

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.