

To: Secretary Richard Benda

From: Melissa Bump

Date: 07/07/09

RE: June 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:	May 2008	May 2009	% Change
Deadwood Gaming Tax	\$ 246,871	\$ 246,270	-0.2%
Tourism Promotion Tax	\$ 228,797	\$ 242,416	6.0%
Total Monthly Deposits	\$ 475,668	\$ 488,686	2.7%
FY 2008 vs. 2009	\$8,821,035	\$8,932,363	1.3%

1A. Change the way we market South Dakota.

- Tour Operators: Hosted seven tour operators from California and New York on the Japanese Tour Operator fam in the Black Hills.
- International journalists: Hosted Erwin Kennis and Koert Michiels, Belgium, on motorcycles to Pine Ridge, the Badlands, and the Black Hills for two motorcycle articles, one on the Badlands and Pine Ridge and one on the Black Hills for the largest motorcycle publication in the Benelux market.

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

- MultiMedia Press Release Co-op: Yankton archery release had an open rate of 39.11% on Tourism's list and a regional list open rate of 14.58%. The Aberdeen release had an open rate of 34.5% on Tourism's list and a regional list open rate of 30%. For most email marketing, a good open rate is considered to be 10%.
- Great Getaway Co-op: Have 37 partners for this co-op; insert is scheduled to be placed in regional newspapers on August 16 to reach 514,000 subscribers.
- Giant Step Co-op: A total of 11 ads will be appear in one or more issues of the following, split among the 38 partners: *Family Circle, Ladies Home Journal, Midwest Living, Better Homes & Gardens, Field & Stream, Guideposts, Travel 50+* and *Budget Travel* from August to November for a total circulation of 7,856,758.

Media and Public Relations		
	May-09	FYTD
Circulation	2,787,713	22,916,951
Earned	\$16,177	\$861,359
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	132,306	2,406
5/08 % Chng	-0.2%	-15.6%
FYTD	1,092,420	28,187
Time On Site	-0.3%	-10.2%
Pages/Visit	9.5%	-14.2%
Email	Emails Sent	Emails Read
May-09	208,155	12.7%
FYTD	2,588,938	10.8%

Office of Tourism Indicators					
		May-09	May-08	% Change	% FYTD
Tax	Tourism Tax	\$242,416	\$228,797	6.0%	1.0%
	Gaming Tax	\$246,270	\$246,871	-0.2%	1.5%
Travel Activity	State Parks	NA	700,548	NA	
	Natl. Parks	326,441	292,138	11.7%	
	Traffic Cnts	195,884	186,138	5.2%	
	Gas Prices	\$2.24	\$3.74	-40.1%	
	Overnights	377,733	381,600	-1.0%	
	Occupancy	53.8%	55.4%	-2.9%	
Inquiries	Avg Rates	\$66.54	\$66.00	0.8%	
	Total	19,868	15,329	30%	4%
	Online	13,616	12,258	11%	N/A
	Mail	5,056	1,855	173%	N/A
	Phone	1,196	1,216	-2%	N/A

2010 Initiative

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

Media & Public Relations

Made updates to the Rushmore Fireworks flyer and posted final PDF on TravelSD.com. The completed PDF of the flyer was forwarded to the Mount Rushmore National Memorial Society as they will print the flyer and distribute.

Fulfilled information requests from the Watertown Public Opinion, *Gun Dog* magazine, Mitchell Daily Republic, *AAA Home & Away*, *Going on Faith* magazine, *SD AAA* magazine, *15 Minutes* magazine, Reporter and Farmer Newspaper, *Midwest Living* magazine, Metro Source News (Phoenix), KTIV-TV, Hunters Exchange TV, two freelance writers, SDSU Collegian, and several inquiries from MediaSD.com. Was interviewed by Metro Source News regarding tourism outlook, KTIV-TV regarding archery headquarters dedication in Yankton and tourism in general, and Family Radio Network regarding Rushmore Cave, hunting, fishing, outdoor recreation, and Primal Quest.

For social media, reviewed 30 blog posts and responded to 10; Twitter account - sent kid-friendly story ideas to freelance writer, made daily updates/posts, and replied to several other posts; have up to 516 followers as of June 26. Wrote six posts for our Wisconsin campaign blog: Get off the beaten path, Affordable fun in National and State Parks, Northern Route to the Black Hills, 4th of July in SD Small Towns, Great Events, and Fun at the Lake. Other social media includes South Dakota FaceBook Fan Page where we have over 1,400 fans; SDoutdoors and TravelSD.com blogs, YouTube, and Flickr.

Organized trip itinerary and made arrangements for Carmel Mooney, a member of North American Travel Journalists Association, Field Editor for *Country* magazine, columnist for *California Kids* magazine and Radio Talk Show Host at KJAY 1430 AM in Sacramento, California. She is taking an 80-day road trip, traveling through South Dakota July 25-28. Carmel is producing her radio show from the road, and she wants to cover family-friendly, outdoor attractions.

Press releases: To in-state media (posted to www.MediaSD.com and the State News Web) - Primal Quest Adventure Racing: Team SD; Yankton, S.D. Adds Archery Association to its Quiver (MMPR); South Dakota Outdoor Expo; Mount Rushmore Fireworks to Kick Off American Celebration (MMPR); An Affordable Storybook Vacation (MMPR); and Fireworks media advisory. Marks of History releases – Hanging of Jack McCall, Wild Bill Hickok's Grave at Mount Moriah, State University of South Dakota, and The Northern Divide. Posted 14 industry releases to MediaSD.com.

Multimedia Press Release (MMPR) Co-op Program: Yankton archery release went out on June 4 and had an open rate of 39.11% on Tourism's list and a regional list open rate of 14.58%. The Aberdeen release went out June 24 and the Tourism list showed an open rate of 34.5% with a regional list open rate of 30%. Fireworks release went out June 16 (not a partner release...fully funded by Tourism) and the Tourism list open rate was 38.58%. There was no regional list, but it was sent via PR Web which had 710 full-page views. For most email marketing, a good open rate is considered to be 10%. Working on reporting/news tracking for Reptile Gardens Methuselah.

Upcoming interviews with Family Radio Network include South Dakota Film Festival, Buffalo Roundup, and Sica Hollow.

Provided an itinerary for two journalists from the Winnipeg Free Press in Canada, Julie Carl and Jane Carl, for June 28-July 5. Set up lodging, meals, attraction visits, and tours. Provided them with a tour of the Capitol.

Will work with Primal Quest officials on a pre-race in July; possibility of hosting a photographer from Minnesota; and race made the news on KAMC-TV, Lubbock, Texas, and NC8-CABLE Washington, DC-Hagerstown, Maryland.

Met with TDG Communications to discuss changes to the Black Hills Digital Strategy (BHDS) PR partnership; will include more traditional PR tactics, personal contact with journalists in focused markets. Compiled an analytics report for the June BHDS meeting, which reflected the May media activity as well as YTD activity.

Attended open records meeting presentation by Governor's Chief of Staff. Attended audio conference with other Public Information Officers regarding blogging.

Posted and advertised Outdoor Media Relations Representative position.

Industry Relations

Sent e-FYI June newsletter to 1,332 list members via Listrak.com and to 2,592 visitor industry members on Tourism's email database. Topics included Tourism Tax Increase, Shoulder Season Getaways, Million Dollar Challenge, Tour Operator Leads, Social Media Seminar, How Are you Going Green?, Tourism Interns, Ask SD Tourism, and What are our visitors saying.

The last of four Ask South Dakota Tourism sessions will be held July 17 at the Milbank Visitors Center from 11am to 2pm during the Glacial Lakes & Prairies Tourism Association's board meeting.

Wrapped up fiscal year 2009 Million Dollar Challenge projects with final invoices and process to hold over unused funds to fiscal year 2010. There have been 13 projects approved for fiscal year 2010; \$155,565 have been committed so far. The Governor's Tourism Advisory Board will review the next group of applications at their July 10 meeting.

Attended Pierre CVB Tourism Committee monthly meeting to take part in a discussion on the increase in the tourism tax. Distributed handouts from the Department of Revenue and Regulation.

Compiled list of promotional efforts made in southeast South Dakota over the past 15 months.

Designed a Save-the-Date postcard for the 2010 Tourism Conference to be mailed in July. Worked on designing a flyer for registration for sponsorships, which will be mailed in late July. Researched a variety of banquet décor ideas for the conference. Continued working on speakers and session topics.

Continued to gather information on what the industry is doing in their efforts to be more environmentally friendly and asked for any educational resources that could be posted on SDVisit.com. City green efforts include: Sioux Falls Green Project - www.siouxfallsgreenproject.com; Plain Green Conference, Sioux Falls - www.plaingreen.org; and Green Brookings - greenbrookings.wikispaces.com.

Discussed Tourism's Calendar of Events program with staff at the Department of Game, Fish and Parks as they want to build a similar site.

Trade Sales Group Tour/International

Compiled information for group tour co-op advertising piece, a four-page, four-color ad with space available for 18 partners on a first-come, first-served basis. Will place ad in the October issue of *Courier* magazine (circ. 6,000), annual convention issue; November/December issues of *Destination* magazine (circ. 6,000), *Bank Travel Management* (circ. 6,000), and *Packaged Travel Insider* (circ.10,000); and January issue of *Group Tour* magazine (circ. 16,530).

Fulfilled requests for Vacation Guides from AAA/CAA Offices in Colorado, Idaho, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, Ohio, Oklahoma, Texas, Virginia, Washington, Wisconsin, and West Virginia, plus Manitoba, Canada.

Sent requested information to Skeet's Travel, Texas; Take Me To Paradise, Colorado; Washington Pavilion of Arts and Science, South Dakota. Shipped literature to Mayflower Tour & Travel for their annual show and luncheon in Downers Grove, Illinois; partnered with Black Hills, Badlands & Lakes,

Rapid City, and Deadwood for two tables promoting South Dakota. Assisted a travel agent in Florida with an itinerary for a client visiting in September; fulfilled travel agent requests to Colorado, Alabama, and Illinois. Fulfilled a Meeting Planner Request to Kansas.

Follow up quote from Shebby Lee Tours from contacts at the Travel Alliance Partners (TAP) Show in Rapid City: "I knew that having TAP Dance here would be a great opportunity for me personally to strut my stuff, but especially for the region; and I have been writing proposals ever since returning from the post-fam! TourCo will be doing three itineraries here next year. Interlude and Talbot are buying into the Buffalo Roundup. All American has requested an itinerary for pre-formed groups, and US Tours has booked a Black Hills sightseeing tour. And I've been corresponding with Anne Van Dis from Crazy Horse and she has also booked some business from TAP Dance."

Registered for National Tour Association (NTA) Annual Convention to be held in November in Nevada. Compiled information for the NTA postcard, which is sent to 900 tour operators on our database to let them know who from South Dakota is attending the annual convention; postcard will arrive at the time the online appointment request session opens for tour operators and suppliers.

Attended US Travel Association Pow Wow; will be emailing or mailing leads to suppliers.

Hosted seven tour operators from California and New York on the Japanese Tour Operator fam in the Black Hills; group also include Osamu Hoshino, our Japanese representative.

Hosted Erwin Kennis and Koert Michiels, Belgium, June 7-12, on motorcycles to Pine Ridge, the Badlands, and the Black Hills for two motorcycle articles, one on the Badlands and Pine Ridge and one on the Black Hills for the largest motorcycle publication in the Benelux market. Researched information and web links and sent to them for article as well as photos.

Finalized preparations for hosting Thomas Jeier, Germany, which included lodging, attractions, and descriptions for itinerary, hostings letter, name badge, and interviews.

Worked on lodging arrangements and film permits for Claire David-Tartane who will be working on two documentaries in August – one on Buffalo and one on Crazy Horse and the Black Hills. She is a film producer from France.

Sent ideas for upcoming issue of *America Journal*, Germany, for South Dakota shopping and golf, including Web links.

Sent items to Mary Moore Mason, *Essentially America Magazine*, United Kingdom, on 1880 Train for trains issue and sent ideas on green tourism in South Dakota including web links and contacts.

Participated in conference call with Rocky Mountain International staff and tourism officials in Wyoming, Montana, North Dakota, and Idaho regarding Scandinavian fam tours for late summer or early fall of 2009 and spring of 2010. The fam for 2009 will be an unescorted trip for one or two people traveling from Minneapolis to North Dakota, South Dakota, and back to Minnesota. Drafted preliminary itinerary.

Film Office

Fulfilled 19 requests for information and two requests for the Film Production Guide.

The German documentary by Svenja Wolter was completed. Fairfield University, Connecticut, completed their film project; received television coverage from two South Dakota stations. Badlands shoot for the History Channel was completed; Rescue at Pine Ridge project included an Executive Proclamation and display of Buffalo Soldiers at the Capitol.

Continued working on Best of America by Horseback and the public event in Belle Fourche on August 5. Working with Belle Fourche Chamber of Commerce on coordinating details.

Working with the Border to Border Film Project, Linda Plett, Pierre, who wants to film the ghost town of Dewey in Custer County. Working with a company on a Mount Rushmore National Memorial location request to film through the Avenue of Flags. Provided photos and contact and permit information. Provided Laura Rosenthal Casting with contact name for casting a Native American role in a feature film to be filmed in Oregon.

Working on updates to FilmSD. Completed e-newsletter to be sent July 1. Posting: *2009 SoDak Animation Festival Call for Entries Open*.

Followers doubled since last month for Film Office's social media Twitter account; have 55 followers to date and made 32 updates.

The June/July issue of *Markee* magazine has an article on Crow Ridge Productions in Rapid City.

Information Centers

Compiled car count at the Information Centers for the months of May and June; the overall count was down from 2008 by 3.4%; car count for Canadian visitors was down 17% over the same time period in 2008; and car count for all other international visitors was down 12.1%. Of the 115 motorcoaches/buses that stopped at the Information Centers, 16 were international.

For May, use of Travel CD's at the Information Centers was up over May 2008 by 1%.

Hospitality

Issued 62 Governor's Certificates for Outstanding Hospitality, two gold seals to those earning a second recognition, and one lapel pin for a third recognition.

Traveled to Kyle to discuss hospitality programs with the Pine Ridge Chamber of Commerce and the Lakota Funds staff. Attended the Tribal Tourism Roundtable meeting in Lower Brule to discuss hospitality programs.

For the online customer service training, 1,173 have registered and 975 completed the course; 174 managers have registered.

Tribal Tourism

Received the Tribal Tourism brochure; distribution includes tribal offices, Interstate Information Centers, and by request.

Attended the Tribal Tourism Roundtable in Lower Brule.

Photo/Video

Completed the following on Tourism's photo hit list: TV commercial photography included camping at Stockade Lake, biking on Mickelson Trail, golf at Hot Springs, and boating and jet skiing in Pierre; Flintstones, Custer; Oahe Days, fishing, Pierre; South Dakota Outdoor Expo, Huron; bull riding, Madison; and Great Plains Balloon Race and Great Plains Zoo, Sioux Falls. Southeast Media Fam: Spirit Mound, National Music Museum, Vermillion; Missouri National Recreation River, Lewis and Clark Lake sunset, geocaching at Lewis and Clark Recreation Area, and National Field Archery Association Headquarters, Yankton; kayaking at Splitrock Park, Devil's Gulch, Palisades State Park, Jesse James Pontoon Boats, Garretson; Falls Park, Sioux Falls; and Wilde Prairie Winery and Big Sioux Recreation Area, Brandon.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; Department of Education, South Dakota Historical Society, State Publishing, South Dakota Rural Electric Association, Pierre; Mind Flame Design, South Dakota State Medical Association, Sioux Falls; Grape Vine Design, Spearfish; Northern State University, Aberdeen; U.S. Fish and Wildlife Service, Huron; Rapid City CVB; Belle Fourche CVB; and Rocky Mountain International, United Kingdom and Italy.

Shot the following locations and events for the video hit list: bull riding at Prairie Village; Great Plains Balloon Race and Great Plains Zoo – Zippity Zoo Day, Sioux Falls; Outdoor Expo in Huron; Mount Rushmore National Memorial for standard shots, Avenue of Flags, and viewing platform; and Badlands scenics of horseback riding, wildlife, hikers, hiking trails, and sunsets.

Fulfilled requests for video dubs and loans: Sent footage to Race Day Films for use in promotion of Primal Quest. Sent car and motorcycle footage to the Rapid City CVB for their promotions. Sent River City Racin' footage to L&S for spots they are producing.

Set up and oversaw production of shoots for new TV/film footage for biking on the Mickelson Trail, camping at Stockade Lake, golfing at Southern Hills course in Hot Springs, and water sports on the Missouri River at Pierre. Aerial helicopter shots are planned for late July in the Black Hills.

Preparations for the July 3 Mount Rushmore fireworks included contract with Relay House for the satellite feed, hired an operator to run camera for the big screens used for the day's entertainment, worked with South Dakota Public Broadcasting to provide a streaming video feed of the event, and worked with KEVN to coordinate broadcasting of the event.

Continued to work on plan for a Black Hills Photo Event, which included an email to survey the visitor industry members in the Black Hills. Will compile information for a report to the Tourism Board during their July 10 meeting. One of the returned surveys could lead to an organization that may coordinate the weekend and which would include a place for workshops for participants.

Worked on updating the YouTube channel using their new graphics and look. Added video footage to the South Dakota Tourism FaceBook fan page.

Sent the South Dakota jingle to the Brown County Fair board. Edited a video for the Aberdeen Multi-media press release.

Travel Market Advertising

Finalized and shipped the following ads: *Peak 2009* – weekly newspaper ads in Winnipeg, Rochester, Gillette, Sheridan, and Sioux City. *Rapid City Co-op* – weekly newspaper ads in Minneapolis, Denver, and Fort Collins. *Aberdeen Co-op* – weekly newspaper ads in Bismarck, Fargo, Jamestown, and St. Cloud, hunting email, and event radio spots. *Shoulder Season Giant Step* – Rushmore ad for August issue of *Better Homes and Gardens* on sale July 21, Buffalo Roundup ad for September issue of *Family Circle* on sale August 4 and August issue of *Travel 50+* on sale July 21, Palisades ad for September issue of *Ladies Home Journal* on sale August 11, Badlands ad for September issue of *Better Homes and Gardens* on sale August 18, and Roughlock Falls ad for October issue of *Midwest Living* on sale October 2 and September issue of *Guideposts* on sale August 19. Autumn Roughlock Falls ad for September issue of *O* magazine on sale August 14. Hunting ad for September issue of *Outside* magazine on sale August 14.

Finalized copy for 38 partners for the shoulder Giant Step co-op. A total of 11 ads will be appear in one or more issues of the following: *Family Circle*, *Ladies Home Journal*, *Midwest Living*, *Better Homes & Gardens*, *Field & Stream*, *Guideposts*, *Travel 50+* and *Budget Travel* from August to November for a total circulation of 7,856,758.

Have 37 partners for shoulder Great Getaways co-op, finalized and sent to printer; insert is scheduled to be placed in regional newspapers on August 16 to reach 514,000 subscribers.

The Wisconsin promotion ended on June 30 with over 7,400 entries for the giveaway. Selection of the winner will take place on July 8 at the Office of Tourism.

Completed the Web pages for the /HuntAberdeen portion of the Aberdeen co-op. Continued forwarding leads to Aberdeen CVB from /Aberdeen and those from /HuntAberdeen. As of June 29, there had been 56 requests for Aberdeen guides and 33 requests for Aberdeen hunting guides.

Sent the July issue of Travelsmart in June to 245,000 subscribers. Topics included Experience SD series – Minuteman Missile National Historic Site, SD Rodeos, Yellowstone Trail, and Deadwood Gaming.

Began working on a new shoulder season promotion called Rooster Rush, which will include a hunting package giveaway and visitor industry components/options which will be in the form of a “toolkit” for the industry to use for their own promotions.

Publications

Sent file of motorcycle map for reprint of 33,000 maps, with delivery expected by the end of July. Continued working with tribal contacts on updates for the Native American Guide.

World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,857 entries, and 112 vacation packages are listed for 17 cities/locations. From June 1-30, 35 e-postcards were sent by consumers. The Travel Community site has 497 active photos, nine videos, and 22 diary entries. The Sportsmen Community has 55 photos, two videos, and one diary entry that are active.

Worked on developing information for the Digital Revolution cooperative program that Governor Rounds announced at the 2009 Governor’s Conference on Tourism. Elements of the program will be placed on SDVisit by July 10. A mailing to the visitor industry will also take place in July and include the schedule of informational meetings planned for August in each of the four tourism regions. Updated pages for the Group Tour Co-op, shoulder Great Getaways, Calendar of Events, Industry Calendar, and added online payment options for the Group Tour Co-op and shoulder Great Getaways programs.

Continued working with a company to upload a digital version of the complete South Dakota Vacation Guide.

Research

Will distribute 6,500 copies of the annual Intercept Study at Interstate Information Centers the first week of July to travelers. Completed surveys are to be returned to Tourism and one of these names will be drawn for a \$250 gas card.

Accepted an invitation to present Tourism’s Marketing Research Strategy and Case Study at the 2009 Travel and Tourism Research Association Conference in June.

Assisted Mount Rushmore National Memorial Society to develop an online survey on the Mount Rushmore Independence Day Celebration. Created the online survey in SurveyMonkey.com. The Society will handle the details.

Have initiated the publication survey on the usability of the South Dakota Vacation Guide. Postcards will continue to be distributed at Interstate Information Centers, in the guide, and by contacting travelers who’ve requested the guide via email.

RFP Process

Drafted a Professionals Service Marketing Request for Proposal (RFP) which was posted on the state’s Office of Procurement Management site. Followed up with several vendor inquiries.

Logo Usage

Sent Great Service Star logo to Kendall Haug. Sent logo to *South Dakota* magazine and one to the Department of Game, Fish and Parks.

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

Committees continued to work on aspects of both events – invitations, meals, décor, guest lists, and logistics.

Great Events for 2009

Outdoor Expo, Huron – June 13-14: Organizers were asked to complete a report on the event.

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Completed and sent online ads for MarshallIndependent.com, Keloland.com, Argusleader.com, and SouthDakota-Outdoors.com. Newspaper ads are due July 10.

South Dakota Walleye Classic, Akaska – August 10-15: No new activity.

South Dakota Festival of Books, Deadwood – September 25-27: Researched prices and options for radio and print ads in North Dakota and Nebraska.

Media One FunSki, Sioux Falls – January 2010: Will meet with committee when they begin planning for the 2010 event.

Will mail letter in July to visitor industry about the application process and criteria for the Great Events program.