

RESEARCH AND MARKETING

Report for the month of November 2007 (NOV FY08)

| Inquiries (BHCR) | | | | |
|------------------|-------------|-------|-------|--------|
| Details | Mail | Phone | Web | Total |
| OCT 2007 | 1,628 | 433 | 6,573 | 8,634 |
| NOV 2007 | 401 | 291 | 6,569 | 7,261 |
| % Change | -75.4% | -33% | -0% | -15.9% |
| | OCT 06 | FY TD | CY TD | Season |
| % Change | +30% | +20% | +17% | +25% |

BHCR = Black Hills Central Reservations
 Season = Shoulder (Aug - Nov: This Report Aug-Oct)

| Special Inquiries and Inventory | | | | |
|---------------------------------|---------|-----------|-------------|------|
| Special Inqs | NOV 07 | %ChgLstYr | OCT 07 | %Chg |
| Regular | 63 | +14.5% | 67 | -6% |
| Reviewed | 1,114 | -15.9% | 1,326 | -16% |
| Inventory | NOV 07 | OCT 07 | Used in NOV | |
| Maps | 630,240 | 689,120 | 58,880 | |
| Vac. Guides | 14,220 | 19,020 | 4,800 | |

Special Inquiries = Requests requiring individual attention
 Regular = Requests receiving individual responses
 Reviewed = Requests fulfilled through manual assignment

| Travel Activity Indicators (SDTMS) | | | | |
|------------------------------------|---------|---------|--------|-----------|
| | OCT 07 | SEP 07 | % Chg | %ChgLstYr |
| Traffic Counts | 139,860 | 157,509 | -11.2% | +2.1% |
| State Park Attendance | 349,588 | 656,915 | -46.8% | +3.0% |
| Aggregate Attractions * | 188,871 | 425,832 | * | +4.1% |
| STR Overnight Ldg | 419,998 | 435,688 | -3.6% | +5.7% |
| STR Occupancy | 63.1% | 67.0% | -5.8% | +4.0% |
| STR Ldg Rates | \$64.40 | \$66.13 | -2.6% | +4.5% |

SDTMS = South Dakota Travel Monitoring System UA = Unavailable
 * Aggregate Attractions Counts contain varying numbers of reporting Attractions and are comparable only annually

| Online Statistics | | | |
|-------------------|-------------|---------|-----------|
| NOV 2007 | Visits | Ave ToS | Ave Depth |
| TravelSD.com | 69,216 | 173s | 3.9pages |
| % Chg OCT | 0% | -15% | -10% |
| SDVisit.com | +11% | +42% | +21% |
| TravelSmart | Emails Sent | Opened | Clicks |
| NOV 2007 | 178,998 | 24,834 | 5,507 |
| % Chg OCT | -11.9% | -8.3% | -17.4% |

Ave ToS= Average Time on Site in seconds
 Ave Depth= Average number of pages viewed

| Economic and Social Indicators (SDTMS) | | | | |
|--|--------|--------|-------|---------------|
| | OCT 07 | SEP 07 | % Chg | %ChgLstYr |
| TPI | 245.9 | 246 | +0.0% | +6.8% |
| CPI-U | 208.9 | 208.5 | +0.2% | +3.5% |
| CCI | 95.2 | 99.5 | -4.3% | -9.4% |
| Gas Prices | \$2.79 | \$2.82 | -1.1% | +26.1% |
| Vac Intention | 45.8% | 43.6% | +5.0% | -1.3% |

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

| Information Center Activity | | | | |
|-----------------------------|---------|--------|---------|---------|
| CARS | US | Canada | Foreign | Total |
| 2006 | 285,029 | 9,850 | 4,241 | 299,120 |
| 2007 | 314,675 | 11,244 | 4,740 | 330,659 |
| Chg% | +10% | +14% | +12% | +11% |
| BUSES | Buses | People | SD Days | Days |
| 2007 | 462 | 18,230 | 1,466 | 3,672 |

The Interstate Information Centers are staffed between May and October of each year. Figures above are from these months.

| Notable Reports, Secondary Research and Related Information | |
|--|---|
| <p>TIA: Domestic Travel Market Report Released This report summarize all domestic travel in 2006. Notable findings: 84% of all trips are taken by Auto 74% of all trips are Leisure 50% of all trips are Overnight 50% of all trips are Day Trips 31% of trips included Dinning 23% of trips include Children</p> | <p style="text-align: center;">2007 Shoulder Season Inquiries up all season long: Overall Up 25%</p> <p>The chart displays three sets of horizontal bars for NOV, OCT, and SEP. Each set compares 2006 (red bar) and 2007 (blue bar). For NOV, 2007 is 30% higher than 2006. For OCT, 2007 is 52% higher. For SEP, 2007 is 5% higher. To the right, a vertical bar chart shows a 25% increase from 2006 to 2007.</p> |

TIA = Travel Industry Association