

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	+20.9%	+11.5%	+16.2%	+19.9%

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.