

To: Secretary Richard Benda

From: Melissa Bump

Date: 11/07/08

RE: October 2008 - 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. Feedback and suggestions regarding this summary report are encouraged.

GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010

Tourism Office Funding Update:	September 2007	September 2008	% Change
Deadwood Gaming Tax	\$322,389	\$347,330	7.7%
Tourism Promotion Tax	\$1,053,415	\$1,074,074	2.0%
Total Monthly Deposits	\$1,375,804	\$1,421,404	3.3%
FY 2008 vs. 2009	\$4,149,431	\$4,340,617	4.6%

1A. Change the way we market South Dakota.

- Media Contacts: Television of note: Wall Drug featured on “Unwrapped” on the Discovery Channel. Print of note: Star Tribune – Pheasant hunting in SD – Doug Smith.
- Travel Agent Training: Attended MLT-University in Minneapolis with representative from Black Hills, Badlands and Lakes Association and helped teach six classes about the Black Hills area to 40 travel agents.
- Rocky Mountain International: Hosted 43 tour operators and staff from the United Kingdom, Germany, France, Italy, Switzerland, the Netherlands, and the United States across South Dakota on the Rocky Mountain International Megafam. Hosted six tour operators representing Voyageurs du Monde, France.
- International press/hostings: From a summer hosting, received 12 pages in *Freeways Magazine*, Italy. 2007 Roundup hostings: received nine pages on the Roundup and South Dakota in *Panorama Travel*, estimated ad value of \$435,506; and another article on South Dakota at: http://www.srt-ild.de/pdf/Belege/2008/August/ABZ/AZ_Reise_080830.pdf.

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

- Million Dollar Challenge Partner: Developed a monthly press release series in partnership with Primal Quest that is meant to educate the media and the public on Primal Quest.
- Great Events Campaign: From 18 applications, selected four for the 2009 campaign: Redlin Art Center’s Annual Summer Celebration, Watertown; South Dakota Walleye Classic, Akaska; South Dakota Festival of Books, Deadwood; Media One Funski, Sioux Falls; and Outdoor Expo, Huron.

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

- Media Activity Highlights: Compilation of earned media: October estimated ad value is \$42,409 (circ. 1,729,605); and Fiscal Year 2009 – estimated ad value is \$127,604 (circ. 2,784,071).
- Hostings: Freelance writer Tom Carpenter on a pheasant hunt; Dave Roll, Northland Adventure TV, on a pronghorn hunt; Adam Johnson Outdoors to a pheasant hunt and fishing; Thomas Pero, *Business Jet Traveller*, to a pheasant hunt; Matteo Guastoni, Italian tour operator, to fishing on the river; Minister of Tourism for El Salvador on a pheasant hunt; and Ron Schara at the Redfield Pheasantennial kick-off.

Media and Public Relations		
	Sep-08	FYTD
Circulation	690,564	2,008,135
Earned	\$12,305	\$102,280

Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	92,828	2,542
9/07 % Chng	23.7%	39.7%
FYTD	332,777	9,108
Time On Site	-5.5%	-10.1%
Pages/Visit	2.6%	-12.4%
Email	Emails Sent	Emails Read
Sep-08	240,481	9.8%
FYTD	735,023	10.5%

Office of Tourism Indicators					
		Sep-08	Sep-07	% Change	% FYTD
Tax	Tourism Tax	\$1,074,075	\$1,053,415	2.0%	4.0%
	Gaming Handle	\$108,932,401	\$104,003,076	4.7%	1.4%
Travel Activity	State Parks	na	na	na	
	Natl. Parks	397,559	404,422	-1.70%	
	Traffic Cnts	183,089	192,956	-5.10%	
	Gas Prices	\$3.71	\$2.82	31.7%	
	Overnights	437,955	439,575	-0.4%	
	Occupancy	64.40%	66.80%	-3.5%	
	Avg Rates	69.25%	66.26%	4.5%	
Inquiries	Total	11,245	9,029	25%	-6%
	Online	9,181	7,558	21.5%	-9.0%
	Mail	1,554	852	82.4%	51.0%
	Phone	510	619	-17.6%	-34.0%

2010 Initiative

Please refer to the website at 2010initiative.com for updates.

Agritourism

Attended the inaugural Buy Fresh Buy Local meeting in Brookings, which was organized by Pat Garriety, former owner of Garriety's Prairie Gardens near Yankton. There were 68 attendees, which included produce growers from across South Dakota, the Department of Agriculture, and students from South Dakota State University.

Cultural Heritage Tourism

Sent the South Dakota: Our Guide to Cultural & Heritage booklet to the printer. The guide is a partnership with the South Dakota Arts Council and the South Dakota State Historical Society. The guide is online as a pdf on TravelSD.com

Media & Public Relations

Fulfilled requests from *Frommer's Travel Guide*, KCCR Radio, and numerous inquiries from MediaSD.

Developed the first draft of a multi-media press release co-op program.

Developed a monthly press release series in partnership with Primal Quest that is meant to educate the media and the public on Primal Quest, the people involved, and what it takes to participate.

Participated in a conference call training session for our new Vocus analytics package. Vocus is a public relations management software program.

Presented a preview of Tourism's 2009 marketing plans at the Black Hills, Badlands and Lakes Tourism Association's annual meeting.

Posted Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): Buffalo Roundup Viewed by Millions and The Pheasantennial Celebration Begins. In Your Own Backyard releases: Scarecrows and Decorated Pumpkins Wanted, Travel Back in Time at the Geddes Historic Village, Kick off Hunting Season in Pheasant Country, and Redlin Art Center: A Gift to South Dakota.

Television of note: Wall Drug featured on "Unwrapped" on the Discovery Channel. Print of note: Star Tribune – Pheasant hunting in SD – Doug Smith.

Compilation of earned media: October estimated ad value is \$42,409 (circ. 1,729,605); and Fiscal Year 2009 – estimated ad value is \$127,604 (circ. 2,784,071).

Industry Relations

Sent e-FYI industry newsletter to 1,333 list subscribers on Tourism's database. Topics included Pheasantennial Firearm, Peak 2009 Giant Step, Million Dollar Challenge, 2009 Great Events, Primal Quest Volunteer Opportunities, Job Opening, 2009 Tourism Conference, July 2008 International Arrivals to the United States, and Monthly Progress Report.

Finalized the Tourism Conference registration flyer and will add the online registration option to SDVisit.com by November 10 along with the option to pay by credit card; flyer is scheduled to be mailed on that date. Continued working on other aspects of the conference – speaker needs, sponsorships, menus, décor, print materials, receptions, and banquet program. Mailed letter and application form to 650 Made in South Dakota producers to invite them to submit applications to be judged for exhibit at the Tourism Conference, January 21-22, 2009.

Received and reviewed 18 applications for the 2009 Great Events campaign and chose the following: Redlin Art Center's Annual Summer Celebration, Watertown; South Dakota Walleye Classic, Akaska; South Dakota Festival of Books, Deadwood; Media One Funski, Sioux Falls; and Outdoor Expo, Huron.

Attended the Glacial Lakes & Prairies Tourism Association's annual meeting in Watertown where they discussed their marketing direction for 2009.

Attended Marketing Outlook Forum in Portland, Oregon. Session highlights included how to tap into growing, strong market segments, such as the Millennials, international inbound travelers, luxury seekers, and Hispanic travelers.

Trade Sales Group Tour/International

Plan to have copies of the 2009-2010 Group Tour Planning Guide printed by mid-December.

Sent Issue 9 edition of the Travel Professionals E-Newsletter to 153 list members – tour operators, travel agents, and meeting and event planners across the country.

Sent requested information to Elite Tours, Nebraska; and TBI Tours and Outdoor Adventures, Ohio.

Designed and placed a half-page ad in *Discover America Magazine*. Subscribers include consumers, travel agents, tour operators, and journalists.

Placed ad for the November/December issue of *Bank Travel Management*, part of the group tour co-op that has 18 visitor industry partners. Designed a 4-page co-op ad for the January issue of the *Group Tour Magazine*; a web banner will be placed on the publication's website as well.

Attended MLT-University in Minneapolis with Noreen Phipps from Black Hills, Badlands and Lakes Tourism Association and helped teach six classes about the Black Hills area to 40 attendees, the travel agent side of Northwest Airlines. MLT will follow up with a listing of all agents attending.

Edited South Dakota content for listings in the *2009 Midwest Meetings* publication.

Submitted appointment requests for National Tour Association (NTA) Annual Convention to be held in Pittsburgh in November. Sent postcards to 1,500 tour operators on our database to let them know who from South Dakota will be attending the American Bus Association Annual Marketplace in January in Charlotte, North Carolina.

Confirmed that the five partners from 2008 will participate in the 2009 TIA Pow Wow in Miami in May. Partners include Rapid City CVB, Durst Investments, Crazy Horse Memorial, Hospitality Central, and Regency Hotel Management.

Coordinated with Native Discovery on a presentation on international marketing tips and successes at the Governor's Interstate Indian Council (GIIC) Conference in Rapid City.

Met with Rapid City CVB to discuss group tour trade shows and possible industry co-ops to target student tour group leaders.

Attended Addison Travel Trade Shows in Winnipeg, Manitoba; and Regina and Saskatoon, Saskatchewan. Collected contact information from 23 travel agents; show staff plans to send a listing of all agents in attendance. Attendance in Winnipeg was 154 out of 200 invited, Regina attendance was 82 out of 90, and the Saskatoon attendance was 87 travel agents.

Confirmed attendance for the Active America – Japan Travel Summit to be held in April in Banff, Alberta. Contacted North American Journeys (NAJ) regarding online visits to a South Dakota itinerary and participation in NAJ West show in February. NAJ was founded for travel professionals who work with tour operators, travel agents, meeting planners, group leaders, and other travel experts. They also maintain a web site to assist travel professionals.

Wrote South Dakota portion of itinerary for Swanson's Travel, Sweden. Swanson's Travel will be featuring National Parks and Memorials of the West itineraries of the Rocky Mountain International region (Wyoming, Montana, Idaho, North Dakota, and South Dakota) for their clients.

Hosted 43 tour operators and staff from the United Kingdom, Germany, France, Italy, Switzerland, the Netherlands, and the United States across South Dakota on the Rocky Mountain International Megafam.

Hosted six tour operators representing Voyageurs du Monde magazine, website, and travel brochure, France, in the Black Hills; sent follow-up to attendees.

Hosted Matteo Guastoni, Rallo, Italy (following the RMI Megafam) for fishing at Bob's Resort, Gettysburg; and Spring Creek, Pierre. Discussed future product in South Dakota.

Made final preparations for World Travel Market Show in London, Showcase Italy in Verona, and Benelux Mission in November.

Began making preparations for RMI French Mission to be held in March 2009.

International Press: *Freeways Magazine* – Annalisa Mereghetti, Italy, published pictures and a 12 page article in this Italian motorcycle magazine, September 4 issue. Margit Boeckh, Germany, who attended the 2007 Buffalo Roundup, just published another article on South Dakota at: http://www.srt-bild.de/pdf/Belege/2008/August/ABZ/AZ_Reise_080830.pdf. Pitamitz and Valetti attended the 2007 Buffalo Roundup and published another story – nine pages on the Buffalo Roundup and South Dakota in *Panorama Travel*, a consumer travel publication (circ. 35,508) with estimated ad value of \$435,506.

Outdoors

Sent monthly outdoors story for October about the Pheasantennial and habitat in South Dakota to 1,400 outdoors writers and editors.

Continued working on details of the Pheasantennial finale for November 15 in Mitchell at Cabela's. Almost 20,000 people registered for the grand prize hunt giveaway. From these registrations, eight finalists were drawn, and they will be notified so they can make plans to attend the finale. Two more finalists will be drawn from those attending the finale in Mitchell. The grand prize winner needs to be present and will be drawn from this group of ten.

Hosted the following journalists: freelance writer Tom Carpenter on a pheasant hunt; Dave Roll, Northland Adventure TV, on a pronghorn hunt; Adam Johnson Outdoors to a pheasant hunt and fishing;

Thomas Pero, *Business Jet Traveller*, to a pheasant hunt; Matteo Guastoni, Italian tour operator, to fishing on the river; Minister of Tourism for El Salvador on a pheasant hunt; and Ron Schara at the Redfield Pheasantennial kick-off.

Film Office

Added the Association of Film Commissioners International (AFCI) Member logo to the homepage as Emily Currey has completed criteria to be a member of this organization.

Fulfilled 20 requests for information. Fulfilled five Film Production Guide requests; three of which went to Utah and Virginia.

Scheduled locations trip to southeast South Dakota in November. Will add photos to Reel Scout. Set up meetings with members of the film industry in November in the Black Hills.

Placed ad in *P3Update* Magazine, which includes their online version. Magazine reporter is working on their next issue with a story on Extreme Maintenance, featuring the Buffalo Roundup and Primal Quest. Press articles: Capital Journal and Argus Leader - Short film produced in Pierre bringing awareness to breast cancer with Native American women. Yankton Press and Dakotan – Osbourne Fox Variety Show. Hollywood Reporter – Made in America issue, interviewed in September. *Locations* Magazine – Pitched a National Treasure: Book of Secrets story on “Making a Scene.” Provided updated information on the film office to Locations Guide, Incentives Guide, and Entertainment Partners.

Provided video footage to Discovery Channel on Mount Rushmore National Memorial and Black Hills; Roundup footage to Bellevue Entertainment and Primal Quest; and began building a video presentation for the Sundance Film Festival.

Discussed potential films about Native Americans, motorcycling, locations for animated car film, and a western.

Developed a media/public relations plan for Primal Quest (PQ). Press release schedule includes October – Reminder on Registration and Team Qualifications; November – Elements of PQ in the past /History; December – What is adventure racing; January – Who is Don Mann; February – Who does these kinds of races; March – What training is involved, What type of activities are involved; April – Who are the women of adventure racing and/or PQ; May – Why was South Dakota chosen, What agencies and/or organizations made this happen; June – South Dakota Team – who are they, where are they from, what do they do, contact information, etc.; July – Course Information – What counties are covered, natural resources vs. attractions, off the road type of message. How can the communities get involved, Volunteers, etc.; and August – The race is here!

Invited to Salt Lake City by John J. Kelly, producer of “Into the Wild.” Discussed filming the Legend of Hugh Glass and filming in South Dakota. Have done follow up and invited him to South Dakota. Met with counterparts from the Utah Film Commission.

Information Centers

Compiled car count at the Information Centers for the month of October. The overall count was up from 2007 by 9.5%; Canadian visitation was up 12.6%; and for all other international visitors, it was up 36.3%. There were 29 motorcoaches/buses that stopped at the Centers. All centers are now closed for the season.

Hospitality

Reviewed 102 Great Service Star Program applications. Will send notifications in late November to those businesses that are approved to use the Star in marketing efforts; regional tourism directors will also be notified. A press release on those businesses that qualify for use of the Star will follow.

Reviewed applications for the George S. Mickelson Great Service Award and selected 10 finalists for the Governor's Tourism Advisory Board to consider at their November meeting. Award will be presented at the banquet at the Governor's Conference on Tourism, January 22.

Continued to monitor the Online Curriculum Development part of the Hospitality Training Program. There are 826 registered users and 677 have completed the training, and 110 registered managers.

Tribal Tourism

Attended the American Indian Alaskan Native Tourism Association (AIANTA) Conference in Idaho.

Organized a media training session for the State-Tribal Tourism Roundtable. Other agenda items included signage on the reservation, Wounded Knee Memorial, Governor's Conference on Tourism, and the *Native South Dakota* booklet.

Photo/Video

Fulfilled requests for photos/slides to State Publishing & Printing, Department of Game, Fish & Parks, South Dakota Rural Electric Association, Pierre; *South Dakota* Magazine, Yankton; Department of Labor, Avera/St. Lukes Hospital, Aberdeen; South Dakota School of Mines, South Dakota Buffalo Association, Rapid City; Insight Marketing and Design, Wild Horses Media, Sioux Falls; Veterans Administration of the Black Hills, Hot Springs; Farm Service Agency, Martin; Cedar Shore Resort, Chamberlain; South Dakota Mail newspaper, Plankinton; Black Hills Digital Strategy, Representative Chuck Turbiville, TDG Communications, Deadwood; Game, Fish and Parks, Lead; Custer State Park; Pioneer Auto Museum, Murdo; GF Advertising, Mitchell; RMH Tours, Colorado; woodcarver Wayne Kellar, Kentucky; freelance writer John Christopher Fine, New York; National Examiner, Florida; *Midwest Living* magazine, Iowa; *Association News* magazine, California; *Eating Well* magazine, Vermont; Rocky Mountain International in Wyoming, Germany, Italy, Benelux, United Kingdom, and France; City Hall, Potsdam, Germany; Frommer's/What's On When, England; and NewsDeskMedia.com, England.

Filed request for summer photography internship.

Fulfilled requests for video: Sent Buffalo Roundup footage to Bellevue Entertainment in Chicago for a proposal they are doing. Sent video of the Black Hills to Don Mann Productions in California to use to promote Primal Quest. Sent footage of the Sturgis Rally to KEVN for a video they are producing for the Rally committee.

Travel Market Advertising

Proofed ads and promotion elements for shoulder campaign and shipped the following: Giant Step one-page Rushmore ad for *Travel 50+* on sale December 22; Tourism newspaper ads in Sioux Falls, Sioux City, Le Mars, Worthington, Mankato, Omaha, St Cloud, and Minneapolis/St Paul; Tourism 2x2 B&W newspaper ad in statewide newspapers; Deadwood Co-op newspaper ads in Casper, Cheyenne and Denver; Rapid City Co-op newspaper ad in Minneapolis; Custer State Park Co-op newspaper ads in Fort Collins and Greeley. Pheasant hunting outdoor sponsorship ads - insert in the special hunting tabloid of the Minneapolis Star Tribune on October 1, 8, 15, and 22. Hunting/Pheasantennial – banner ads, handout for CVBs, video clips, and CRM emails. Second hunting direct mail postcard that promotes late season hunting to drop November 6-7 to 65,000 households.

Have 36 partners for the Giant Step co-op; plan to fill the other four spots. Worked with ad agency to place partners in specific magazines.

Sent the September issue of *Travelsmart* to 236,594 subscribers. It featured Holiday Celebrations, South Dakota Shopping, and Camping.

Have received almost 20,000 registrations for the grand prize hunt giveaway as part of the finale for the Pheasantennial campaign. The finale will be November 15 in Mitchell where the grand prize winner will be drawn from the ten finalists present.

Reviewed current inventory levels for fulfillment of the 2008 Vacation Guide and determined demand for next year. Continued progress on transitioning our fulfillment and labeling process to Navigator.

Added a text link on www.HuntInSD.com (in the left-hand navigation) to the hunting videos.

Publications

Received Snowmobile Trails Map, a partnership with the Department of Game, Fish & Parks. Cost and distribution is shared by both.

Finalized the state highway map and sent to printer. Tourism designs the back side and the Department of Transportation is responsible for the front; they pay the cost of printing. Distribution is handled by both; ordered 1,250,000 maps.

Discussed ideas for the first few pages of the 2009-2010 Vacation Guide, which Tourism designs. The rest of the book is in sections by region with information on each region and their members' ads.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,237 entries; and 56 vacation packages are listed for 17 cities/locations. Registered four new hot deals during the month. From September 29 to October 28, 16 e-postcards were sent by consumers. The Travel Community site has 418 active photos, seven videos, and 15 diary entries.

Continued developing Hunting Travel Community pages for hunters to view and submit hunting photos, diaries, and video.

Have tentatively scheduled to go live in November with the embedded booking engine for vacation packages.

Research

Reviewed proposals/quotes for a Usability Study from Human Factors International, Inc. (Iowa), Bolt | Peters (California), and Lawrence & Schiller. Lawrence & Schiller was selected. Participated in a test of the UserVue process and observed the first live survey. Reviewed and approved moderator guide to be used in the TravelSD.com usability study. Reviewed email to recruit panelist for the research.

Currently working with Global Insights on our taxable sales data for lodging.

Logo Usage

Sent logo to Lindsay Davelaar in Sioux Falls and Kathi Tuntland in the Department of Education. Sent script to Factor360. Sent Pheasantennial logo to Quality Quick Print for banners being hung in the Aberdeen airport, Ashley Endres at Pheasant Country, Elissa Dickey at Aberdeen American News, and Gary Guthmiller in Aberdeen.

Fulfilled photo request for Stephen Buchholz in Rapid City who is working on a brochure for hiring 50+ year olds in the South Dakota National Park System.

Governor's Invitational Pheasant Hunt

Finalized all aspects for the Hunt and hosted guests.

Great Events

Hill City Western Heritage Festival, Hill City – September 20-21: Sent evaluation forms to the event organizers.