

South Dakota

TOURISM

fyi

2007
Shoulder Season

featuring your industry

SHOULDER SEASON STRATEGY

As one of the focuses of the 2010 Initiative, expansion of the shoulder season marketing campaign continues to be aggressive in 2007.

We all know South Dakota is home to Great Faces and Great Places, and Tourism's marketing campaign and cooperative programs are in place to help entice visitors to come your way. Continuing with the three-tiered approach, the shoulder season campaign will target the following markets:

Tier 1

Charleston, W.V.
Eau Claire/Lacrosse, Wisc.

Tier 2

Mankato and Minneapolis/St. Paul, Minn.
Omaha, Neb.

Tier 3

Fargo, N.D.
Sioux City, Neb.
Southwest Minnesota
Northwest Iowa

Memories carved in stone.

Starting at \$315*
Family of four (two adults, two children 12 and under)
Valid through 10/31/07

Custer Camping Travel Special
Fall is a great time to experience the great outdoors of South Dakota's Black Hills. Travel special includes three nights of tent camping, admission to Reptile Gardens, Bear Country USA, 1880 Train, parking pass to Mount Rushmore National Memorial and much more.
Call 1-800-229-9019 or visit www.TravelSD.com.

Starting at \$494*
Family of four (two adults, two children 12 and under)
Valid through 10/31/07

Mount Rushmore Southern Exposure Travel Special
Before school starts again bring your family to South Dakota for a late summer vacation. Travel special includes three nights of lodging in the Black Hills, admission to Crazy Horse Memorial, 1880 Train, The Mammoth Site, parking pass to Mount Rushmore National Memorial and much more.
Call 1-800-229-9019 or visit www.TravelSD.com.

Save big with **HOT DEALS** online at WWW.TRAVELSD.COM
1-800-5-DAKOTA

South Dakota
Great Faces Great Places

* Based on availability. Some restrictions apply. Call for additional details and per person rates. Call 1-800-5-DAKOTA (1-800-732-3462) for your free South Dakota Vacation Guide.

South Dakota Tourism is once again partnering with Deadwood in a cooperative effort to reach potential visitors in Cheyenne and Denver. Custer State Park is a new partnership in 2007, with media buys reaching several markets in the region. This cooperative effort also includes event marketing for the annual Buffalo Roundup, Harvest Festival, Horse Roundup and Halloween Festival.

With new partnerships and an aggressive media plan, the 2007 shoulder season campaign will bring South Dakota even closer to reaching the goals of the 2010 Initiative.

PRINT INSERTS & ADS

Eight new Giant Step magazine ads will reach homes across the United States this fall. These ads feature the beautiful fall splendor of South Dakota's scenery, including Spearfish Canyon, Bear Butte, a buffalo herd, Mount Rushmore, Palisades State Park, the World's Only Corn Palace, Prairie Berry Winery and pheasant hunting. With a combined circulation of 5.7 million, these ads will be placed in *Family Circle*, *Family Fun*, *Ladies Home Journal*, *Midwest Living*, *Wondertime*, *Budget Travel*, *Cabin Life*, *Field & Stream*, *Outdoor Life*, *Travel + Leisure Family* and *Travel 50 + Beyond*.

Another pillar of South Dakota Tourism's shoulder season campaign is the Great Getaways newspaper insert. A new format and cover photos give the insert a fresh look. The insert makes its appearance in the following newspapers: Fargo Forum, Sioux City

Journal, Albert Lea Tribune, Worthington Daily Globe, Ames Daily Tribune, Fort Dodge Messenger, LeMars Daily Sentinel, Mason City Globe Gazette and Spencer Daily Reporter. Used to promote the Great Lakes, Glacial Lakes and Prairies and Southeast South Dakota regions, the insert promotes South Dakota as a great vacation destination just a short drive away.

New to the shoulder season campaign in 2007 are *Oprah Magazine* and the *Midwest Vacation Guide* insert. The insert will reach 3.9 million households across Arkansas, Illinois, Indiana, Iowa, Kentucky, Minnesota, Michigan, Missouri, Nebraska, Ohio and Wisconsin.



Reaching the Outdoor Audience

Hunters and anglers make a significant impact on South Dakota's economy. To keep them hunting in South Dakota throughout the season, Tourism's shoulder campaign includes television and magazine ads, as well as a direct mail piece and an online presence, to entice them to plan their hunting and fishing trips in South Dakota this fall.

Television:
The Outdoor Channel
Fox Sports North
Kent Hrbek Outdoors
Pheasants Forever TV

Print:
Field & Stream magazine
Outdoor Life magazine
Pheasants Forever Journal
A direct mail piece will invite hunters to South Dakota during pheasant season.

Online:
www.PheasantCountry.com
www.PheasantsForever.org



DESTINATION 2010: DRIVING FORWARD

The 2008 Governor's Conference on Tourism will be here in just a few short months, so be sure to mark your calendars now! The conference, themed Destination 2010: Driving Forward, will take place January 16-17, 2008, in Pierre. You'll hear from Office of Tourism director, Billie Jo Waara, on the state of South Dakota's tourism, as well as "How the Best Get Better," presented by keynote speaker Robert Stevenson. Other topics include humor/motivation, Internet marketing, employee motivation, marketing on a shoestring budget/making the most of your marketing dollar, opportunities abound in rural communities, hospitality, and using research to help attract visitors. You'll learn tips on everything from research to marketing and have the opportunity to network and share ideas with your fellow industry professionals during social events. Continue to check www.sdvisit.com for updates. You may also contact Nicole Gall at 605-773-3301 or nicole.gall@state.sd.us for more information.

GREAT EVENTS

The Great Events campaign is a marketing tool used to promote the variety of unique events in South Dakota and increase visitation at those events. In addition to the four events chosen annually, the Office of Tourism will add a fifth event to the 2008 Great Events campaign, specifically reserved for an amateur outdoor event.

The Office of Tourism provides assistance to event coordinators and supports promotional efforts for designated events in order to boost visitor spending and increase the economic impact in host communities.

For more information or to submit an event, visit www.sdvisit.com/programs/coop/greatevents/index.asp. You'll find a listing of qualifying criteria and a downloadable application, which must be submitted by October 1, 2007. Contact Nicole Gall at 605-773-3301 or nicole.gall@state.sd.us for additional information.

HOT DEALS

South Dakota Tourism's newest cooperative program, Hot Deals, is looking for your excess inventory. For hotels, motels, campgrounds and B&Bs, last-minute cancellations can be hard to fill. Now you can post this inventory on Tourism's Web site, www.TravelSD.com, to tell potential visitors that you have space available. A \$50 annual fee will get you unlimited postings throughout the year.

If you're a lodging business, visit www.sdvisit.com/programs/coop/hotdeals/index.asp for more information on how you can fill your extra rooms and camping slots quickly. You may also contact Melissa Bump at 605-773-3301 or melissa.bump@state.sd.us for more information.

STAYING UP-TO-DATE

The Office of Tourism will send a letter in upcoming weeks that includes the contact information we have on file for your business. We'll ask that you simply look over the information and let us know of any corrections that need to be made.

Once we have the correct contact information, you will receive a follow-up email questionnaire to fill out regarding what types of publications and information you'd like to receive from the Office of Tourism. The questionnaire will also ask you to clarify which business categories you fit into, such as lodging, dining, campground, historic site, museum, etc.

The more accurate information we have from you, the better we can serve your needs. Thank you in advance for your help in this process.

GREAT SERVICE STAR GETS NEW LOOK

The Great Service Star hospitality program was updated during peak season 2007, and now has a new look to go with it. This program recognizes businesses across South Dakota that have completed a set of hospitality training criteria for their employees.

If you would like more information on how your business can earn this recognition, visit www.sdvisit.com/programs/service/index.asp. You may submit applications until October 6. Contact Eileen Bertsch at 605-773-3301 or eileen.bertsch@state.sd.us.



IN YOUR OPINION...

In May of 2007, the South Dakota Office of Tourism conducted a survey to determine what kinds of market research and reporting the travel and tourism industry of South Dakota finds useful. The survey was conducted online and delivered to 1,547 email addresses. Over 200 responses were received, providing the Office of Tourism with insights into both the data needs of the travel and tourism industry as well as other needs of this industry. The majority of respondents held executive management positions or were owner/operators. These respondents represent a cross section of the travel and tourism industry in South Dakota, with the largest group of respondents being associated with the lodging sector.

Key findings from the questionnaire include the desire for specific visitor information, or profiles of South Dakota customers, and the overwhelming preference for email and Internet dissemination of information. Beyond the questionnaire, comments from the respondents have proven to be extremely valuable. From these comments the Office of Tourism has been able to identify operational areas in need of improvement, to continue a policy of open dialogue and to identify ideas for new programs. The Office of Tourism welcomes the input of its industry partners at all times. If you have any concerns or suggestions for the Research Team, please contact Tim Binder at 605-773-3301 or tim.binder@state.sd.us.



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destination
2010

Events

September

- Aug. 30-Sept. 3 South Dakota State Fair, Huron
- 11-12 Governor's Tourism Advisory Board meeting, Yankton
- 14-16 Mickelson Trail Trek (Great Event), Black Hills
- 21-23 South Dakota Film Festival, Aberdeen
- 26-30 Domestic and International journalist Buffalo Roundup hosting, Black Hills

October

- 1-2 Domestic and International journalist Buffalo Roundup hosting, Black Hills
- 1 Buffalo Roundup Satellite Feed, Custer State Park
- 27 First Lady's Prairie Art Showcase, Pierre

November

- 2-6 National Tour Association (NTA) Annual Convention, Kansas City, MO
- 27-30 Travel Media Showcase, Palm Springs, CA

from the DIRECTOR



As the peak season comes to a close, we can be proud of the progress made thus far. Inquiries were up throughout the season, car counts at Information Centers were higher than last year, and visitors continued to travel, despite the price of gas.

Now as fall approaches, it's time to turn our eyes again to Goal 1B of the 2010 Initiative, which challenges us to focus new energy and investment on expanding the fall shoulder season. Through new outdoor sponsorships, new Giant Step ads and a continually aggressive media plan, the Office of Tourism is doing everything possible to bring the visitors to you in the upcoming months. We're proud of the progress this industry has made, and look forward to the continued success the 2007 shoulder season will surely bring.

Sincerely,

*Billie Jo Waara, Director
 South Dakota Office of Tourism*

fyi featuring your industry