

To: Secretary Richard Benda

From: Melissa Bump

Date: 10/09/09

RE: September 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:	August 2008	August 2009	% Change
Deadwood Gaming Tax	\$ 324,238	\$ 303,359	-6.4%
Tourism Promotion Tax (1%)	\$ 928,994	\$1,106,302	19.1%
Tourism Promotion Tax (.5%)	\$	\$ 371,580	na
<b>Total Monthly Deposits (w/.5%)</b>	<b>\$1,253,232</b>	<b>\$1,781,240</b>	<b>42.1%</b>
<b>FY2009 vs. FY2010 (w/.5%)</b>	<b>\$2,919,215</b>	<b>\$3,507,712</b>	<b>20.2%</b>

**1A. Change the way we market South Dakota.**

- International journalists: Prepared itinerary and traveled to De Smet to meet with Poul Husted and Lottie Malmgren, a husband/wife journalist team from Denmark. Hosted 11 international journalists from Denmark, France, Germany, The Netherlands, and the United Kingdom during a pre-roundup tour and to the Governor's Buffalo Roundup.
- Tour Operators: Made arrangements for Dirk Rohrbach, Tours Magazine, and his group from Germany in Custer State Park and Wall to attend the Governor's Buffalo Roundup and visit the Pine Ridge Indian Reservation.
- Domestic journalists: Hosted the following domestic journalists at the Governor's Buffalo Roundup and fam tours: Jenny Goodell, Family Radio Network and Kendra Williams, *Midwest Living*, Iowa; Jack Taylor, KELO AM Radio, Sioux Falls; Steven Lewis Simpson and Bryan Goeres, directors from Los Angeles; Maxye and Lou Henry, freelance journalists from Kentucky; and Terry Zinn, freelance journalist from Oklahoma.

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

- Rooster Rush: Twenty-eight South Dakota communities/organizations participated by using the option to order promotional items coordinated by Tourism: over 850 T-shirts, 260+ embroidered caps, 25 door clings, 850 posters, plus two street wide banners were ordered. Approved 40 marketing grants from communities and organizations at \$500 each.
- Digital Revolution: Have processed 141 partners for this program. The next round of informational meetings will be in Custer and Rapid City on October 15 and Watertown and Yankton on October 28.

Media and Public Relations		
	Aug-09	FYTD
Circulation	265,703	1,840,806
Earned	\$9,600	\$60,429
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	127,827	3,529
7/09 % Chng	15.5%	-0.6%
FYTD	277,177	6,529
Time On Site	5.8%	35.2%
Pages/Visit	24.3%	13.4%
<b>Email</b>	Emails Sent	Emails Read
Aug-09	256,402	11.6%
FYTD	512,675	11.9%

Office of Tourism Indicators					
		Aug-09	Aug-08	% Change	% FYTD
Tax	<b>Tourism Tax (1%)</b>	\$1,106,302	\$928,994	19.1%	10.5%
	<b>Gaming Tax</b>	\$303,358	\$324,238	-6.4%	0.3%
	<b>Tourism Tax (.5%)</b>	na	\$371,580	na	na
Travel Activity	State Parks	na	na	na	
	Natl. Parks	882,814	792,130	11.6%	
	Traffic Cnts	249,047	243,190	2.4%	
	Gas Prices	\$2.56	\$3.74	-38.1%	
	Overnights	511,057	517,920	-1.3%	
	Occupancy	72.2%	73.7%	-2.0%	
	Avg Rates	\$91.11	\$93.43	-2.5%	
Inquiries	<b>Total</b>	<b>14,695</b>	<b>9,910</b>	<b>48%</b>	<b>47%</b>
	Online	12,225	7,984	53%	41.2%
	Mail	1,651	1,223	35%	96.1%
	Phone	819	703	17%	14.6%

## **Award:**

Mercury Award: The Office of Tourism was presented one of 12 Mercury Awards at the national Education Seminar for Tourism Officials (ESTO) in August for the promotion called Black Hills Digital Strategy. Partners in the promotion included Black Hills, Badlands & Lakes Tourism Association, Rapid City CVB, Black Hills Central Reservations, Deadwood Chamber and Visitors Bureau, Custer Chamber of Commerce, Hot Springs Chamber of Commerce, Destination Spearfish, Rapid City Regional Airport, Sturgis Chamber of Commerce, and South Dakota Office of Tourism.

## 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates.

## Cultural Heritage Tourism

Attended the regional arts day in Sioux Falls; worked with the South Dakotans for the Arts to provide information on Tourism's co-op programs for all four meetings.

## Media & Public Relations

Posted the following press releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): South Dakota Department of Tourism Receives National Nod, Buffalo Roundup, and Buffalo Roundup Selected as one of the Top 100 Events in North America. Marks of History releases included Mount Rushmore National Memorial, Typical Sod House, South Dakota State University, Stratosphere Bowl, and Gutzon Borglum. Worked on MultiMedia Press Release (MMPR) co-op for Custer BID Board and Crazy Horse Memorial for releases in October.

Was interviewed by Aberdeen American News, Rapid City Journal, and Capital Journal about the South Dakota Film Festival; and by Family Radio Network on the Rooster Rush promotion and pheasant hunting.

Wrote an article on Rooster Rush and submitted pheasant hunting photographs for a Capital Journal publication on outdoors/hunting, which will be distributed in October. Worked on story on upscale lodges in the state for *The Good Life Magazine*, owned and published by the Argus Leader.

For Twitter accounts: made four new tweets to South Dakota Outdoors, have 395 followers; made 11 new tweets to South Dakota Film Office, have 112 followers. Blog posts included South Dakota Tourism - History: *What was a typical sod house like?* and *South Dakota's only land grant university*; and to South Dakota Outdoors – *Brood survey indicates another good year for pheasants* and *Prettiest Fall Foliage Drives*. To date, we have over 1,954 FaceBook fans; updated the YouTube channel using their new graphics and look; and posted SDSU entry on Tourism blog. Other social media efforts include Flickr, plus monitoring of external posts about South Dakota.

Hosted the following domestic journalists on the Buffalo Roundup and fam tour: Jenny Goodell, Family Radio Network and Kendra Williams, *Midwest Living*, Iowa; Jack Taylor, KELO AM Radio in Sioux Falls; Steven Lewis Simpson and Bryan Goeres, directors from Los Angeles; Maxye and Lou Henry, freelance journalists from Kentucky; and Terry Zinn, freelance journalist from Oklahoma.

## Industry Relations

Sent September issue of eFYI newsletter to visitor industry: distributed to 1,326 list members via Listrak.com and to 2,361 email addresses on Tourism's database on September 9. Topics included Rooster Rush, Peak 2010 Giant Step, Entrepreneurship Certificate Series, Digital Revolution, 2010 Governors Conference on Tourism, Marketing Research Job Opening, Great Service Star, 2010 Calendar of Events, 2010 Great Events Campaign, 2010 Tourism Conference Sponsorship, and What Our Visitors Are Saying.

Spoke at the regional meeting of Best Western Hotels about tourism statistics and Office of Tourism's programs.

Sent contracts to speakers for Governor's Conference on Tourism in Pierre, January 20 and 21. Spoke with Sturgis representatives about their sponsorship of the Wednesday night reception. Provided copy for the registration flyer, which will be mailed to the visitor industry by mid-November; form will also be placed on SDVisit.com. Drafted copy for the co-op programs booklet, which will be distributed at the Conference, by request, and at visitor industry meetings.

Attended monthly Pierre CVB hospitality committee meeting; provided information on the Digital Revolution program and on the Rooster Rush campaign. Encouraged attendees to complete a Great Service Star application.

Attended the Education Seminar for Tourism Officials (ESTO); participated in workshops on industry publications, creating a sports authority for communities, marketing strategies brainstorming, sustainable tourism, outdoor adventure tourism, cultural and heritage tourism, and customer service/hospitality.

#### Trade Sales Group Tour/International

Sent Travel Professionals E-newsletter to 183 list members via Listrak. Stories included A Flurry of winter fun in South Dakota, City Highlight: Custer, Travel Professionals Tip, Featured Attractions, and Featured Events.

Fulfilled requests for Vacation Guides to AAA Offices in Indiana, Kansas, Minnesota, Nebraska, Washington, and Wisconsin.

Sent requested information to Tourco's Firstline Tours, Minnesota; Bank of Luxemburg, Wisconsin; Miami Legal, Florida; Gunther Tours & Charters, Maryland; Ken Sullivan and West World Tours, Canada. Contacted by Arlene Ballow, Baldwin Senior Travelers, Alabama, who requested information for group of 35-40 seniors planning to attend the Buffalo Roundup in 2010.

Participated in a conference call with Black Hills, Badlands & Lakes and Black Hills Central Reservations regarding MLT contract, travel agent guide, etc. Discussed marketing options and incentives for agents.

Coordinated and hosted the National Tour Association and American Bus Association (NTA/ABA) pre-convention caucus in Pierre to help prepare members for the upcoming conventions; three suppliers attended. Sent postcards to 1,600 tour operators on our database to let them know who from South Dakota will be attending ABA Marketplace in January in Maryland. Was notified by ABA that the Buffalo Roundup was selected as one of the Top 100 Events for 2010; notified Craig Pugsley, Custer State Park. Contacted by ABA to let Tourism know that we won a free, full-page ad in *Destinations* magazine as a result of participating in their Advertiser Survey sweepstakes. The ad will be placed in the January/February issue, which will also be distributed at ABA Marketplace in January.

Attended "The Trade Show" in Las Vegas; estimated attendance was 1,500. Attended a seminar about home-based travel agents. Assisted Tourzillas, a new travel website, with photo gallery link and how to credit the photos. Met with representatives of *AARP* magazine; Performance Media Group (they have three travel agent magazines: *TravelPulse*, *VacationAgent* and *Agent@Home*); *Travel Age West*; *JaxFax* magazine; Talk Travel (TV, radio, and magazine); *Recommend* magazine; *Baxter Travel Media* (magazine and newspaper format as well as a website); and First Dog Barking (this is a travel site that will be launching soon that is doing to focus on pet friendly attractions, restaurants and hotels).

Prepared itinerary and traveled to De Smet to meet with Poul Husted and Lottie Malmgren, husband/wife journalist team from Denmark. Itinerary included De Smet, Badlands National Park, Cedar Pass Lodge, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, and Deadwood for articles for the travel section of Politiken (the Danish version of the New York Times, circ. 110,000 daily and 150,000 for the Sunday edition). Finalized itinerary for Mr. Bolck, Germany, who will be in South Dakota researching his articles in early October.

Hosted 11 international journalists from Belgium, Holland, Germany, United Kingdom, and France to pre-fam and Buffalo Roundup. Partners included Badlands National Park, Cedar Pass Lodge, Rapid City, Keystone, Hill City, and Deadwood. Contacted Ridley Ranch to host Belgian journalist. Prepared post-Roundup itinerary to Pine Ridge Reservation for Jean-Claude Figenwald, France, and one for Roger St. Pierre, United Kingdom, in parts of central South Dakota.

Prepared itinerary for Mr. and Mrs. Hardy Oelke, Germany, who attended the Buffalo Roundup, and who are writing and photographing for *Western Horse Magazine* (circ. 40,000).

Made arrangements in Custer State Park and Wall for Dirk Rohrbach, Tours Magazine, and his group from Germany in September and October. They attended the Buffalo Roundup and visited the Pine Ridge Indian Reservation.

Assisted Christian Heeb, Germany, who returned to South Dakota to complete photography for books and magazines.

Hollywood to Broadway Tour began in Los Angeles and will arrive in South Dakota on October 2; worked with Rapid City CVB to provide list of restaurants and posters for the kickoff of the tour.

Worked with Historical Footprints in Lead to help fulfill requests for historical footage to add to the documentaries Bleu-Claire Productions, France, is producing on South Dakota.

Completed information on marathons for Osamu Hoshino with the US Western States Tourism Office for use in South Dakota promotions in Japan: the LeanHorse Challenge and the Mickelson Trail Trek and Marathon.

Placed ad in *American Journal*, a German publication, in the Rocky Mountain Issue (RMI) issue for December.

Researched and submitted 20 requests for invitations to tour operators to invite to World Travel Market to visit RMI booth in November in London.

Worked with South Dakota suppliers to finalize the itinerary for the RMI Megafam, October 7-12, for 48 participants, including receptive operators from the United States, tour operators from France, Italy, the United Kingdom, Germany, The Netherlands, Austria, Switzerland, Belgium, and overseas RMI managers touring South Dakota and Wyoming. They plan to visit Sturgis, Deadwood, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Hot Springs, Badlands National Park, Wall, and Rapid City.

Completed Buffalo Roundup portion of press clips report for FY09 - international press was nearly \$1 million, total international press for FY09 was \$3.9 million, FY08 press for international was \$2.4 million, an increase of 61% for total international press.

### Outdoors

Worked with Byers Media on licenses and transportation for two hunts on the Rosebud Reservation in October and November.

Traveled to Buffalo to meet with John Hight of Crooked Creek Outfitters where Campbell's Outdoor Challenge staged their second annual antelope archery challenge, which airs on Verses. Welcomed the hunters and was interviewed by one of the hosts of the show.

### Film Office

Attended the South Dakota Film Festival in Aberdeen; hosted Film Office Roundtable with 20 film industry representatives.

Conducted a conference call with Chris and Rick VanNess of Crow Ridge Productions, Rapid City, about the possibility of a film festival in Hill City in May 2010.

### Information Centers

Car count at the Information Centers through Labor Day was down from 2008 by 2.5%; car count for Canadian visitors was down 18.6% over the same time period; and car count for all other international visitors was down 16.1%. Of the 62 motorcoaches/buses that stopped at the Information Centers, nine were international.

Chamberlain and Vermillion Information Centers will close October 18. Per a suggestion from a Great Lakes board member at the Governor's Tourism Board meeting, Valley Springs will reopen only for the opening weekend of pheasant hunting.

### Hospitality

Continued to notify businesses of status of their Great Service Star applications.

Continued to monitor the Online Customer Service Training: 1,340 have registered and 1,121 have completed the course; 191 registered managers

### Photo/Video

Completed the following on Tourism's photo hit list: Buffalo Roundup and associated activities, trail riding, camping, 1880 Train, Black Hills hiking, Needles Highway, wildlife, Holy Terror Days in Keystone, Horsethief Lake, Capitol building, fly fishing and hiking in Spearfish Canyon, Palisades State Park, Spirit of the West Festival in Sioux Falls, South Dakota Film Festival in Aberdeen, Okaton ghost town, Great Dakota Wine Fest in Vermillion, Sailboat Regatta in Yankton, and Corn Palace Festival in Mitchell.

Assisted film office: photographed South Dakota Film Festival and participated in roundtable meeting with film industry representatives from around the state.

Fulfilled requests for photos/slides to *South Dakota* magazine, Southeast South Dakota Tourism, Yankton; Lawrence & Schiller, Regency Management, The Dakota Baptist, Sioux Falls; Department of Transportation, State Publishing, South Dakota State Historical Society, Capitol Journal, Department of Game, Fish and Parks, Great Lakes of South Dakota Tourism, Pierre; Black Hills, Badlands & Lakes, Rapid City; Deadwood Chamber of Commerce; Black Hills Buzz website; Lemmon Leader; Spring Hill Press, Missouri; AAA, Florida; Taylor Publishing, Kansas; and New York Post, New York.

Fulfilled requests for video dubs and loans: Missouri River footage to HTNB Productions for a presentation they are doing for the Corps of Engineers. Sent buffalo footage to Bleu-Claire Productions in France for a documentary they are producing.

Continue to update files with High-Definition footage. Shot the following locations and events: horizon scenics of the Black Hills and a couple hiking and photographing at Breezy Point, classic cars on the Needles Highway with fall colors, fall aspen trees on Palmer Creek Road, Buffalo Roundup at Custer State Park, buffalo branding and vaccinating at Custer State Park, fall colors on Iron Mountain Road, start of the Mickelson Trail Trek, presidential statues and downtown Rapid City, exteriors of the State Capitol Building, Prairie Village Threshing Jamboree, Corn Palace and the Corn Palace Festival in Mitchell, and wind turbines near Highmore.

Black Hills Photo Shootout: received verbal commitment from Aspen Photo Workshops to provide several mini-workshops throughout the Shootout weekend; met with Spearfish photographer Les Voorhis about providing a cowboy workshop and other support for event; discussed possible classic car photo event with members of the Counts of the Cobblestone car club from Rapid City; provided logos and photos to Black Hills State University for building website; created CafePress online store for merchandise with Shootout logo; continued to make industry contacts and invite people to work on the committee; met with the Hill City Arts Council to discuss their possible involvement; met with the Dahl Art

Center staff to discuss ideas for the event; worked on a meeting agenda for the committee; and worked on a list of tasks to keep the event moving forward.

### Tribal Tourism

Scheduled next Roundtable meeting on October 13 at Sinte Gleska in Mission.

Worked on ideas for the Tribal Tourism session for the Governor's Conference on Tourism in January to further develop the title: "How to Enhance your Business by bringing Authentic Native American Interpretation and Art into your Business."

### Travel Market Advertising

Finalized and shipped the following ads: *Shoulder Season 2009*: weekly newspaper ads in Minneapolis, St Paul, Sioux City, Omaha, and Rochester; and Pheasant Hunting ad for winter issue of *Gun Dog* magazine on sale November 1, winter issue of *Pheasants Forever* on sale October 1, and *Sticks and Stones Outdoor Adventure* magazine inserts on October 13. Hunting CRM email from the Governor; October issue of *Travelsmart*; Camping ads for 2010 AAA Campbook and Tourbook directories (two full page ads and a ¼ page ad); Rooster Rush/Vikings Promo – top and bottom print banner in outdoor section of Minneapolis Star Tribune, inserts September 16 for 10 consecutive weeks; Vikings Promo – street team handout, radio, in-game PA reads, hand-held roll up banners to tailgaters prior to the Vikings vs. Ravens game, and [HuntInSD.com/Greenway](http://HuntInSD.com/Greenway) Giveaway – mobile pages for text campaign. *Custer State Park Co-op –Shoulder*: weekly newspaper ads in Loveland, Ft Collins, Greeley, SW Minnesota, Peach, and Sioux Falls. *Deadwood Co-op – Shoulder*: weekly newspaper ads in Loveland, Ft Collins, Greeley, Cheyenne, Cody, Dickenson, Gillette, Bismarck, Sioux Falls, and Aberdeen. *Rapid City Co-op – Shoulder*: weekly newspaper ads in Sioux Falls and Minneapolis.

For shoulder season Rooster Rush promotion, 28 communities/organizations participated by ordering promotional items coordinated by Tourism: over 850 T-shirts, 260+ embroidered caps, 25 door clings, 850 posters plus two street wide banners. Budweiser developed a vinyl banner – Rooster Rush logo is prominent; they will distribute to their usual beer sellers, restaurants, and bars; they are bright orange and won't be missed! Approved 40 partners for \$500 each in marketing funds. Rooster Rush hunt giveaway with Chad Greenway has produced 14,558 total entries, so far; registrations end on January 5, 2010, for the hunt between February 15 and March 31, 2010. Completed the mobile-friendly webpages needed for the text promotion for the giveaway – [HuntInSD.com/Greenway](http://HuntInSD.com/Greenway), rules page – [HuntInSD.com/Rules](http://HuntInSD.com/Rules), prize details page, confirmation page, and information request confirmation page.

Continued forwarding leads to Nancy Krumm weekly from [/HuntAberdeen](http://HuntAberdeen.com). There have been a total of 172 requests for Aberdeen hunting guides.

Discussed markets for the Peak 2010 Giant Step co-op. There are eight partner spots still available.

Set up next round of Digital Revolution meetings at four locations: Thursday, October 15, in Custer and Rapid City and Wednesday, October 28, in Yankton and Watertown. Visitor industry members can RSVP from the [SDVisit.com](http://SDVisit.com) home page by clicking on Digital Revolution to find the Informational Meetings schedule. To date, 141 partners have registered for the co-op.

Sent September *Travelsmart* to 254,199 subscribers; topics included: Wind Cave National Park, Lewis and Clark – Corps of Discovery, Birding, and Rooster Rush 2009.

Have provided PDFs to Nextbook to develop the South Dakota Digital Vacation Guide with plans to have it live to the public by mid-November.

### Publications

Took delivery of 50,000 copies of the Lewis & Clark pamphlet; updated PDF version on [TravelSD](http://TravelSD.com).

Will order 36,000 copies of the Snowmobile Trails Map; printing costs are shared with the Department of Game, Fish & Parks (GF&P). GF&P supplied base map with trails that are set by GPS. Finished maps are due from printer in November. Map is distributed by both GF&P and Tourism.

#### World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,856 entries, and 82 vacation packages are listed for 18 cities/locations. Registered 15 hot deals for September. From August 27 to September 28, 100 e-postcards were sent by consumers via the Photo Gallery. The Travel Community site has 504 photos, nine videos, and 22 diary entries that are active. The Sportsmen Community has 58 photos, two videos, and one diary entry that are active.

Posted new PDFs of the *Tribal Lands* brochure and the *Lewis & Clark Trail* guide on the Request for Information webpage.

Added the Chinese version of the *Great Parks, Monuments and Memorials* brochure to the "International Information Request" form.

Electronic projects related to Digital Revolution (DR) that are in progress include: Content Management System (CMS) research and process flows, administration access to new users, wire framing and internal page mockups, and booking portal access to new users. Visitor Service Directory listings have been uploaded into new CMS software. Triggered emails are being prepared and should be ready this week. Working with South Dakota Central Reservations for a complete list of amenities to be displayed on DR business pages.

For MediaSD, updated the Custer State Park Buffalo Roundup information with satellite coordinates.

#### Research

Currently have 2,100 completed publication surveys; many are responses to the usability of the Vacation Guide. Results of comments on the niche publication survey questions will determine whether or not we reprint those publications.

Completed inputting data from the annual Intercept Study, which was distributed at the Interstate Information Centers in July; began doing the analysis. Results will be available in the Annual Report, which is distributed at the Governor's Conference on Tourism in January.

Have interviewed Visitor Relationship Management (VRM) vendors and narrowed the search to two providers. The system will need to be fully integrated to provide fulfillment, email distribution, travel indicators, media plan automation, etc. Selection of the vendor will be made in October.

Have scheduled interviews for the market research position.

#### Governor's Tourism Advisory Board

Board met at Bob's Resort near Gettysburg. The group was briefed on the disbursement of the .5% tourism tax increase, statistics, research, shoulder season campaigns, Governor's Conference on Tourism, Digital Revolution, status of ATV/OHV Trails System regulations, Visitor Industry Alliance, and peak season. Discussed nominees for the two annual Tourism Awards: Ben Black Elk and A.H. Pankow. Board approved the following applications for the Million Dollar Challenge funds: Destination Laura in De Smet; The Fishing Crew Pro Challenge from Huron; and Pumpkin Festival in Rapid City.

Their next meeting will be mid-November in Sioux Falls.

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

Coordinated final arrangements for the Buffalo Roundup Event: faces Show, photo shooting schedule, tours, menus, transportation, registration, and satellite truck and interviews for the feed for the media.

Designed materials and ads for the First Lady's Prairie Art Showcase, held in conjunction with the Governor's Invitational Pheasant Hunt. Committee continued to work on details of registration, menus, and photo schedule.

#### 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: Created and placed newspaper ads in the Dickinson Press, Gillette, and Argus Leader.

Media One FunSki, Sioux Falls – January 2010: Had a conference call with committee chair.

#### Great Events for 2010

Received 18 applications; will determine which events will be part of the 2010 campaign by mid-October.