

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 12/6/07

RE: November 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:	October 2006	October 2007	% Change
Deadwood Gaming Tax	\$285,866	\$298,281	4.34%
Tourism Promotion Tax	\$514,353	\$621,152	20.76%
Total Monthly Deposits	\$800,219	\$919,432	14.9%
FYTD 2008 vs. 2007	\$4,651,545	\$5,068,862	8.97%

1A. Change the way we market South Dakota.

- Media Contacts: Attended Travel Media Showcase in Palm Springs; met with 33 travel writers, from the United States and Canada, to promote South Dakota as an editorial feature.
- Tour Operators: Attended the National Tour Association (NTA) annual convention in Kansas City. Met with 25 tour operators in pre-scheduled seven minute appointments. Leads from the South Dakota attendees will be compiled and shared with NTA members.

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

- Tourism Conference: For the first time, online registrants have the option to pay by credit card.
- Convention & Visitors Bureaus: Group chose to co-op with Tourism in both *Midwest Meetings* and *Meetings Midamerica* (Meetings Media). Advertisements will coordinate with the same creative as the new South Dakota Meeting Planners Guide.
- 2008 Great Events: Announced projects that were chosen for special promotions via an application process: Czech Days, Tabor – June 19-21; Oahe Days, Pierre – June 20-22; Festival of Presidents, Rapid City – June 27-28; Mickelson Trail Trek, Black Hills (Outdoor Event) – September 19-21; and Hill City Western Heritage Festival, Hill City – September 20-21.
- Film: Worked with Domestic Promotions, Field Marketing, International Promotions for upcoming release of *National Treasure: Book of Secrets*; TravelSD.com/nationaltreasure website; and partnered with Rapid City CVB and Central Reservations to provide 10 NTBS packages.

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

- Media Activity Highlights: Compilation of earned media: November – estimated ad value of \$10,471 (circ. 190,765); total for 2007 – estimated ad value of \$1,117,809 (circ. 13,406,203); and Fiscal Year 2008 – estimated ad value of \$337,372 (circ. 4,366,352).
- Hostings: Hosted the following journalists: Ron Schara – Pheasants Forever TV; Bill Sherck, Due North Outdoors, Ladies pheasant hunt in Huron; Mike Hegedus, CNBC “On The Money;” and Dennis Schardin and Kermit Henning, freelancers from Pennsylvania.

RESEARCH AND MARKETING

Report for the month of November 2007 (NOV FY08)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
OCT 2007	1,628	433	6,573	8,634
NOV 2007	401	291	6,569	7,261
% Change	-75.4%	-33%	-0%	-15.9%
	OCT 06	FY TD	CY TD	Season
% Change	+30%	+20%	+17%	+25%

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

Special Inquiries and Inventory				
Special Inqs	NOV 07	%ChgLstYr	OCT 07	%Chg
Regular	63	+14.5%	67	-6%
Reviewed	1,114	-15.9%	1,326	-16%
Inventory	NOV 07	OCT 07	Used in NOV	
Maps	630,240	689,120	58,880	
Vac. Guides	14,220	19,020	4,800	

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

Travel Activity Indicators (SDTMS)				
	OCT 07	SEP 07	% Chg	%ChgLstYr
Traffic Counts	139,860	157,509	-11.2%	+2.1%
State Park Attendance	349,588	656,915	-46.8%	+3.0%
Aggregate Attractions *	188,871	425,832	*	+4.1%
STR Overnight Ldg	419,998	435,688	-3.6%	+5.7%
STR Occupancy	63.1%	67.0%	-5.8%	+4.0%
STR Ldg Rates	\$64.40	\$66.13	-2.6%	+4.5%

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

Online Statistics			
NOV 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	69,216	173s	3.9pages
% Chg OCT	0%	-15%	-10%
SDVisit.com	+11%	+42%	+21%
TravelSmart	Emails Sent	Opened	Clicks
NOV 2007	178,998	24,834	5,507
% Chg OCT	-11.9%	-8.3%	-17.4%

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

Economic and Social Indicators (SDTMS)				
	OCT 07	SEP 07	% Chg	%ChgLstYr
TPI	245.9	246	+0.0%	+6.8%
CPI-U	208.9	208.5	+0.2%	+3.5%
CCI	95.2	99.5	-4.3%	-9.4%
Gas Prices	\$2.79	\$2.82	-1.1%	+26.1%
Vac Intention	45.8%	43.6%	+5.0%	-1.3%

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

Information Center Activity				
CARS	US	Canada	Foreign	Total
2006	285,029	9,850	4,241	299,120
2007	314,675	11,244	4,740	330,659
Chg%	+10%	+14%	+12%	+11%
BUSES	Buses	People	SD Days	Days
2007	462	18,230	1,466	3,672

The Intesrtate Information Centers are staffed between May and October of each year. Figures above are from these months.

Notable Reports, Secondary Research and Related Information																					
<p>TIA: Domestic Travel Market Report Released</p> <p>This report summarize all domestic travel in 2006.</p> <p>Notable findings:</p> <ul style="list-style-type: none"> 84% of all trips are taken by Auto 74% of all trips are Leisure 50% of all trips are Overnight 50% of all trips are Day Trips 31% of trips included Dinning 23% of trips include Children 	<p style="text-align: center;">2007 Shoulder Season Inquiries up all season long: Overall Up 25%</p> <table border="1" style="margin-top: 10px;"> <caption>Shoulder Season Inquiries (2006 vs 2007)</caption> <thead> <tr> <th>Month</th> <th>2006</th> <th>2007</th> <th>% Change</th> </tr> </thead> <tbody> <tr> <td>NOV</td> <td>~1,100</td> <td>~1,430</td> <td>+30%</td> </tr> <tr> <td>OCT</td> <td>~1,000</td> <td>~1,520</td> <td>+52%</td> </tr> <tr> <td>SEP</td> <td>~1,000</td> <td>~1,050</td> <td>+5%</td> </tr> <tr> <td>Total</td> <td>2,000</td> <td>2,500</td> <td>+25%</td> </tr> </tbody> </table>	Month	2006	2007	% Change	NOV	~1,100	~1,430	+30%	OCT	~1,000	~1,520	+52%	SEP	~1,000	~1,050	+5%	Total	2,000	2,500	+25%
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TIA = Travel Industry Association

MEMORANDUM TO: Richard Benda
DATE: December 6, 2007
FROM: Billie Jo Waara
SUBJECT: Tourism's November Monthly Status Report

2010 Initiative

Please refer to the website at 2010initiative.com for updates.

Cultural Heritage Tourism

Organized the entries received for possible inclusion in a new Cultural Heritage publication and made phone calls to organizations that had not yet responded to the mailing.

Attended a Cultural/Heritage Tourism conference in Seattle.

Agri-Tourism

Met with representatives from the Department of Agriculture and determined that the next step is to compile a list of possible agri-tourism businesses in the state. Scheduled a meeting with an agri-tourism business, regional tourism associations, representatives from the Department of Agriculture, and others who may give further insight on how to proceed with these niche businesses and markets.

Plan to work with the Southeast South Dakota Tourism Association to organize an Agri-tourism Conference in July 2008.

Media & Public Relations

Compilation of earned media: November – estimated ad value of \$10,471 (circ. 190,765); total for 2007 – estimated ad value of \$1,117,809 (circ. 13,406,203); and Fiscal Year 2008 – estimated ad value of \$337,372 (circ. 4,366,352).

Handled media calls and fulfilled requests for information from the Missoulian newspaper, Ft. Pierre Development Corporation, and several MediaSD inquiries.

Posted the following press releases: To in-state media (posted to www.MediaSD.com and the State News Web): "South Dakota Outdoor News," "Registration for 2008 Governor's Conference on Tourism Opens," "New Resource for Travel Professionals," "Great Events Chosen for 2008," "*National Treasure: Book of Secrets*," "Office of Tourism's website now features upcoming film information," "Public/Private Partnerships Pay Off;" five industry releases to MediaSD.com; four new story leads to MediaSD.com; continued Uniquely SD series that highlights counties (Walworth, Yankton, Ziebach). Brainstormed new series to replace Uniquely SD: "In Your Own Backyard" will launch in January.

Attended Travel Media Showcase in Palm Springs; met with 33 travel writers, from the United States and Canada, to promote South Dakota as an editorial feature. Will work on follow-up and story pitching.

Began transferring the clip files to an electronic network. All of our earned and unearned media articles will be stamped, given a value, and scanned into folders.

Industry Relations

Worked on details of the 2008 Governor's Conference on Tourism: banquet décor, signage list, menu, Legislative invites, conference totes, annual report, registration mailer, speaker needs, sponsorships, Made in South Dakota vendors, and conference schedule/booklet draft.

Trade Sales Group Tour/International

Worked with the South Dakota Association of CVBs and determined which magazines to place co-op advertising: *Midwest Meetings* and *Meetings Midamerica* (Meetings Media). Ads will coordinate with the creative look and feel of the new Meeting Planners Guide.

Worked on itineraries for spring 2008 fam tours: travel agent fam tour, May 16-24 and Japanese group tour fam, June 7-14.

Assisted travel agents and regional directors from AAA Ohio, AAA MidAtlantic, AAA California, AAA Chicago Motor Club, AAA Minnesota, AAA Minneapolis, AAA Missouri, AAA Oklahoma, AAA New York, CAA Manitoba, Abbott Travel, Carlson Wagonlit, MLT World Vacations, and various other independently owned travel agencies.

Sent requested information to R&S Tours, Iowa, and Mary Fowler, Ohio.

Launched the Travel Professionals website, www.TourSDakota.com (formerly a stand alone website for tour operators), which is a url link from www.TravelSD.com. Site contains information for tour operators, meeting and convention planners, and travel agents.

Attended the National Tour Association (NTA) annual convention in Kansas City. Met with 25 tour operators in pre-scheduled seven minute appointments. Attended educational seminars, assisted with a sponsorship of a South Dakota booth, wine and cheese reception, and organized and manned the booth at the Destination Pavilion. Organized and conducted the state caucus to share leads obtained from appointments with the South Dakota suppliers present. Requested NTA leads from Black Hills, Badlands & Lakes, Rapid City CVB, Deadwood CVB, Sioux Falls CVB, and Mitchell CVB so a report can be compiled and sent to all South Dakota NTA/ABA members for follow-up to potential future business.

Met with 2 Nation Tours representatives from North Dakota, Minnesota, and Manitoba while in Kansas City for NTA to discuss familiarization tours for 2008 and the new 2 Nation Tours lure piece. The 2008 tours will consist of South Dakota and Minnesota working together for a tour early in June and North Dakota and Manitoba will work together (dates to be determined).

Submitted a list of 10 South Dakota events including dates, web addresses, and a brief description of each event to Aftenposten, Norway's second largest newspaper. Aftenposten is in the final stage of producing their seventh annual USA supplement to be distributed January 2, 2008. They work in cooperation with the Discover America Committee of Norway.

Wrote copy for the South Dakota portion of TheTourOperator.com online itinerary for North American Journeys: a South Dakota/North Dakota tour titled "Western Heroes – Great Adventures."

Outdoors

Forwarded a November story on the pheasant hunting season and referred to the future of pheasant hunting in our state to outdoors publications and writers. It was picked up by Wisconsin Outdoor News. December story will be on ice fishing locations and tactics.

Online VOCUS contacts Include writers who focus on birding, fishing, golf, RV, travel and tourism, and nature/outdoors.

Hosted the following journalists: Ron Schara – Pheasants Forever TV; Bill Sherck, Due North Outdoors, Ladies pheasant hunt in Huron; Mike Hegedus, CNBC "On The Money;" and Dennis Schardin and Kermit Henning, freelancers from Pennsylvania.

Discussed options with the Professional Outdoor Media Association (POMA) board to have a fishing tournament before their conference in Sioux Falls next July. The tourney would be held in Yankton.

Film Office

Worked with Domestic Promotions, Field Marketing, International Promotions for upcoming release of *National Treasure: Book of Secrets*; assisted with gathering content for TravelSD.com/nationaltreasure website; and partnered with Rapid City CVB and Central Reservations to provide 10 NTBS packages for Domestic Field Marketing.

Fulfilled film production information requests from *Cosmopolitan* magazine, Michael Galanda, and West Park Pictures.

Attended training session on Reel Scout program and continued working on updating locations library on www.FilmSD.com and worked on how the public locations search component will be integrated with the current site.

Registered to attend South Dakota State University's Department of Journalism Internship Fair in December.

Provided location images and South Dakota filming information to Paramount Pictures for "Untitled Project." Worked with Duane Lammers to contact production office for Boone's Lick; project has been put on hold for one month. Interviewed with Mark Smith, *Markee* magazine; South Dakota will be in the December issue. Provided information about the tax refund program to Nebraska Film Office and the Michigan Film Office. Provided Black Hills National Forest film permit information to Rick VanNess.

Press Releases posted to www.FilmSD.com: South Dakota Film Wins Best Picture at Major San Francisco Film Festival; Los Angeles Film Festival Call for Entries; The Hot Springs Theatre will present INTO THE WILD as a Benefit for the Hot Springs Food Pantry; American Indian Film Festival Announces Its Nominees; and Colorado premiere of IMPRINT announced for NATIVE VOICE FILM FESTIVAL.

Information Centers

In October, 31 motorcoaches/buses stopped at the Information Centers and four were international.

For the year, total of 2,467 Travel tapes and CD's were used by visitors stopping at the Information Centers, this is down from 2006 by 12.6%.

For the year, car count for the Information Center was up 11% from 2006; Canadian car count was up 14% from 2006; international car count was up by 12% from 2006. Total number of motorcoaches at the Information Centers for 2007 was 461. There were 78 that were international.

The top 20 states for visitation at the Information Centers for 2007 (starting with the state that was #1 in visitation) were: South Dakota, Minnesota, Iowa, Wisconsin, Nebraska, Illinois, Wyoming, Missouri, North Dakota, Washington, Michigan, Ohio, California, Florida, Indiana, Texas, Pennsylvania, Montana, Colorado, and #20 – Kansas.

Hospitality

To date, 816 individuals/businesses have received recognition for hospitality with the Governor's Certificate, 54 have received a seal for the second recognition, and four lapel pins have been awarded for the third recognition.

Reviewed applications for the Great Service Star and awarded the designation to 85 businesses/organizations in 25 towns. Issued press releases on the designations; notified the regional directors, Chambers of Commerce and CVBs, and Tourism Board members; and sent letter informing each designee and sent the new logo for their use in marketing and advertising.

Culled applications from the Great Service Star applications for consideration of the George S. Mickelson Great Service Award. Sent copies of the applications to the Tourism Board who will discuss the applications at their December Board meeting and recommend the winner.

Forwarded information to CVBs on a possible spring training speaker.

Native American Tourism

Continued gathering updates from each reservation for the Great Sioux Nation Publication.

Photo/Video

Fulfilled requests for photos/slides to Lawrence and Schiller, KDLT-TV, Sioux Falls; Department of Game, Fish and Parks, Bureau of Information and Telecommunications, Pierre; Quality Quick Print, Aberdeen; Cornerstones Career Learning Center, Huron; Watertown Public Opinion; South Dakota Magazine, Yankton; Mitchell Daily Republic; TDG Communications, Deadwood; Pheasants Forever, Minnesota; Paramount Pictures, School Media, ABS-CBN International, California; Group Tour Magazine, Michigan; AAA Home & Away, Nebraska; and GMC, Illinois.

Made presentation to photography class at Black Hills State University about an internship and fielded questions.

Fulfilled requests for video dubs and loans: sent video to MSNBC for a story they are doing on the business of pheasant hunting in South Dakota.

Made a short clip of the image video for posting on a meetings website. Edited a short clip of the Mickelson Trail for GF&P.

For Giant Step partners, shot video and an interview at Cadillac Jack's in Deadwood; shot video and an interview with Laura Pankrantz with the Rushmore Express and the Travelodge in Keystone. Sent video to the Palmer Gulch for their internal use. Recompressed the Xanterra video to be placed on the website. Continued editing of the remaining partner videos.

Added buffalo roundup and buffalo fight footage to the YouTube channel.

Travel Market Advertising

The November issues of *Midwest Living* (full circ: 925,000) and *Field & Stream* (national distribution of 1,500,000) are the remaining fall publications included in the 2007 Giant Step Shoulder Season Co-op. For the Winter '07-08 and Peak '08 Ad Campaigns, finalized and shipped the following: Giant Step (3-page) Mt. Rushmore magazine ad, *Better Homes and Gardens*, on sale January 15; Giant Step (3-page) Deadwood magazine ad, *Ladies Home Journal*, on sale January 9; Giant Step (1-page) Crazy Horse magazine ad, *Travel 50+*, on sale January 22; hunting promotion email; Travelsmart – November issue; Deadwood Winter newspaper ad, Casper and Sioux Falls, runs December 2; Deadwood Winter TV spot; and Deadwood Winter radio spot. There are 40 partners in the 2008 Giant Step co-op campaign.

Publications

Revised plans for the motorcycle guide, which will now have nine maps. Plan to have completed guides to Tourism by mid-April.

Snowmobile Trail Maps were delivered to the warehouse.

Worked on layout of the beginning pages of the South Dakota Vacation Guide and designed a new cover. Plan to have new guides delivered in late February.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,139 entries; and 56 travel specials are listed for 12 cities. For Hot Deals, 39 businesses are registered and six hot deals are currently running. Between November 1-26, 30 e-postcards were sent by consumers.

Reviewed/Testing of Travel Community section; Bureau of Information and Telecommunications is currently working to overcome server issues before proceeding with testing.

Finalized the webpage following receipt of feedback and approval from Disney representatives for National Treasure – Book of Secrets promotion, which went live on November 19. Provided links to “The National Treasure Trail” and the “National Treasure Clue Hunt” – both Disney promotions based on their requirements and timelines.

Research

First phase of Navigator implementation completed (Inquiry Only).

Will evaluate over 2,400 responses from the direct mail to hunters to determine which of the two mailers gave the better response to going online to register for a \$250 Cabela's gift card.

Logo Usage

Fulfilled request for logo to Printed Impressions.

Governor's Roundup and Governor's Invitational Pheasant Hunt

Finished sending out Roundup thank you notes to host properties. Participated in wrap-up meeting.

Inventoried Hunt items. Completed thank you messages. Participated in wrap-up meeting.

GREAT EVENTS 2008:

Czech Days, Tabor – June 19-21: Will attend committee meeting in early December.

Oahe Days, Pierre – June 20-22: Met with committee.

Festival of Presidents, Rapid City – June 27-28: Met with committee.

Mickelson Trail Trek, Black Hills (Outdoor Event) – September 19-21: Will meet with committee when notified.

Hill City Western Heritage Festival, Hill City – September 20-21: Met with committee. Discussed program responsibilities, marketing ideas, target markets, design, and public relations.