

To: Secretary Richard Benda

From: Billie Jo Waara

Date: 11/6/07

RE: October 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

Tourism Office Funding Update:	September 2006	September 2007	% Change
Deadwood Gaming Tax	\$310,365	\$322,389	3.87%
Tourism Promotion Tax	\$1,043,860	\$1,053,415	.9%
Total Monthly Deposits	\$1,354,225	\$1,375,804	1.59%
FYTD 2008 vs. 2007	\$3,851,326	\$4,149,429	7.74%

1A. Change the way we market South Dakota.

- Media Contacts: Satellite feed report from Universal for the coverage of the Buffalo Roundup showed that 3.7 million people were reached in over 100 broadcasts for a publicity value of \$392,904.
- Tour Operators: Attended MLT University in St. Paul, a travel agent trade show designed to educate travel agents. Was part of a team that was asked to give a presentation to the travel agents on how to effectively sell the Black Hills and Badlands to their clients.

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

- Tourism Conference: Mailed letter, application form, and entry information to 600 Made in South Dakota producers inviting them to enter the juried process to exhibit at the 2008 Governor's Conference on Tourism.
- Million Dollar Challenge Project: Attended pilot tour of Native Discovery tour, provided analysis of Native Discovery portion for Buffalo Roundup participants, and met with other attendees and organizers to evaluate.
- Convention & Visitors Bureaus: Assisted Meike Boldt, CRD International with American Travelhouse in Germany, in contacting CVBs regarding a request for 50-70 rooms for late August for a motorcycle trip through South Dakota.
Received 5,000 copies of the new South Dakota Meeting Planners Guide as part of the meetings co-op with the CVB Association. Guides will be sent to meeting planners interested in holding events in the Midwest.
- Film: Promotions for National Treasure: Book of Secrets, includes a website off TravelSD for people to sign up for trip giveaways/packages in the Black Hills. Packages/trip giveaways are being organized by Rapid City CVB and Black Hills Central Reservations.

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

- Media Activity Highlights: Compilation of earned media: October – estimated ad value of \$95,247 (circ. 2,282,361); total for 2007 – estimated ad value of \$747,421 (circ. 19,696,266); and Fiscal Year 2008 – estimated ad value of \$326,901 (circ. 4,175,587).
- Hostings: Journalists hosted at the Governor's Invitational Pheasant Hunt included Gary Howey, Outdoorsmen Adventures; Larry Myhre, Sioux City Journal; MD & Julie Johnson, freelancers; Joe Dugan, Pheasants Forever; and Glenn Sapir and Bill Brassard, NSSF.

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%

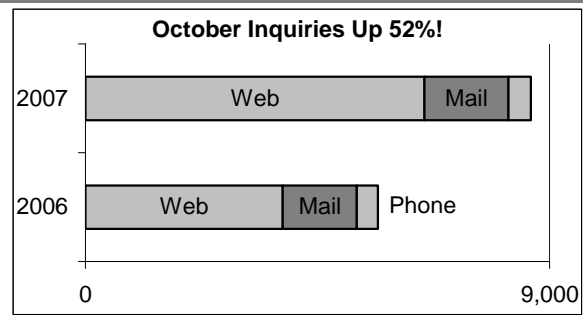
BUS People = Total People Counted on Bus Tours in July.
BUS Days in SD = Total Days spent in SD by Bus Tours and percent of Total Tour days spent in SD.

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%



MEMORANDUM TO: Richard Benda
DATE: November 6, 2007
FROM: Billie Jo Waara
SUBJECT: Tourism's October Monthly Status Report

2010 Initiative

Please refer to the web site at 2010initiative.com for updates.

Cultural Heritage Tourism

Received 57 applications in responses to a letter written to cultural heritage tourism attractions inviting them to be a part of the cultural heritage publication.

Added 96 attractions and businesses to the culture/heritage category in the Visitor Services Directory on TravelSD.com.

Agri-Tourism

Have had discussions with Country Adventures, who've had success in another state in developing a website to promote agri-tourism businesses. They have been awarded a USDA grant to help agri-businesses in South Dakota and Utah.

Continued working with representatives from the South Dakota Department of Agriculture on how South Dakota will move forward with agri-tourism.

Media & Public Relations

Compilation of earned media: October – estimated ad value of \$95,247 (circ. 2,282,361); total for 2007 – estimated ad value of \$747,421 (circ. 19,696,266); and Fiscal Year 2008 – estimated ad value of \$326,901 (circ. 4,175,587).

Researched Linkedin.com, a web page for public relations professionals and MyRagan.com, an online community for public relations professionals.

Handled media calls and fulfilled requests for information from WNAX, KOTA radio, Capital Journal, Rapid City Journal, Discovery Communications (Travel Channel/Planet Green), and several MediaSD inquiries. Interviewed by WNAX regarding First Lady's Prairie Art Showcase, KOTA radio regarding new online tools, and Capital Journal regarding W3 award.

Posted press releases to in-state media (posted to www.MediaSD.com and the State News Web): "New Online Tools Make Travel to South Dakota Easier," "First Lady Rounds Hosts South Dakota Art Showcase," "South Dakota Grabs National Tourism Spotlight," and "Custer State Park's Annual Buffalo Roundup Has Global Reach." Continued Uniquely SD series that highlights counties (Sully, Todd, Trip, Turner, Union). Posted eight industry releases to MediaSD.com and posted 12 new story leads to MediaSD.com.

Sent pitch to travel writers nationwide regarding unique dining experiences in South Dakota, for buffalo, South Dakota Certified Beef, and walleye.

Hosted the following journalist at the Governor's Invitational Pheasant Hunt: Gary Howey, Outdoorsmen Adventures; Larry Myhre, Sioux City Journal; MD & Julie Johnson, freelancers; Joe Dugan, Pheasants Forever; and Glenn Sapir and Bill Brassard, NSSF.

Satellite feed report from Universal for the coverage of the Buffalo Roundup showed that 3.7 million people were reached in over 100 broadcasts for a publicity value of \$392,904.

Attended the TIA Marketing Outlook Forum to accept the Odyssey Award for the 20 Bucks for the Road campaign and to attend the educational conference sessions.

Industry Relations

Sent the Tourism Conference registration flyer to the printer and plan to mail them to the visitor industry by mid-November. Will place the registration information and form on SDVisit.com. New this year is a credit card option for payments.

Mailed letter, application form, and entry information to 600 Made in South Dakota producers inviting them to enter the juried process to exhibit at the 2008 Governor's Conference on Tourism.

Continued working with the Million Dollar Challenge partners/projects. Will compile new applications for the Governor's Tourism Advisory Board to review at their December meeting.

Trade Sales Group Tour/International

Was invited to present information to Cultural Heritage Center staff on marketing methods, group tour and group leader shows, and other ideas to increase group tours to the Heritage Center.

Received 5,000 copies of the new South Dakota Meeting Planners Guide as part of the meetings co-op with the CVB Association. Tourism plans to purchase a database of meeting planners interested in holding events in the Midwest and mail these guides to those planners.

Assisted AAA travel agents and regional directors from Ohio, MidAtlantic, North Dakota, California, Chicago Motor Club, Michigan, Minnesota, Minneapolis, Maine, Missouri, Oklahoma, New York, CAA Manitoba, Abbott Travel, Carlson Wagonlit, MLT World Vacations, and various other independently owned travel agencies.

Researched tour operator profiles and requested 66 appointments for National Tour Association (NTA) Annual Convention in November in Missouri. Sent appointment schedule, list of South Dakota delegates, caucus information, and Destination Pavilion information to South Dakota's NTA delegates.

Mailed postcards to 1,500 tour operators who may attend American Bus Association (ABA) Marketplace in February in Virginia to encourage them to schedule appointments with the South Dakota delegates listed on the postcards.

Attended MLT University in St. Paul, a travel agent trade show designed to educate travel agents on specific MLT Preferred Destinations, which includes the Black Hills. Was asked to give a presentation to the travel agents on how to effectively sell the Black Hills and Badlands to their clients. Included in the presentation was how to enroll in the Black Hills Specialist Program.

Mailed requested DVD, Press Kit CD, and website information to Purdue University Tourism Department for class analysis project.

Sent requested information to Darla Bass, Kansas; Star Tours of Ohio, Ohio; Reunion Tours and Charters, North Carolina; Traveling With Linda, Texas; Rose Gregory, Ontario, Canada; and Thelma Nuovi Monde, Italy.

Finalized portions of the Travel Professionals pages on TravelSD.com. The formerly stand-alone website for group tour operators at TourSDakota.com will be a url link from TravelSD.com and will continue to contain information for tour operators, meeting and convention planners, and travel agents.

Followed-up with journalists who were hosted at the Buffalo Roundup: Dirk and Adriane Koester for information on their article for Independent Cycles. Their article for Mototouren has been submitted. Provided research and contacts to Godfrey Hall, United Kingdom, for his Native American article.

Hosted the President of Northwest Airlines Japan and his Senior Web Designer in the Badlands and the Black Hills. They are in the process of creating a new travel marketing website for the Japanese market, which will showcase various destinations in the United States serviced by Northwest Airlines, including the Black Hills.

Completed follow-up for Japanese marketing activities including Japanese Sales Missions to Los Angeles and Tokyo as well as in-state Japanese hostings.

Assisted Meike Boldt, CRD International with American Travelhouse in Germany, in contacting CVBs regarding a request for 50-70 rooms for late August for a motorcycle trip through South Dakota.

Was contacted by America Journal, Germany, about Lakota Foods as they had met their representative at a German food show.

Drafted itinerary for a winter fam for Alidays, Italy, for 14 travel agents in January. Coordinated itinerary for journalist Claudia Bihler, MAZ, Germany.

Outdoors

Completed registration and sponsorship forms for Pheasant Fest 2008, which is also the 25th anniversary of Pheasants Forever and the national convention combined.

Continued developing outdoors contact lists with VOCUS online for birding, fishing, travel, golf, RV/Travel, travel and tourism, and nature/outdoors interests.

Was interviewed by Ron Schara for his "Live Outdoors" on 830 WCCO about pheasant season for a Monday broadcast with an audience of 135,000. Taped interview about pheasant hunting, CRP and water fowling in South Dakota with Ron for his "Minnesota Outdoors" on 830 WCCO for a Saturday broadcast with a weekly audience of 125,000. Interviewed by Capital Journal regarding this year's pheasant season

Hosted the following journalists in October: Ron Schara, Pheasants Forever TV; Larry Myhre, Sioux City Journal; Gary Howey, Outdoorsman Adventures; Joe Duggan, Pheasants Forever; Mark Taylor, Roanoke Times; Jeff Engel, Engel's Outdoor TV; MD and Julia Johnson; freelancers from Iowa; Jim Clinton, "Four Seasons Outdoor Journal" and "Remember the Hunt;" and Lisa Price and Brenda Potts, freelancers.

Upcoming hostings include Mike Hegedus, CNBC "On The Money" for November; Don Steese, Indiana freelancer in November/December; Tom McIntyre and Sam Western in October/November; Woods and Waters Television in December; Gary Engburg, Engburgs Outdoors to film pheasants and walleyes in October/November; Glacial Lakes ice fishing fam in January; and Early Ice-out Northing in March/April.

Gathered information for Sioux Falls CVB regarding media earned as a result of the Association of Great Lakes Outdoors Writers (AGLOW) conference last September. Compiled information on women-only getaways for Amy Chen of *Budget Travel* magazine. Began gathering information for Mike Hegedus and CNBC for their story on Taxidermy in South Dakota in November. Worked with Great Lakes of South Dakota Association to gather information for Lauren Burgoon of the American Bus Association regarding tours of the Capital building. Gathered information for Craig Ellerbroek from PRIME Magazine in Sioux Falls for an article on Big Game hunting in South Dakota.

Participated in a conference call with the Corporate Partners of POMA to discuss the 2008 conference to be held in Sioux Falls in July.

Film Office

Continued working with Disney Domestic Field Marketing Team regarding movie promotions for National Treasure: Book of Secrets. It includes a website off TravelSD for people to sign up for trips. The web page will also include background information on the film including trailers, interviews, and photos. Held conference call with Rapid City CVB and Black Hills Central Reservations to discuss trip giveaway packages.

Fulfilled requests for film production information to Chiopolis Entertainment, DreamWorks, Los Convenio, Strike Anywhere Films, Drop Point Movie, T E K Productions, AJ Productions, Guest House Films, The Film Department, and May International Group.

Completed Discovery Items (contacts, locations, projects, cities and counties, etc) and sent to Reel Scout for development of the locations website for South Dakota. Another training session is planned for November.

Completed online exam for Film Commission Professionals, as part of the Association of Film Commissioners International (AFCI). Followed-up with AFCI Locations Trade Show contact, Joel Viertel, who is planning a scout in South Dakota.

Provided French Public Television with contact information for Crazy Horse Memorial, Mount Rushmore National Memorial, Deadwood, Pine Ridge, Custer State Park, and Fort Laramie.

Posted casting call for Hayze Entertainment Group film project on FilmSD.com and mailed to in-state contacts. Interviewed with *Markee* magazine for their December issue. Provided Paramount Pictures location manager with Badlands and Black Hills location images.

Hosted five film industry contacts during 2007 Buffalo Roundup plus an additional three days on a fam in western South Dakota: Richard VanNess, Troy McQuillen, Jeff Zueger, Jerry Ketcham, and Jim Thompson.

Information Centers

In September, 127 motorcoaches/buses stopped at the Information Centers and 21 were international.

Closed remaining staffed Information Centers in Valley Springs, Vermillion, New Effington, Spearfish, and Chamberlain the last Sunday in October.

Sioux Falls will host the end-of-the-year party for travel counselors.

Hospitality

Received 66 applications for the Great Service Star designation. Began reviewing applications for selection of the George S. Mickelson Great Service Award from these applications as well.

Met with Black Hills State University staff, Priscilla Romkema and Sheila Aaker, to discuss the online curriculum hospitality training proposal they've developed for Tourism.

Discussed hospitality training and Train-the-Trainer program with Kathleen Sheets with the South Dakota Office of Equip in Sioux Falls. Equip is a training and consulting firm that works with companies on business development. They work closely with Economic Development offices.

Native American Tourism

Participated in the Native Discovery Pilot Tour of Indian reservations in South Dakota. The four-day tour included stops in Mitchell, Chamberlain, Lower Brule, Mobridge, Cheyenne River Indian Reservation, Pine Ridge Indian Reservation, and Rosebud Indian Reservation. Met with the Native Discovery group and the federal agency that was evaluating the group and checking on compliancy with grant money the group had received. The federal representatives asked Tourism staff about the pilot tour; they were impressed with the interaction and cooperation between Tourism, tribal offices, and Native Discovery.

Attended meeting in Eagle Butte with ANA, Four Bands, and Native Discovery for briefing on how Native Discovery has impacted the Indian communities and to relay comments from the international participants who took part in the Native Discovery tour.

Photo/Video

Fulfilled requests for photos/slides to Lawrence and Schiller, KELO television, Sioux Falls; Cultural Heritage Center, Bureau of Information and Telecommunications, Game, Fish and Parks, Pierre; TIE Media Services, Black Hills, Badlands & Lakes, Rapid City; Chamberlain-Oacoma Chamber of Commerce, St. Joseph's Indian School, Chamberlain; TDG Communications, Deadwood; USD Business Research Bureau, Vermillion; Prairie Berry Winery, Hill City; Custer State Park Resorts; Voice of America, Texas; The Hollywood Reporter, California; North American Grouse Magazine, Minnesota; Agragate, Iowa; and Rocky Mountain International, Italy.

Fulfilled requests for video dubs and loans: Sent video to Jeff Engle/AV of Milwaukee for a pheasant hunting show he is producing on South Dakota.

Travel Market Advertising

Shipped the following as part of the shoulder season ad campaign: Weekly newspaper ads in Eau Claire, Council Bluffs, Mankato, Omaha, Sioux City, Minneapolis and St. Paul, Fargo, SW Minnesota, and NW Iowa. Deadwood co-op newspaper ads for Cheyenne, Denver, and Sioux Falls. Deadwood editorials for Denver. Hunting direct mailers (foldout mailer and postcard) – scheduled to mail November 1. Hunting image TV spot. October issue of TravelSmart.

Processed 40 partner applications for Giant Step.

Publications

Developed a timeline for the new cultural heritage brochure. Continued working on the golf publication.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,135 entries; and 54 travel specials are listed for 13 cities. For Hot Deals, 38 businesses are registered and four hot deals are currently running. Received 455 event submissions which are being processed for listings on the Calendar of Events co-op program for TravelSD.com. Between September 29 and October 31, 55 e-postcards were sent by consumers.

Shot an interview with Jay Vogt at the Cultural Heritage Center for the Giant Step partnership. Two partner videos remain to be filmed.

Reviewed promotion rules for gift card giveaway and the online sign-up form for the Hunting Direct Mail promotion. The direct mail piece is being mailed to 115,000 hunters in November.

Attended the Matt Bailey web optimization seminars in Deadwood and Rapid City.

Research

Attended online training with RUF regarding Navigator system.

Attended the TIA Market Outlook Forum in North Carolina and met privately with key research vendors.

Logo Usage

Sent logo to Kelley Thompson, a design firm working on Group Travel Directory.

Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Completed follow-up to Roundup event.

Hosted guests to Hunt activities and will complete follow-up.

Great Events 2008:

Selected five events, with one to focus on the outdoors: Czech Days, Tabor, June 19-21; Oahe Days, Pierre, June 20-22; Festival of Presidents, Rapid City, 27-28; Hill City Western Heritage Festival, Hill City, September 20-21; and the outdoors event is the Mickelson Trail Trek, Black Hills, September 19-21.

Notified all applicants of selections.

Interns

Developed job descriptions for summer intern positions.