

To: Secretary Richard Benda

From: Melissa Bump

Date: 10/07/08

RE: September 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:	August 2007	August 2008	% Change
Deadwood Gaming Tax	\$309,214	\$324,238	4.9%
Tourism Promotion Tax	\$873,338	\$928,993	6.4%
Total Monthly Deposits	\$1,182,552	\$1,253,231	2.2%
FY 2008 vs. 2009	\$2,773,627	\$2,919,213	5.2%

1A. Change the way we market South Dakota.

- Media Contacts: Attended Travel Media Showcase in Kansas City and prepared specific story ideas for appointments with 34 journalists.
- Buffalo Roundup – Media and Film industry: Hosted and set up tours for three travel writers, plus five film industry representatives: two locations managers, producer, magazine editor, and a freelancer for a film magazine.
- Buffalo Roundup – International: Hosted and set up individualized tours for 11 international journalists and tour operators from The Netherlands, France, Austria, Italy, and Denmark.

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

- Million Dollar Challenge: The Board recommended approving applications from the Black Hills Digital Strategy group; Strawberry Bed & Breakfast, Deadwood; Pioneer Auto Show, Murdo, for the Giving Back Series “Great Museums;” Rapid City CVB for Primal Quest; Fort Sisseton Historical Festival; and the Southeast Website Marketing Partnership.

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

- Media Activity Highlights: Compilation of earned media: September estimated ad value is \$6,244 (circ. 363,168); and Fiscal Year 2009 – estimated ad value is \$85,195 (circ. 1,054,466).
- Hostings: Gordy Krahn, North American Hunter, to a grouse hunt.

Media and Public Relations		
	Aug-08	FYTD
Circulation	263,621	1,317,571
Earned	\$6,813	\$89,975

Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	101,299	2,915
8/07 % Chng	14.9%	-9.3%
FYTD	239,949	6,566
Time On Site	-12.0%	-19.2%
Pages/Visit	-12.9%	-18.1%
Email	Emails Sent	Emails Read
Aug-08	246,650	10.8%
FYTD	491,899	10.7%

Office of Tourism Indicators					
		Aug-08	Aug-07	% Change	% FYTD
Tax	Tourism Tax	\$928,994	\$873,338	6.4%	1.7%
	Gaming Handle	\$115,475,338	\$117,175,084	-1.5%	-0.1%
Travel Activity	State Parks	1,152,389	1,089,569	5.80%	
	Natl. Parks	na	na	na	
	Traffic Cnts	188,566	196,463	-4.00%	
	Gas Prices	\$3.74	\$2.78	34.7%	
	Overnights	520,931	513,469	1.5%	
	Occupancy	74.00%	75.40%	-1.7%	
	Avg Rates	92.93%	89.82%	3.5%	
Inquiries	Total	8,376	10,355	-19%	-18%
	Online	6,666	8,626	-22.7%	-20.2%
	Mail	1,007	586	71.8%	52.8%
	Phone	703	1,143	-38.5%	-36.9%

2010 Initiative

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

Agritourism

Began drafting content ideas for an agritourism publication that would be useful to businesses and people who want to be involved in setting up an agritourism business.

Was contacted by Tommy Tibbitts with the South Dakota Stock Growers Association to discuss agritourism and how they can co-op with Tourism in this endeavor.

Media & Public Relations

Compilation of earned media: September estimated ad value is \$6,244 (circ. 363,168); and Fiscal Year 2009 – estimated ad value of \$85,195 (circ. 1,054,466).

Fulfilled requests from KOTA-TV, Mitchell Daily Republic, Rand McNally, *Midwest Living* magazine, and numerous inquiries from MediaSD. Participated in an interview with Mitchell Daily Republic (Visitor numbers are up in the Black Hills, so why are Info Center counts down?).

Attended Travel Media Showcase in Kansas City and prepared specific story ideas for appointments with 34 journalists to discuss South Dakota; completed follow-up to each journalist.

Traveled to New York City to meet with editors and publishers of magazines belonging to the Meredith Corporation: *Parents*, *Midwest Living*, *Family Circle*, *Ladies Home Journal*, *Better Homes and Gardens*, and *More*.

Posted Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web) – Custer State Park Hosts Annual Buffalo Roundup (multi-media press release), Hill City Western Heritage Festival: A South Dakota Great Event, A Legendary Ride (Mickelson Trail Trek multi-media press release), Great Service Star Applications Due Oct. 3, and Primal Quest Coming to the Badlands of South Dakota. In Your Own Backyard releases – Homesteader Day Harvest Festival, Eureka Kuchen Factory, Celebrating Lakota Culture and Tradition, and Cruise In and Show off your Hot Rod this Weekend in Mitchell. Posted seven industry releases to MediaSD.com.

Will renew subscription to Vocus, public relations software, and include an analytics package.

Industry Relations

Sent eFYI newsletter to 1,365 subscribers on our visitor industry database. This newsletter requires people to sign up for it. Topics included: Tourism conference sponsorships, 2009 Great Events, Pheasantennial, Trade Sales Job Opening, Shoulder Season Vacation Packages, Great Service Star, and Travel Indicators.

For the Million Dollar Challenge program, held a conference call with applicant for Primal Quest; contacted Fort Sisseton Historical Commission on their project; contacted applicant for the South Dakota Polka Festival about marketing guidelines; contacted Tourism Board liaison to update her on the progress of Ravine Lake Concessions and Wheels and Wings; attended Rockin' Ribfest in Yankton; met with Keystone partners regarding their City of Gold campaign; worked with applicant from the Pioneer Auto Show for their Giving Back Series "Great Museums," which included a request for a taped interview of the Lt. Governor.

Contacted speakers for sessions at the Tourism Conference to get bios for the Tourism Conference registration mailer.

Trade Sales Group Tour/International

Updated postcards with South Dakota supplier information for the 2009 American Bus Association conference, which will be mailed to 1,500 companies who may be attending ABA in January.

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

Contacted by *Bus Tours* magazine to write 2,000 words of editorial copy to be placed in their November/December issue; theme is the Mountain Region.

Fulfilled requests for 465 Vacation Guides from AAA offices in Colorado, Michigan, Ohio, and Pennsylvania.

Made arrangements with the Addison Shows, which are geared for travel agents, in Canada; planned the Canadian Trade Blitz for the same dates in Winnipeg, Regina, and Saskatoon, October 13-17.

Attended Scandinavian Mission along with Rocky Mountain International (RMI) reps from Montana, North Dakota, Wyoming, and Idaho to do staff trainings and travel agent events in Denmark and Sweden. Held media luncheon in Copenhagen for 10 journalists and an evening event for 41 travel agents. In Sweden, held two one-hour staff trainings for 21 employees from Swanson's Travel in Osby; held a Discover America event in Jonkoping for 50 travel agents; and in Goteborg, met with three Go West staff to discuss the region, and met with 130 travel agents for the Discover America event.

Hosted 10 international journalists and tour operators to the Buffalo Roundup and wrote individualized itineraries for both pre- and post-familiarization tours: journalists – Barbara Sanders, freelancers Marije Sietsma and Sander Koenan, The Netherlands; Claire David-Tartane, Bleu Claire Productions (documentaries) France; and Francesco Garufi, Italy. Tour operators – Stefano Fereccio, Italy; Karin Ochenbauer and Horst Wurm, Amerikareisen.at, Austria; and from Denmark – Susanne Michelsen, Billetkontoret tour operator, and Henrik Lange, *Highways* online magazine – largest resource for those planning online trips and looking for travel tips in Denmark.

Wrote itinerary and made arrangements for Chantal Hascoet, Voyageurs du Monde, France, who will be in South Dakota in October. Voyageurs du Monde has offices all over France and they sell South Dakota and the region by offering specialized trips to their clients.

Made final arrangements for Rocky Mountain International (RMI) Megafam for early October for 44 tour operators and representatives from the United Kingdom, Germany, Switzerland, France, Italy, The Netherlands, and the United States across South Dakota from west to east. It is part of our RMI efforts to host European tour operators so they will send clients to this area.

International press: *Freeways Magazine* – Annalisa Mereghetti, Italy, published pictures and an article in this Italian motorcycle magazine; Margit Boeckh, Germany, attended Buffalo Roundup 2007, published another article: http://www.srt-bild.de/pdf/Belege/2008/August/ABZ/AZ_Reise_080830.pdf.

Outdoors

Hosted Gordy Krahn, North American Hunter, to a grouse hunt.

Continued working on a Pheasants Forever Media Hunt, December 1-4, with representatives from Pheasants Forever, Aberdeen, and Glacial Lakes & Prairies Tourism Association. Focus of the hosting will be pheasant hunting, conservation, and Pheasant Fest.

Continued working on details for the following hostings: Dave Carlson, Northland Adventures TV, October pronghorn hunt; Adam Johnson Outdoors, October Fishing/hunting show, Radio/TV; Don

Steese, Jeff Frischkorn, and Tom Carpenter, pheasant hunts; Ron Schara, Pheasants Forever TV, Pheasantennial Show; Dennis Schardin, waterfowl hunt; and Wayne Vanderwoll, deer hunt.

Film Office

Attended the South Dakota Film Festival and gave presentation on filming in South Dakota.

Fulfilled requests for six Film Production Guides and distributed over 300 at the South Dakota Film Festival.

Worked with the Rapid City CVB to coordinate a press conference to announce South Dakota as the location for the 2009 Primal Quest human endurance race. Media included the Rapid City Journal, KEVN Fox News, South Dakota Public Radio, six journalists attending the Roundup and Tourism staff. Will work with Primal Quest representatives to develop a media plan for continued coverage and staffing needs.

Handled film inquiries from Wildlife Unlimited to film in the Black Hills and Badlands on horseback; announced the need for Native American child actors for the Edgar Mint movie. Provided Korean Air with information on permitting, car rentals, and lodging. Assisted representatives from Bellevue Entertainment to coordinate filming the Roundup for an upcoming show on the Travel Channel.

Hosted and set up tours for the following film industry representatives at the Buffalo Roundup: Kim Crabb, locations manager; Marta Tomkiw, locations manager; John Kelly, producer; Sally Kemper, Editor of *P3 Update*, Production Publication; and Cody Jones, freelancer for *P3 Update*.

Information Centers

Compiled car count at the Information Centers for the month of September. The overall count was down from 2007 by 8.6%; Canadian visitation was down 8.5%; and for all other international visitors, it was up 35%. There were 129 motorcoaches/buses that stopped at the Centers.

Closed Information Centers at New Effington, Wilmot, Salem, Vivian, Wasta, and Tilford. The remaining four will close on October 31: Valley Springs, Vermillion, Chamberlain, and Spearfish.

Worked with Wall and the Wasta Information Center travel counselors on the end-of-the-year party to be held in Wall on November 1.

Hospitality

Reviewed applications for the Great Service Star Program. Will present applications for the George S. Mickelson Great Service Award to the Governor's Tourism Advisory Board at the November meeting. Board will make a recommendation to the Governor.

Reviewed ads in several publications to ensure that companies were using the updated Great Service Star logo and that others had been approved to use it. (The use of the logo is earned and is awarded through a yearly application process.)

Tribal Tourism

Scheduled the next Tribal Tourism Roundtable for October 30 in Pierre.

Photo/Video

Fulfilled requests for photos/slides to State Publishing, South Dakota Pharmacists Association, Game, Fish & Parks, Great Lakes Association, Pierre; *South Dakota* Magazine, Yankton CVB, Yankton; Hot Pink Ink, Rapid City; Media One, Maximum Promotions, South Dakota Sport Hunting Association, Sioux Falls; South Dakota State University, Brookings; South Dakota State Fair, Huron; Quality Quick Print, Aberdeen; Custer Chamber of Commerce; South Dakota Public Broadcasting, Vermillion; AAA,

Nebraska; ResortsAndLodges.com, Minnesota; *RV Magazine*, California; *Sporting Classics* magazine, Virginia; Travel Industry Association of America (TIA), DC; and Rocky Mountain International, Germany.

Fulfilled requests for video: Sent video to Media Productions in Fargo for work they are doing with Eagle Creek Software.

Social Media/Multimedia: Sent an image piece to The Gold Buckle Network in Texas to include on their website. Sent TV spots to Instride Digital Marketing in Rapid City to use on their mall systems. Added pheasant hunting footage to the YouTube channel.

Travel Market Advertising

Shipped the following for the shoulder season ad campaign: Pheasant hunting ad for *Field & Stream*, November issue on sale October 21; Pheasant hunting ad for *Pheasants Forever*, December issue. Great Getaways Fall 2008 co-op piece was inserted in newspapers the week of September 7: Fort Collins Coloradoan, Greeley Tribune, and Loveland Reporter-Herald, Colorado; Lincoln Journal Star and Omaha World Herald, Nebraska; Bismarck Tribune and Dickinson Press, North Dakota; Ames Daily Tribune, Council Bluffs Nonpareil, Fort Dodge Messenger, Mason City Globe Gazette, Sheldon NW Iowa Review, Sioux City Journal, and Spencer Daily Reporter, Iowa; Mankato Free Press and Worthington Daily Globe, Minnesota; Casper Star Tribune, Cheyenne Wyoming Tribune-Eagle, Gillette News Record, and Sheridan Press, Wyoming; and Aberdeen American News, Pierre Capitol Journal, Rapid City Journal, and Sioux Falls Argus Leader, South Dakota. Placed South Dakota Tourism newspaper ads in Sioux Falls, Sioux City, Le Mars, Worthington, Mankato, Omaha, St Cloud, and Minneapolis/St Paul. and 2x2 B&W newspaper ad in statewide newspapers. Placed Deadwood Co-op newspaper ads in Casper, Cheyenne, and Denver; Deadwood Spadea – inserted September 28 in Denver; Rapid City Co-op newspaper ads in Sioux Falls, Chicago, and Minneapolis; Custer State Park Co-op newspaper ads in Fort Collins and Greeley; and *Oprah* Ezine copy and web link – October issue.

Sent the September issue of Travelsmart to 239,097 subscribers. It featured the Travel Community, Outdoor photography in the Hills, Lewis and Clark, Gaming, Pheasant Hunting, and Fall Foliage.

Completed moving www.FishInSD.com site into the full www.TravelSD.com navigation, and researched and added appropriate Game, Fish & Parks links.

Will send files of the Snowmobile Trails Map to the printer in early October with delivery of 50,000 maps in early November. Design and cost of maps are a partnership with Game, Fish & Parks.

Worked with ad agency on the new layout for the 2009 Giant Step co-op ads and magazine placements. Updated the 2009 Giant Step registration form and will mail to the visitor industry in October.

Extended the deadline for applications for the Great Events to October 10.

Publications

Shipped 27,300 motorcycle guides (about half) to the South Dakota motorcycle dealers who are partners.

Finalized the booklet, South Dakota: Our Guide to Culture & Heritage, and will send to printer in early October. Distribution will be at the Interstate Information Centers and by special request.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,233 entries; and 75 vacation packages are listed for 17 cities/locations. Registered one new hot deal during the month. From August 28 to September 28, 23 e-postcards were sent by consumers. The Travel Community site has 353 active photos, five videos, and 15 diary entries. Added analytics tracking code to the interactive Trip Planner; will review and make

changes as needed. Currently reviewing three proposals from vendors for a Remote Usability Study on TravelSD.com to evaluate the design and functionality of the site.

Worked on developing a Hunting Travel Community for hunters to view and submit hunting photos, diaries, and video. Worked on developing a testimonial video section to promote South Dakota pheasant hunting. This page will be linked off of the Pheasantennial Registration page.

Worked with Bureau of Information and Telecommunications (BIT) to renew the www.MediaSD.com domain name for another year.

Logo Usage

Sent South Dakota script to James Dugan Inc. Sent logo to Doug Killian at Mall of America as part of a new multi-state video they're producing. Sent logo to Mathias Jung at Rocky Mountain International.

Governor's Tourism Advisory Board

The Tourism Board met in Custer State Park and welcomed Ruth Brennan, liaison from the South Dakota Arts Council, to the meeting. Ruth gave an overview of their funding and projects/programs.

The group was welcomed to the Park by park officials and concessionaire officials. The Board was briefed on the latest developments and accomplishments in building and renovations in the Park.

The Board went into executive session to discuss the most recent Million Dollar Challenge applications. The Board recommended approving applications from the Black Hills Digital Strategy group; Strawberry Bed & Breakfast, Deadwood; Pioneer Auto Show, Murdo, for the Giving Back Series "Great Museums;" Rapid City CVB for Primal Quest; Fort Sisseton Historical Festival; and the Southeast Website Marketing Partnership. Board members were assigned as liaisons to each project. Staff members were assigned to work with each project.

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

Contracted with Universal Information Services to track media hits for Buffalo Roundup. Completed details of Roundup.

Worked on arrangements for the Hunt.

Great Events

Mickelson Trail Trek, Black Hills – September 19-21: Many riders said it was the best event they had ever been to. There were 520 riders this year, a bit lower than last year. Will be producing and sending thank you cards to the riders from this year and years past to keep next year's trek on the top of their minds.

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