

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 10/5/07

RE: September 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>	August 2006	August 2007	%
Change			
Deadwood Gaming Tax	\$281,207	\$309,213	10.0%
Tourism Promotion Tax	\$779,642	\$873,337	12.0%
<b>Total Monthly Deposits</b>	<b>\$1,060,849</b>	<b>\$1,182,550</b>	
<b>11.5%</b>			
<b>FYTD 2008 vs. 2007</b>	<b>\$2,497,101</b>	<b>\$2,773,625</b>	<b>11.1%</b>

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

- Media Contacts/Buffalo Roundup: Hosted 29 guests to a pre-Roundup fam tour as well as Roundup activities: five film industry prospects; seven journalists from the United States; two journalists each from Holland, Belgium, Italy, France; one from the United Kingdom; and eight from Germany.
- Tour Operators: Attended the American Society of Travel Agents (ASTA) Trade Show in Las Vegas, attended by over 900 travel agents. Attended the JATA World Travel Fair in Tokyo, Japan; this three-day show included both trade and consumer elements.  
Hosted two inbound tour operators to the Buffalo Roundup.

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

- South Dakota Film Festival: Worked with the production company of *Into the Wild* for an exclusive screening at the September 21 South Dakota Film Festival in Aberdeen. Held press conference in Aberdeen to announce the exclusive screening in conjunction with the Film Festival. Hosted John J. Kelly, executive producer of *Into the Wild* at the film festival.

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

- Media Activity Highlights: Compilation of earned media: September – estimated ad value of \$78,359 (circ. of 192,738); total for 2007 – estimated ad value of \$652,174 (circ. 17,413,905); and Fiscal Year 2008 – estimated ad value of \$230,997 (circ. 1,893,226).
- Hostings: Journalists hosted in September: Joe Blake, *Bowhunter* magazine; Ron Schara, Minnesota Bound/Backroads with Ron and Raven; freelancer Lisa Metheney; Scott Linden, Cast and Blast Television/Field & Stream Radio; and Kent Hrbek, Kent Hrbek Outdoors at the Buffalo Roundup.

### Awards

From information posted by the Travel Industry Association of America (TIA): In partnership with National Geographic Traveler, TIA has selected 10 travel industry organizations, one of which is the South Dakota Office of Tourism, to receive a 2007 Odyssey Award, the premier travel recognition program for the visitor industry. The name of the award presented to the South Dakota Office of Tourism is "Domestic Discover America Marketing" for their "Twenty Bucks for The Road."

The winners will be formally announced at the annual banquet on October 23 during the TIA Marketing Outlook Forum in Charlotte, North Carolina. All winners will be recognized in the January issue of National Geographic Traveler magazine.