

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 09/6/07

RE: August 2007 - 2010 Summary

Accomplishing the 2010 Initiative will take the Office of Tourism, the visitor industry and the State of South Dakota to a whole new level. I welcome your feedback and suggestions regarding this summary report. The second page of this report highlights key statistics representing the visitor industry compiled by the Research and Marketing team.

GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010

Tourism Office Funding Update:	July 2006	July 2007	% Change
Deadwood Gaming Tax	\$248,476	\$265,081	6.68%
Tourism Promotion Tax	\$641,552	\$726,625	13.26%
Total Monthly Deposits	\$890,028	\$991,706	11.42%
FYTD 2008 vs. 2007	\$1,436,252	\$1,591,073	10.78%

1A. Change the way we market South Dakota.

- Media Contacts: Sent invitations to 53 international journalists and domestic/international tour operators. Worked with Native Discovery on itinerary for Buffalo Roundup fam for these groups.
- Tour Operators: Attended Japanese Market Sales Mission in Los Angeles and met with 63 of the 95 Japanese tour operators in attendance. Confirmed 16 tours (nine with four overnights and seven with three overnights) coming to South Dakota as a direct result of that mission.
- Buffalo Roundup: Mailed Buffalo Roundup invitations to two inbound tour operator companies – ATI and America 4 You, and one Austrian tour company – Americareisen.at.

1C. . . greater use of partnerships and cooperative efforts

- South Dakota Film Festival: Was able to work with the production company of the movie “Into the Wild” for the South Dakota premiere at the September 21, 2007 at South Dakota Film Festival in Aberdeen.
- The Early Show on CBS: Besides working with The Early Show on CBS for their live broadcast at Mount Rushmore National Memorial, Tourism coordinated a vacation giveaway with partners, and it was awarded to Tina Gramkow of Avon.
- CVB Co-op: Worked on design of the 24-page, four-color Meeting Planners Guide, a first-ever, co-op piece in partnership with 11 of the 12 CVBs in the state. Publication will be printed by the end of September and will be distributed by the Office of Tourism.

1E. Capitalize on the existing outdoor opportunities in our state

- Media Activity Highlights: Compilation of earned media: August – estimated ad value of \$99,488 (circ. of 889,089); Total 2007 – estimated ad value of \$573,815 (circ. of 17,221,167); and Fiscal Year 2008 – estimated ad value of \$144,945 (circ. of 1,588,616).
- Hostings: Sent a story on the upcoming prairie grouse season to our outdoors writers and editors on our database. Those responding inquired not only about the particular story topic of the month, but also about other outdoors opportunities. The story has already resulted in hostings and earned media for the state.

Awards

Tourism was honored by the National Council of State Tourism Directors with two of 12 Mercury Awards: one for the 2006 Giant Step Cooperative Marketing Program and the \$20 Bucks for the Road Campaign. Winners were announced at a special awards ceremony held during Travel Industry Association of America’s (TIA) annual Educational Seminar for Tourism Organizations (ESTO) on August 18. The Office of Tourism competed against entries from all 50 states, and Tourism was only one of two states honored with multiple awards.

RESEARCH AND MARKETING

Report for the month of August 2007 (AUG FY08)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
JUL 2007	934	1,488	12,992	15,433
AUG 2007	586	1,144	8,626	10,356
% Change	-37.3%	-23%	-34%	-32.9%
	Aug '06	FY TD	CY TD	Season
% Change	+8.2%	+15.3%	+15.1%	+8.2%

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

Special Inquiries and Inventory				
Special Inqs	AUG 07	%ChgLstYr	JUL 07	%Chg
Regular	96	+43.3%	107	-10%
Reviewed	2,705	+0.6%	4,532	-40%
Inventory	AUG 07	JUL 07	Used in AUG	
Maps	447,740	811,860	364,120	
Vac. Guides	9,780	47,465	37,685	

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

Travel Activity Indicators (SDTMS)				
	JUL 07	JUN 07	% Chg	%ChgLstYr
Traffic Counts	189,458	176,232	+7.5%	+1.9%
State Park Attendance	UA	1,163,493	--	--
Aggregate Attractions *	1,322,749	880,386	*	+0.3%
STR Overnight Ldg	539,724	510,806	+5.7%	+4.6%
STR Occupancy	80.3%	78.6%	+2.2%	+4.1%
STR Ldg Rates	\$80.88	\$74.38	+8.7%	+3.6%

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

Online Statistics			
AUG 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	88,198	389s	5.7pages
% Chg JUL	-16%	-9%	-15%
SDVisit.com	+7%	+37%	+32%
TravelSmart	Emails Sent	Opened	Clicks
AUG 2007	208,850	28,354	8,996
% Chg JUL	-1.5%	-24.6%	-1.4%

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

Economic and Social Indicators (SDTMS)				
	JUL 07	JUN 07	% Chg	%ChgLstYr
TPI	251.3	249.1	+0.9%	+3.4%
CPI-U	208.3	208.4	-0.0%	+2.4%
CCI	111.9	105.3	+6.3%	+4.6%
Gas Prices	\$2.95	\$3.02	-2.3%	+0.8%
Vac Intention	42.0%	45.2%	-7.1%	+0.7%

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

Information Center Activity				
Car Counts	US Cars	Canadian	Foreign	Total
JUL 2007	80,092	3,120	1,120	84,332
AUG 2007	83,174	3,432	1,393	87,999
% Chg Jul	3.8%	10.0%	24.4%	4.3%
%ChgLstYr	+5.6%	+5.4%	+9.3%	+5.7%
BUS People	5,199	BUS Days In SD		418 33%

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
<p>STR: RALLY LODGING NUMBERS UP SLIGHTLY According to Smith Travel Research, occupancy in the Black Hills, Badlands and Lakes Region during the week of August 5 through August 11 was up by 0.8 percent in comparison to last year. This equates to a 2.5 percent increase in overnight stays and a 2.2 percent in overall revenue during the Sturgis Rally week.</p> <p>OTTI: International Visitation up 10 percent in May, 12 percent in June. SPENDING EXCEEDED \$10 BILLION Year-To-Date Arrivals 8 Percent Above Last Year. The U.S. Department of Commerce announced that 3.8 million international visitors traveled to the United States in June 2007, an increase of 12 percent over June 2006. Total visitation for the first six months of 2007 was up over eight percent from the same period in 2006. International visitors also spent over \$10.0 billion during the month, up 14 percent from June 2006 and \$58.0 billion year-to-date, up 10 percent from the first six months in 2006.</p>

OTTI = Office of Travel and Tourism Industries (US Dept. of Commerce) STR = Smith Travel Research

