

MEMORANDUM TO: Governor William J. Janklow
DATE: November 13, 2002
FROM: Patricia Van Gerpen
SUBJECT: Tourism's October Monthly Status Report

Governor's Conference on Tourism

Worked on conference registration flyer. Continued to receive donations for sponsorship of sessions and the conference in general. Continued to work on completing speaker list and contracts.

Rural Tourism Development

Working on expanding Tourism's Farm/Ranch Workshops into more of a conference-type event in February. Hoping to partner with South Dakota State University, the Department of Agriculture, the offices for Resource, Conservation and Development, and others to make this even more helpful to farmers and ranchers interested in developing a tourism aspect to their businesses.

Attended the Horticulture Crops Direct Marketing Workshop in Brookings. Speakers included farmers from South Dakota, Nebraska, and Minnesota who have diversified their operations. The main objective of the workshop was to direct farmers on how to profit from selling products and to encourage farmers to start a horticultural enterprise that uses Agritourism.

Drafted production schedule for the Tourism Assistance Directory, which will be distributed at the Tourism Conference in January.

Public Relations

Hosted Vantage Point Productions for their Travel Channel Show, "The Osmond Family Vacation," hosted by Donny Osmond. Show filmed in various locations in the Black Hills. It will air this winter.

Interviewed by Aberdeen American News on summer travel, Voice of America on general travel information, Argus Leader on snowmobiling and camping, and KARE-11 TV in Minneapolis on the Buffalo Roundup.

Provided information and footage for a media firm in California, which will feature South Dakota travel on their network of LCD screens at grocery stores on the West Coast.

Finalized plans for marketing sweepstakes with Newsradio in Miami.

Finalized plans for Capitol Christmas Tree satellite feed, which includes a 30-minute window of activities immediately following the festivities on opening night.

Provided information and photos to the Sunday Mail newspaper in Brisbane, Australia, on a piece they are doing on South Dakota, with Mitchell as the focus.

Provided visitation numbers, patterns, and averages to the U.S. Department of Commerce Office of Travel and Tourism, as requested.

Press hits with circulation and estimated ad equivalence include Rapid City Journal (35,465) with ad equivalence of \$248; Capital Journal (4,864) with ad equivalence of \$35; Sioux Falls Argus Leader (73,167) two articles for ad equivalence of \$259; Aberdeen American News (18,000) with ad equivalence of \$367; Arthur Frommer's Budget Travel (450,000) with ad equivalence of \$5,400; Motorhome America Journal (3,000) with ad equivalence of \$6,685; Highways (1,000,000) with ad equivalence of \$26,740; Las Vegas Review-Journal (217,419) with ad equivalence of \$7,536; and Springfield News-Leader (182,000) with ad equivalence of \$17,270. Total ad equivalence is \$64,540.

Group Tour

Completed final review of Group Tour Planning Guide.

Attended Dell Rapids Downtown Association's annual meeting and presented group tour information and answered questions.

Contacted 25 South Dakota suppliers who will attend National Tour Association's annual convention and sent each a letter with appointments and final convention information. Sent postcards to 1,368 American Bus Association members with names of South Dakota delegates, hoping to obtain more appointments.

Worked with Minnesota Tourism on dates for a winter itinerary for Volker Mehnert. Contacted KLM and Northwest Airlines for possible air arrangements.

Participated in conference call with other partners (Minnesota, North Dakota, and Manitoba) in the 2Nation Tours project and discussed itineraries, notebooks, mailings to tour operators, profile sheets, etc. Sent updated information to designer of the binder that will contain itineraries of the four partners.

Completed arrangements for Dieter Ackermann fam that included information on the Pine Ridge Reservation. We hosted him during the Governor's Invitational Pheasant Hunt. He will do a photo shoot at Pine Ridge Reservation. Ackermann will visit Rapid City, Mount Rushmore, and Custer State Park for his articles in Die Pirsch (hunting) magazine (circulation 40,000) in Germany and newspaper Rheinische Post (circulation 500,000).

Sent requested information to Western Leisure, Inc., Utah; Joy Tour & Travel, Ohio; Marlene Thuirer, Oklahoma; Lifestyles Travel, Minnesota; AmericaTours West and Fun Time Travel & Tours, South Dakota; Greatway Vacations, Saskatchewan, Canada; Jetair Special Brands, Belgium; and Barbara Homer, United Kingdom.

AAA/CAA

Sent thank you letters to the participants and hosts of the AAA/CAA fam.

Fulfilled requests for information from AAA offices and independent travel agencies in Alabama, California, Pennsylvania, and Wisconsin.

Outdoors

Worked with the Alpen Outdoor Group in regard to hunting and bird watching fairs. Continued working on birding trail fair to be held next spring. Have four confirmed attendees. Met with the Birding Trail steering committee to work through contract proposals. Plans are in the works, and the trail should be developed by March 2003.

Hosted a magazine writer, book author, and photographer for material on upcoming projects, covering the Pierre, Mitchell, and Aberdeen areas. Hosted "Ducks Unlimited TV" series on a waterfowl hunt in north central Edmunds County. Show will air second and third quarters of 2003. Hosted a writer with the Detroit Free Press on an upland bird hunt. Hosted three journalists for upland hunting during the Governor's Hunt.

Lined up fairs for "A Dog's Life" and "Benelli Outdoors" for late November upland bird hunting in the Pierre area. Shows will air spring, summer, and fall of 2003. A total of eight shows will be produced, and most will be hosted by Jamison Parker. Lined up a hunt for Heartland USA in the Vivian area for upland birds. Finalized details for Pheasants Forever/Tourism upland bird hunt in northeast South Dakota for early November, with base of operations in Aberdeen. Five journalists will be hosted.

Interviewed by Tulsa World Herald regarding the pheasant outlook.

Began working with Outdoorsman International on shows for fall 2003.

Completed Outdoor News, Fall 2002 issue. Stories and photos focus on spring and summer activities.

Film Office

Received the new South Dakota Film Office Guide from the printer.

Scouted possible locations for a feature film. The producers wanted aerial shots of the Black Hills and Mount Rushmore National Memorial and a space to build a set. Assisted them in finding local grip, electricians, drivers, and art department people. They filmed a portion of the feature in October. The scenes they shot in South Dakota are reportedly going to open the film.

Assisted Disney Productions with publicity for their extras' casting call for the feature film *Hidalgo*. They had casting calls in Rapid City and Pine Ridge, looking for cavalry soldiers and Native Americans. The casting director reported that over 1,200 people responded. Assisted them with crew lists, location for a production office, location information, and local fire, police and emergency service personnel.

Did interview for Production Update magazine for their annual Great Plains and Rockies issue. Sent production and location pictures for this article.

Contacted by CBS Television regarding a historical liaison for an upcoming television pilot.

Worked with Montana, Wyoming, and Idaho regarding a reception at the Sundance Film Festival in January.

Fulfilled request for list of independent movie theaters in South Dakota to Minnesota Film Board and sent photos of the State Capitol to staff of a major film being scouted at present.

Sent production guides to three California film houses and to one Maryland film house.

Information Centers

Car count at the Information Centers for the month of September was up 19.3 percent over September 2001. Canadian car count was up 17.8 percent; and for all other international visitors, car count was up over September 2001 by 12.3 percent. There were 78 motorcoaches/buses at the Information Centers; and of these, 22 were international.

For September, Travel Tape and CD rentals were up 32.9 percent over September 2001.

Held Information Center end-of-the-year party at Mount Rushmore National Memorial. Xanterra Parks and Resorts hosted the party; Prairie Berry Winery held a wine tasting for the staff; and the Keystone Chamber of Commerce arranged complimentary rooms at Mount Rushmore Econo Express, Holiday Inn Express, and EconoLodge.

To date, we have received 2,162 comment cards at the Information Centers. Following is one of the comments:

“Thank you for providing this wonderful facility. It’s places like this that make trips worthwhile.” Colorado

Closed Chamberlain Lewis and Clark Information Center on October 27. Compiled literature inventories for all Centers.

Hospitality

Evaluated travel-related businesses’ comment cards and nomination forms for the Governor’s Certificate of Recognition for Outstanding Hospitality. For 2002, we currently have 660 individuals/businesses that have received recognition for hospitality with the Governor’s Certificate, 291 have received the foil star for a second recognition, and 166 have received a gold lapel pin for a third recognition.

Reviewed the applications for the George S. Mickelson Great Service Award. The award will be presented during the banquet at the Governor’s Conference on Tourism in January.

Travel Shows

Following is the list of the 40 partners in the 2003 Travel Show Co-op program: 1880 Train, Aberdeen CVB, Best Western Ramkota Hotels of South Dakota, Black Hills, Badlands and Lakes Assoc., Brookings CVB, Budget Host Inn, Cedar Shore Resort, Circle B Ranch, Corn Palace CVB, Country Inn and Suites, Crazy Horse Memorial, Custer Area Chamber, Custer State Park, Deadwood Chamber of Commerce, Evans Plunge, First Gold Hotel and Gaming, Flintstones Bedrock City, Glacial Lakes and Prairies Tourism Association, Gold Dust Gaming & Holiday Inn Express, Great Lakes Association, Heritage Village, Inc., Hot Springs Chamber of Commerce, Huron Chamber and Visitors Bureau, The Mammoth Site, Milbank Chamber of Commerce, Mount Rushmore KOA/Palmer Gulch Resort, Mount Rushmore President’s View Resort, Pierre Convention and Tourism Bureau, Rapid City CVB, Reptile Gardens, Rushmore Borglum Story, Sioux Falls CVB, South Dakota Choice Hotels Marketing Association, South Dakota Pro Guides/Outfitters Association, Southeast South Dakota Tourism Association, Wall-Badlands Area Chamber of Commerce, Wall Drug Store, Watertown CVB, Xanterra Parks and Resorts, and Yankton Area Chamber of Commerce.

Will sent invoices and show information to co-op partners in November.

Inquiries

Total FY2003 Inquiries through 11-01-02:	Mail:	25,715
	Internet (e-mail):	23,688
	Phone:	<u>7,657</u>
	Total:	57,060

Total FY2002 Inquiries through 11-01-01:	Mail:	20,112
	Internet (e-mail):	9,245
	Phone:	<u>7,085</u>
	Total:	36,442

This is an overall increase in inquiries of 56.6 percent over FY2002. (This does not include hits/visits to Tourism's Web site.)

Calculated number of page views at 346,939 on Tourism's travelsd.com web site for the period of October 1-31, 2002, (missing eight days) for a daily average of 15,084 over a 23-day period. This compares to calculated page views of 245,520 for the period of October 1-31, 2001, (missing seven days) for a daily average of 10,230 over a 24-day period. This is an increase in daily average of page views of 47.4 percent over a comparable time period in 2001. "Page views" represents the number of times each and every page within the web site is accessed.

Lewis and Clark Promotions

Completed production schedules for the Signature Event brochure and the Lewis and Clark map/brochure.

Fulfilled requests for information from Presentation College, writer Tom Griffith, and a Minnesota tour operator.

Met with the Pierre Visitor Industry Committee about the Lewis and Clark Trail Bicentennial plans and about fam tours. Distributed copies of the updated Lewis and Clark promotions sheet, to relay what the Department of Tourism is doing to promote the Trail.

The next statewide Lewis and Clark meeting will be held November 16 at Bob's Resort near Gettysburg. Scheduled the first three South Dakota Corps of Rediscovery statewide meetings for 2003: February meeting, Cultural Heritage Center, Pierre; April meeting, Yankton; and July meeting, Mobridge.

Held meeting with staff to plan spring in-state Lewis and Clark television campaign.

Submitted exhibitor information for the Monticello Lewis and Clark Bicentennial kick-off event. Collected Christmas tree decorations to be used on the Lewis and Clark Christmas tree at the airport near Monticello. Submitted a request to use those decorations on a tree for the 2003 Capital Christmas event in Pierre.

Attended the National Lewis and Clark Council and Council of State Advisors meetings in Pendleton, Oregon. Cindy Tryon was elected Chair of the Council of State Advisors for 2003. This officer is also an ex-officio member of the National Council.

Native American Tourism

Attended community meeting in Fort Thompson to discuss how they can benefit from the Lewis and Clark Bicentennial. About 25 people took part in a panel discussion which was led by Daphne Richards Cook with the Alliance of Tribal Tourism Advocates, Cy Maus, and Tourism staff.

Attended an Okiciapiye meeting (Native American Scenic Byway) in Fort Pierre.

Completed production schedule for the Guide to Indian Reservations and Art booklet.

Photo/Video

Fulfilled requests for slides to Aberdeen CVB; TDG Communications, Deadwood; Holiday Inn Express, Fort Pierre; AmericaTours West, Keystone; Milbank Chamber of Commerce; Department of Game, Fish and Parks, Pierre Chamber of Commerce, South Dakota Rural Electric Association, and State Publishing, Pierre; Graphic Art and Creative Services and RP Enterprises, Rapid City; Washington Pavilion, Sioux Falls; Sisseton Chamber of Commerce; Glacial Lakes and Prairies Association, Watertown; Design Solutions and Southeast South Dakota Tourism Association, Yankton; Interpretive Management Associates, Arizona; MLT Vacations, Minnesota; author Ann Liberman, Missouri; and Destinations magazine, Washington, DC.

Fulfilled video requests to Impli Media and Vantage Point Productions, California; KARE-11 TV and Integrated Advertising, Minnesota; and University of Houston, Texas.

Travel News Television

Shot video at Archeodome in Mitchell.

Research

Compiled web survey report for third quarter of 2002. Drew prize winners from the list of 934 respondents who completed the online survey. Sent prize packages to winners from Kansas City, Missouri, and Aurora, Illinois. Web survey results include:

- 51 percent had been to South Dakota before
- 90 percent said they are planning a trip to South Dakota in the upcoming year
- 70 percent said travelsd.com answered all of their travel questions
- 96 percent said they would recommend the site to another traveler
- 51 percent were referred to travelsd.com by a search engine
- 70 percent indicated it was their first time visiting travelsd.com
- 61 percent of the respondents are female; 36 percent are male; 3 percent declined to answer
- 71 percent are married
- 42 percent have children under 18 living at home
- 50 percent of the respondents are from the target states of Minnesota (90), Illinois (64), Wisconsin (56), Colorado (49), Nebraska (45), Texas (42), Iowa (39), Missouri (39), Indiana (27), and North Dakota (13).
(Top out-of-target-market states included California with 41 respondents, Ohio with 31 respondents, and Kansas and Michigan, both at 29 respondents.)

Met with staff at Black Hills Central Reservations to review procedure for capturing survey data for the Lewis and Clark Visitor Perception Survey. Had weekly contact with representatives to monitor progress.

Target Market Advertising

Sent insertion orders for autumn online campaign. Designed e-mail and banner ads. Monitored response.

Drafted print ad plan for Four Parks Co-op, and e-mailed to partners for comments/approval. Other partners are Wyoming Tourism, Travel Montana, Yellowstone National Park, and Grand Teton National Park.

Finalized details for the live Internet connection for the South Dakota Store at Mall of America.

Continued weekly print ads for the online packages promotions in the Des Moines Register, Minneapolis Star Tribune, Omaha World Herald, Denver Post, Rapid City Journal, Aberdeen American News, and Sioux Falls Argus Leader.

Added about 3,000 new subscribers to database from visitor inquiries to Travelsmart e-mail messages. Designed October message with an autumn theme that included links to vacation packages, fall foliage sections, and travelsd.com homepage. Sent October message to 83,000 subscribers.

Met with staff to draft production schedule for 2003 spring Giant Step magazine insert. Sent registration materials to the industry. Registration and down payment were requested in order to qualify for the first-come, first-served basis. Researched and drafted editorial copy and routed for review/approval.

Publications

Continued to coordinate design and production of city ads as part of the rebate program for the 2003-2004 South Dakota Vacation Guide. Ads for the following cities have been approved: Aberdeen, Brookings, Chamberlain/Oacoma, Clark, Custer, Elk Point, Eureka, Faulkton, Hill City, Huron, Milbank, Miller, Mobridge, Pierre, Platte, Sioux Falls, Sisseton, Wall, Watertown, Wessington Springs, and Winner. Work continues on following city ads: Belle Fourche, Dell Rapids, De Smet, Gettysburg, Hartford, Hot Springs, Kadoka, Keystone, Lemmon, Madison, Martin, Mitchell, Murdo, North Sioux City, Pine Ridge, Pollock, Rapid City, Redfield, Spearfish, Sturgis, Vermillion, Webster, and Yankton.

World Wide Web

Updated Visitor Services Directory and Fall Foliage section, and added video clip of 2002 Custer State Park Buffalo Roundup and new vacation packages to travelsd.com. Sent package information to seeamerica.org.

Governor's Buffalo Roundup and Invitational Pheasant Hunt

Held wrap-up meeting for the Roundup and ordered video duplications of the video and slideshow for guests. Satellite broadcast garnered 27 hits, as reported by the company hired to track the hits.

Completed all details for Governor's Hunt décor, menus, transportation and communication for hunt teams, volunteer schedule, trap shoot, lodging, print materials, gifts, photography and videography, entertainment, and art showcase. Held wrap-up meeting to discuss survey comments from team captains and ambassadors and observations and ideas for improvements from committee leads.

Great Events

Yesterday's Tomorrows, March 18-April 19, Madison; April 29-May 31, Chamberlain; June 10-July 7, Belle Fourche; July 22-August 23, Hill City; September 2-October 4, Deadwood; October 14-November 15, Redfield, and November 25-December 23, Pierre: E-mailed information about the creative writing contest to schools in the state.

Frontier Days, August 16-18, White River: Working on report.

Lewis and Clark Heritage Days, August 17-18 and 22, Elk Point: Working on report.

Lewis and Clark Spirit Mound Festival, August 24-25, Vermillion: Working on report.

Mickelson Trail Trek, September 20-22, Black Hills: Working on report.

South Dakota Highland Festival, September 14, Scotland: Working on report.

St. Joseph Indian School Days/Pow Wow, September 27-28, Chamberlain: Working on report.

Black Hills Pow Wow, October 11-13, Rapid City: Attended event. Sent 12 evaluations to local organizers and area businesses. Have received three completed forms. Also sent extra evaluations to event chairperson to give to businesses that may have feedback.

Ringneck Festival, November 8-9, Huron: Mailed media teasers to contacts in Minnesota, Iowa, North Dakota, and South Dakota.

Great Events for 2003

Siouxland Renaissance Festival, June 7-8, Sioux Falls: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Wild Bill Hickok Days, June 13-15, Deadwood: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Indian Day Celebration Pow Wow, June 20-22, Wagner: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Crystal Springs Ranch Rodeo, June 27-29, Clear Lake: Contacted local committee regarding their selection and plan to attend their first meeting in November.

Laura Ingalls Wilder Pageant, July 11-13, 18-20, and 25-27, De Smet: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Burke Stampede Rodeo, July 11-13, Burke: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Frontier Days, August 15-17, White River: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Lewis and Clark Heritage Days, August 16-17 and 22, Elk Point: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Harley Davidson's 100th Anniversary Celebrations, August 23-25, Sioux Falls, Sturgis, Rapid City: Met with representatives from Sturgis, Rapid City, and Sioux Falls. We will work with local organizers on promotions plans for the South Dakota events.

Black Hills Quilt Escape, September 7-10, Hill City: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Mickelson Trail Trek, September 19-21, Custer: Attended first planning meeting.

Corn Palace Polka Festival, September 19-21, Mitchell: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Webster Area Pumpkin Festival, October 10-11, Webster: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Sacagawea Unity Fest, October 10-11, Mobridge: Contacted local committee regarding their selection and asked to be notified of their first meeting date.

Department Funding

Deadwood gaming revenue deposited for September 2002 was up 13.4 percent at \$211,289, as compared to \$186,382 for September 2001. The tourism tax deposited for September 2002 was up 16.4 percent at \$862,708, compared to \$741,187 for September 2001. Revenue deposits for the Department for FY2003 are \$3,178,187, as compared to \$2,834,148 for FY2002. This is an increase in revenue of 12.1 percent when comparing the same time period in FY2002.