

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 07/6/07

RE: June 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**

<b>Tourism Office Funding Update:</b>	May 2006	May 2007	% Change
Deadwood Gaming Tax	\$214,687	\$230,641	7.43%
Tourism Promotion Tax	\$190,663	\$204,725	7.38%
<b>Total Monthly Deposits</b>	<b>\$405,350</b>	<b>\$435,366</b>	<b>7.40%</b>
<b>FYTD 2007 vs. 2006</b>	<b>\$7,592,865</b>	<b>\$8,044,100</b>	<b>5.94%</b>

**1A. Change the way we market South Dakota.**

- Internet Marketing: Developed a direct mail piece with four themes/images that matched landing pages on TravelSD.com. Postcards were sent to 155,000 consumers in our target market on June 25. Besides encouraging consumers to visit South Dakota, they could sign up for a vacation package giveaway or request a vacation guide.
- Media Contacts: The recently launched interactive Newsroom on TravelSD provides media with the latest news, story tips, press releases, a photo gallery, and a Reporter's Toolbox. Part of the design and development of the Newsroom came from media across the country who responded to an online survey. The other innovation includes a CD press kit, which was also announced to international journalists and the staff at overseas offices of Rocky Mountain International.

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

- Million Dollar Challenge grants: Tourism will present more challenge applications to the Governor's Tourism Board at their meeting in July. Thirteen applications have been approved, and \$268,350 remains in the challenge fund at this time.
- South Dakota Film Festival: Met with Troy McQuillen and Tom Black, Aberdeen, regarding South Dakota Film Festival and the Office of Tourism's role, including marketing of the event.
- South Dakotans for the Arts and the South Dakota Arts Council: 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.
- Independence Day Celebration at Mount Rushmore National Memorial: Designed the flyer to promote the July 3 and 4 Celebration. Flyer was printed by Mount Rushmore National Memorial Society. Tourism also donated a monetary gift and coordinated national satellite broadcasts.

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

- Media Activity Highlights: Compilation of earned media: June – estimated ad value of \$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).
- Filming Activities: 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.

# 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)