

To: Secretary Richard Benda
 From: Melissa Miller
 Date: 01/04/11
 RE: December 2010 - 2010 Summary

Accomplishments regarding Governor Rounds' 2010 Initiative can be found at 2010initiative.com.

GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by the end of 2010

Tourism Office Funding Update:	November 2009	November 2010	% Change
Deadwood Gaming Tax	\$ 248,167	\$ 280,179	12.9%
Tourism Promotion Tax (1%)	\$ 409,357	\$ 441,848	7.9%
Tourism Promotion Tax (.5%)	\$ 137,493	\$ 148,406	7.9%
Total Monthly Deposits	\$ 795,017	\$ 870,433	9.5%
FY2010 vs. FY2011	\$7,058,579	\$ 7,896,786	11.9%

1A. Change the way we market South Dakota.

- International Journalists: French office clippings report: Rocky Mountain International (RMI) French Office sent several articles on Calamity Jane printed in DIRECT SOIR, JOURNAL DU DIMANCHE, LE PARISIEN (newspapers – ad value not available) and PARIS MATCH, LIBERATION, L'EXPRESS, LE FIGARO MAGAZINE, and FEMME ACTUELLE (magazines – estimated ad value is \$250,317).
- Outdoors Writers: Assisted Steve Smith, *Retriever Journal*, with pheasant hunting for an article to be published in *Retriever Journal* and *The Pointing Dog Journal*. He hunted near Aberdeen on public land and at a lodge near Seneca.
Presented slideshow and informational talk on pheasants, pheasant hunting statistics, and marketing to pheasant hunters to 15 writes invited by Pheasants Forever to their Writers Hunt near Aberdeen.

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

- Traditional Co-ops: Met with Watertown and Aberdeen in December to discuss marketing plans.
- Rooster Rush Campaign: Hunted with the winners of the Rooster Rush Big Shot Gear Giveaway at Big Shot Pheasant Fields near Aberdeen; other partners in the giveaway included Cabela's and Pheasants Forever.
- Macy's Thanksgiving Day Parade: Macy's earned media impressions were 103,719,227 with an ad value of \$220,057. Partners included the Black Hills, Badlands and Lakes Tourism Association, Custer Chamber of Commerce and BID Board, Deadwood Chamber and Visitors Bureau, the Mount Rushmore National Memorial Society, Visit Spearfish, and South Dakota Office of Tourism.

Media and Public Relations		
	Nov-10	FYTD
Circulation	151,785	74,366,868
Earned	\$5,042	\$561,383
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	69,884	1,775
01/10 % Chng	-3.6%	-8.6%
FYTD	587,611	11,198
Time On Site	16.4%	23.7%
Pages/Visit	-16.9%	0.1%
Online Trip Itineraries	723	NA
Email	Emails Sent	Emails Read
Nov-10	278,655	9.3%
FYTD	1,394,573	12.2%
Digital Revolution		
# of Partners	296	-

Office of Tourism Indicators					
		Nov-10	Nov-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$441,849	\$409,357	7.9%	6.6%
	Gaming Tax	\$280,180	\$248,167	12.9%	4.7%
	Tourism Tax (.5%)	\$148,406	\$137,493	7.9%	8.3%
Travel Activity	State Parks	250,943	221,420	13.3%	
	Natl. Parks	57,131	63,101	-9.5%	
	Traffic Cnts	170,327	172,242	-1.1%	
	Gas Prices	\$2.91	\$2.71	7.4%	
	Overnights	80,444	70,469	14.2%	
	Occupancy	52.2%	46.3%	12.7%	
Inquiries	Avg Rates	\$65.83	\$65.02	1.2%	
	Total	6,581	7,412	-11.2%	-15.0%
	Online	2,850	3,675	-22.4%	-19.8%
	Mail	2,325	1,011	130.0%	14.3%
	Phone	137	219	-37.4%	-37.4%

Media & Public Relations

Fulfilled information requests to New York Times regarding winter travel itinerary; Frommers.com regarding average price of six common goods and services in Pierre; freelance writer Lisa McClintick regarding meeting places in South Dakota for *Smart Meetings* magazine; and general inquiries from MediaSD.com.

Sent two pitch opportunities from the US Travel Association to the Sioux Falls and Rapid City CVBs regarding Weird & Wonderful Museum Exhibits and Valentine's Day Cocktails. Pitched Frontier Christmas, Christmas at the Falls, and Capitol Christmas to LightKeeper Pro for their query on the best Christmas displays in our area. It will be part of a new, nationally distributed holiday DVD entitled "Bellringin' Christmas Displays," which is a tour of holiday displays throughout the United States and Canada; 100% of the profits will benefit The Salvation Army.

Tracked 19 earned media clips through Vocus and the South Dakota Newspaper Association. Additionally, Macy's earned media impressions were 103,719,227 with an ad value of \$220,057.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Faces – Sitting Bull, Paul Besselievre, and Leonel Jensen; Tourism Conference Early Registration; Gearing up for winter activities, "Success in South Dakota," and "Ski season opens in the Black Hills."

For Travel South Dakota's Twitter account, had 38 new tweets for a total of 1,001; have 2,175 followers, up 69 from November. Blog posts included South Dakota's Indoor Waterparks, Ride with Larry, Frontier Christmas Update, Mount Rushmore Guest Blog, Christmas at the Capitol, and Take Me Hunting Photo Contest. Posted news stories and blog links to FaceBook wall; have 6,277 fans, up 144 from November

Industry Relations

Continued to work on copy for Tourism's 2010 Annual Report, which will include travel indicators, marketing, seasonal campaigns, co-op programs, and research findings; it will be distributed at the Tourism Conference in January. (Report is being printed by an in-state company.) Finalized speakers for the roundtables and details for the Tribal Tourism Issue Forum. Followed up with sponsors on sessions/assignments and sent information to vendor booth contacts and luncheon and banquet table sponsors. Finalized agreement with Absolute Productions for A/V needs. Discussed social media responsibilities during the Conference. Worked on signage, legislative invitations, and finalized other print materials. Emailed Conference registration reminder to the visitor industry.

Advised visitor industry, through the registration flyer, that a banquet-only ticket will not be available again this year.

The Cooperative Marketing Kit has been updated and will be distributed at the Tourism Conference, at industry meetings, and by request.

Responded to a request for information from Super 8 Worldwide corporate office for fun, little-known facts about South Dakota, as well as information on rodeos.

Distributed Tourism's eFYI newsletter to 1,317 list members via Listrak.com and to Tourism's database of 2,435 email addresses. Topics included Director's Report, 2011 Tourism Conference Registration, Hot Deals, Rooster Rush Cacklin' Community Award, Information Center Job Applications, November 2010 Travel Indicators, Tourism has Moved!, Important Reminders, and What Our Visitors Are Saying.

Trade Sales Group Tour/International

Plan to send Group Tour Planning Guide to printer the end of January with delivery to Tourism in March.

Fulfilled requests for Vacation Guides to AAA Offices in New Jersey and Washington.

Sent requested information to Golden Light Healing, Wisconsin; Megard Tours, South Dakota; travel agents in Minneapolis, Austin, and Pittsburg; and Sringar, India.

Researched and submitted requests for tour operator appointments at American Bus Association Marketplace in Philadelphia in January.

Was contacted by Jeff Steele, writer for Courier magazine, regarding information for the February issue as South Dakota will be featured.

Developed "Save the Date" email for travel agent firm in June that will highlight the Laura Ingalls Wilder homestead and re-enactors.

Provided Mount Rushmore National Memorial photos to *Reis* Magazine, Norway.

Developed an itinerary for two French journalists who will be in western South Dakota in January. They are interested in horses and the ranch lifestyle and the major attractions of South Dakota. Itinerary includes Wild Horse Sanctuary, Crazy Horse Memorial, Mount Rushmore National Memorial, Badlands National Park, Bessler's Cadillac Ranch, Crow Creek Dude Ranch, and the Belle Fourche Chamber.

For the international market, contacted Shonna Du regarding the best place to link to in order to display the Chinese language video since people in China do not have access to YouTube.

Have 15 South Dakota suppliers who will participate in the Rocky Mountain International (RMI) Roundup and post fair in February in Rapid City. An international marketing seminar will be held with overseas marketing representatives, state representatives, and receptive operators. Camping and Caravanning Club Tour Operator representative announced that he may extend his trip after the Roundup to research possibilities of overnight campgrounds and attractions for his clients. Sent him additional information regarding his requested itinerary.

RMI United Kingdom office attended World Travel Market. Interest in our region was high and tour operators confirmed that consumer interest in 2011 looks good and 2010 bookings to our region were high. There was an increase in the number of tour operators looking at our region for the first time.

Edited Image DVD to four minutes for the Discover America Event in Stockholm, Sweden, during the Scandinavian Mission. Each RMI partner (South Dakota, North Dakota, Wyoming, Montana, and Idaho) will have the opportunity to do a four-minute presentation.

Contacted Custer State Park Resorts and Regency Management regarding a request from receptive operator Travalco to include lodging at Custer State Park Resorts in their tour offerings. Travalco brings many overseas visitors and is one of the major providers of tours from Italy.

Emailed requested information on Glacial Lakes & Prairies region and South Dakota to Johnny Liao, ElonGing Enterprise Corp., Luotan, China. Emailed photos to America Reisen, Austria, to include in online offerings to their clients.

International Journalists:

Sent information to journalist Christian Michael, Germany. Asked him to contact our German RMI office.

International Journalist Keith Blackmore, United Kingdom, is interested in writing about the Custer Trail and Custer's time in the region. He is planning a trip in May 2011 and will spend five days in South Dakota researching his article.

Photojournalist Gerald Buthaud, France, provided four of his Buffalo Roundup photos for an article to be published in the German magazine, *Cavallo*, along with an article by Walter Kreuzer, a German journalist who also attended the 2010 Buffalo Roundup.

French office clippings report: RMI French Office sent several articles on Calamity Jane printed in DIRECT SOIR, JOURNAL DU DIMANCHE, LE PARISIEN (newspapers – ad value not available) and PARIS MATCH, LIBERATION, L'EXPRESS, LE FIGARO MAGAZINE, and FEMME ACTUELLE (magazines -estimated ad value is \$250,317). These articles are dedicated to the exposition that is taking place in Paris from October 2010 through March 2011; they help bring visibility to the RMI region.

Outdoors

Assisted Steve Smith, *Retriever Journal*, with pheasant hunting near Aberdeen for an article to be published in *Retriever Journal* and *The Pointing Dog Journal*. He hunted public land as well as at R and R Lodge near Seneca.

Hunted with the winners of the Rooster Rush Big Shot Gear giveaway at Big Shot Pheasant Fields near Aberdeen. Coordinated with Pheasants Forever to get the Ruger Red Label shot gun to the winner; Cabela's was also a partner in the giveaway.

Presented slideshow and informational talk on pheasants, pheasant hunting statistics, and marketing to pheasant hunters to 15 writers invited by Pheasants Forever to their Writers Hunt near Aberdeen; they hunted on both public and private land. Gained nine new outdoor writing contacts.

Finalized travel plans for the Pheasants Forever Pheasant Fest in January in Omaha.

Continued to contact media for the Mobridge Ice Fishing Tournament in January.

Worked with Jarret Bies from the South Dakota Kayak Challenge and Arden Petersen with Game, Fish & Parks to line up a safety boat for this year's Kayak Challenge event.

Registered for the Bike Summit and became a member of the South Dakota Bicycle Coalition.

Film Office

Sent production guide per request for information from FilmSD.com. Assisted several members of the state's film industry in managing their page information and keeping it up to date.

Met with staff to discuss the possibility of housing the locations photo files and guide on FilmSD.com, which includes the administrative area. Will meet with Reel Scout to make sure we are able to sufficiently back up our current locations gallery and contact information.

Working with a filmmaker who is interested in producing a music video in South Dakota in the winter; they are working on a budget proposal and bid. Working with a filmmaker from California who is looking for a Native American writer to assist in writing a script; posted job description to FilmSD.com.

Spoke with Chris VanNess about the possibility of the Black Hills Film Festival holding a screen writing contest in conjunction with their festival; looking for additional funding.

For Film Office's Twitter account, there was one new tweet, for a total of 224; have 360 followers, up 34 from November.

Hospitality

Ordered plaques for new Great Service Star designees; ordered 2011 tabs for those who already have a plaque.

Information Centers

Updated the Information Center seasonal application form and wrote the job announcement.

Continued reviewing and approving brochures for display at the Interstate Information Centers.

Began researching kiosk options for the Centers and plan to set up a meeting after the first of the year to get a better direction on what sort of abilities the kiosks should have.

Photo/Video

Completed photography on Tourism's hit list: Capitol Christmas, 1880 Train "Holiday Train," South Dakota Railroad Museum "Trees and Trains," Storybook Island Christmas, ducks, and geese

Fulfilled requests for photos to *South Dakota* magazine, Southeast South Dakota, Yankton; *Midwest Meetings*, Brookings; Wendy's restaurant, Black Hills, Badlands & Lakes, South Dakota Campground Association, Rapid City; Sioux Falls CVB, Children's Care Hospital, Argus Leader, U.S. Attorney's Office, Sioux Falls; Dakota Nature and Art, Hill City; Glacial Lakes and Prairies, Watertown; Delta Dental, Legislative Research Council, Department of Game, Fish & Parks, Pierre; Register Lakota Printing, Chamberlain; *P3 Update* magazine, California; Rocky Mountain International, Germany and Wyoming; Ink Inc., Missouri; and National Museum of American Indian, Washington, DC.

Reached 13,000 photos in digital photography database; will be inputting many more in coming months. Photoshop CS5 update installed on computer and laptop

Video hit list: Shot video of the trees and music at the Capitol Christmas display in the Capitol Building in Pierre. Shot video of the Biennial Art Exhibit at the Cultural Heritage Center; edited a thirty-second clip of video and placed it on the FTP site for media download.

Multimedia and social media: Edited a one-minute video of the Capitol Christmas display and uploaded it to our YouTube channel. Uploaded the "This is South Dakota" video to the YouTube channel. Updated and rearranged YouTube channel and updated the play list that shows up on the TravelSD blog. The YouTube channel had 14,364 views in November and 142 subscribers.

Did a re-edit of the image video to four minutes and made a DVD of it for use at an international presentation.

Lined up a keynote speaker, David Stocklein, for the 2011 Black Hills Photo Shootout. New Outdoor Campus West in Rapid City is scheduled for some of the events. Worked on ad for 2011 South Dakota Vacation Guide.

Travel Market Advertising

Finalized and shipped the following ads: *Deadwood/South Dakota Tourism (SDT) Co-op – Winter 2010-11* – Newspaper ads in Chadron, Bismarck, Dickinson, Sioux Falls, Casper, Cheyenne, Scottsbluff, and Williston. Deadwood Winter FSI drops in newspapers, January 9, in Bismarck, Dickinson, Williston, Sioux Falls, and Rapid City.

SDT – Peak Season 2011 – Giant Step – Badlands (6-page) ad for March issue of *Better Homes & Gardens* and (2-page) ad in April issue of *O Magazine* and May issue of *Travel 50 +*; Laura Ingalls Wilder Homestead (6-page) ad in March issue of *Family Circle* and (2 page) ad in April issue of *Family Fun*; Rodeo (6-page) ad in March issue of *Ladies Home Journal*; Mount Rushmore (6-page) ad in March/April issue of *Midwest Living*, April issue of *Better Homes & Gardens*, and May issue of *Family Circle*; Falls Park (2-page) ad in March issue of *Travel 50 +* and June issue of *Ladies Home Journal*; and Crazy Horse (6-page) ad in April issue of *Ladies Home Journal*, May issue of *Better Homes & Gardens*, and May/June issue of *Midwest Living*.

For *Peak 2011 Co-ops* – Reviewed Peak Co-op marketing schedules and approved ads for Custer State Park, Watertown, and Aberdeen.

Developed Giant Step partner pages on TravelSD.com. Discussed possible new markets for the Peak 2011 Great Getaways.

E-Commerce

On the consumer website - TravelSD.com: listed 49 vacation packages and added seven Hot Deals. Resized and inserted seven winter images onto the homepage. Updated approximately 83 various “sdgfp.info” links to “gfp.sd.gov.”

Reviewed 408 of the 768 responses to the December Travelsmart and nearly 1,100 responses to the January Travelsmart; most of the emails were automatic out-of-office responses; however, 100+ updates, un-subscribes, comments, and/or information requests were forwarded to appropriate staff. Reviewed 174 responses to a hunting email and forwarded 28 updates, un-subscribes, and/or comments to appropriate staff.

Contracted with Teleservices to contact every business/group on the Visitor Services Directory (VSD) on TravelSD. A few calls ended in left messages; but many listings have been updated, which includes deleting those that are no longer in business. The VSD will continue to be monitored so as to contain correct contact information for reference by travelers and the visitor industry itself.

The Adventure Section will replace the printed South Dakota Adventure Guide. It will include a brief description with business listings, photos, related videos, and vacation packages. There will also be calls-to-action for available businesses that include a “booking link” or “add to my trip planner.” There will also be a designated URL.

Created landing pages for Giant Step magazine ads to better track performance of ads. The pages will also be used to give readers of *Midwest Living*, *Travel 50 and Beyond*, *Better Homes & Gardens*, etc. a place to learn more about the industry partners in this co-op.

Working to improve the booking element of TravelSD.com that was a feature launched in January 2010. There have been significant increases in sales from the site, but Tourism is working to improve the conversion rate.

On the industry website - SDVisit.com: Posted the list of 140 Great Service Star designees. Updated the Hot Deals program information and online form.

Research

Continued working on de-duping the inquiries’ database as part of the Visitor Relations Management (VRM) program. Data cleanup issues need to be resolved to accurately pull reports for inquiry type, country, and co-op partner inquiries and reservations.

Have received about 200 completed surveys of those distributed by Xanterra Parks & Resorts at Mount Rushmore National Memorial. It is similar to our Intercept Study as it also allows us to gather travel behavior and demographic information.

Global Insight’s Event Calculator is now functional. The calculator can be used for feasibility studies or to evaluate/report the fiscal impact of events within the state as well as the impact at a local level.

Logo/Photo Requests

Sent logo to Randy Moeller with Cabela’s marketing for their Mitchell store. Sent Community of the Year logo layout to Karl Stegge in Arlington. Designed a South Dakota script with logo heads as a small banner for Miss South Dakota at the 2011 Miss America pageant in January.