

RESEARCH AND MARKETING

Report for the month of October 2007 (OCT FY08)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
SEP 2007	852	621	7,558	9,031
OCT 2007	1,628	433	6,573	8,634
% Change	+91.1%	-30%	-13%	-4.4%
	OCT '06	FY TD	CY TD	Season
% Change	+52.1%	+18.5%	+16.0%	+15.6%

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

Special Inquiries and Inventory				
Special Inqs	OCT 07	%ChgLstYr	SEP 07	%Chg
Regular	67	+19.6%	67	0%
Reviewed	1,326	-22.9%	1,456	-9%
Inventory	OCT 07	SEP 07	Used in OCT	
Maps	689,120	711,840	22,720	
Vac. Guides	19,020	26,850	7,830	

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

Travel Activity Indicators (SDTMS)				
	SEP 07	AUG 07	% Chg	%ChgLstYr
Traffic Counts	157,509	196,677	-19.9%	+0.7%
State Park Attendance	656,915	1,089,569	-39.7%	+2.7%
Aggregate Attractions *	425,832	806,631	*	+0.8%
STR Overnight Ldg	435,688	505,023	-13.7%	+1.2%
STR Occupancy	67.0%	75.2%	-10.9%	+0.1%
STR Ldg Rates	\$66.13	\$89.12	-25.8%	+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			
OCT 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	69,158	203s	4.7pages
% Chg Sep	-8%	-12%	-10%
SDVisit.com	-14%	-55%	-23%
TravelSmart	Emails Sent	Opened	Clicks
OCT 2007	203,233	27,089	6,668
% Chg Sep	-2.9%	-10.2%	-24.2%

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

Economic and Social Indicators (SDTMS)				
	SEP 07	AUG 07	% Chg	%ChgLstYr
TPI	244.2	247.3	-1.3%	+5.1%
CPI-U	208.5	207.9	+0.3%	+2.8%
CCI	99.5	105.6	-5.8%	-6.0%
Gas Prices	\$2.82	\$2.78	+1.4%	+12.6%
Vac Intention	43.6%	41.7%	+4.6%	-2.8%

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

Information Center Activity				
Car Counts	US Cars	Canadian	Foreign	Total
SEP 2007	40,157	1,500	662	42,319
OCT 2007	8,775	404	119	9,298
% Chg Sep	-78.1%	-73.1%	-82.0%	-78.0%
%ChgLstYr	+177%	+197%	+35%	+174%
BUS People	5,169	BUS Days In SD	456	35%

BUS People = Total People Counted on Bus Tours in July.
BUS Days in SD = Total Days spent in SD by Bus Tours and percent of Total Tour days spent in SD.

Notable Reports, Secondary Research and Related Information			
Review of the Winter 2006-2007 Season			
The Office of Tourism recently completed a review of travel activities and other indicators during the Winter Season including the months of December, January, and February. The complete report is attached.			
Quick Stats:	% Change from 05-06 to 06-07 Winter		
Inquiries	+9.5%	Tourism Tax	+5.0%
State Parks	-1.5%	Lodging Occupancy	-1.0%
Natl. Parks	-7.0%	Traffic Counts	-7.1%

October Inquiries Up 52%!

Year	Web	Mail	Phone	Total
2007	6,573	852	0	8,634
2006	2,500	1,500	1,000	5,000