Restaurant									■			
Lake Park Resort Motel	■											
Meadowbrook Golf Course		■										
Mount Rushmore Black Hills Gold & Factory Outlet	■			■	■				■			■
Mount Rushmore Tours		■										
Mystery Mountain Resort								■				
Old MacDonald's Farm	■		■									■
Peregrine Pointe B&B								■				
Prairie Edge Inc.									■			
Quality Inn	■								■			
Radisson Hotel												
Filly's Restaurant									■			
Ramada Inn Gold Key									■			■
Rapid City CVB	■	■			■				■			
Rapid City KOA			■									
RCC Western Stores									■			
Rushmore Mall									■			
Shebby Lee Tours		■	■									
Sioux Pottery			■									
Sitting Bull Crystal Caverns	■											
Stamper Black Hills Gold				■	■				■			
Storybook Island								■				
Super 8 Motel	■		■					■	■			
The Great American Tour Company									■			
The Journey Museum	■	■										
Travelodge									■			
Whispering Pines Campground	■											
Redfield												
Redfield Chamber									■			
Salem												
Progressive Salem Association												■

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Partner	Web co-op	Online package promotion	Online coupon promotion	Giant Step warm season	Giant Step shoulder season	Great Getaways warm season	Great Getaways shoulder season	Road Trip television co-op	Travel News Television	Group Tour Planning co-op	Group Tour Planning Guide	Information Center poster program
Seneca												
Rainbow Lodge									■			
Sioux Falls												
AmericInn									■			
Argus Leader/Sioux Empire Ribfest				■								
Best Western Empire Towers	■	■	■		■			■	■			
Best Western Ramkota Hotel	■	■				■		■		■		■
Business Aviation Services			■									
Catfish Bay Waterski Park	■	■	■		■							
Comfort Inn North	■											
Comfort Inn South								■				
Country Inn & Suites									■			
Coyote Canyon Steak Buffet									■			
Days Inn Empire								■				
Empire Mall/Empire East	■			■	■	■			■			
Great Bear		■										
Great Plains Zoo & Delbridge Museum				■	■	■	■		■			
Hampton Inn										■		
Hegg Companies												■
Holiday Inn City Centre		■						■				
Holiday Inn Express	■	■										
JazzFest 2003					■							
Kelly Inn	■				■	■		■	■	■		
Outdoor Campus/Sertoma Butterfly House		■	■					■				
Prairie Star Gallery	■											
Ramada Inn Convention Center	■									■		
Ramada Limited								■	■			
RCC Western Store									■			
Residence Inn by Marriott								■				
Sheraton Hotel/Falling Water Grille								■				
Sioux Falls CVB	■			■	■	■	■			■		
Sioux Falls Lodging, Inc.												■
Sleep Inn			■						■			
SD Symphony		■						■				
Super 8 Motel, 41st St.	■	■	■		■			■				

2003 Co-op Program Partners

Web co-op
 Online package promotion
 Online coupon promotion
 Giant Step warm season
 Giant Step shoulder season
 Great Getaways warm season
 Great Getaways shoulder season
 Road Trip television co-op
 Travel News Television
 Group Tour Planning Guide
 Group tour co-op
 Information Center
 poster program

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Sioux Falls cont.												
Washington Pavilion of Arts & Science/ Kirby Science Center	■	■		■	■	■	■					■
Wild Water West Waterpark	■	■	■			■						
Sisseton												
Sisseton Chamber												■
Spearfish												
Bay Leaf Café												■
Best Western Black Hills Lodge											■	
Black Hills Passion Play	■	■		■					■	■	■	
Cedar House Restaurant												■
Crow Peak Outfitter		■										
Dakota Quilt Work												■
DC Booth Fish Hatchery		■										
Dolls at Home		■										
Fairfield Inn by Marriott			■						■	■		
Guides To Go												■
High Plains Western Heritage Center		■										
Holiday Inn & Convention Center												■
Howard Johnson Express Inn	■											
Kelly Inn												■
Matthew's Opera House		■										
Orchard Creek Cottages	■											
Secret Garden B&B												■
Spearfish Canyon Resort	■	■	■						■	■		
Spearfish Center for the Arts & Humanities												■
Spearfish Chamber & CVB		■		■	■				■	■		
Spirit of the Hills Wildlife Sanctuary		■										
Springfield												
Springfield Chamber												■
Sturgis												
Old Stone House B&B												■

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Sturgis cont.												
Star Lite Motel								■				
Sturgis Chamber									■			
Western Transportation									■			
Tulare												
Spring Lake Lodge		■										
Veblen												
Prairie Sky Guest & Game Ranch	■	■										
Vermillion												
Buffalo Run Resort								■				
Comfort Inn									■			
National Music Museum												■
Prairie Inn/Travelodge	■											
Super 8									■			
Vermillion Chamber									■			
Wall												
Arrow Campground	■											
Best Western Plains Motel	■									■		
Cactus Cafe & Lounge									■			
Elkton House Restaurant									■			
Wall-Badlands Chamber	■			■				■	■			
Wall Drug Store Inc.	■								■			
Wounded Knee Museum	■											
Watertown												
Best Western Ramkota Hotel	■					■					■	
Bramble Park Zoo	■	■			■							
Comfort Inn	■	■			■	■	■		■			
Country Inn and Suites	■	■			■	■	■		■			
Dakota Sioux Casino									■			
Hillcrest Motel	■											
Days Inn									■			
Holiday Inn Express Hotel & Suites	■											■
The Outfitter			■									
Redlin Art Center	■	■						■	■			
Super 8 Motel									■			
Watertown CVB	■			■	■	■	■			■	■	

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Wessington Springs												
Shakespeare Garden Society				■								■
Wessington Springs Chamber/Development Corp.					■				■			
White River												
Lazy 69 Quarter Circle Ranch								■				
Whitewood												
Whitewood Creek Ranch	■	■										
Yankton												
Best Western Kelly Inn	■	■	■			■			■	■		
Broadway Inn	■											
Holiday Inn Express Hotel & Suites	■	■						■				
Lewis & Clark Recreation Area				■	■	■		■				
Missouri River Rafting		■										
Riverside Kennels		■										
Southeast South Dakota Tourism Association	■				■	■						
Waterfront Gourmet Grill									■			
Yankton Chamber	■			■	■				■			■
Yankton County Historical Society								■				
Several Locations Statewide												
Best Western Ramkota Hotels of SD	■	■		■	■							
Children's Fun Pass	■											
KOAs of SD	■											
SD Choice Hotels Marketing Association				■	■							