

MEMORANDUM TO: Jim Hagen  
DATE: June 4, 2004  
FROM: Patricia Van Gerpen  
SUBJECT: Tourism's May Monthly Status Report

### 2010 Initiative

Continued working on Goal 1.

Continued working on Goal 4E: Capitalize on the existing outdoor opportunities in our state:

- Develop greater recreational opportunities for the state- and Corps-owned land along the Missouri River
- Recognize the effect of camping, hunting and fishing opportunities on our quality of life
- Improve access, signage and mapping of the state's trail ride opportunities and biking and hiking trails

Progress on Goal 4E can be found by reading the heading below for "Outdoors."

### Rural Tourism Development

Participated in the Scenic Byway Route Review with representatives from Department of Game, Fish and Parks, Department of Transportation, South Dakota State Historical Society, Tribal Relations, Forestry, and the Department of Environment and Natural Resources. Reviewed two proposed routes: the extension of the Native American Scenic Byway (from I-90, exit 265 to exit 272, south to the Standing Bear Bridge via highways 50, 44, 46, and 37) and the Oyate Trail (from Vermillion to Hot Springs via highways 50, 46, and 18).

Met with contact from Whitewood who is interested in starting a bed and breakfast. Property would have meeting space to accommodate large groups. Discussed the local organizations that would be helpful in the beginning stages of developing this business.

Met with representative of the Belle Fourche Chamber to discuss co-op programs available through Tourism.

### Public Relations

Had TV spot dubbed and sent for broadcasts during National Tourism Week (NTW). Followed-up with radio stations regarding receipt of spots for NTW. Created and sent NTW event buttons to CVBs for distribution. Finalized newspaper ads for CVBs and followed up. Researched answers to all nine CVB photo hunts and supplied the information for placement on TravelSD.com. Followed up on media teasers to in-state media, and arranged interviews. Conducted interviews with radio and print media in Rapid City, Spearfish, Aberdeen, and Huron. Compiled trivia questions and answers for KCCR's trivia contest during NTW. Coordinated entities to participate in the Citibank/South Dakota Vacation Planning Day event. Groups put together prizes from their areas of the state and set up booths in a travel show setting. Office of Tourism staff manned a booth as well and assisted in vacation planning.

Interviewed by following for various stories: Argus Leader and KSOO Radio for stories on travel counselors fam tour; KMEG TV in Dakota Dunes for general tourism story; talk show on Waitt Radio Network on "This Month in South Dakota;" stories on National Tourism Week: KORN, KORN's Let's Talk, KMIT, Mitchell Daily Republic, Argus Leader, KSFY's Good Morning Dakota, KELO AM's Kelo-Café, KELO FM's Morning Show, KELO-Land's After Nine, KYNT's Morning Show, KK93's Morning Show, South Dakota Public Radio's Forum Newshour, KOOL 98's Morning Show, Depot Radio Afternoon Smorgasbord, KWAT's What's Up?, and

Associated Press; KMLO, KPLO, KGFX FM, and KJJQ's Afternoon Smorgasbord about trips close to home; KDLT for story on tourism marketing efforts; KMIT's Saturday Morning News Magazine; KDLO's Morning Show; Rapid City Journal for story on gas prices; Associated Press for story on "Deadwood;" and nationally syndicated travel radio show "Ramblin' with Ramsey" about South Dakota travel opportunities. Ad equivalency for this media was \$7,821.

Spoke to 140 members of Corn Palace CVB and Mitchell business community on the impact of tourism on their community, the efforts of the Office of Tourism, and NTW.

Provided story ideas and contact information to the Capital Journal. Responded to media requests from freelance writer from California, an AP writer, and the St. Louis Post Dispatch.

Fulfilled requests for information from a writer in Oregon for a book, "Superlatives USA;" travel writers in Kansas and Texas; Clear Channel Radio, Iowa; Prevention magazine; Golf Digest; Travel West; KSOO Radio; Sioux City Journal; The Eckert Team; Prairie Business magazine; North Platte Telegraph; and Aberdeen American News.

Met with committee to continue discussions for a bicycle ride across South Dakota in June 2005. Initial ride would begin in Yankton and end in Mobridge. The Argus Leader; Department of Game, Fish and Parks; Department of Transportation; Department of Health; and Office of Tourism are involved. Will contact communities along the route to encourage them to become involved in the event. Overall plan includes changing the route annually. Worked with entities on a biking event in the Black Hills, possibly an endurance race through the area along the Mickelson Trail.

Worked with representatives from Golf Digest and Grand View Lodge to host a group of writers. Locations to include either Missouri River or Black Hills.

The article from a hosting of Home and Away magazine writers along I-90 is slated to run next April.

Developed story ideas and itinerary for late June for a group of travel writers. Made arrangements for two media members to ride the Lewis and Clark Trail on jet skis on the Missouri River in July.

Began working on the Winter Weather Fam Tour, to take place January 23-26, 2005.

Press hits with circulation and estimated ad equivalence: Capitol City Journal (4,636) two articles for ad equivalence of \$133; Rapid City Journal (35,465) three articles for ad equivalence of \$5,183; Aberdeen American News (18,000) two articles for ad equivalence of \$704; Argus Leader (73,167) two articles for ad equivalence of \$4,600; Mitchell Daily Republic (12,192) for ad equivalence of \$661; and MotorHome (148,687) for ad equivalence of \$43,200 – article generated from 2003 Roundup hosting. Total ad equivalence is \$54,481.

#### Group Tour

Continued updating 230 partner listings and other categories for the 2005-2006 edition of the Group Tour Planning Guide. Partners' listings are also placed on TourSDakota, a special Web site for tour operators.

Plan reprint of Escort Notes, a booklet produced by Tourism that contains stories, legends, history, facts, and trivia to assist motorcoach operators in giving their tour participants a fun, informative trip in South Dakota.

Sent mystery tours and ideas to Fun Tours, Nebraska, for a fall tour. Submitted updated Northeast itinerary to Group Tours magazine.

Gathered information and submitted four events to ABA's Top 100 Events in the Nation.

Sent requested information to Pair-A-Dice Travel, Michigan; Pennsylvania Ridgerunners Travel Club, Inc., Pennsylvania; Adams County Extension Office, Nebraska; Waseca County Tours, Minnesota; A Yankee Line, Inc., Florida; Collette Vacations, Rhode Island; Paragon Tours and Creative Tours, Louisiana; and Titi Hi Tours and Jetsave Marketing, United Kingdom.

Received and reviewed translated proofs of Great Parks and Monuments brochure in French and German. Japanese brochure is being reviewed by Japanese contact for content and layout. All translations will be sent to printer at the same time.

Continued assisting the De Smet Tourism Committee with packaging and preparations for the Rocky Mountain International (RMI) Roundup, which is an opportunity for South Dakota suppliers to meet with tour operators from European markets. Researched tour operator data and scheduled 31 appointments, made copies for the other 14 suppliers from South Dakota, updated and made copies of "What's New for Tour Operators," and made copies of group tour terms for suppliers.

Worked with the 28 participants on their individual travel needs for the 2 Nation Tours fam tour to be held in June. Participants are from Nevada, Michigan, Texas, Wisconsin, New Mexico, New York, Minnesota, Connecticut, California, South Carolina, Nebraska, Ohio, and Illinois. Fam includes the Black Hills and east along I-90 to Sioux Falls. Sent information for packets for Legislators' Forum in Fargo for each of the legislators who will be invited to be at the reception because of their involvement in the Legislators' Forum.

Finalized fam arrangements for Jambo Tours, Sweden. They had a tour guide and a person to film the trip for TV broadcast. Finalized fam arrangements for three nights for a four-person film crew for a TV documentary for MadBleu Claire, France. They focused on filming French citizens living in South Dakota, as well as South Dakota scenery. Drafted itinerary for June for a writer with North American Highways, London. She is writing for the Sunday Telegraph and plans to visit the Pine Ridge Indian Reservation, Badlands National Park, Black Hills, Crazy Horse Memorial, Custer State Park, Mount Rushmore National Memorial, Deadwood, and Rapid City. Drafted itinerary for July for a writer with Giessinger Anziger, a German newspaper. She is interested in visiting Lewis and Clark sites, Badlands National Park, Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Mickelson Trail, Hill City, Deadwood, and Spearfish for family stories, adventure, American Indian, Lewis and Clark, and the Black Hills.

Continued to review credentials of international journalists to consider for the 2004 Buffalo Roundup hosting.

Contacted Huron regarding Peter Frischmuth/Axel Pinck article and pictures on the city's murals for publication in 2005. Contacted Cheyenne River Sioux Tribe and others for information for Boeckh article in Mitteldeutsche Zeitung, Germany, this month.

#### AAA/CAA

Fulfilled requests for information from AAA/CAA offices and independent travel agencies in Manitoba, Canada, and the following 15 states: California, Colorado, Idaho, Illinois, Kentucky, Michigan, Minnesota, Montana, North Dakota, Nebraska, Ohio, Pennsylvania, Virginia, Wisconsin, and South Dakota.

Sent permission e-mail messages to 150 AAA travel counselors from around the country. Message contained information on Mount Rushmore Independence Day Celebration, packages, wineries, June events, fuel facts, and attractions.

#### Outdoors

Continued working on Southeast Birding Trail with steering committee and discussed potential sites and consultants. Finalized plan for completion of trail. Hosted media on fam of birding locations with stays in Sioux Falls, North Sioux City, Mitchell, and Sioux Falls. Publications represented: Birding, Birdwatchers Digest, Sports Afield, Natural Traveler, Argus Leader, Aberdeen American News, and Birder's World.

Continued working with the American Birding Association to bring a birding festival to central South Dakota, particularly focusing on the Gyrfalcons. Event would take place in February, possibly in conjunction with Game, Fish and Parks' Eagle Awareness Days.

Worked with International Falconry Association to bring annual convention to Pierre in the fall. Group totals nearly 100 and includes a number of media. Worked with lodge and gun manufacturer on a writer's camp near Mitchell. Event to include upland hunting and product demonstrations.

Finalized June fishing/Lewis and Clark Trail Fam Tour details in Pierre.

Provided information/fulfilled requests to Wildlife Art magazine, Permission to Hunt, Western Walleye, Fishing the Midwest, Sports Afield, Wild Dakota, and Pheasants Forever.

Press hits with circulation and estimated ad equivalence: Wisconsin Outdoor News (46,630) for ad equivalence of \$1,438; Great Plains Game & Fish (14,000) for ad equivalence of \$11,480; and Heartland USA (1,200,000) for ad equivalence of \$47,250. Total ad equivalence is \$60,168.

#### Film Office

Sent files to printer for production of a series of three locations postcards. Postcards will be sent three times a year to location scouts and directors.

Worked on fam tour itinerary, ad placement, and speaker arrangement for the 2004 Black Hills Micro-cinema Film Festival.

Traveled to River-View Lodge, north of New Underwood, and shot location photos.

Spoke with a filmmaker regarding a 12 hour mini-series, which has a budget of \$75 million. They are beginning to scout locations, so meetings are being set up with the producers to try and entice them to shoot in South Dakota.

Contacted by a New York production company regarding a production assistant to travel eight days with a crew while they film a documentary. They were also looking for rental gear, cars, and accommodations.

Worked with a production company regarding stories for their upcoming episode on the Sturgis Bike Week. Gave them interesting characters and story possibilities, and worked with them on accommodations and rental gear.

Contacted by: a producer regarding grip and lighting equipment for a documentary; a German producer regarding a documentary her company will be shooting in Pine Ridge this summer; a production company regarding a documentary and grants in South Dakota; a Los Angeles producer regarding a feature to be possibly filmed in east central South Dakota, looking for a support letter and assistance with coordination; and a Burbank, California producer regarding assistance with their network TV program, which filmed near Wagner in early May, seeking a letter of support and list of contacts in that area.

#### Information Centers

Conducted training tour for Information Center travel counselors in Pierre, Kimball, Sioux Falls, Canistota, Mitchell, Wall, Rapid City, Spearfish, Deadwood, and Hot Springs.

Currently, there are 59 poster co-op partners. There is still space at Salem EB and Wasta EB. Met with staff from the Department of Transportation and the Bureau of Information and Technology regarding pay phones at the Information Centers. Updated record keeping for travel counselors for travel tape/CD usage to show usage of Lewis and Clark themed VHS/DVD, a new program offered to travelers.

Following are samples of comment cards submitted by travelers at the Information Centers:

“Of 12 state rest areas we’ve stopped at, your staff was the very best. They provided excellent information and recommendations.” May 19, 2004

“The staff was the most helpful of any we have run into at Welcome Centers.” May 20, 2004 –  
Vogel from Washington

Sent information on the Lewis and Clark Information Center at Chamberlain to a freelance writer who is doing an article on Lewis and Clark interpretive centers on the Trail.

#### Hospitality

For 2004, we currently have 104 individuals/businesses that have received recognition for hospitality with the Governor’s Certificate, 18 have received the foil star for a second recognition, and 4 have received a gold lapel pin for a third recognition.

Organized the front-line training seminars and sent registration flyers to over 1,800 industry members. The speaker will be Greg Holder from Leadership Solutions. Compiled registrations for sessions May 26 at Cedar Shore Resort in Oacoma, June 1 at the Rapid City Civic Center, June 3 at the Ramkota in Aberdeen, and June 4 at the Outdoor Campus in Sioux Falls.

Inquiries

Total FY2004 Inquiries through 06-01-04:	Mail:	91,334
	Internet (e-mail):	86,864
	Phone:	<u>20,533</u>
	Total:	198,731
Total FY2003 Inquiries through 06-01-03:	Mail:	76,240
	Internet (e-mail):	77,794
	Phone:	<u>23,139</u>
	Total:	177,173

This is an overall increase in inquiries of 12.2 percent over FY2003. (This does not include hits/visits to Tourism's Web site.)

Calculated number of page views at 1,199,926 on Tourism's TravelSD.com web site for the period of May 1-31, 2004, for a daily average (missing one day) of 39,998 over a 30-day period. This compares to calculated page views of 885,138 for the period of May 1-31, 2003, for a daily average (missing two days) of 30,522 over a 29-day period. This is an increase in daily average of page views of 31 percent over a comparable time period in 2003. "Page views" represents the number of times each and every page within the web site is accessed.

Occupancy Data

Smith Travel Research

	April 2004	% change compared to April 2003
North Dakota	56.6 %	8.0 %
Iowa	55.4	7.2
Minnesota	56.4	6.8
<b>South Dakota</b>	<b>44.5</b>	<b>4.0</b>
Nebraska	52.0	3.2
Wyoming	44.0	1.1
Montana	47.3	-2.1

Lewis and Clark Promotions

Determined first through fifth place winners in the Lewis and Clark Essay Contest for fourth graders in the state. Sent prizes to winners along with participation prizes to all classes with entries. Placed essay on TravelSD.com until July 1. The essay will also be on South Dakota Public Broadcasting's Web site. Sent a press release to winner's hometown newspaper. South Dakota Public Broadcasting and the Washington Pavilion are coordinating directly with the winner for special readings of the essay.

Received final copy for Lewis and Clark Trail Signature Event brochure and designed layout. Submitted mock-up for review by the Alliance of Tribal Tourism Advocates. Will send to printer upon approval.

Coordinated Lewis and Clark Corps of Rediscovery meeting in Freeman. Discussed updates regarding the Corps of Discovery II, the Discovery Expedition, the Lewis and Clark essay contest, and South Dakota's Signature Event. Attendees gave updates on activities in their areas. Following the meeting, group toured the Heritage Hall Museum and Archives. The next meeting will be held July 10 at the South Dakota Hall of Fame in Chamberlain.

Arranged details of the Lewis and Clark Commemorative Stamp ceremony in the Capitol Rotunda, including the speakers: Dennis Eisnach, Mayor of Pierre; Sam Tidball, Mayor of Ft. Pierre; and Jay Vogt, Director, South Dakota State Historical Society. Laree Martin and Ron Vail, United States Postal Service, also spoke at the ceremony. Rev. Webster Two Hawk gave the invocation and the Capitol City Children's Chorus performed four songs.

Booths were set up for attendees to purchase stamps and other collectible items. The postal service reported that nearly 2,000 Lewis and Clark stamps were sold at the ceremony.

Spoke to members of the Brookings Rotary Club about Lewis and Clark Trail activities in South Dakota.

#### Native American Tourism

Continued to contact tribes, services, and other listings in the Guide to Indian Reservations and Art as well as add new information and services to the booklet which will be sent to the printer in June.

#### Photo/Video

Fulfilled requests for slides to State Publishing, South Dakota Lottery, and Department of Game, Fish and Parks, Pierre; Southeast South Dakota Tourism Association and South Dakota magazine, Yankton; Dan Grigg Images, Mitchell; Lawrence and Schiller, Sioux Falls; South Dakota Public Broadcasting, Vermillion; Greenwood Publishing Group, New York; and Midwest Living, Iowa.

Fulfilled requests for video footage of various partner sites to Lawrence and Schiller for use in TV spots and the Horse Expo to contact in Deadwood.

Awards and honors: During the Digital Photography Summit workshop in April, one of Senior Photographer Chad Coppess' photos was chosen to be exhibited in the National Museum of Wildlife Art in Jackson, Wyoming. The photo could possibly be used by Rich Clarkson and Associates of Denver to promote future workshops.

Updated photo files with shoots in Spearfish, Deadwood, Pierre, and the Lewis and Clark Information Center, and scenics were taken in transit of wildlife, nature, etc. Worked on appointments for upcoming photo assignments.

#### Travel Market Advertising

Will place shoulder season Giant Step magazine insert in September issues of Better Homes and Gardens, Country Home, More, and Ladies Home Journal, and September/October issue of Midwest Living for a circulation of 1.9 million. The reader service listing is in the total circulation that reaches 14 million.

Scouted locations in the Badlands, West River, and the Black Hills as possible locations for the 2005 TV spots. Drafted schedule for preferred locations and times for the shoots, contacted talent, and arranged for props.

Sent Travelsmart to 108,000 subscribers, Tourism's permission e-mail database. Message contained highlights of state parks and recreation areas, packages and coupons, George S. Mickelson Trail trivia, and June events. Responded to inquires from mailing.

The winner of the family package in the 4Parks online promotion, with partners in Montana and Wyoming, is from Alabama. Mailed certificates for the package prize to winner.

#### Publications

Researched and wrote articles for the Great News winter 2004-2005 edition. This publication is mailed to group tour operators, outdoors writers, and AAA/CAA travel counselors. It contains story ideas, information on new attractions, upcoming events, and itineraries. There are three editions: spring/summer, fall, and winter.

Drafted production schedule for Greenhorn's Guide to Archeology and Paleontology, updated dig information, and researched upcoming digs that had not been previously included.

Called 50 states and District of Columbus to order their travel information packets for the yearly survey of delivery time, brochures/guides included in each travel packet, number of pages in the guide, photos, etc.

#### Travel News Television

Worked on script for the TNT video. Researched voice talent for the program. Sent files for production of VHS/DVD covers for 2004 TNT program, and sent files for production of the tent cards for use by partners in the TNT program.

May programming schedule for the South Dakota Road Trip TV Co-op included following packages and partners: On the Trail with Lewis and Clark – Sioux Falls Ramkota Hotel and the Washington Pavilion; Deadwood History and Gaming – Deadwood Chamber and Visitor Bureau; Gutzon Borglum's Trails and Rails – Miner's Resort, Rushmore Borglum Story and Museum, and 1880 Trail; Brookings Getaway – Brookings Inn, Agricultural Heritage Museum, and South Dakota Art Museum; and Mitchell Family Mini-Vacation – Holiday Inn, Starlight Drive-Inn or Luxury 5 Cinemas, and the Enchanted World Doll Museum.

### World Wide Web

For TravelSD.com, updated Visitors Services Directory to show 4,779 listings; updated Lewis and Clark section; fixed a loading error on the "Guide to the Great Sioux Nation" page; reviewed the new Visitor Services Director self-maintenance system; updated online vacation package listings to show 123 and 37 coupons – with participation in 38 cities in 27 categories; submitted new packages to seeamerica.org; added a boat ramp travel bulletin to the homepage; and updated other pages as needed. Followed up with previous web partners regarding interest/intent in continuing with the program, and faxed or mailed forms to those still interested.

Contacted online vacation package partners to determine level of response/package knowledge. Notified those partners who need to communicate with their staff on how to handle package requests.

Reviewed Calendar of Events listings to determine which events were duplicates, which ones had no contact information, etc.

For SDVisit.com, updated program information and form for the TNT co-op and added customer service training registration.

Reviewed various search engines and discovered low rankings when "Badlands" keyword was used – discovered their link to TravelSD.com was not correct. Notified them and the link has been corrected. Sent updated copy to Cowboy.com for the online directory.

### Research

Printed questionnaires for the 2004 Intercept Study and ordered postcards to be given to those who participate in the study. A drawing will be held at the end of the study period for those postcards that are returned. Completed 70 surveys in Watertown. Overall study goal is 880 surveys – 440 from each the in-target market states and the out-of-target market states – by the end of July.

### State Fair

Reserved booth space at the State Fair, September 4 – 11. Held meeting with staff to plan and make arrangements for Tourism.

### Logo Usage/Image Requests

Routed pages from master logo book to web designer to add to SDVisit Web site by early June.

Sent logo to a Spearfish designer who is working on projects with the Spearfish Chamber; Department of Game, Fish and Parks; Midwest Living; and the Governor's Office. Gave permission for logo use on shirts for Boy Scout Troop 191.

### Governor's Tourism Advisory Board

Board met at Bob's Resort near Gettysburg for updates on Tourism budget; the 2004 Peak Season Campaign; the Lewis and Clark Signature Event with guest speaker Daphne Richards Cook, president of the Alliance of Tribal Tourism Advocates, and Tourism staff; and the 2010 Initiative. Group was also briefed on the 2004 Shoulder Season Campaign which will begin mid-August, and the Requests for Proposals for the "One Click, One Call" reservation system. Updates on the Visitor Industry Alliance goals and upcoming meetings were given by VIA President John Brockelsby. The Board discussed themes for the 2005 Tourism Conference and ideas for the Ben Black Elk and A.H. Pankow awards. Group toured Bob's Resort and Sutton Bay Lodge.

Past award winners and nomination forms for 2005 can be found on SDVisit.com.

### Mount Rushmore Independence Day Celebration

Contacted a firm to reserve a satellite truck for the fireworks display broadcast. Contacted a production house in Rapid City for a live camera of the entertainment to be projected onto a big screen.

Designed and arranged for the printing of 10,000 2-color flyers promoting activities at Mount Rushmore on July 3-4. Flyers will be distributed by Tourism, the Black Hills, Badlands and Lakes Association, and the Rapid City Chamber of Commerce.

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

Presented design ideas for Roundup invitation, and developed prototype to present for approval. Drafted timelines for completion of committee assignments. Committee met to discuss event details.

Received samples of leather/suede-type of paper for the Hunt invitation. Continued researching paper and cover design and worked on design of inside pages. Committee met to discuss event details.

### Great Shoulder Events

**Black Hills Horse Expo**, March 20-21, Rapid City: Worked on compiling report from evaluations.

**Frontier Days**, August 20-22, White River: Completed ad design and placed in American Cowboy magazine. Added event schedule to TravelSD.com. Worked on rack card design and newspaper ad layouts.

**Lewis and Clark Signature Event**, August 26 through September 27: Created ad and placed in Native Peoples magazine. Updated event schedule on TravelSD.com. Sent event information to the Mitchell Daily Republic for the Points West travel guide. Continued to add artwork to online catalog. Worked on final design/layout for the event brochure.

**Black Hills Quilt Show and Sale**, September 12-15, Hill City: Placed ad in Midwest Living. Completed updates to the TravelSD.com for event.

**Polka Festival**, September 17-19, Mitchell: Drafted marketing plan after attending a committee meeting. Placed ads in Music and Dance News. Obtained ad rates for several polka related publications and radio stations. Placed ad in Midwest Living. Posted event information on TravelSD.com.

**Fiddlers' Jamboree**, September 17-18, Yankton: Drafted marketing plan. Created a logo with word variations and routed to local committee for comments. Designed ad and placed in National Oldtime Fiddler publication. Placed ad in Midwest Living.

**Bad River Gathering**, September 24-26, Fort Pierre: Finalized marketing plan. Drafted copy for print ads and routed for comment.

**Pumpkin Fest**, October 8-9, Webster: Committee has decided to scale back activities and expenses from previous years, but there is no indication as yet to what extent. Their first meeting is set for August, and Tourism's staff lead will attend.

**Last Chance Bonanza Rodeo**, October 21-23, Brookings: Contacted committee to confirm October dates.

### Department Funding

Deadwood gaming revenue deposited for April 2004 was up 10.1 percent at \$176,767, compared to \$159,459 for April 2003. The tourism tax deposited for April 2004 was up 6.8 percent at \$179,526, as compared to \$168,103 for April 2003. The deposits in FY04 thus far for gaming and the tourism tax are \$6,221,152, as compared to \$5,807,214 for FY2003. This is an overall increase in revenue of 7.1 percent when comparing the same time period in FY2003.