

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.