

RESEARCH AND MARKETING

Report for the month of June 2007 (JUN FY07)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
MAY 2007	1,041	2,152	18,320	21,513
JUN 2007	1,544	1,582	15,195	18,321
% Change	+48.3%	-26%	-17%	-14.8%
	Jun '06	FY TD	CY TD	Season
% Change	+9.6%	+11.3%	+15.0%	+17.5%

BHCR = Black Hills Central Reservations
Season = Peak (March through July: This Report MAR-JUN)

Special Fulfillments and Inventory			
Fulfillment	JUN 07	% Chg May	%ChgLstYr
Domestic	1,901	-9.4%	+102.0%
International	717	-5.4%	-3.8%
Inventory	JUN 07	MAY 07	Difference
Maps	*	38,520	--
Vac. Guides	*	103,191	--

* = Not Available

Travel Activity Indicators (SDTMS)				
	MAY 07	APR 07	% Chg	%ChgLstYr
Traffic Counts	153,739	134,913	+14.0%	+1.4%
State Park Attendance	700,417	303,347	+130.9%	-1.2%
Aggregate Attractions *	394,190	160,406	*	+1.3%
STR Overnight Ldg	377,576	285,252	+32.4%	+6.1%
STR Occupancy	56.4%	45.5%	+24.0%	+4.8%
STR Ldg Rates	\$61.53	\$59.21	+3.9%	+3.0%

SDTMS = South Dakota Travel Monitoring System
* Aggregate Attractions Counts contain varying numbers of reporting Attractions total Attendance

Online Statistics			
JUN 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	110,196	336s	6.6pages
Top Markets	MN 9%	IL 6%	WI 5%
SDVisit.com	3,053	199s	3.2pages
TravelSmart	Emails Sent	Opened	Clicks
JUN 2007	207,289	36,316	8,681
% Chg MAY	+2.1%	-9.1%	-14.3%

Ave ToS= Average Time on Site in seconds
Ave Depth= Average number of pages viewed

Economic and Social Indicators (SDTMS)				
	MAY 07	APR 07	% Chg	%ChgLstYr
TPI	*	246.1	+1.3%	+3.5%
CPI-U	207.9	206.7	+0.6%	+2.7%
CCI	108.5	106.3	+2.1%	+3.6%
Gas Prices	\$3.12	\$2.79	+11.8%	+10.2%
Vac Intention	41.5%	41.7%	-0.5%	+1.2%

TPI = Travel Price Index CPI-U = Consumer Price Index
CCI = Consumer Confidence Index *=Not Available

Information Center Activity				
Car Counts	US Cars	Canadian	Foreign	Total
MAY 2007	31,947	903	503	33,353
%ChgLstYr	9.8%	14.6%	14.4%	10%
JUN 2007	70,822	1,892	947	73,661
%ChgLstYr	9%	17%	145%	10%
BUS People	4,570	BUS Days In SD	886	43%

BUS People = Total People Counted on Bus Tours to Date 07.
BUS Days in SD = Total Days spent in SD by Bus Tours and percent of Total Tour days.

Notable TIA, TTRA and CTR Reports and other not so Minute Minutia

OTTI: INTERNATIONAL VISITATION UP 13 PERCENT IN MARCH 2007 (June 21, 2007)

The U.S. Department of Commerce announced that 3.9 million international visitors traveled to the United States in March 2007, an increase of 13 percent over March 2006. Total visitation in the first quarter 2007 was up 9 percent from the first quarter 2006. International visitors also spent \$9.6 billion during the month, up 11 percent over March 2006.

TIA: SURVEY OF US STATE & TERRITORY TOURISM OFFICE BUDGETS (June 2007)

The 2007 TIA Budget survey ranks South Dakota as 32nd for projected tourism office budget for 2006-2007 in comparison to the 49 other states. South Dakota ranked lower than Wyoming, Montana and Minnesota, for State spending on Tourism.

TIA = Travel Industry Association OTTI = Office of Travel and Tourism Industries (US Dept. of Commerce)