

To: Secretary Richard Benda

From: Melissa Bump

Date: 02/06/09

RE: January 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:	December 2007	December 2008	% Change
Deadwood Gaming Tax	\$ 236,726	\$ 210,872	-10.9%
Tourism Promotion Tax	\$ 322,471	\$ 317,484	-1.5%
Total Monthly Deposits	\$ 559,197	\$ 528,356	-5.5%
FY 2008 vs. 2009	\$6,358,553	\$6,494,668	2.1%

1A. Change the way we market South Dakota.

- Media Contacts: Initiated or replied to 66 contacts on a variety of topics from art exhibits to hunting and the tourism conference to film permits.
- Tour Operators: Provided fishing packages for international tour operator Matteo Guastoni, Rallo tour company, Italy; and Gary Schluter, Rocky Mountain Holiday Tours, Colorado.

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

- Million Dollar Challenge: The Governor's Tourism Advisory Board reviewed eight new Million Dollar Challenge applications and an addendum to a previous one. The Board approved applications from the South Dakota Hall of Fame, Chamberlain; Unlimited Light Hydroplane Racing/River City Racin', Chamberlain/Oacoma; Custer Bid Improvement District; SD Discovery Center's Toy Tech Exhibit, Pierre; Visit Spearfish, Inc; and Southeast South Dakota Tourism, Yankton.
- Presented a plan to the Association of CVBs for See America/South Dakota Week, May 9-17.

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

- Media Activity Highlights: Compilation of earned media: January estimated ad value is \$22,389 (circ. 263,187); and Fiscal Year 2009 estimated ad value is \$204,214 (circ. 6,605,619).
- Hostings: Working with Jason Mitchell and Roy Lake Resort to host outdoor writers from around the Midwest for ice fishing and tours to local attractions in February.

Media and Public Relations		
	Dec-08	FYTD
Circulation	1,198,717	9,760,163
Earned	\$44,478	\$381,250

Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	54,954	2,092
12/07 % Chng	-12.5%	-5.8%
FYTD	543,623	15,282
Time On Site	-1.7%	-39.2%
Pages/Visit	9.6%	-23.1%
Email	Emails Sent	Emails Read
Dec-08	246,113	8.8%
FYTD	1,465,923	9.9%

Office of Tourism Indicators					
		Dec-08	Dec-07	% Change	% FYTD
Tax	Tourism Tax	\$317,484	\$322,471	-1.5%	1.7%
	Gaming	\$210,872	\$236,726	-10.9%	2.7%
Travel Activity	State Parks	130,700	136,083	-4.00%	
	Natl. Parks	43,876	41,616	5.4%	
	Traffic Cnts	149,379	154,874	-3.5%	
	Gas Prices	\$1.67	\$2.98	-44.1%	
	Overnights	243,695	244,827	-0.5%	
	Occupancy	37.6%	39.0%	-3.5%	
	Avg Rates	\$64.37	\$62.32	5.2%	
Inquiries	Total	5,710	5,760	-1%	10%
	Online	5,136	4,578	12%	7.8%
	Mail	355	930	-62%	57.6%
	Phone	219	252	-13%	-26.3%

2010 Initiative

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

Agritourism

Attended a Grow Spink County meeting to discuss agritourism opportunities and how Tourism can help each business and the community as a whole.

Media & Public Relations

Media Activity Highlights: Compilation of earned media: January estimated ad value is \$22,389 (circ. 263,187); and Fiscal Year 2009 estimated ad value is \$204,214 (circ. 6,605,619).

Designed and mailed a Multimedia Press Release (MMPR) co-op registration form to 3,750 visitor industry contacts. Placed information on SDVisit.com, but registrations are only available via mail.

Fulfilled requests from the Argus Leader, Mitchell Daily Republic, *Fedgazette* magazine, KCCR-AM, Sales-Fax Media, and several inquiries from MediaSD.com. Interviewed by Mitchell Daily Republic, Argus Leader, and KCCR-AM on the Economic Impact press release; Sales-Fax media – SD Tourism's marketing; and KCCR-AM on the Tourism Conference blog. Updated the "Recent News" section of the Travel South Dakota Facebook group.

Initiated or replied to 33 contacts on a variety of topics, including the tourism conference, Information Center jobs, economic impact, Deadwood named top western town, award-winning artist exhibit at the South Dakota Art Museum, Marks of History releases, museums, award winners, and Tourism's marketing plan.

Posted press releases to in-state media (posted to www.MediaSD.com and the State News Web): Primal Quest Adventure Racing: Who Does These Kinds of Races?, Governor's Conference on Tourism Gearing Up, Tourism Advisory Board Elects Officers, 2008 Tourism Revenue Sets Record at \$967 Million, and Tourism Leaders Recognized by Governor Rounds. Marks of History releases (new weekly series that focuses on South Dakota's historical markers) on Where the West Began, The Center of the Nation, and First Election in Northwestern United States. Posted 10 industry releases to MediaSD.com. Completed an interview about film incentives in South Dakota and filming in general with *P3Update* magazine. Sent Primal Quest Press Release: Who is Don Mann? Provided Primal Quest information to Toby Evans who will be following/filming a racer.

Launched the Talkin' Tourism blog for the Tourism Conference and wrote blog posts for duration of the blog (January 14-23). The site had 320 visitors; 196 were unique. Visitors to the blog spent an average of 2 minutes, 50 seconds on the site.

Conducted conference call with Black Hills Digital Strategy (BHDS) public relations partnership to determine parameters of partnership. Sent first press release on behalf of BHDS to a customized media list and distributed via Vocus in order to analyze results.

Industry Relations

Sent e-FYI industry newsletter to visitor industry contacts on Tourism's database. Topics included Talking Tourism – Tourism Conference Blog, Multimedia Press Release co-op opportunity, Great Service Star, Free Opportunity for Meeting/Convention facility, NTA/ABA Partners, ABA Marketplace, and Travel Forecast.

Presented a plan to the Association of CVBs for See America/South Dakota Week, May 9-17.

During banquet of the Governor's Conference on Tourism, the following awards were presented: Ben Black Elk Award to Nancy Brady, Rapid City; and A.H. Pankow Award to Al Neuharth, USA Today founder, originally from South Dakota; and two George S. Mickelson Great Service Awards – one to the

Prairie Berry Winery in Hill City and the other to the Best Western Ramkota Hotel & Conference Center in Sioux Falls.

The Conference is fully-funded by sponsorships and registrations; sent thank you letters to sponsors for their generosity in helping make the conference possible.

Activated an evaluation form for Tourism Conference on SDVisit.com; will compile for review at a wrap-up meeting. Posted photos of Tourism Board and officers; updated award winner copy and photos; and posted the 2008 Annual Report, 2008 Economic and Fiscal Impacts report, 2008 Fast Facts, 2008 Intercept Study, 2009 Industry Calendar, 2009 Great Service Star designees, and pdf of the 2009 Tourism Assistance Directory.

Assisted Daryl Stisser from Sylvan Rocks Climbing gather materials for Tourism's booth he will man at the Kansas City travel show in March. Tourism staff is unable to attend.

Met with Steven Dahlmeier, Vice President of the South Dakota Canoe Association, and Frank Smith, Gettysburg, to discuss the marathon kayak race on the Missouri River, the South Dakota Kayak Challenge, scheduled for September 11-13.

Trade Sales Group Tour/International

Completed the Group Tour Planning Guide (GTPG) and sent files to printer. Ordered 4,400 copies of the guide, which is updated every two years. Expect delivery in late February.

Sent Issue 1 of the 2009 Travel Professionals E-Newsletter to 162 list members – tour operators, travel agents, and meeting and event planners across the country.

Sent information to *Meetings & Conventions* magazine for a free listing in their Meetings Facilities Guide.

Attended education seminars and networking events at American Bus Association (ABA) Annual Marketplace in Charlotte, North Carolina. Held state caucus for South Dakota delegates to share leads and plan additional contacts. Compiled leads from the November National Tour Association (NTA) Annual convention and sent to South Dakota delegates for follow-up.

Placed online version of the South Dakota portion of the 2Nation Tours Spirit of the Frontier itinerary on TourSDakota.com and it will be published in the next issue of *Group Tour* magazine. South Dakota's portion will be April 29-May 5, beginning in Sioux Falls and ending in Rapid City.

Worked with *Courier* group tour magazine to provide information on arts/museums/history for upcoming feature on South Dakota.

Researched appointments for North American Journeys (NAJ) Summit West and requested the 12 allowed pre-scheduled appointments. Researched remaining tour operators and tour brochures to contact for additional appointments. Completed NAJ follow-up to 23 tour operators after working through database. Completed South Dakota portion of web portal to be featured on thetouroperator.com.

Created a power point presentation for Robert Brennan, former owner of Brennan Tours, to present to retired Boeing employees as well as other groups interested in South Dakota as a tour option.

Sent requested information to Reiselyst, Inc, Arild Christansen, Norway. Shipped materials to Ferie (Denmark's largest travel show) for the Discover America Pavilion for Danish tour operators specializing in trips to the USA. Sent requested photos to Swanson's Travel, the largest tour operator in Sweden, to be considered for the cover of their annual catalog. Submitted information on 2009 Buffalo Roundup to the International Travel Writers Alliance, United Kingdom, and sent Travel Professionals news for their online newsletter.

The Rocky Mountain International (RMI) delegation attended Reiseliv, a large trade show in Norway as part of the Scandinavian Mission and met with Jambo Tours that has offices in Sweden and Norway. Jambo Tours is interested in promoting the RMI region as one with unique adventure destinations. They would like to add two new fly-drive itineraries from the region to their catalog with the main focus being nature, wildlife, and culture. Wrote South Dakota portion of itinerary.

Provided fishing packages for Italian tour operator Matteo Guastoni, Rallo tour company; and Gary Schluter, Rocky Mountain Holiday Tours, Colorado. Matteo attended RMI Megafam in South Dakota and extended his stay to experience our fishing opportunities.

Provided information and websites for chapter on South Dakota to journalist, Michael Juhran, Germany, for a book on the US West. Emailed information on Badlands trail rides, ranches, and horse pack trips in South Dakota to Gaby Karcher, *Sorrel* magazine, Germany.

Outdoors

Working with Jason Mitchell and Roy Lake Resort to host outdoor writers from around the Midwest for ice fishing and tours to local attractions in February; seven writers/TV crews are lined up for the fam.

Initiated or responded to 33 contacts with outdoors writers/magazines. Provided information on golf courses, ice fishing, pheasant numbers for 2008, cooking show, grouse hunting, fishing packages for foreign group tour operator, backpacking adventure, water levels, goose hunt, spring turkey hunting, canoe trip, and film permit for outdoors writer.

Film Office

Distributed 55 production guides, most of which were distributed at the Sundance Film Festival in Utah.

Wrote a letter of support for an individual with the message that the Office of Tourism is supportive of filmmakers in South Dakota and the resources we can implement once a project gets off the ground.

Received script to review for a production company that wants to film in South Dakota. Invited contact to South Dakota for a location tour.

Working on a location package for a thriller movie set to start production this summer.

Notified industry of the Fischgaard Short Film Project is taking place in Aberdeen, February 13-15. Its mission is to motivate independent filmmakers and to enhance film as art in South Dakota. During the competition, filmmaking teams create a movie – writing, shooting, and editing a four to seven minute film – in one weekend.

Provided Annie Prince with general information on filming in South Dakota and specific information for her project, a documentary on Kevin Locke who is a member of the Standing Rock Sioux Tribe.

Contacted by RFD-TV; they are working on a show called Best of America by Horseback. They will be filming from Texas to the Canadian border and a portion of the series will be filmed in South Dakota. Will relay possible locations and assist as possible.

Working with the Smithsonian Networks on a project to film all 50 states in high definition video for a television series called Aerial America. The aim is to showcase the natural wonders and breadth of culture that make up the essence of our nation.

Provided Buffalo Roundup footage to Story of the American Bison.

Provided posters and publications for *Ticket Out* movie that is being filmed in Iowa. They wanted South Dakota in the movie in some way. Invited the contact to South Dakota for her next project.

Completed the online Film Fundamentals course through the Association of Film Commissions International. The next step is to complete a Professional Development course in person at the AFCI Locations Trade Show.

Working with a representative from the Screen Actors Guild (SAG) organization to list the Film Office information on their website, which includes film incentives and contact information.

Provided information on South Dakota to the Production Resource Group (PRG). PRG Inter-Mountain Region is Colorado, Wyoming, Montana, North Dakota, South Dakota, and Nebraska. PRG is located in Colorado and considered one of the world's leading entertainment technology companies.

Contacted BBC crew about filming at Capa (one man town near Midland) for a piece they are working on regarding ghost towns; however, funding is an issue.

Japanese Public Television filmed at the Wild Horse Sanctuary the end of January for a piece on wild horses.

Information Centers

Sent press release announcing application deadline for Information Centers. Of 61 applications that have been received, 50 are from returning counselors.

Continued to review brochures and notify companies that have been approved for brochure placement in the Information Centers.

Hospitality

For 2008, have issued 1,044 Governor's Certificates for Outstanding Hospitality, 193 seals for the second award, and 21 lapel pins for the third.

For the Great Service Star Program, approved five more applications for 2009 designation; current number is 118. Deadline for 2009 designation was January 31.

For the online curriculum development training, 886 are registered, 732 have completed the course, and 116 managers have registered.

Developed an application form for the spring training co-op for hospitality training, which will be mailed in February.

At the annual Governor's Conference on Tourism, Governor Rounds awarded two George S. Mickelson Great Service Awards – one to the Prairie Berry Winery in Hill City and the other to the Best Western Ramkota Hotel & Conference Center in Sioux Falls. This award is given through an application process.

Tribal Tourism

At the State-Tribal Tourism Roundtable, gathered attendees' ideas/comments on the 2009 Tourism Conference. Tourism prepared an updated timeline and work plan for the Native American guide. Karen Kern, Executive Director for the Great Lakes Tourism Association, talked about the benefits of joining a regional tourism association. Laurie Cooper gave an update on the Gateway to the West Fest featuring Brule', July 2 – 4, 2009, at the Mitchell Lake Amphitheater. David Thomas with the South Dakota Hall of Fame outlined a project they are doing with Native American inductees, promotions they are running and what information they need from communities where the inductees lived. Plan to work on a strategic plan for 2009 at the next meeting.

Roger Campbell, Tribal Government Relations Director, moderated the "Do Reservations Have Roads Part 2" session at the annual Governor's Conference on Tourism. There were 57 attendees. Ivan Sorbel, Pine Ridge Area Chamber of Commerce; Kerry Frei, Native Discovery; and Charles Moe, Salt

Camp Cabins, were panelists. Panelists participated in a Question and Answer session with the attendees regarding travel on the reservations.

Photo/Video

Fulfilled requests for photos/slides to State Publishing, South Dakota Pharmacists Association, South Dakota Municipal League, South Dakota Rural Electric Association, Department of Transportation, Department of Education, South Dakota Historical Society, BPro, Lynn's Dakotamart, Department of Agriculture, South Dakota Telecommunications Association, Pierre; Game, Fish and Parks, Mitchell, Pierre, and Lead; Lawrence & Schiller, South Dakota State Medical Association, Click Rain, Sanford Health, Sioux Falls; Northern Route to the Black Hills, Aberdeen; Rosenbauer Fire, Lyons; S&M Printing, Mitchell; RP Enterprises, Rapid City; TDG Communications, Deadwood; Ingalls Homestead, De Smet; *South Dakota* magazine, Southeast South Dakota Tourism Association, Yankton; Sen. Tim Johnson's Office, Washington DC; *Courier* magazine, Kentucky; *Midwest Living* magazine, Iowa; Robert Brennan Tours, Unlimited Light Hydroplane Racing Association, Washington; Scholastic Publishing, New York; *Wooden Houses* magazine, France; and Tommy Swanson Travel, Sweden.

Fulfilled requests for video dubs and loans: Sent Chamberlain boat racing video to the Chamberlain CVB and Lawrence and Schiller, Sioux Falls. Sent Pow Wow audio to Lawrence and Schiller.

Edited and compressed videos to use on the Tourism Conference blog. Compressed video for the Trade Sales team and posted it on YouTube. Updated videos on the YouTube Channel.

Travel Market Advertising

Finalized and shipped the following ads: For Winter 2008-09 – Deadwood Co-op Winter weekly newspaper ads inserted in Bismarck, Casper, Dickenson, Williston, and Sioux Falls. For Peak 2009 – February issue of Giant Step Rushmore ad for *Travel 50* + on sale February 23, April issue of Giant Step Rushmore ad for *Cookie* magazine on sale March 24, and *Budget Travel* advertorial (free w/ Giant Step ad). Midwest Vacation Guide ad inserts March 22 in the Sunday newspapers in Chicago; Des Moines; Detroit; Omaha; Kansas City; St. Louis; Madison, Wisconsin; Indianapolis; Little Rock; and Columbus, Ohio. Revised KOA Web banner. Approved next set of truck wrap graphics.

Finalized copy for the Great Getaways co-op registration flyer, which will be mailed the first part of February to the visitor industry.

Sent the February issue of Travelsmart in January to 242,000 subscribers. It featured Experience South Dakota series – Introduction to Mount Rushmore National Memorial, Bald Eagle Viewing opportunities, Ice Fishing, and Snowmobiling.

Publications

Updated timeline and work plan for the Native American guide.

Finalized design of Tourism's pages (p. 1 through 23, plus covers) of the 2009-2010 Vacation Guide along with the calendar of events; coordinated the file transmission of the state map to be put into the guide. Guides are scheduled to be delivered to South Dakota by mid-February.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,256 entries; and 36 vacation packages are listed for 13 cities/locations. Registered three new hot deals during the month. From December 30 through January 27, 27 e-postcards were sent by consumers. The Travel Community site has 427 active photos, nine videos, and 19 diary entries.

The embedded booking engine on TravelSD.com went live on January 20. Updated the necessary Black Hills Central Reservations booking links on Travelsd.com. Will continue to monitor the impacts and functionality of the system.

Posted new or revised content of 2009 Giant Step partners on TravelSD.

After completing the usability tests on TravelSD.com, several areas of the website will be reviewed and improved.

Continued working on the online payment option on SDvisit.com for co-op programs.

Research

The daily download of reservations data is in place. The next phase will be to audit the data and begin building out the reporting components.

Developed a niche publication survey to take place over the next few months. It will include an online survey to those who request specific publications. Another element will be an insert card in each publication mailed, which will direct them to an online survey.

Governor's Tourism Advisory Board

The Board met in Pierre prior to the Tourism Conference. John Brockelsby, Rapid City, was reelected as President of the Board and Frank Smith, Gettysburg, was reelected as Vice President. The group was briefed on the media schedule for marketing campaigns and Ruf demographic data/visitor profiles and results of campaigns. They discussed criteria of the Million Dollar Challenge program. The Board reviewed eight new Million Dollar Challenge applications and an addendum to another one that was previously approved. The Board approved applications from the South Dakota Hall of Fame, Chamberlain; Unlimited Light Hydroplane Racing/River City Racin', Chamberlain/Oacoma; Custer Bid Improvement District; SD Discovery Center's Toy Tech Exhibit, Pierre; Visit Spearfish, Inc.; and Southeast South Dakota Tourism, Yankton. Board liaisons were appointed for each project and staff was assigned to work with each project. Notified applicants.

The Board also held a joint meeting with the executive directors/president of each of the four tourism regions and their top board officials. The group was updated on Tourism's budget, marketing campaigns, and campaign results. Each region shared their FY09 marketing plans and updated the group on the news from their region – new events and properties in the works.

Great Events for 2009

Outdoor Expo, Huron – June 13-14: Met with organizers. Began drafting a marketing plan and designing a brochure for the event. Also discussed producing an event guide (newspaper insert) and an oversized postcard. Sent mock-ups for a new logo to event manager. The committee will be responsible for printing the brochure.

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Met with event chair.

South Dakota Walleye Classic, Akaska – August 10-15: Finalized logo design with the committee and they are adding it to their website.

South Dakota Festival of Books, Deadwood – September 25-27: Will attend a meeting when notified.

Media One FunSki, Sioux Falls – January 2010: Attended the January 2009 event.