

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.