

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 01/7/08

RE: December 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>	November 2006	November 2007	% Change
Deadwood Gaming Tax	\$255,199	\$292,723	14.7%
Tourism Promotion Tax	\$397,425	\$437,767	10.2%
<b>Total Monthly Deposits</b>	<b>\$652,624</b>	<b>\$730,490</b>	<b>11.9%</b>
<b>FYTD 2008 vs. 2007</b>	<b>\$5,304,169</b>	<b>\$5,799,354</b>	<b>9.3%</b>

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

- Media Contacts: Will attend Pheasant Fest the middle of January and SHOT Show in early February. Have scheduled appointments with writers and outdoors industry representatives.
- Tour Operators: Met with 92 tour operators, travel agents, and journalists at World Travel Market in London, a 28% increase over last year. Leads will be sent to South Dakota suppliers.

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

- Million Dollar Challenge Partners: The Governor's Tourism Advisory Board reviewed applications and approved projects for Akaska Commercial Club, 1<sup>st</sup> Annual SD Walleye Classic; Sioux Falls CVB, Main Street Sioux Falls' Hot Harley Nights, and Sioux Falls Jazz & Blues Society's JazzFest, Summer in the City, 2008; Watertown, Redlin Art Center, Norman Rockwell in the 1940s: A View of the American Homefront; and Pine Ridge Chamber of Commerce, Growing an Industry: Promoting the Pine Ridge.
- Film: Continued working on updating project and contact information on Reel Scout™ program and the public locations library on FilmSD, which will be available after the Tourism Conference.
- Travel Shows: Worked with the Rapid City CVB and the Spearfish CVB on the Adventures in Travel Show co-op in Chicago, January 26 & 27<sup>th</sup>.
- Regional Publication: Recreated pages of the Glacial Lakes & Prairies Birding Book for a re-printing that Glacial Lakes is handling.

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

- Media Activity Highlights: Compilation of earned media: December – estimated ad value of \$53,282 (circ. 1,951,550); and Fiscal Year 2008 – estimated ad value of \$1,137,697 (circ. 13,996,700).
- Hostings: Hosted Dave Carlson, Northland Adventures TV.

## RESEARCH AND MARKETING

### Report for the month of December 2007 (DEC FY08)

Inquiries (BHCR)				
Details	Mail	Phone	Web	Total
NOV 2007	401	291	6,569	7,261
DEC 2007	930	252	4,578	5,760
% Change	+131.9%	-13%	-30%	-20.7%
	<b>DEC 06</b>	<b>FY TD</b>	<b>CY TD</b>	<b>Season</b>
% Change	<b>+26%</b>	<b>+21%</b>	<b>+17%</b>	<b>+26%</b>

BHCR = Black Hills Central Reservations  
Season = Winter (Dec - Feb: This Report Dec)

Special Inquiries and Inventory				
Special Inqs	DEC 07	%ChgLstYr	NOV 07	%Chg
Regular	66	+78.4%	63	5%
Reviewed	1,307	+14.2%	1,114	17%
Inventory	DEC 07	NOV 07	Used in NOV	
Maps	622,620	630,240	7,620	
Vac. Guides	4,210	14,220	10,010	

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

Travel Activity Indicators (SDTMS)				
	NOV 07	OCT 07	% Chg	%ChgLstYr
Traffic Counts	138,980	139,860	-0.6%	+3.3%
State Park Attendance	187,370	349,588	-46.4%	+4.5%
Aggregate Attractions *	77,196	188,871	*	-10.6%
STR Overnight Ldg	315,367	419,998	-24.9%	+7.6%
STR Occupancy	51.3%	63.1%	-18.7%	+5.7%
STR Ldg Rates	\$63.05	\$64.40	-2.1%	+4.9%

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

Online Statistics			
DEC 2007	Visits	Ave ToS	Ave Depth
TravelSD.com	62,821	196s	4.3pages
% Chg NOV	-9%	13%	10%
SDVisit.com	+25%	+59%	+34%
TravelSmart	Emails Sent	Opened	Clicks
DEC 2007	184,938	23,181	3,366
% Chg NOV	+3.3%	-6.7%	-38.9%

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

Economic and Social Indicators (SDTMS)				
	NOV 07	OCT 07	% Chg	%ChgLstYr
TPI	245.8	245.9	+0.0%	+8.8%
CPI-U	210.2	208.9	+0.6%	+4.3%
CCI	87.8	95.2	-7.8%	-16.6%
Gas Prices	\$3.06	\$2.79	+9.7%	<b>+38.6%</b>
Vac Intention	44.8%	45.8%	-2.2%	-3.0%

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

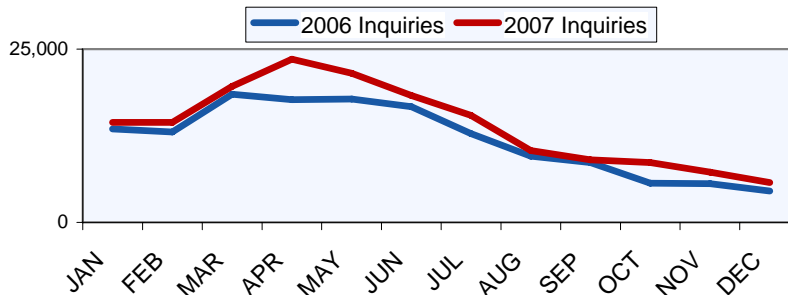
*NEW* Regional Indicators (SDTMS) *NEW*				
NOV 07	SE	GL&P	GL	BHB&L
Traffic Counts	+5.1%	+1.4%	+2.2%	+2.9%
State Parks	+2.9%	+2.0%	+8.4%	+4.4%
STR Overnight Ldg	+4.9%	+10.9%	+6.5%	+9.1%
STR Occupancy	+3.7%	+10.9%	+5.4%	+5.8%
STR Ldg Rates	+6.0%	+5.7%	+5.2%	+3.1%

All figures compare Nov 2007 with Nov 2006  
SE=Southeast; GL&P=Glacial Lakes & Prairies; GL= Great Lakes  
BHB&L = Black Hills, Badlands, and Lakes

#### Notable Reports, Secondary Research and Related Information

#### Twelve Consecutive Months of Growth

The 2007 Calendar year ended with a 26 percent increase in inquiries during December in comparison to December of last year. Overall the 2007 CY marketing resulted in a 17 percent increase. All 12 months showed growth over last year.



MEMORANDUM TO: Richard Benda  
DATE: January 7, 2008  
FROM: Billie Jo Waara  
SUBJECT: Tourism's December Monthly Status Report

#### 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates.

#### Cultural Heritage Tourism

Continued working on content and listings for the new publication.

#### Agri-Tourism

Set up and attended a meeting with Country Adventures, an agri-tourism Internet business in Kearney, Nebraska. The company informed attendees on ways to work together to grow agri-tourism. They received a USDA grant to begin marketing their services in South Dakota and Utah.

#### Media & Public Relations

Compilation of earned media: December – estimated ad value of \$53,282 (circ. 1,951,550); and Fiscal Year 2008 – estimated ad value of \$1,137,697 (circ. 13,996,700).

Fulfilled requests for info from MediaSD; was interviewed by Rapid City Journal, Argus Leader, WNAX and KYNT in Yankton, South Dakota Public Radio, KOTA radio, Capital Journal, Hollywood Reporter, and Associated Press.

Press releases – to in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): “South Dakota on Ice...Cold Weather Welcomed by Fishermen,” “Great Customer Service Earns Businesses a Star,” “Office of Tourism and Partners Promote National Treasure: Book of Secrets,” “2008 Governor’s Conference on Tourism: Industry Issue Forums Announced,” and “National Treasure: Book of Secrets in Theaters.” Six industry releases posted to MediaSD.com. Two industry releases posted to FilmSD.com

#### Industry Relations

Contacted speakers regarding their travel needs and session handouts. Completed edits for print materials and finalized arrangements for sessions, breaks, meals, and décor.

Designed two new art posters, one of each will be signed by Governor Rounds and given away during the Tourism Conference gala awards banquet.

Finalized copy for the cooperative advertising kit, which will be distributed at the Tourism Conference and distributed throughout the year.

Worked with the Rapid City CVB and the Spearfish CVB on the Adventures in Travel show we are attending in Chicago January 26 & 27<sup>th</sup>. Researched travel shows in Arizona.

#### Trade Sales Group Tour/International

Coordinated winter fam arrangements for Alidays, Italy, January 27-31. It is one of the key travel agencies in Italy, with fourteen agents planning to attend. One of the travel agents owns 900 agencies.

Met with 92 tour operators, travel agents, and journalists at World Travel Market in London, a 28% increase over last year. Leads are being compiled and will be sent to South Dakota suppliers.

Dirk Rohrbach, Germany, sent schedule of three upcoming reader tours for this summer, a result of *Tours!* magazine article written as a result of '07 reader tour.

Worked with the South Dakota Association of CVBs to create template for a Meetings Tip Sheet, a quick, one-stop look at what services, hotel room numbers, meeting and convention space, etc are available in South Dakota communities that participate in the co-op.

Finalized cities and dates for trade blitzes: Minneapolis and Omaha in March and early April.

Drafted itineraries for travel agent fam tour in May and Japanese group tour fam in June.

Assisted travel agents and regional directors from AAA New York, AAA Oklahoma, AAA Ohio, AAA California, AAA Chicago Motor Club, AAA Minnesota, AAA Minneapolis, AAA Missouri, Abbott Travel, Carlson Wagonlit, and MLT World Vacations.

Assembled, routed, and sent December Travel Professionals E-newsletter to 111 list members.

### Outdoors

Plan to attend Pheasant Fest 2008 in Minneapolis in January, the 25<sup>th</sup> anniversary of pheasants forever and the national convention combined. They are expecting around 40,000 people.

Have made all preparations for SHOT Show and contacted writers and outdoor industry representatives to set up meetings at the show. Plan to attend POMA press conferences to discuss their annual conference in Sioux Falls next year.

Sent outdoors story release on ice fishing in South Dakota to outdoors editors and writers. It has already generated interested, even if it is for hunting opportunities.

Hosted Dave Carlson, Northland Adventures TV.

### Film Office

Worked with Xanterra Parks & Resorts and Mount Rushmore National Memorial Society to secure five gift certificates and five parking passes for 2008 for an international promotion for *National Treasure: Book of Secrets*. Attended world premiere of *National Treasure: Book of Secrets* in New York City.

For FilmSD, combined all crew listings into one listing with multiple category option; combined all service listings into one listing with multiple category option; and approved individual updates.

Fulfilled film production information requests to Bcut Productions, Ambidextrous Films, BlueNile Films, Two Bears Productions, Eastview Entertainment, Reel Entertainment, Rat Rod Productions, PacAtlantic Pictures, Xstudio Productions, Illumination Pictures, and Dan Bublitz Jr.

Continued working on updating project and contact information on the Reel Scout™ program for the public locations library on FilmSD, which will be made available after the Tourism Conference in January.

Provided information about the film office to *Movie Maker* magazine and to Entertainment Law Resources.

### Information Centers

Discussed ways to make the Centers more "green" with Department of Transportation officials.

Decided to implement new hours of operation at the Information Centers – open daily from 9 am – 7 pm. Valley Springs, Vermillion, and Spearfish will remain open through October with limited days in the off-

season. Chamberlain will be open seven days a week through October. The others are expected to close in early September, as in previous years. Continue to review and approve brochures for display at the Centers. Researched purchase of new brochure racks at the Centers. Worked on new script for CDs. Worked with Department of Agriculture to send the old CDs to teachers.

Announced that applications were now being accepted for the 2008 season. Drafted basic map for the Information Center training tour in the spring: Rosebud, Pine Ridge, and the southern Black Hills.

#### Hospitality

Ordered plaques for businesses to use to affix decals for yearly approvals and participation in the Great Service Star program.

Reviewed applications for the George S. Mickelson Great Service Award and presented twelve applications to the Governor's Advisory Board to discuss and make recommendations of a winner for the Governor's consideration.

#### Native American Tourism

Completed setting up the tribal tourism issue forum for the Tourism Conference. Invited Tribal Chairs and Presidents to be guests at the Tourism Conference.

Developed discussions/questions for the next Roundtable discussion to be held Friday morning, January 18, at the Tourism Office.

#### Photo/Video

Fulfilled requests for photos/slides to Lawrence and Schiller, University of Sioux Falls, South Dakota Soybean Association, Regency Management, Sioux Falls; Department of Game, Fish and Parks, South Dakota Lottery, Great Lakes Association, Department of Transportation, Human Services, Cultural Heritage Center, South Dakota Pharmacists Association, Pierre; South Dakota Newspaper Association, Brookings; Technology In Education, Rapid City; Tim Cross Farm, Iowa; *Prairie Business* magazine, North Dakota; and Nice Bike Tours, Germany.

Researched several travel video sites to discuss options for video promotions/placements.

Discussed possible options with the Bureau of Information and Telecommunications and National Park Service and representatives to reconnect the Mount Rushmore Webcam to a high speed connection.

#### Travel Market Advertising

Started giving the snow report for snowmobilers and skiers December 10<sup>th</sup> on the snowmobile watts line (800-445-3474) maintained by Tourism. Will update as conditions change.

Finalized and shipped the following for the Winter '07-08/Peak '08 ad campaigns: Giant Step (3-page) Mt. Rushmore magazine ad – *Parents*, on sale 2/13/08; Giant Step (3-page) Sioux Falls magazine ad – *Family Circle*, on sale 2/13/08; Giant Step (3-page) Buffalo magazine ad – *Ladies Home Journal*, on sale 2/13/08; KOA Camp Directory ad for the 2008 edition; Travelsmart – Dec. issue; Deadwood Winter snow alert email; Deadwood Winter snow alert text messages; Deadwood Winter newspaper gaming ad – Casper and Sioux Falls; and Deadwood Winter FSI – inserts 1/6 in Argus Leader and Casper Tribune.

#### Publications

Recreated pages of the Glacial Lakes & Prairies Birding Book for a re-printing that Glacial Lakes is handling.

Compiled list of Tribal Tourism Roundtable people who have not returned updates to the Great Sioux Nation publication and will follow up with them.

Met with Jim Entenman to discuss updates to the motorcycle publication.

Began designing the state's pages of the 2008-2009 Vacation Guide, the covers, the foldout map, and calendar of events. Department of Transportation will provide files for the inserted map. Guides are expected to be delivered in mid-February.

#### World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,138 entries; and 59 travel specials are listed for 14 cities. For Hot Deals, 40 businesses are registered and three hot deals are currently running. From November 30 to December 31, 18 e-postcards were sent by consumers. There are 475 events listed in the Calendar of Events section.

Added pages to accommodate National Treasure: Book of Secrets promotions and provide information about South Dakota's locations in the film: "The National Treasure Trail" and the "National Treasure Clue Hunt." The Treasure Trail page link went live December 20 and will be deactivated February 28, 2008.

#### Research

Produced monthly report for tourism indicators; year-end car count reports for Information Centers; and proofed annual Economic Impact Study.

Provided research and marketing strategy consultation to Parks Division of Game, Fish & Parks.

#### Logo Usage

Fulfilled request for logo for '08 Active & Adventure Directory.

#### GREAT EVENTS 2008:

Czech Days, Tabor – June 19-21: Made brochure updates with new schedule of events and photos. Local committee will print 10,000 copies. Wrote copy for postcard, magazine, and Web pages.

Oahe Days, Pierre – June 20-22: Forwarded Made in South Dakota database to committee as they plan to send invitation to for vendors to apply to participate.

Festival of Presidents, Rapid City – June 27-28: Designed event logos for the committee to review.

Mickelson Trail Trek, Black Hills (Outdoor Event) – September 19-21: Will meet with committee when notified.

Hill City Western Heritage Festival, Hill City – September 20-21: Designed logos and forwarded to local committee for their consideration.

#### Governor's Tourism Advisory Board

The Board met in Sioux Falls and reviewed nominations for the Ben Black Elk Award and the A.H. Pankow Award which will be presented at the Governor's Conference on Tourism in January in Pierre along with the George S. Mickelson Great Service Award. The Board also reviewed 11 applications for the Million Dollar Challenge marketing funds and made recommendations to approve the following: Akaska Commercial Club, 1<sup>st</sup> Annual SD Walleye Classic; Sioux Falls CVB, Main Street Sioux Falls' Hot Harley Nights, and Sioux Falls Jazz & Blues Society's JazzFest, Summer in the City, 2008; Watertown, Redlin Art Center, Norman Rockwell in the 1940s: A View of the American Homefront; and Pine Ridge Chamber of Commerce, Growing an Industry: Promoting the Pine Ridge. Assigned Board liaisons to each approved project. Will notify all applicants of the decisions and/or requests for more information.

The next meeting will be January 15 in Pierre when they will meet jointly with the four regional tourism directors and their top two board members who will present a 2007 marketing reports and plans for 2008.