

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

2010 Initiative

Please refer to the web site at [2010initiative.com](http://2010initiative.com) for updates.

Agri-Tourism

Researched laws regarding agritourism and rural tourism liability insurance. Compiled information from Nebraska, Kansas, Minnesota, Iowa, Texas, Missouri, Wisconsin, and South Dakota.

Challenged Information Center staff to submit lists of businesses they consider as agri-tourism as one source to help distinguish them from cultural heritage tourism businesses. Marketing campaigns will be planned for each of the two categories.

Cultural Heritage Tourism

Contacted South Dakotans for the Arts and the South Dakota Arts Council to set up a meeting in July to discuss a new tourism publication. Contacted a business leader in Sioux Falls about the new publication and opportunities Tourism could offer the Sioux Falls Art network.

Media & Public Relations

Compilation of earned media: June – estimated ad value of 17 articles was \$235,795 (circ. of 11,854,570); 2007 – estimated ad value of \$428,871 (circ. of 15,632,551); and Fiscal Year 2007 – estimated ad value of \$968,473 (circ. of 27,148,264).

Launched an interactive Newsroom site on TravelSD for writers, featuring the latest news, story tips, press releases, a Reporter's Toolbox, and photo gallery. Announced new site and the CD press kit to domestic and international journalists as well as the Rocky Mountain International overseas staff.

Hosted two writers, Elena DelValle from *Simon and Baker Travel Review* and David Cox from *Canadian World Traveller* on an off-the-beaten-path tour of the state. Stops included in/around Sioux Falls, Watertown, Sisseton, De Smet, Pierre, Murdo, Wall, Pine Ridge, Hot springs, and the Black Hills.

Drafted itinerary and set up accommodations for Scott Haring, Washington Times, who plans to be in South Dakota with his family in July.

Developed a list of golf publications' writers as well as freelance writers as potential golf fam invitees.

Handled media calls and fulfilled requests for information from South Dakota Public Radio, CNN, and several MediaSD.com inquiries. Interviewed by Public Radio, Inside KELOLAND, KSFY, and was a guest on Roadside Radio with Michael Engle regarding popular and off-the-beaten-path destinations.

Distributed press releases to the film industry and film industry media: "National Treasure: Book of Secrets;" to in-state media via MediaSD.com and the State News Web: "Office of Tourism Announces Million Dollar Challenge Partners," "Industry Prepares for Peak Tourism Season," South Dakota Office of Tourism Re-designs Newsroom," "Great Events Wanted;" Uniquely SD series that highlights counties (Lincoln, Lyman, Marshall, McCook); and eight industry releases were posted to MediaSD.com.

Attended and set up a booth at the South Dakota Newspaper Association's annual convention; and attended the International Society of Weekly Newspaper Editors' annual conference in Rapid City.

Designed flyer to promote the Independence Day Celebration on July 3 and 4 at Mount Rushmore National Memorial. Flyer was printed by Mount Rushmore National Memorial Society. Met with KEVN staff to discuss their plans for broadcasting the event. Met with Impact Productions to discuss the placement and logistics of using big screens. Notified targeted media of the satellite feed coordinates via two e-mails.

#### Industry Relations

Contacted a B&B in Webster that requested information on hosting outdoors writers.

Designed Save the Date postcards for the 2008 Governor's Conference on Tourism in Pierre, January 16 and 17, with "Driving Forward" as the theme. Developed creative for print and online information. Researched and contacted potential speakers per session topics and developed list of case studies and roundtable topics.

Met with Million Dollar Challenge project committees for North Sioux City's Member for a Day; Faith's T.Rex named Sue Traveling Exhibit; Chamberlain/Oacoma's River City Racin'; Tours, Native Art, Native Culture – Four Bands; and Black Hills Digital Strategies. More challenge applications will be reviewed by the Governor's Tourism Board meeting in July. There is still \$268,350 in the challenge fund.

Reviewed approximately 70 tourism industry newsletters and compiled articles for e-distribution to staff.

#### Trade Sales Group Tour/International

Began designing the 4-page group tour co-op ad for the 18 partners. Will send to the printer in late July. Will place ads in *Destinations*, *Packaged Travel Insider*, *Bank Travel Management*, and *Courier*. An overprint of 4,500 will be mailed to all tour operators on our database. Submitted editorial to *Prep Traveler* magazine and article to *Bus Tours* magazine.

Held conference call with the nine CVBs that will be part of a co-op with Tourism for the Meeting & Convention campaign; plan includes print ads, direct mail, and the Internet.

Assembled, routed, and sent the June Travel Trade E-newsletter, which was received by 137 list members.

Fulfilled requests for information from AAA offices in Colorado, Iowa, Indiana, Kentucky, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, Texas, and Virginia; shipped information/materials AAA Ohio for a promotional event featuring the Sturgis Rally; and shipped promotional materials to CAA Saskatchewan.

Sent requested information to Sandy Smith, Presley Tours, Inc, Illinois; Gold Road Tours, Missouri; and Texas International Tours, Texas.

Hosted six tour operators, from Georgia, Illinois, New Mexico, and New York, with North Dakota Tourism to a SD/ND 2Nation Tours fam called Western Heroes – Great Adventures. The South Dakota portion included the Black Hills, Badlands, and central South Dakota.

Coordinated production of National Tour Association (NTA) postcards for mailing in July to 880 NTA tour operators on our database. Copy on back includes the list of South Dakota suppliers who plan to attend NTA and which encourages tour operators to schedule appointments during the conference.

Coordinated meeting for DiscoverAmerica.com. This project includes South Dakota description, a list of top 10 attractions and activities, travel stories, video, photos, etc. for placement on this web site.

Attended the Travel Alliance Partners (TAPS) show, by invitation, and met with 29 tour operators in 25 minute appointments. Developed Western Heroes itinerary with partners – North Dakota, Crazy Horse Memorial, and Rapid City and shared with tour operators.

Compiled leads from Travel Industry Association of America (TIA) Pow Wow and mailed to 575 suppliers. Leads and sources included: 67 from South Dakota booth, 49 from Rocky Mountain International (RMI) appointments,

11 from TIA press event which RMI attended, and 29 leads from RMI Roundup. These leads were also placed online. Completed follow-up to leads from RMI TIA Pow Wow to 49 tour operators and 11 journalists.

Attended Benelux Trade Mission along with Rocky Mountain International (RMI) partner states of Wyoming, Montana, and Idaho. Hosted a press reception for 17 journalists, and met with 21 tour operators and their staff in Belgium and The Netherlands for sales trainings. Hosted the editor of De Telegraaf, the largest newspaper in The Netherlands.

Personalized letters and mailed requested information to 66 tour operators and journalists for World Travel Market follow-up. Sent follow-up to the participants and South Dakota suppliers for the Japanese Group Tour Fam.

Worked on final arrangements for Karl Teuschl film itinerary. Their assignments include a 45-minute TV travel show plus other programming. Made final arrangements for the Ulriche Finke fam. Developed itinerary for Sun Newspaper, United Kingdom, editor Ken Gibson, plus staffers, Anne Tandy, Bill Burden, and Pauline Burden.

#### Outdoors

Sent monthly story to outdoors editors and writers on water levels across the state and the success fisherman have been having on Lake Oahe.

Compiled information on prairie dog hunting for Jeff Davis, *Whitetails Unlimited* magazine.

Discussed deer and pheasant hunts for Lisa Metheny, freelancer from Indiana, for the fall; her plans include fly fishing.

Compiled 35 information packets for Rory Ahlers and Dakota Prairie Hunting Inc. for distribution to hunters he will be hosting this fall.

#### Film Office

Coordinated in-house meeting on Reel Scout to discuss product/services they offer. Contacted film offices in other states that currently utilize Reel Scout to get feedback and any usage concerns.

Continued working with South Dakota film industry to make information available online with Kemps.

Assisted the History Channel: Lost Worlds while they filmed on location in Deadwood. The economic impact of the crew is estimated to be \$315,000.

Assisted the Early Show on CBS in May for broadcast from South Dakota. The crew will be live at Mount Rushmore on Thursday, August 9, 2007. Continued working with Lawrence & Schiller and KELO-TV to promote CBS at Mount Rushmore and with tourism partners for a vacation package giveaway for 2008.

Fulfilled film production information requests to Voice of America News, Night Owl Entertainment, Focused Feature Entertainment, Story House Productions, ZCZ Films Limited, and General Purpose Pictures, Inc.

Mailed 500 Film Guide booklets to Creative Handbook for distribution at Cine Gear Expo in Los Angeles.

Met with Troy McQuillen and Tom Black regarding South Dakota Film Festival and the Office of Tourism's role and possible sponsor. Discussed festival and projected needs/planning with event organizers via conference call.

Fulfilled media requests for interview with South Dakota Public Radio regarding International Award won for South Dakota Film Office marketing piece, South Dakota Film Festival, and history of filming in South Dakota; and request from Black Hills Pioneer to run the release on National Treasure: Book of Secrets as is.

Distributed press releases on the following topics: National Treasure: Book of Secrets, An unforgettable experience in South Dakota, South Dakota Film Festival Wants Your Film, South Dakota Film Festival, South Dakota Film Office Wins International Award, and Searching for Filming Location Destinations.

### Information Centers

Developed an updated literature order form for travel counselors to request literature/supplies via e-mail from Tourism and Game, Fish & Parks. Developed an online form for recording and sending car counts. Training on the use of the computers at the Centers has gone well.

Calculated car count for May, which showed an increase of 10% over May 2006; for Canadian visitors, car count was up 14.6%; and car count for international visitors was up 14.4%. For May, 69 motorcoaches/buses stopped at the Information Centers, and eight were international.

Use of Travel tapes and CDs at the Information Centers was down 22.3% over May 2006.

### Hospitality

For 2007, 120 individuals/businesses have received recognition for hospitality with the Governor's Certificate and three have received the foil star for a second recognition.

Conducted initial meeting for curriculum development of hospitality training via conference call with Dean Priscilla Romkema, BHSU, and Lois Davis, Tourism Advisory Board.

Filled request from Aberdeen for 20 VHS tapes/workbooks of *The Good, The Bad and The Ugly*. Sent copy of same video to the Small Business Development Corporation in Aberdeen.

### Inquiries

Total FY2007 Inquiries through 07-01-07:	Mail: 25,497
	Internet (e-mail): 119,158
	Phone: <u>14,123</u>
	Total: 158,778

Total FY2006 Inquiries through 07-01-06:	Mail: 26,452
	Internet (e-mail): 101,079
	Phone: <u>15,095</u>
	Total: 142,626

For fiscal year 2007, there is an overall increase in inquiries of 11.3 percent over FY2006.

### Native American Tourism

Gave presentation at Tribal Tourism Roundtable on group tour, international program, hosting familiarization tours, etc. Will work with Native Discovery to host Buffalo Roundup fam of journalists at Rosebud and Pine Ridge areas.

The Guide to the Great Sioux Nation booklet will be reprinted for a third time in a year due to the overwhelming response; new guide is being updated for 2008.

### Photo/Video

Fulfilled requests for photos/slides to Lawrence and Schiller, Regency Hotel Management, *etc* magazine, Sioux Falls; *South Dakota* magazine, Yankton; State Publishing, Game, Fish & Parks, Department of Education, Pierre; Reptile Gardens, Black Hills, Badlands and Lakes, artist Connie Savage Thiewes, Rapid City; Jewel Cave National Monument; Wind Cave National Park; Department of Agriculture, Aberdeen; South Dakota State University, Brookings; TDG Communications, Deadwood; Fort Sisseton State Park; National Park Service at Mount Rushmore National Memorial; Mammoth Site, Hot Springs; Spring Hill Press, Tennessee; *American Cowboy* magazine, Colorado; AAA Living Magazine, North Carolina; Rocky Mountain International, Germany; and Swanson's Travel, Sweden.

Fulfilled requests for video dubs and loans: Wildlife footage to The Outdoor Campus in Sioux Falls for a PSA they are producing. Compiled video of locations for use in an interview on KELO-TV. Compiled stock footage for the Department of Agriculture for promoting their outdoors program for next summer. Compressed one of the TV spots for use by the Spearfish Holiday Inn in a program they are doing. Sent Bear Butte footage to staff at the Department of Game, Fish & Parks.

Have cataloged 4,300 photos of 5,300 into the Digital Photo Database "Extensis Portfolio." Task involves renaming, assigning keywords, and numbering so the photos can be easily found.

#### Travel Market Advertising

Shot video of Akta Lakota Museum and did an interview with Dixie Thompson on the museum as part of the Giant Step partnership.

Assembled and routed the June issues of Travelsmart to the three different marketing tiers via MyEmma.com. Issues were received by list members as follows: Tier 1 (A) – 24,606 in Illinois, Wisconsin, West Virginia; Tier 1 (B) – 113,675 in all other Tier 1 markets; Tier 2 – 39,842 in Iowa, Minnesota, Nebraska, and Wyoming; and Tier 3 – 4,713 in North Dakota and South Dakota. Total received was 182,836 out of 207,299 sent.

Updated script for Call Center staff to ask of those consumers who opt in to receive the Travelsmart E-newsletter.

Final peak season ads shipped: Weekly newspaper ads in Bismarck, Sioux City and Sioux Falls; and Direct Mail #2 (four different postcards) mailed June 25 to same Tier 1 & 2 group that was sent the Direct Mail #1 (photo packet) in May.

Finalized shoulder season campaign magazine ads and shipped to: *Oprah*, October issue; *Field and Stream*, November issue; Rushmore Giant Step in *Family Fun*, on sale August 7; Palisades Giant Step in *Wondertime*, on sale August 7; and Buffalo Giant Step (1 page) in *Travel & Leisure Family*, on sale July 24.

#### Publications

Distributed copies of the Greenhorn's Guide to Archeology and Paleontology to Information Centers. Guide is updated every spring.

Mailed letter and sign-up form to 103 golf courses in South Dakota for the 2008 publication.

Prepared discussing points to cover for an update of The Guide to the Great Sioux Nation.

Began recording updates to the Adventure Travel Guide from submission forms. Listings are free and the booklet is distributed to travel writers, at travel shows, at Information Centers, and by request.

#### World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5073 entries; and 92 travel specials are listed for 20 cities. Between May 30 and June 26, 72 e-postcards were sent by consumers. The Calendar of Events has 586 listings. Added text and links to TourSDakota.com, FilmSD.com, MediaSD.com and SDVisit.com under the "About Us" section.

Reviewed mockups for the community section of TravelSD, which will be a user-submitted photo library, video library, and travel diaries. Worked on drafting disclaimer language.

#### Research

Worked with the South Dakota Travel Monitoring System (TMS) to determine the role that the Center for Tourism Research (CTR) will have with ongoing research efforts. Informed lodging panelist who gave numbers for the Travel Monitoring System that the Office of Tourism and CTR will no longer need the lodging information. However, panelist may be asked to participate in a new research effort.

Began working on the process of moving the web analytic software/contract from CTR to Lawrence & Schiller. Researched transition needs for this process.

Compiled comments from 181 Industry Surveys of 1,547 that were sent. Comments will be reviewed for possible implementation by Tourism staff, per Tourism's goals for the 2010 Initiative.

Developed categories to research to compare Tourism's web site with 16 other state tourism web sites. Areas for comparisons include videos, photo albums/gallery, newsletter, visitor blog/journal, kids information, multi-language option, online store, student specials, events listed, podcasts/webcams, international traveler info, visitor/travel research, travel information broken down by traveler interests, and overall usability and navigation.

Prepared the 2007 Visitor Intercept Study for distribution to visitors by travel counselors at the Information Centers. They will distribute 6,500 surveys from July 6 to 15, and provide envelopes with Tourism's address.

Completed report for the 2006 shoulder season campaign and added to SDVisit.com. Began working on report for the winter campaign.

Joined the Marketing Research Association as an End User (Buyer/User of Market Research) and attended their annual conference. Explored several research methodologies for online research deployment. Received legal education on privacy issues in reference to research and database management.

Attended the annual Travel and Tourism Research Association (TTRA) conference. Attended multiple sessions regarding state tourism office issues in research, policy, and procedures.

#### Logo Usage

Fulfilled requests for logo to Henkin/Schultz, Sioux Falls; South Dakota Corrections; Cedar Shore Resort, Chamberlain/Oacoma; and Sew What Embroidery, Pierre.

#### Governor's Tourism Advisory Board

Final approval was given to a Million Dollar Challenge grant proposal to Black Hills Digital Strategies. The next Board meeting is scheduled for July 11-12 in Chamberlain/Oacoma for presentations on marketing campaigns, revenue updates, challenge project updates, and review of additional challenge applications.

#### Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Assigned staff to committees for both events and began discussions on details. Will design and mail "Save the Date" postcards.

#### Great Events 2007

**Czech Days**, June 14-16, Tabor: Attended the event. Submitted evaluation forms to committee.

**Corn Palace Stampede Rodeo**, July 19-22, Mitchell: Submitted newspaper ads for papers in Minnesota: The Marshall Independent, The Daily Globe (Worthington), and The Pipestone County Star; and the Sioux City Journal in Iowa for late June and early July.

**Wheels & Wings Weekend featuring Sizzlin' Summer Nights**, August 25-26, Aberdeen: Worked on design for poster and five newspaper ads.

**Mickelson Trail Trek, Mickelson Trail**, September 14-16, Black Hills: Registrations are up 82% over this time last year.

#### Tourism Office Funding

Deadwood gaming revenue deposited for May was up 7.4 percent at \$230,641 as compared to \$214,687 for May 2006. The tourism tax deposited for May was up 7.4 percent at \$204,725, as compared to \$190,663 for May 2006. The deposits for FY07 for gaming and the tourism tax are \$8,044,100 as compared to \$7,592,865 for FY06. This is an overall increase in revenue of 5.9 percent when comparing the same time period in FY06. Since May deposits are completed in June, this concludes revenue deposits for Fiscal Year 2007.

# 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%	<b>+11.3%</b>	+15.0%	<b>+17.5%</b>

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)