

MEMORANDUM TO: Jim Hagen
DATE: January 6, 2006
FROM: Billie Jo Waara
SUBJECT: Tourism's December Monthly Status Report

2010 Initiative

Please refer to the web site at 2010initiative.com for updates.

Governor's Conference on Tourism

Finalized files for legislative invites, banquet programs, banquet tickets, and fast fact card.

Worked on finalizing web consultant companies, details of décor, Destination 2010 lapel pins, research, etc.

Will introduce two new poster designs at the Tourism Conference – 30"x20" size includes white border frame and South Dakota logo in gray.

Rural Tourism Development

Continued working with Jacquie Fuks, Executive Director of Southeast SD Tourism Association on agritourism. Plan to attend the Missouri River Corridor Tourism Conference in March. Both SESD Tourism and the Office of Tourism plan to work together to research the possibility of holding agritourism conferences more often.

Public Relations

Scheduled meeting with Association of CVBs to discuss promotions/elements of National Tourism Week.

Provided outdoor or travel media interviews/information to Maine Outdoor News; Star Tribune; Realtree; Midwest Living; Rand McNally; Bowhunter; Buckmasters; Fishing the Wildside; Fishing the Midwest; Tony Dean Outdoors; Orion Multimedia; Omaha World Herald; Wildfowl; Pheasants Forever Journal, and Aberdeen American News.

Group Tour

Fulfilled requests for information to Wander World Travel, Missouri; Yankee Trails World Travel, Travelplan USA Inc./See USA Tours, New York; Germania Tours, Minnesota; Western Leisure, Inc., Utah; Stone Tours, Cindy Reynolds, Oklahoma; Sunni Parsons, Texas; Special Military Active & Retired Travel Club; The Mandarin Connection, South Dakota; Ivan Prokpoenko, Ukraine; Fadiwaa Travel and Tours, Ghana; and Justex Travel Agency, France.

Began follow-up to National Tour Association Convention leads. Researched companies and made 66 appointment requests for American Bus Association Marketplace in Tennessee in February. Coordinated appointments with the South Dakota delegation.

Researched tour operator and journalist database for those interested in American Indian product and sent to requestor from Mitchell.

Will attend NAJ Summit in Los Angeles in January, a receptive tour operators meeting.

Mailed World Travel Market leads (96) of tour operators and journalists plus registration forms for Rocky Mountain International (RMI) Roundup to 583 South Dakota suppliers interested in the international market. Wrote itinerary for LCN Associates, United Kingdom, for five day itinerary in South Dakota; sent to RMI to coordinate for partners. Sent to LCN Associates, included contact information to set up this incentive tour.

Contacted South Dakota receptive operators to coordinate with Bonovia Travel, Italy, regarding South Dakota tour for 360 people in October 2006. Sent listing of Italian speaking guides to AmericaTours West.

\ Provided links to American Indian web pages and other information to Godfrey Hall for upcoming article for Essentially America Magazine, United Kingdom.

Outdoors

Began plans for ice fishing hosting for media in the Glacial Lakes & Prairies region in February. Have a guide and three media representatives on board.

Continued discussions with Wade Nolan regarding a pheasant hunt/fishing trip in early October 2006. Have location secured and three writers on board. Have scheduled a meeting with Nolan at the SHOT Show.

Hosted The Outdoor Channel's Jim Zumbo and Fall Flight TV's Mike Pawlaski on late-season hunt. Show to air in summer and fall 2006.

Contacted selected media and outfitters regarding a spring turkey hunting familiarization tour in the Black Hills.

Worked with ESPN Ultimate Outdoors' Wayne Pearson and crew on a pheasant hunt for the last week of February.

Press hits with circulation and estimated ad equivalence: Findaly Courier (23,686) Nov 19 article on pheasant hunting, for ad equivalency of \$78; Mitchell Daily Republic (11,648) Nov 10 article on pheasant hunting/hosting, for ad equivalency of \$1,195; Omaha World Herald (240,026) Dec 4 article on pheasant hunting/hosting, for ad equivalency of \$2,505; Wisconsin Outdoor News (46,630) Nov 4 issue with article on pheasant hunting, for ad equivalency of \$2,450; Minnesota Outdoor News (54,857) Nov issue with article on pheasant hunting, for ad equivalency of \$1,400; and Shotgun Sports (165,000) Dec issue with article on waterfowl hunting, for ad equivalency of \$19,100. Total ad equivalency is \$26,628.

Film Office

Worked on details for the Sundance Film Festival scheduled for January.

Continued meeting with Electric Pulp regarding photo downloading onto the new FilmSD web site. Site is scheduled to go live in January. An oversized postcard will be mailed to promote the new site.

Ann Garry resigned her position as film office manager effective December 21. A position announcement/job description is available on the Bureau of Personnel's web site: state.sd.us/bop/.

AAA/CAA

Fulfilled requests for materials from AAA/CAA offices and independent travel agencies in Alabama, Alaska, Arizona, California, Colorado, Delaware, District of Columbia, Florida, Georgia, Idaho, Indiana, Kentucky, Maine, Maryland, Massachusetts, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Vermont, Washington, West Virginia, and Wyoming.

Information Centers

Began working on details for employment, fam tour, training needs, evaluations/surveys, and inventories for the 2006 Information Center season. Updated materials for applications for travel counselors. Reviewed information from other states', including building new centers.

Hospitality

For 2005, 737 Governor Certificates for outstanding hospitality were awarded; 301 foil stars were awarded for a second recognition; and 176 pins were awarded for a third recognition.

Inquiries

Total FY2006 Inquiries through 01-01-06:	Mail:	12,551
	Internet (e-mail):	28,052
	Phone:	<u>4,786</u>
	Total:	45,389
Total FY2005 Inquiries through 01-01-05:	Mail:	17,158
	Internet (e-mail):	27,216
	Phone:	<u>5,367</u>
	Total:	49,741

For fiscal year 2006, there is an overall decrease in inquiries of 8.8 percent over FY2005.

Calculated Web stats for TravelSD.com for December:

<u>Page Views</u>	<u>Daily Average</u>	<u>% Change over 2004</u>
696,332	23,211	+ 44.2

“Page views” represents the number of times each and every page within the web site is accessed.

Photo/Video

Fulfilled requests for photos/slides to State Publishing, Department of Transportation, South Dakota Municipal League, South Dakota Pharmacists Association, Office of School and Public Lands, Pierre; TDG Communications, Deadwood; Rapid City School District, HMS Enterprises, Rapid City; Sioux Falls Argus Leader, Lawrence and Schiller, Sioux Falls; Masaba Mining, Vermillion; Custer State Park; South Dakota Magazine, Yankton; Sisseton Chamber of Commerce; Terrell Creative, Missouri; Lewis and Clark Road Trip, Nebraska; Nick Jr. Magazine, New York; and Cherbo Publishing, California.

Fulfilled requests for video: Writebrain Creative, Montrose, South Dakota for a video presentation for a client; stock footage to Actuality Productions, Tarzana, California, for a segment on Modern Marvels; and Black Hills footage to Mathis Productions, Pasadena, California, for Amazing Vacation Homes.

Travel Market Advertising

Finalized details for cooperative marketing kit which will be unveiled and discussed during Tourism Conference sessions in January. Kit contains information and forms on Tourism's co-op programs.

Submitted ad to AAA web site.

Will attend a trade show in Las Vegas in February. Will compile a list of travel and trade shows that each region is attending to coordinate promotional materials and use of Tourism's booth.

Logo usage

Sent logo information/file to Peggy Woolridge, Huron CVB and Lawrence Zastrow, SD Bar Association.

Publications

Updated design and listings information for Tourism's pages of the 2006-2007 Vacation Guide. Updated the Calendar of Events/South Dakota map pullout. Will send files to BHB&L in January for compilation.

Working on project plan and timeline for new motorcycle brochure. Quantity will be based on distribution options.

World Wide Web

On TravelSD.com: updated listings to show 55 packages, 13 coupons, and one at par" package. Continued to add submissions to the online statewide calendar of events on TravelSD.com.

Winter Campaign

Finalized elements of winter campaign: Deadwood insert, newspaper ads, banner ads, TV ads, radio spots, and links from TravelSD.com.

Research

Worked with consultants on research projects. Information will be unveiled during the banquet at the Tourism Conference in January.

Great Events 2006

Fish Days, June 2-4, Lake Andes: Met with event committee. Worked on promotional plan.

L. Frank Baum Oz Festival, June 9-10, Aberdeen: Met with event committee in December. Worked on promotional plan.

Black Hills Overdrive, Black Hills, June 9-18: Participated in conference call. Worked on promotional plan. Will attend planning meeting in January.

Corn Palace Stampede Rodeo, July 13-16, Mitchell: Met with event committee. Worked on promotional plan. Will attend Planning meeting in January.

Tourism Office Funding

Deadwood gaming revenue deposited for November was up 19.4 percent at \$272,150, as compared to \$227,855 for November 2004. The tourism tax deposited for November was up 4.6 percent at \$358,556, as compared to \$342,889 for November 2004. The deposits in FY06 for gaming and the tourism tax are \$5,106,277, as compared to \$4,805,873 for FY05. This is an overall increase in revenue of 6.3 percent when comparing the same time period.