

To: Secretary Richard Benda

From: Melissa Bump

Date: 11/06/09

RE: October 2009 - 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 2008	September 2009	% Change
Deadwood Gaming Tax	\$ 347,330	\$ 334,321	-3.7%
Tourism Promotion Tax (1%)	\$1,074,075	\$ 928,520	-13.6%
Tourism Promotion Tax (.5%)	\$	\$ 311,867	na
Total Monthly Deposits (w/.5%)	\$1,421,405	\$1,574,708	10.8%
FY2009 vs. FY2010 (w/.5%)	\$4,340,620	\$5,082,420	17.1%

1A. Change the way we market South Dakota.

- Tour Operators: Hosted 46 participants on the RMI Megafam for receptive operators from the United States and tour operators from France, Italy, the United Kingdom, Germany, The Netherlands, Austria, Switzerland, and Belgium. Itinerary included Sturgis, Deadwood, Custer State Park, Crazy Horse Memorial, Mount Rushmore National Memorial, Hot Springs, Badlands National Park, Wall, and Rapid City.
- Domestic journalists: Hosted three writers at the Governor's Invitational Pheasant Hunt: Gary Howey with Outdoorsman Adventures, Larry Myhre with the Sioux City Journal, and Mark Watson with the Black Hills Pioneer.

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

- Rooster Rush: Traveled to Minneapolis to work the Vikings tailgating crowds on October 18; distributed 2,600 roll-up banners and the Chad Greenway hunt registration sweepstakes card. Distributed 46,000 banners at the gate entrances; attendance was 63,498 (sell out is 65,000). A season-long Rooster Rush banner hangs under the media area in the HHH Dome.
- Digital Revolution: Held public information meetings in Watertown, Yankton, Custer, and Rapid City. To date, have processed 221 applications for this program.
- Giant Step: Have registered 39 partners in the 2010 Giant Step co-op program, which includes both the 2010 peak and shoulder campaigns.

Monthly Travel Indicators

Media and Public Relations		
	Sep-09	FYTD
Circulation	276,386	2,117,192
Earned	\$15,152	\$75,581
BRU Sat Feed	13,300,000	
BRU Sat Earned	\$370,000	
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	108,563	2,683
9/09 % Chng	17.0%	5.7%
FYTD	385,740	9,212
Time On Site	2.7%	-18.6%
Pages/Visit	18.3%	-9.7%
Email		
	Emails Sent	Emails Read
Sep-09	255,599	8.9%
FYTD	768,274	10.9%

Office of Tourism Indicators					
		Sep-09	Sep-08	% Change	% FYTD
Tax	Tourism Tax (1%)	\$928,520	\$1,074,075	-13.6%	1.9%
	Gaming Tax	\$334,321	\$347,330	-3.7%	0.6%
	Tourism Tax (.5%)	\$311,867	na	na	na
Travel Activity	State Parks	na	na	na	
	Natl. Parks	1,614,772	792,130	33.7%	
	Traffic Cnts	206,261	195,178	3.4%	
	Gas Prices	\$2.48	\$3.71	-37.3%	
	Overnights	456,766	434,493	0.4%	
	Occupancy	66.4%	63.9%	-1.5%	
	Avg Rates	\$70.23	\$69.14	1.1%	
Inquiries	Total	11,809	13,039	-9%	26%
	Online	9,012	10,119	-11%	22.3%
	Mail	2,352	2,410	-2%	53.0%
	Phone	445	510	-13%	8.1%

2010 Initiative

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

Media & Public Relations

Posted the following press releases: To in-state media (posted to www.MediaSD.com and the State News Web): Multimedia Press Releases (MMPR) for Crazy Horse Celebrates 20 Years of Reconciliation and South Dakota Rolls Out the Orange Carpet for Hunters. Marks of History releases: Yankton College, Harvey Dunn, Minuteman Missile Site, Oahe Dam, and Mission School and Chapel. Posted one industry release to MediaSD.com.

The MMPR Co-op for Crazy Horse/Custer went out October 5; it had an open rate of 27.88%.

Fulfilled information requests from *Midwest Living*, *AARP Magazine*, *AAA Home & Away* magazine, and several inquiries from MediaSD.com. Had interviews with KXLG and KWAT radio regarding Rooster Rush, South Dakota Public Radio regarding pheasant hunting and tourism in general, and Majestic Radio Tours regarding tourism in general.

For social media, reviewed and responded to several blog posts; Twitter account for South Dakota Film Office had 11 new tweets with 122 followers; and for South Dakota Tourism, made daily updates/posts and have up to 1,093 followers. Blog posts included South Dakota Tourism on History: *Oahe Dam*, *Mission School and Chapel*; and Minnesota Vikings. Other social media includes Fan page on FaceBook where Tourism has 2,152 fans, SDoutdoors, Youtube, Flickr, and monitoring of external posts about South Dakota.

Met with Lawrence & Schiller regarding digital relations strategy; began putting together a “messaging map” which integrates digital relations with traditional public relations.

Hosted three writers at the Governor's Invitational Pheasant Hunt: Gary Howey with Outdoorsman Adventures, Larry Myhre with the Sioux City Journal, and Mark Watson with the Black Hills Pioneer. Have received copies of stories each has written.

Hired Joey Hockett for the Outdoors Media Relations position. He previously was part of the Visitor Industry Relations team at Tourism.

Industry Relations

Sent October issue of eFYI newsletter to visitor industry; distributed to 1,320 list members via Listrak.com and to 2,364 on Tourism's database. Topics included Digital Revolution, Rooster Rush, Entrepreneurship Certificate Series, 2010 Great Service Star, Rocky Mountain International Megafam, Other Recent Journalists Hostings, Important Reminders (Giant Step and Tourism Conference Sponsorships), and What Our Visitors Are Saying.

Hired Brad Lemmel for the open Visitor & Industry Relations representative position left vacant by Joey Hockett. Lemmel is a graduate of Black Hills State University. He began his duties on November 2.

For the Million Dollar Challenge program, contacted The Fishing Crew to discuss their project. Worked with the organizer of the Black Hills Stock Show and Rodeo to review ads and Web design.

For Governor's Conference on Tourism, worked on public relations session, Tourism Conference social media plan (blog, twitter, etc.), sponsorships, and Agritourism session; began working on conference booklet; juried Made In South Dakota vendors who will have booths at the conference; and designed the Conference registration flyer that will be mailed mid-November. Registration form will also be available online on SDVisit.com with an online payment option.

Gathered information and statistics, upon request from the Great Lakes Tourism Association's executive director, for their use when they attended the US Army Corps of Engineers meeting to discuss management of the Missouri River.

Visited with Leslie Ducheneaux, Buffalo Run Game Reserve and Buffalo Run Teepee Village on Cheyenne River Sioux Tribe land near Gettysburg, concerning assistance with marketing this new attraction. Rescheduled a planned site visit with a few Tourism and Tribal Relations staff.

Attended the Glacial Lakes & Prairies meeting in De Smet on October 14; discussed the Digital Revolution co-op program.

Trade Sales Group Tour/International

Sent Travel Professionals E-newsletter to 181 list members via Listrak. Stories included: Enjoy the last Whispers of Winter!; City of Mobridge; Travel Professionals Tip; Featured Itinerary: Highway 12, The Yellowstone Trail; Featured Attractions and Events; and What's New?.

Sent requested information to Nellie's Group, Tennessee; Vangalder Tour & Travel, Wisconsin; Royal Charters, Iowa; Sue Warnick Tours & Travel, Connecticut; SE Central Iowa AARP, Iowa; Heidi Larsen, Canada; and Canusa tour operator, Germany.

Sent description of job responsibilities for Trade Sales intern to Marty Davis.

Toured Casey Tibbs South Dakota Rodeo Center and discussed group tour options and options for international visitors.

Placed ad for the Meetings and Conventions co-op in *Midwest Meetings'* winter Issue, which features 10 CVBs as one CVB opted out of the co-op.

Emailed directors of the four regional tourism associations, CVBs, and Chambers of Commerce to explore interest in co-oping on a blitz.

Attended MLT-University Travel Agent show in St. Paul with Black Hills, Badlands & Lakes (BHB&L) staff member Noreen Phipps; received 210 leads from BHB&L as a result of the show. Attended two meetings with Phipps: Travel Leaders Preferred Program – they will have an exclusive itinerary with Black Hills Central Reservations for Travel Leaders agents to sell as part of a "Road Trip" promotion Travel Leaders is doing and Black Hills Specialist Program, this company does the BH Specialist site and they are interested in working with us to create a program.

Submitted 60 appointment requests for National Tour Association (NTA) Annual Convention to be held in Nevada in November. Received appointment schedule from NTA and made manual/direct requests to fill in additional appointments. Drafted preliminary information for NTA Profile Sheet.

Completed registration for TIA International Pow Wow which will be held in Florida in May. Contacted delegates who attended 2009 TIA Pow Wow, and they all plan to participate in 2010.

Created a one-page motorcycle route document to use at trade shows; it will also be handed out at the motorcycle show in Italy as Rocky Mountain International (RMI) has been invited to be a participant by Mototurismo Magazine. They wrote three big articles on South Dakota last year.

Provided ranch information and What's New for World Travel Market show that the RMI United Kingdom office will attend on behalf of the region; emailed to Italian office and German office for upcoming mission and Visit USA Show; and reviewed list of Hamburg tour operators and journalists and sent request list for meeting additions/suggestions to German office. Sent publications, CDs, and DVDs to Showcase Italy.

Completed itinerary/arrangements for RMI Megafam in South Dakota, October 7-12; hosted 46 participants, which included receptive operators from the United States, tour operators from France, Italy, the United Kingdom, Germany, The Netherlands, Austria, Switzerland, Belgium, and overseas RMI offices. Itinerary included Sturgis, Deadwood, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Hot Springs, Badlands National Park, Wall, and Rapid City. Hosted one participant from America 4 You to the Crow Creek Guest Ranch near Belle Fourche so she could do a site inspection; rejoined the group at Crazy Horse Memorial.

Worked with staff to complete requests from Bleu Claire Productions, France, Custer State Park for footage. Worked with Cindy Olson for lodging for return trip in December for 777 Roundup and winter footage for two documentaries that she is working on that will showcase South Dakota.

Sent selected photos on CD to Barbara Stafford, RMI, for PowerPoint presentation for Scandinavian Mission in January.

Outdoors

Sent late-season pheasant hunting pitch to 19 publications in our target market areas.

Film Office

Fulfilled nine requests for general information and two requests for the Production Guides.

Worked on the following projects:

Suggested Capa as a film location for the History Channel – Life After People; they are also considering abandoned mining locations. Forwarded recommendations of Black Hills locations.

Worked with local film representatives to help assistant producer Kate Jones secure the following locations for the History Channel's "America: The Story of US" project: prairie/grassland near Vivian, Triple 7 Buffalo Ranch, Mount Rushmore National Memorial, Badlands National Park, and the Black Hills. Provided permitting information, additional information on abandoned homesteads across the state, and Missouri River shots that could resemble Mississippi River shots.

Will work with Nelly Cohen, President of SMOOTH; she produces publicity films for clients around the globe. Per their request via an RFP from a client, will send rugged landscapes/locations and filming information. Cohen will be visiting South Dakota in December with another international film-maker who has been to South Dakota several times working on documentaries.

Notified of a project called Rediscovering Dorothy Documentary, a film about L. Frank Baum's (Wizard of Oz author) mother-in-law who was a women's suffrage activist. Will work with them per direct requests on filming needs.

Requested more information/updates from the producer of the "Blood Trail" feature film; they need nine different western film sets. It is a \$9 million western film produced and directed by Apache Studios, Tennessee.

Contacted by filmmaker who is seeking locations for a short western film set in Oregon in 1945; interests were the 1880 Town and Cottonwood. Her plan is to shoot in spring 2010.

Worked on film e-newsletter content for November mailing.

Information Centers

Received 504 visitor comment cards for the year.

Closed Interstate Information Centers at Chamberlain and Vermillion exchange. Reopened the Valley Springs Center for the opening weekend of pheasant hunting. Updated letters to the participating partners of the Brochure Program. Updated the job announcement for the 2010 season, along with the letter to previous workers, the application, and the questionnaire.

Hospitality

Sent letters to 142 businesses/attractions to notify them of their Great Service Star designation for 2010; sent list to regional tourism association directors for marketing purposes.

Selected ten finalists from the 95 Great Service Star applicants for consideration of the annual George S. Mickelson Great Service Award. Sent copies of the finalists' applications to the Governor's Tourism Advisory Board in preparation of selecting two companies/organizations to recommend to the Governor.

Current numbers of participants of the Online Customer Service Training show 1,348 registered with 1,129 completed and 191 managers registered.

Photo/Video

Completed the following on Tourism's photo hit list: autumn leaves along the Fall River near Hot Springs, 1880 Town, Spearfish Canyon, downtown Deadwood, Deadwood Oktoberfest, Festival of Books, and Minnesota Vikings.

Fulfilled requests for photos/slides to *South Dakota Magazine*, Southeast South Dakota Tourism Association, Yankton; Lawrence & Schiller, Regency Management, Sioux Falls; Cedar Shore Resort, Chamberlain; Pierre CVB, Department of Education, Pierre; Grapevine Design, Spearfish; Terry Peak Ski Area, Lead; Rapid City CVB, Black Hills, Badlands & Lakes, Rapid City; Festival of Books, Brookings; *Parenting* magazine, New York; Taylor Publishing, Missouri; Rocky Mountain International, Wyoming; and *Prairie Business* magazine, Bismarck Tribune, North Dakota.

Fulfilled requests for video dubs and loans: Sent stock footage to KAT Communications in Bismarck for a recruiting video they are producing. Sent Missouri River footage to HTNB Productions for a presentation they are producing for the Corps of Engineers.

Continued to make industry contacts and invite people to work on the committee for Black Hills Photo Shootout; worked on a list of tasks. Discussed website creation with Black Hills State University, expecting mockups soon; made contact with *Outdoor Photographer* magazine, will be receiving media kit, advertising rates, etc.; submitted Shootout to Tourism Calendar of Events; received commitment from Black Hills, Badlands & Lakes for space to promote Shootout in the Vacation Guide; received commitment from *South Dakota* magazine for editorial support; and researched online forums and websites to promote Shootout, including many camera clubs in surrounding states.

Contacted visitor industry people involved in winter activities for posting on Tourism's blog.

Tribal Tourism

Held Tribal Tourism Roundtable in Mission at Sinte Gleska University. Discussed creating a Native American Made label/program, Tourism Conference reception, Digital Revolution co-op program, and Cultural Resources Diversity Internship Program through National Park Service. Updates were given on Community Resource Development Organization (CREDO), Rosebud Oyate Art Market (ROAM), and the Oyate Trail.

Travel Market Advertising

Finalized and shipped the following shoulder season ads: *General Tourism* – weekly newspaper ads in Minneapolis, St Paul, Sioux City, Omaha, and Rochester; hunting postcard #2, hunting Web banners, North American Hunter email #2, and Vikings promotion including gate banner for game; KELO fall foliage Web banners; and Travelsmart. *Custer State Park Co-op* – weekly newspaper ads in Loveland, Ft Collins, Greeley, SW Minnesota Peach, and Sioux Falls. *Deadwood Co-op* – weekly newspaper ads in Loveland, Ft Collins, Greeley, Cheyenne, Cody, Dickenson, Gillette, Bismarck, Sioux Falls, and Aberdeen. *Rapid City Co-op* – weekly newspaper ads in Minneapolis and Sioux Falls.

For Rooster Rush promotion, fulfilled the final orders for T-shirts and posters; door clings and banners were shipped straight from vendor. Traveled with staff to Minneapolis to work the Vikings tailgating crowds for the October 18 game and handed out 2,600 roll-up banners, caps, and the Chad Greenway hunt sweepstakes card. Completed and activated the mobile-friendly webpages (HuntInSD.com/Greenway and HuntInSD.com/rules) needed for the text promotion for the Greenway

giveaway, which ended October 31; and in the process of de-duping registrations via texting and online. Ran TV commercials in the game broadcasts in Sioux Falls and Rapid City, garnering an additional 30,000 gross impressions. Purchased cable spots across South Dakota for the October 5 broadcast of the Vikings vs Packers game on ESPN; buy delivered 2,700 additional impressions.

For the Digital Revolution (DR) co-op, held four more public information meetings in Watertown, Yankton, Custer, and Rapid City. Registered 44 new partners for the co-op; mailed coupons to new DR partners. Currently, there are 221 registered for the program. Program elements and their status include: completed – Content Management System (CMS) research and process flows, administration access to new users, booking portal access to new users; in progress – wire framing and internal page mockups; Visitor Services Directory listings have been uploaded into new CMS software; triggered emails were developed and delivered to partners to upload their content; added amenity options for lodging properties; ongoing revisions for design are taking place; and homepage flash has been programmed.

Have registered 39 partners in the 2010 Giant Step co-op program, which includes both the 2010 peak and shoulder seasons. Worked with partners on changes/approvals on final ad copy.

Sent October Travelsmart to 267,548 subscribers; topics included: Jewel Cave National Monument, Celebrate the Harvest, Unique South Dakota Gifts, and Outdoor Photography – Changing Seasons.

The Digital South Dakota Vacation Guide has been created; working on the request form content. The e-Guide should be live to the public mid-November.

Reviewed photo library to choose new images for Tourism's pages in the 2010-2011 South Dakota Vacation Guide.

Hired Ashley Worth from Gettysburg for the Marketing Research Position; she is scheduled to start November 9. Notified all other applicants.

Publications

Tool delivery of 36,000 Snowmobile Trails Maps. Map is distributed by the Department of Game, Fish & Parks at trailheads and locales around the state. Tourism will also distribute maps by request.

World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,869 entries, and 70 vacation packages are listed for 15 cities/locations. Registered 13 hot deals for October. From September 29 to October 27, 71 e-postcards were sent by consumers via the Photo Gallery. The Travel Community site has 505 photos, nine videos, and 22 diary entries that are active. In the Sportsmen Community, 58 photos, two videos, and one diary entry are active. To date, have input 623 events into the statewide Calendar of Events; submission form and criteria are available on SDVisit.com.

Logo/Photo

Sent logo to Caliber Creative for Laura Ingalls Wilder Memorial Society. Sent State Seal to Precision Forms & Graphics for a state government job.

Research

Have discontinued the publication survey at this time; received positive results for all publications.

Completed data entry from 1,723 returned survey questionnaires distributed at the Interstate Information Centers in July for the annual Intercept Study. Will present findings from the 2009 Intercept Study at the November Tourism Board meeting and post the report to SDvisit.com.

After a thorough review of Visitor Relationships Management (VRM) providers, Coremetrics was selected as the vendor. They will provide VRM capabilities for both online and offline data to provide fulfillment, email distribution, travel indicators, media plan automation, etc. information/research.

Governor's Tourism Advisory Board

Their next meeting will be November 18-20 in Sioux Falls.

Governor's Invitational Pheasant Hunt

Coordinated final arrangements for the Governor's Invitational Pheasant Hunt: photo shooting schedule, menus, transportation, registration, and thank you notes.

Great Events for 2009

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Sent evaluation forms to organizers.

South Dakota Walleye Classic, Akaska – August 10-15: Sent evaluation forms to organizers.

South Dakota Festival of Books, Deadwood – October 2-4: Sent evaluation forms to organizers.

Media One FunSki, Sioux Falls – January 2010: Met with Media One Funski representative to finalize the marketing plan. Started ad pricing and design for the newspaper ads.

Great Events for 2010

Reviewed 19 applications for the 2010 Great Events Campaign and selected the following: Black Hills Fat Tire Festival, Rapid City - May 28-31; Huron Outdoor Expo, Huron - June 11-12; Ipswich Trail Days, Ipswich - June 11-13; and River City Racin', Chamberlain/Oacoma - July 9-10. Notified all applicants.