

# RESEARCH AND MARKETING

## Report for the month of September 2007 (SEP FY08)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
AUG 2007	586	1,144	8,626	10,356
SEP 2007	852	621	7,558	9,031
% Change	+45.4%	-46%	-12%	-12.8%
	SEP '06	FY TD	CY TD	Season
% Change	+4.6%	+12.3%	+14.4%	+6.5%

BHCR = Black Hills Central Reservations  
Season = Shoulder (Aug - Nov: This Report Aug-Sep)

Special Inquiries and Inventory				
Special Inqs	SEP 07	%ChgLstYr	AUG 07	%Chg
Regular	67	+52.3%	96	-30%
Reviewed	1,456	-17.3%	2,705	-46%
Inventory	SEP 07	AUG 07	Used in Sep	
Maps	711,840	757,920	46,080	
Vac. Guides	26,850	30,380	3,530	

Special Inquiries = Requests requiring individual attention  
Regular = Requests receiving individual responses  
Reviewed = Requests fulfilled through manual assignment

Travel Activity Indicators (SDTMS)				
	AUG 07	JUL 07	% Chg	%ChgLstYr
Traffic Counts	196,677	189,458	+3.8%	+4.3%
State Park Attendance	1,089,569	1,306,591	-16.6%	+4.5%
Aggregate Attractions *	806,631	1,322,749	*	-1.6%
STR Overnight Ldg	505,023	539,724	-6.4%	+4.4%
STR Occupancy	75.2%	80.3%	-6.4%	+3.2%
STR Ldg Rates	\$89.12	\$80.88	+10.2%	+3.5%

SDTMS = South Dakota Travel Monitoring System UA = Unavailable  
\* Aggregate Attractions Counts contain varying numbers of reporting Attractions and are comparable only annually

Online Statistics			
SEP 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	75,056	230s	4.8pages
% Chg Aug	-15%	-14%	-10%
SDVisit.com	-43%	-16%	-11%
TravelSmart	Emails Sent	Opened	Clicks
SEP 2007	209,200	30,159	8,795
% Chg Aug	+0.2%	+6.4%	-2.2%

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

Economic and Social Indicators (SDTMS)				
	AUG 07	JUL 07	% Chg	%ChgLstYr
TPI	247.3	251.3	-1.6%	+2.4%
CPI-U	207.9	208.3	-0.2%	+2.0%
CCI	105.6	111.9	-5.6%	+5.4%
Gas Prices	\$2.78	\$2.95	-5.8%	-4.6%
Vac Intention	41.7%	42.0%	-0.7%	-3.7%

TPI = Travel Price Index CPI-U = Consumer Price Index  
CCI = Consumer Confidence Index

Information Center Activity				
Car Counts	US Cars	Canadian	Foreign	Total
AUG 2007	83,174	3,432	1,393	87,999
SEP 2007	40,157	1,500	662	42,319
% Chg Aug	-51.7%	-56.3%	-52.5%	-51.9%
%ChgLstYr	+14%	+3%	+36%	+5.7%
BUS People	5,134	BUS Days In SD	450	35%

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

Notable Reports, Secondary Research and Related Information		
<b>Sources of Travel Information Valued:</b> From the Focalyst View 2006, a comprehensive study of individuals over 40 years of age the following information sources were reported as being valuable:		
	Boomers	Matures
Word of Mouth	57%	44%
Catalogs/Brochures	20%	17%
Travel Agent	17%	20%
Country/City/State Tourism Sites	16%	6%
General Internet	21%	11%

### Car Counts Up All Summer!

Month	2006	2007
May	~10,000	~12,000
Jun	~15,000	~18,000
Jul	~18,000	~22,000
Aug	~20,000	~25,000
Sep	~12,000	~15,000