

MEMORANDUM TO: Governor William J. Janklow

DATE: October 7, 2002

FROM: Patricia Van Gerpen

SUBJECT: Tourism's September Monthly Status Report

Governor's Conference on Tourism

Sent contracts to speakers. Held sponsorship committee meeting to review mailing list and enclosures. Began acquiring sponsors. Held meeting with Pierre Tourism Bureau representatives with regard to the Lewis and Clark Trail themed reception sponsorships.

Rural Tourism Development

Attended the Farm/Ranch Diversification Conference in Wyoming and met with presenters who were interested in working with South Dakota on its workshop.

Public Relations

Completed arrangements for lodging and attraction visits for the Buffalo Roundup Press Trip. Hosted journalists with National Examiner magazine, Globe magazine, and ESPN's "Backroads" and "Minnesota Bound."

Fulfilled requests for information from Aberdeen American News; Las Vegas Review-Journal; Serendipity Publishing, Michigan; Thomas "The Tourism Guy" Trimble, New York, who has a radio show on WHL-D-AM; Fort Lewis Ranger, Washington; Endless Vacation, Indiana; Travel Holiday magazine; a freelancer from California for an article on Lewis and Clark; Charleston Free Time; World News Tonight Weekend, New York, on the Buffalo Roundup; The Caroline Rhea Show, New York; freelancer Nick Vogelzang, Colorado; a writer from Montana for his book on the best pheasant hunting in the United States; Meetings West magazine; Minneapolis-St. Paul Magazine; Media Network; National Tree Trust organization and their publication with the same title; a writer for the book "Eyewitness Guide to the USA;" Good Morning America for their South Dakota showcase; Family Travel Times; KPMX, Colorado; and writer Ron Toft, England

Interviewed by Depot Radio in Brookings, South Dakota Public Broadcasting, and Voice of America, Washington, D.C., in regard to general South Dakota information; and Yankton Press and Dakotan on the summer travel season.

Presented the National Tourism Week and spring campaign – "Have You Been To?" – idea to attendees at the state Convention and Visitors Bureaus' meeting in Rapid City. Sent e-mail and faxes to selected journalists about the satellite feed for the 2002 Buffalo Roundup. Added links from mediasd.com to the Roundup information. Began planning FY2003 satellite feed for the Capitol Christmas Tree display in Pierre from November 29 through December 25 and the Fort Sisseton Historical Festival the first weekend in June.

Press hits with circulation and estimated ad equivalence include Rapid City Journal (35,465) three articles with ad equivalence of \$743; Sioux Falls Argus Leader (73,167) with ad equivalence of \$109; Aberdeen American News (18,000) with ad equivalence of \$91; National Parks (380,000) with ad equivalence of \$15,500; Midwest Living (822,148) with ad equivalence of \$6,710; and Travel + Leisure Family (275,000) with ad equivalence of \$70,200. Total is \$93,353

Group Tour

Continued to work on details for the new edition of the Group Tour Planning Guide.

Coordinated changes on four itineraries for the 2-Nation Tours booklet: History, American Indian, Heritage, and Casinos. Worked on final edits for all eight itineraries. Submitted all South Dakota itineraries to designer. Notified other 2-Nation Tours partners (North Dakota, Minnesota, and Manitoba, Canada) to send their materials to the designer.

Contacted American Bus Association (ABA) to obtain list of South Dakota suppliers attending the ABA convention. All 20 South Dakota companies attending will be listed on the back of a postcard being sent to bus companies attending the ABA convention.

Met Joy Tour & Travel group leader fam at Wall Drug and welcomed them to South Dakota. Coordinated this fam with Great American Tour Company, Rapid City.

Contacted Rapid City for rooms for a prize given through Ontour magazine, Germany, for the special section on South Dakota, Wyoming, and Montana.

Hosted journalists to a Buffalo Roundup pre-fam, and added two for the hosting at the Buffalo Roundup in Custer State Park. Group included journalists from the United Kingdom, the Netherlands, and Germany, as well as a key contact with Northwest Airlines.

Hosted 37 people on the Rocky Mountain International Roundup Megafam to a tour of South Dakota as well as to the Buffalo Roundup: 28 tour operators and nine RMI representatives from Italy, Germany, United Kingdom, Benelux, France, and the United States.

Sent requested information to Highways & Byways Tours and Bingos, Casinos and Sites, Missouri; Frontier Tours, Nevada; Oregon West Excursions, Oregon; Conrad Rein, Germany; and Osamu Hoshino, Japan and Utah.

Prepared and sent itinerary for Aireka, The Netherlands. Hosted group of 10 participants as they toured Deadwood, Badlands National Park, and the Black Hills. Coordinated ranch and rodeo fam tour for Paule Seux, France, for October.

AAA/CAA

Fulfilled requests from AAA/CAA offices and independent travel agencies in Colorado, Michigan, New Jersey, New York, Wisconsin, Texas, Florida, Oklahoma, and West Vancouver, British Columbia.

Hosted three AAA/CAA travel counselors from Kentucky, Ohio, and Ontario, Canada, to "It's America." fam tour. Tour included Sioux Falls, Falls Park, Vermillion, Yankton, Mitchell, Corn Palace, Chamberlain, Badlands National Park, Wall, Wall Drug Store, Keystone, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer, Custer State Park, Deadwood, Sturgis, and Rapid City.

Outdoors

Interviewed by Woods and Waters magazine, Outdoor Radio Network, and Paul Smith of the Racine Journal, Wisconsin, in regard to outdoor opportunities in South Dakota.

Lined up hunts for “Outdoorsman Adventures” television series in Pierre, Miller, and Mitchell, for grouse, deer, and pheasants respectively. Lined up an upland/waterfowl hunt for Ducks Unlimited television’s “World of Ducks Unlimited.” Show will feature duck hunting near Ipswich and pheasant hunting near Pierre. Lined up archery deer hunt for Sporting Classics and pheasant hunt for Wildfowl magazine writers.

Worked with a representative of Team Outdoors media, an outdoor television series based in the southern states.

Helped host annual Association of Great Lakes Outdoor Writers conference in Sioux Falls. Helped organize banquets, transportation, media day, Department of Tourism booth, and breakout day. Presented session on how writers can work better with tourism agencies.

Hosted a journalist with Arthur Frommer’s Budget Travel on a tour of western South Dakota. Provided materials, contact information, lodging, and transportation for his visit. Hosted a writer with Travel Holiday magazine on a trip to South Dakota. Hosted journalists with “Sporting Dog Journal” (ESPN) along with Prairie Sky Guest Ranch on an early season goose hunt in northeast South Dakota.

Provided hunting information to seven journalists requesting details. Provided pictures/information to a representative of the South Dakota Guide Association.

Worked with a representative of MPI Outdoors in regard to a co-op fam next summer.

Film Office

Assisted Disney Pictures with setting up their production offices for the upcoming filming of the feature *Hidalgo*.

Contacted by a representative of a production company from California regarding a Chevy Truck commercial. Assisted them with locations and contacts. They filmed for five days near Hermosa and outside of Rapid City. Contacted by a production company representative regarding locations for a photographer. Contacted by a New York film house regarding crew and catering for a three-day commercial shoot. Contacted by a production company representative looking for a video production crew in Sioux Falls to assist with a shoot. Contacted by a New York production company representative regarding locations for a commercial.

Contacted by a production company representative from Minneapolis regarding a possible feature to be shot in South Dakota next summer. Sent several locations photo files. Discussed several aspects of the locations and services provided by Tourism with the executive producer. Contacted by another representative regarding the possibility of shooting a feature in South Dakota. Met with this executive producer at Locations Expo last spring. Contacted by a production company representative regarding a film looking to shoot at Mount Rushmore National Memorial. Hosted the executive producer to a locations scout. Filming is planned for a few days in October.

Contacted by Home and Garden Television regarding restored homes in South Dakota for a show called “If These Walls Could Talk.” Contacted by BBC Television regarding sites for a TV show.

Contacted by a production firm representative in Washington DC regarding locations and crew for an upcoming shoot. Contacted by a California film representative regarding buffalo and a city street location. Worked with the location manager on contacts.

Fulfilled requests for information from New York and Colorado film houses.

Arranged accommodations for Italian and French television crew for two separate shoots.

Information Centers

Car count at the Information Centers for August was up 21.8 percent over August 2001. Car count for Canadian visitors for August was up 10.5 percent over August 2001, and car count for all other international visitors was down 0.9 percent over August 2001. There were 124 motorcoaches/buses at the Information Centers in August, and 22 of these were international.

For August, Travel Tape and CD rentals were up 1.0 percent over August 2001.

Worked on details for the Information Center end-of-the-year party, which will be held at Mount Rushmore National Memorial. Xanterra Parks and Resorts will host the group. The Keystone Chamber of Commerce is arranging complimentary rooms.

To date, we have received 1,990 comment cards. Following are examples of the comments from visitors:

“South Dakota has the nicest and cleanest rest stops/welcome centers. We’ve enjoyed our trip through your state. The people are very friendly.” West Virginia

“We have never met more friendly people than in South Dakota. To see a sign in the Capitol Building, Pierre, saying “Please come in.” is something I have never seen in our trips across America or in the world. Your outward friendliness is much appreciated by visitors. Thank you.” Pennsylvania

Information Centers were closed on the following dates: September 1 – New Effington, September 15 – Wasta, and September 22 – all others, except Chamberlain which will close on October 27.

Hospitality

Evaluated travel-related businesses’ comment cards and nomination forms for the Governor’s Certificate of Recognition for Outstanding Hospitality. To date, 567 individuals/businesses have received the Governor’s Certificate, 250 have received the foil star for a second recognition, and 130 have received a gold lapel pin for a third recognition.

Received 48 applications for the George S. Mickelson Great Service Award, which will be presented during the banquet at the Governor’s Conference on Tourism on January 23, 2003.

Travel Shows

Sent travel show co-op information to 475 members of the visitor industry. Co-op is limited to 40 partners, and sign up is on a first-come, first-served basis. The 2003 shows include the Chicagoland Outdoor Show, January 15-19; International Sportsmen Show, Denver, January 23-26; Eastern Sports and Outdoor Show, Harrisburg, Pennsylvania, February 8-16; Northwest Sportshow, Minneapolis, March 4-9; and Milwaukee Sentinel Sports Show, March 14-23.

Inquiries

Total FY2003 Inquiries through 10-01-02:

Mail: 20,983

Internet (e-mail):	20,577
Phone:	<u>6,827</u>
Total:	48,387

Total FY2002 Inquiries through 10-01-01:

Mail:	16,646
Internet (e-mail):	8,037
Phone:	<u>6,317</u>
Total:	31,000

This is an overall increase in inquiries of 56.1 percent over FY2002. (This does not include hits/visits to Tourism's Web site.)

Calculated number of page views at 375,675 on Tourism's travelsd.com web site for the period of September 1-30, 2002, (missing seven days) for a daily average of 16,334 over a 23-day period. This compares to calculated page views of 302,175 for the period of September 1-30, 2001, (missing three days) for a daily average of 11,191 over a 27-day period. This is an increase in daily average of page views of 46 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

Continued to gather members for the arts committee for the Signature Event: "Oceti Sakowin Experience: Remembering and Educating."

Held a conference call with directors of the Great Lakes Association and the Southeast Tourism Association regarding revisions to the next printing of the Lewis and Clark Trail map/brochure.

Received a South Dakota Christmas Tree decoration from Western Souvenirs in Rapid City for the Monticello Christmas Tree.

The National Park Service (NPS) is planning grant writing seminars in Iowa in October and in North Dakota in November. The next NPS Cost Share grant deadline is January 15, 2003. Applications can be submitted electronically.

Talked to a representative of the Sacajawea Learning Center, Mobridge, about their plans for future events. One of these events was chosen for the 2003 Great Events campaign.

Fulfilled request to Smithsonian magazine for their special Lewis and Clark issue.

Ten Trail states are finalizing a research survey that they are funding, to be carried out by Plog Research on the Lewis and Clark Trail. Tourism will also conduct its own Lewis and Clark Trail visitor survey to get a better idea on visitor interest and trends regarding the Trail to use in planning marketing programs for 2003-2004.

Native American Tourism

Finalized changes and updates for the Guide to Indian Reservations and Art and sent to the printer.

Attended the Okiciapiye meeting in Fort Thompson.

Scheduled meeting with Crow Creek tribal members to discuss their role in the Lewis and Clark Bicentennial events.

Sent slides to the Alliance of Tribal Tourism Advocates Chairperson for use in a presentation she will be giving in Alaska at the National Tribal Tourism Conference.

Photo/Video

Fulfilled requests for photos from Department of Game, Fish and Parks, State Publishing, Comprehensive Media Group, South Dakota Rural Electric Association, Bureau of Personnel, and Media Labs, Pierre; US Geological Survey and Orange Crate Framing, Huron; Corn Palace Convention and Visitors Bureau and Dan Grigg Images, Mitchell; Hot Springs Chamber of Commerce; freelancer Greg Liebel, Aberdeen; South Dakota Courts, Brookings; Bad River Artworks, Aberdeen; Mobridge Chamber of Commerce; BMW Communications and Spearfish Canyon Lodge, Spearfish; Laura Ingalls Wilder Society, De Smet; Eagle Pass Ranch, Warner; Missouri River Expeditions, Vermillion; MLT Vacations and freelancer Jim Farmer, Minnesota; Parenting magazine, New York; and White, Inc., Tokyo, Japan.

Fulfilled requests for video footage to Good Morning America and Carolyn Rhea show.

Travel News Television

Shot video of Mount Rushmore and filmed an interview with Nick Clifford, one of the original drillers; footage of mural workers at the Corn Palace and interviewed Dean Strand, corn grower, and Mark Schilling, director; the New Underwood Fall Classic rodeo and interviewed Paul Tierney and Justin Reeves, rodeo cowboys; and Mickelson Trail Trek and interviewed bikers.

Target Market Advertising

Placed full-page ad in Travel America.

Held Giant Step partner co-op meeting in Rapid City to gather input and review 2003 programs.

Mailed information on the 2003 warm season and shoulder season Giant Step co-op insert to visitor industry members. Based on feedback from partners and leads generated from potential visitors, the Giant Step will again be placed in magazines. The spring/summer magazines are published by Meredith and include: Better Homes and Gardens, Country Home, Midwest Living, Ladies Home Journal, and More. These are the same five as used for the 2002 inserts; however, the 2003 coverage will reach 3.7 subscribers, as compared to 3.1 million for 2002. Warm season target market states include Colorado, Illinois, Iowa, Minnesota, Nebraska, Wisconsin, North Dakota, and South Dakota, plus the metro areas of Kansas City, Missouri, and Dallas, Texas. The shoulder season Giant Step will be inserted in autumn issues of Meredith magazines in Iowa, Minnesota, Nebraska, North Dakota, and South Dakota.

Continued to input event information into Calendar of Events section of travelsd.com, as provided by event organizers. To date, Tourism has received 475 forms.

Drafted 4Parks 2003 media buy co-op to be a partnership with the tourism offices in Wyoming and Montana. Participated in a conference call with partners to review the proposal.

Publications

Worked with Department of Game, Fish and Parks on Snowmobile Trails Map. Delivery is expected in November.

Completed redesign of 14 city ads for Glacial Lakes and Prairies, 16 city ads for Black Hills, Badlands and Lakes, six city ads for Great Lakes, and nine city ads for Southeast Tourism Association.

Completed design of Outdoor News and sent digital file to printer.

World Wide Web

Completed updates to the Visitor Services Directory, for a total of 4,278 entries. Added iPIX images, and replaced two, per requests of properties.

Added 12 online vacation packages and deleted the 16 that had expired, for a total of 48 packages on travelsd.com. Added/deleted packages to seeamerica.org site.

Obtained live Internet connection for the computer at the Mall of America-South Dakota store.

Posted Fall Foliage pages and a homepage link with regional updates.

Met with representatives of the Bureau of Information and Telecommunications to discuss Tourism's requested systems enhancements to the calendar, packages, and Visitor Services Directory.

Sent "Pow wow" themed Travelsmart to approximately 79,000 recipients with information on events in September and October.

Governor's Tourism Advisory Board

The Board met with regional directors. Each gave a report on success of FY2002 promotions and their FY2003 marketing proposals in regard to promotions contract with Tourism. Several advertising campaigns were reviewed. Stops were made at area attractions that were new and/or had new features added. The next meeting will be in November.

Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Worked on satellite feed times/coordinates for the Buffalo Roundup; contacted photo developing company; made photo/camera, lodging, transportation, and tour lead assignments; finalized meal arrangements; arranged for a second videographer; completed assembly of print materials; and finalized all event details. Taped interviews for the Buffalo satellite feed.

Continued working on all details of the Hunt.

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: Will send evaluation forms to selected businesses in Deadwood.

Crystal Springs Ranch Rodeo, June 28-30, Clear Lake: Received three evaluations from 13 that were sent to organizers and businesses in the Watertown and Clear Lake areas. Attendance was down 4.0 percent over 2001, as Sunday's weather was very hot. The top states for attendees were Minnesota and North Dakota, and South Dakota as number one. The event was covered by the Clear Lake Courier and KLQP in Madison, Minnesota. Visitors commented on the tradition and quality of the rodeo and the friendliness of the local people. One business reported a 50 percent increase in visitors.

Oscar Micheaux Film Festival, August 7-11, Gregory: Compiled report from evaluations from contacts in Gregory and Burke. Attendance increased by 11 percent over 2001, with attendees from 17 states and Manitoba, Canada. The top states were Nebraska, Iowa, Minnesota, and Kansas, with

South Dakota as number one. The event was covered by the Sioux Falls Argus Leader, Mitchell Daily Republic, Gregory Advocate, Aberdeen American News, Rapid City Journal, South Dakota Public Radio, KWYR Radio, www.micheaux.org, and the National Humanities magazine. Many visitors said they would return to the festival in 2003 and tour more of South Dakota. The event may focus more on the independent film/filmmakers in the future to provide exposure in this type of setting. All ten of the businesses that responded reported an increase in business, and four of those reported an increase of 20 percent.

Frontier Days, August 16-18, White River: Will compile a report from evaluations submitted by event organizers and area businesses.

Lewis and Clark Heritage Days, August 17-18 and 22, Elk Point: Will compile a report from evaluations submitted by event organizers and area businesses.

Lewis and Clark Spirit Mound Festival, August 24-25, Vermillion: Will compile a report from evaluations submitted by event organizers and area businesses.

Mickelson Trail Trek, September 20-22, Black Hills: Attended event and assisted with signage and other details of the event. Placed classified ads in newspapers in Iowa, Nebraska, and Minnesota. Sent evaluation forms to local event organizers and area businesses.

South Dakota Highland Festival, September 14, Scotland: Sent 12 media teasers to local media contacts, as well as Scottish media contacts across the country. Placed radio spots on three stations in Nebraska, and placed ads in newspapers in Nebraska and Iowa. Sent evaluation forms to event organizers, businesses, and attractions.

St. Joseph Indian School Days/Pow Wow, September 27-28, Chamberlain: Sent media teasers to 17 journalists. Placed classified ads in newspapers in Minnesota, Colorado, Nebraska, and Iowa. Sent evaluation forms to event organizers and area businesses.

Black Hills Pow Wow, October 11-13, Rapid City: Sent media teasers to 17 journalists. Placed classified ads in Minnesota, Iowa, and Colorado.

Ringneck Festival, November 8-9, Huron: Sent media teasers to outdoor media contacts.

Department Funding

Deadwood gaming revenue deposited for July 2002 was up 6.4 percent at \$198,097, compared to \$186,205 for July 2001; and for August 2002 it was up 7.1 percent at \$231,630 as compared to \$216,303 for August 2001. The tourism tax deposited for August 2002 was up 7.7 percent at \$694,127, compared to \$644,620 for August 2001. Both are the third deposits for FY2003. Revenue deposits for the Department for FY2003 are up at \$2,104,190, as compared to \$1,906,579 for FY2002. This is an increase in revenue of 10.4 percent when comparing the same time period in FY2002.