

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 06/7/07

RE: May 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>	April 2006	April 2007	% Change
Deadwood Gaming Tax	\$207,377	\$234,545	13.1%
Tourism Promotion Tax	\$200,509	\$213,610	6.53%
<b>Total Monthly Deposits</b>	<b>\$407,886</b>	<b>\$448,155</b>	<b>9.87%</b>
<b>FYTD 2007 vs. 2006</b>	<b>\$7,187,515</b>	<b>\$7,608,734</b>	<b>5.86%</b>

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

- Internet Marketing: The Office of Tourism recently launched a new coop program, Hot Deals, to promote discounted lodging opportunities on travelsd.com. In May, 26 businesses registered for the Hot Deals lodging co-op. Consumers are led to the hot deals from a button on Tourism's home page at TravelSD.com. Information and registration forms for this co-op can be found online at SDVisit.com. The fee is a one-time annual fee of \$50. The 26 partners have or are running 66 hot deals.
- Media Contacts: Completed a CD press kit, with a posting of it to MediaSD.com as well. There will be several links that point to the new Newsroom web site on www.travelsd.com.

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

- Group Tour Co-op: This co-op is open to any of the 75 South Dakota members of the National Tour Association/American Bus Association (NTA/ABA). The 4-color ad will be placed in fall issues of *Destinations*, *Packaged Travel Insider*, *Bank Travel Management*, and *Courier* (circ. of 32,500).
- Hospitality Training: Helped sponsor spring seminars in Sioux Falls, Rapid City, Chamberlain, Watertown, Yankton, Mobridge, Winner, Brandon, and Pierre either through the hospitality program or the See South Dakota Week promotion. Staff attended trainings in Rapid City, Sioux Falls, Pierre, and Chamberlain/Oacoma.
- See South Dakota Week: Assisted Convention & Visitors Bureaus (CVB) with local advertising for traveling in one's back yard. Matching requests from CVBs for up to \$1,000 were honored.
- Million Dollar Challenge grants: The Governor's Tourism Board approved applications from Winner Area Chamber of Commerce's Oyate Trail proposal; Historic Downtown Yankton, Rockin' Ribfest proposal; Northern Lights Inn at Britton, Great September Get Away proposal; Four Bands/Native Discovery proposal; and South Dakota Wine Growers Association proposal. Approximately \$750,000 is committed which includes a pending proposal that was tentatively approved in March.

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

- Media Activity Highlights: Compilation of earned media: May – estimated ad value of \$14,860 (circ. of 130,356); 2007 – estimated ad value of \$178,855 (circ. of 4,075,356); and Fiscal Year 2007 – estimated ad value of \$717,958 (circ. of 15,131,795).
- Filming Activities: Continued to work with unit publicist regarding media requests and with Walt Disney Promotions for National Treasure: Book of Secrets movie. Film crew worked on location in South Dakota from April 18 to May 29, 2007. The production/crew has been estimated to have had an economic impact of \$3.9 million.

# RESEARCH AND MARKETING

## Report for the month of May 2007 (MAY FY07)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
APR 2007	995	2,744	19,820	23,559
MAY 2007	1,041	2,152	18,320	21,513
% Change	+4.6%	-22%	-8%	-8.7%
Totals	May '06	FY TD	CY TD	Season
% Change	<b>+20.9%</b>	+11.5%	+16.2%	<b>+19.9%</b>

BHCR = Black Hills Central Reservations

Special Fulfillments and Inventory			
Fulfillment	MAY 07	% Chg MAR	%ChgLstYr
Domestic	2,098	-7.9%	+109.8%
International	758	-4.7%	-8.0%
Inventory	MAY 07	APR 07	Difference
Maps	38,520	28,600	n/a
Vac. Guides	103,191	122,046	18,855

n/a\* - Inventory and Warehouse error.

Travel Activity Indicators (SDTMS)				
	APR 07	MAR 07	% Chg	%ChgLstYr
Traffic Counts	134,913	120,108	+12.3%	-0.6%
State Park Attendance	NA	222,243	--	--
Aggregate Attractions *	156,302	98,374	*	+7.6%
STR Overnight Ldg	285,891	292,175	-2.2%	+1.4%
STR Occupancy	45.6%	46.8%	-2.6%	-0.4%
STR Ldg Rates	\$59.16	\$60.53	-2.3%	+4.6%

SDTMS = South Dakota Travel Monitoring System

\* Aggregate Attractions Counts contain varying numbers of reporting Attractions total Attendance

Online Statistics			
TravelSD.com	Visitors	Ave ToS	Ave Depth
APR 2007	112,552	207s	6.1pages
MAY 2007	123,639	200s	5.8pages
% Change	+10%	-3%	-4.9%
TravelSmart	Emails Sent	Opened	Clicks
MAY 2007	203,022	39,931	10,126
% Chg MAR	+3.0%	+11.3%	+9.6%

Ave ToS= Average Time on Site in seconds

Ave Depth= Average number of pages viewed

Economic and Social Indicators (SDTMS)				
	APR 07	MAR 07	% Chg	%ChgLstYr
TPI	242.9	237.6	+2.2%	+2.9%
CPI-U	206.7	205.4	+0.6%	+2.6%
CCI	106.3	108.2	-1.8%	-3.2%
Gas Prices	\$2.79	\$2.5	+11.6%	+2.6%
Vac Intention	41.7%	40.5%	+3.0%	-0.5%

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

CCI = Consumer Confidence Index \*=Not Available

Email Marketing - TravelSmart Details				
MAY 2007	Tier 1A	Tier 1B	Tier 2	Tier 3
Sent	27,370	127,676	43,098	4,878
Tier Share	13.5%	62.9%	21.2%	2.4%
Opened	5,471	22,549	10,645	1,266
Clicked	1,403	5,614	2,745	364
Action Rate	5.1% +.5	4.4% +.1	6.4% +.7	7.5%+1.6

Tier 1A = IL, WI, WV Tier 1B= All Others Tier 2= IA, MN, NE, WY

Tier 3= SD, ND

### Notable TIA, TTRA and CTR Reports and other not so Minute Minutia

**OTTI:** International Visitation Up Nine Percent in February 2007

The US Department of Commerce announced that 2.9 million international visitors traveled to the United States in February 2007.

**CTR:** Annual and Seasonal reports on Travel Activity as monitored through the South Dakota Travel Monitoring System by the Center for Tourism Research are available on [www.SDVisit.com](http://www.SDVisit.com).