

To: Secretary Richard Benda  
 From: Melissa Bump  
 Date: 02/05/10  
 RE: January 2010 - 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 2008	December 2009	% Change
Deadwood Gaming Tax	\$ 210,872	\$ 232,476	10.2%
Tourism Promotion Tax (1%)	\$ 317,484	\$ 300,534	-5.3%
Tourism Promotion Tax (.5%)	\$	\$ 100,942	na
<b>Total Monthly Deposits (w/.5%)</b>	<b>\$ 528,356</b>	<b>\$ 633,952</b>	<b>20.0%</b>
<b>FY2009 vs. FY2010 (w/.5%)</b>	<b>\$6,494,668</b>	<b>\$7,844,923</b>	<b>20.8%</b>

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

- International Tour Operators: Attended Scandinavian Mission along with North Dakota, Idaho, Montana, and Wyoming as part of a Rocky Mountain International (RMI) regional promotion. Met with Iceland Air to develop familiarization tours to the area; attended a travel agent event and workshop (60 agents attended) and had a booth to distribute South Dakota materials at the Ferie Travel and Trade Show for press and consumers, a 3-day event with more than 30,000 attendees. In Gothenburg, attended the Discover America travel agent event and workshop (70 agents attended).
- Domestic Tour Operators: Met with 30 tour operators in pre-scheduled appointments at American Bus Association (ABA) Annual Marketplace in Maryland.
- International journalists: Karl Teuschl, documentary producer from Germany, added a link for South Dakota information onto his SAT 3 website and to the trailer of the 45-minute documentary they produced on the Black Hills, Badlands, and the Sturgis Rally. It aired again in January 2010 to approximately 2 million viewers in Austria, Germany, and Switzerland. During the Scandinavian Mission, met at the US Embassy in Copenhagen and made presentations to US Ambassador Laurie Fulton and 15 journalists.

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

- Rooster Rush: Contacted winner of the Chad Greenway hunt scheduled for March. Name was drawn from those who registered by either texting or online.
- Digital Revolution: Held one-on-one conversations during the Governor's Conference on Tourism. Current number of partners is 260. Program prompted the complete redesign of TravelSD, which was unveiled at the Conference.
- 2010 Governor's Conference on Tourism: The final amount of sponsorship money pledged through 49 sponsorships, 43 vendor booth rentals, 32 sponsored AAA Luncheon tables, and 38 reserved banquet tables reached \$50,225, approximately \$6,000 more than last year.

Media and Public Relations		
	Dec-09	FYTD
Circulation	2,587,367	24,945,290
Earned	\$47,063	\$802,170
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	60,189	2,158
12/09 % Chng	9.5%	3.2%
FYTD	613,031	15,409
Time On Site	-8.6%	35.8%
Pages/Visit	-7.8%	-6.1%
<b>Email</b>	Emails Sent	Emails Read
Dec-09	264,581	9.9%
FYTD	1,788,445	9.3%

Office of Tourism Indicators					
		Dec-09	Dec-08	% Change	% FYTD
Tax	<b>Tourism Tax (1%)</b>	\$300,534	\$317,484	-5.3%	2.0%
	<b>Gaming Tax</b>	\$232,476	\$210,872	10.2%	-1.5%
	<b>Tourism Tax (.5%)</b>	\$100,942	NA	NA	NA
Travel Activity	State Parks	136,352	131,881	3.4%	
	Natl. Parks	35,205	40,136	-12.3%	
	Traffic Cnts	155,323	154,388	0.6%	
	Gas Prices	\$2.57	\$1.67	53.9%	
	Overnights	239,524	242,465	-1.2%	
	Occupancy	35.8%	37.5%	-4.6%	
	Avg Rates	\$65.04	\$63.98	1.7%	
Inquiries	<b>Total</b>	4,389	5,712	-23%	-14%
	Online	4,389	NA	NA	NA
	Mail	0	NA	NA	NA
	Phone	0	NA	NA	NA

### 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates. The Office of Tourism's Annual Report is also available on SDVisit for a status report on the variety of programs implemented to reach the goals of the 2010 Initiative.

### Governor's Conference on Tourism

Thanks to all the wonderful sponsors and vendors for another successful conference. The final amount of sponsorship money pledged through 49 sponsorships, 43 vendor booth rentals, 32 sponsored AAA Luncheon tables, and 38 reserved banquet tables reached \$50,225, approximately \$6,000 more than last year. Registrations included 30 for the Wednesday-only sessions, 29 for the Thursday-only sessions, and 556 full registrations. At the Thursday banquet, 568 people were served. Award winners included Mark Kayser for the A.H. Pankow Award, Howard and Audrey Shaff for the Ben Black Elk Award, and Yankton CVB and Xanterra Parks & Resorts each received the George S. Mickelson Great Service Award. Information on the award winners can be found at [SDVisit.com](http://SDVisit.com). Registrations and sponsorships fully fund the Tourism Conference.

### Media & Public Relations

Fulfilled information requests from freelance writers Lisa McClintick and Diana Lambdin Meyer, Rapid City Journal, *Production Update* magazine, the Argus Leader, Mitchell Daily Republic, KCCR radio in Pierre, and several inquiries from MediaSD.com. Was interviewed by South Dakota Public Broadcasting regarding winter sports/activities and their impact on the tourism industry, *Production Update* magazine regarding film industry's upcoming year, and KJAM radio regarding the Cacklin' Community Award winner Aberdeen.

Tracked 74 earned news clips through Vocus and the SD Newspaper Association, as of January 26.

For social medial digital relations: Reviewed and responded to several blog posts; made weekly posts and updates to the South Dakota Tourism FaceBook fan page that has over 2,699 fans; and made daily updates/posts on Twitter account and have up to 1,291 followers as of January 26. Posts on Twitter included Skiing over three-day weekend, ski/snow conditions, South Dakota animal of the month, and ice fishing on the glacial lakes. Other social media includes SDoutdoors and TravelSD.com blogs, YouTube, Flickr, and monitoring of external posts about South Dakota.

Completed travel arrangements and itinerary for a snowmobile familiarization tour from February 2-5 for travel writers.

Press Releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web) on Reality TV Star to Keynote Governor's Conference on Tourism and Multimedia Press Release on Winter Sports; and Marks of History: Nobles Trail Marker. Began preparing the editorial calendar for a new weekly press release series, titled "South Dakota's Great Faces." Posted three industry releases to MediaSD.com.

Moderated public relations session at the conference. Kept South Dakota visitor industry FaceBook fan page updated with comments and photos during the conference.

### Industry Relations

Distributed January issue of eFYI industry newsletter to 1,322 list members via Listrak.com and 2,339 visitor industry members on Tourism's database. Topics included Director's Report, Reminder: Bring tour buses to your door, Tourism Conference Registration, Multi-Media Press Release Co-op, Great Service Star Update, Information Center Positions Open, Opportunity to promote restaurants and attractions, Pet-Friendly Accommodations, Annual Report, Industry FaceBook Fan Page, Snowmobile Trail Conditions, Important Reminders, and What Our Visitors Are Saying.

For Tourism Conference, sent confirmation emails to vendors and to those who reserved tables. Forwarded vendor booth information to several Tribal Tourism Roundtable members. Drafted agenda for the first-timers orientation session. Completed other details of the conference including invitations to special guests, award plaques, photo schedule, signage for sessions, décor, Show and Tell materials, Faces Show, A/V, tear-down, press releases, and online evaluation form. The Annual Report and annual research studies are available at SDVisit.com.

In response to a request from the Tribal Government Relations office, contributed to a letter of recommendation for an Oglala Sioux Tribe industry partner who is applying for a Bush Foundation grant.

Attended "Agritourism: Your Next Cash Crop" business class hosted by the South Dakota Stock Growers Association.

#### Trade Sales Group Tour/International

Continued entering partner submissions for the Group Tour Planning Guide; there are 150 entries to date.

Discussed design changes to TourSDakota.com as a result of the TravelSD.com re-design.

Attended American Bus Association (ABA) Annual Marketplace in Maryland. Met with 30 tour operators in pre-scheduled appointments, hosted caucus for South Dakota delegates attending ABA to share leads for potential business, attended seminars and networking events, and volunteered in Resource Central. Provided South Dakota Profile to tour operators during appointments.

Contacted Bureau of Information and Telecommunications (BIT) regarding proof-copy emails for the Brochure File Folder ad that were deleted by BIT for security reasons. Emails were restored and sent approvals for ad.

Researched and submitted requests for the maximum of 50 appointments at Bank Travel Show for bank travel managers, February 7-9. Researched and requested the maximum number of 12 tour operators for the NAJ (North American Journeys) Show, February 15-17; will sign up for more appointments at the show.

Met with RAF, Spearfish, a new company that will be promoting motorcycle tours from Latin America. Will continue discussions on marketing partnerships. Sent motorcycle photos for the new website they are developing.

Finalized dates with Osamu Hoshino from the US Western States Tourism Office for the Japanese Group Tour Operator fam, May 23-27, in South Dakota.

Sent promotional materials to Japan for seminars to be conducted in February by Osamu Hoshino: South Dakota highway maps and Great Parks, Monuments and Memorials brochures in Japanese.

Continued to update the Rocky Mountain International (RMI) supplier database; placed list at the RMI booth at the Tourism Conference so industry members could check their contact information. After updates are completed, information will be sent to supplier database for invitation to participate at the RMI Roundup in Great Falls in April.

Attended Scandinavian Mission in Copenhagen, Denmark, and Gothenburg, Sweden, along with North Dakota, Idaho, Montana, and Wyoming as part of a RMI regional promotion to increase Scandinavian visitation to South Dakota and the RMI region. At the US Embassy in Copenhagen, made presentations to and met with US Ambassador Laurie Fulton and 15 journalists; met with Iceland Air to develop familiarization tours to the area; attended a travel agent event and workshop (60 agents attended) and had a booth to distribute South Dakota materials at the Ferie Travel and Trade Show for press and

consumers, a 3-day event with more than 30,000 attendees. In Gothenburg, we attended the Discover America travel agent event and workshop (70 agents attended).

Emailed show leads from World Travel Market, United Kingdom, to 487 South Dakota suppliers. Mailed World Travel Market leads, Visit USA Showcase leads, and German Mission leads to 22 South Dakota suppliers.

Sent requested information from German Mission to the 11 German tour operators who were trained on the region by RMI representatives.

Sent request for more details on ranch information to Ridley Ranch, St. Onge, from American Roundup, a tour operator company in the United Kingdom.

Worked on details of the RMI March Mission for upcoming sales trainings in Paris, Lyon, Amsterdam, and London.

Emailed journalist Frank Corless, United Kingdom, with 2010 Roundup dates.

Karl Teuschl, documentary producer from Germany, sent a link to the South Dakota information they have added to the SAT 3 website and to the trailer of the 45-minute documentary they produced on the Black Hills, Badlands, and the Sturgis Rally. It aired again in January 2010 to approximately 2 million viewers in Austria, Germany, and Switzerland.

Sent horizontal and panoramic slides to the RMI German office to update their Web site.

#### Outdoors

Attended Army Corps of Engineers Missouri River Authorized Purposes Study meeting to represent the recreational impact in South Dakota's visitor industry.

Completed details to attend the annual Pheasant Fest in Des Moines.

Posted Skiing in SD, animal of the month, and ice fishing the glacial lakes on SDoutdoors blog.

Wrote and distributed South Dakota animal of the month media pitch.

Replied to four individuals who inquired via MediaSD about hunting in South Dakota.

#### Film Office

Interviewed and hired Katlyn Richter for open position in the Media/Public Relations team.

Sent location package to Marty Katz Productions with photos of the 1880 Town and 1880 Train.

Met with Rick and Chris VanNess at the Tourism Conference regarding the Black Hills Film Festival.

#### Hospitality

Issued 484 Governor's Certificates for outstanding hospitality from nomination forms sent to Tourism.

Culled visitor comments from Great Service Star applications to be used in the monthly e-FYI.

Registered users of Online Customer Service Training show 1,165 of 1,392 people have completed the program; there are 200 registered managers.

Will send information to the visitor industry in early February on spring training options.

### Information Centers

Mailed applications, letters, and interview sheets to the 2009 travel counselors regarding employment for the 2010 season. Applications are due to Tourism by February 5; currently there are 52 applications, 43 returning applicants and nine new ones.

Have begun contacting communities about the spring fam trip for the travel counselors.

### Photo/Video

Completed the following on Tourism's photo hit list: backyard birds, sledding and other winter activities, downtown Sioux Falls, and winter farm country.

Began discussions on Tourism's involvement in the Capitol Century Celebration photography project.

Fulfilled requests for photos/slides to Yankton CVB, *South Dakota* magazine, Yankton; Wrangler Motor Inn, Mobridge; Lawrence & Schiller, U.S. Department of Agriculture, South Dakota Symphony, Thunder Road, Sioux Falls; South Dakota School of Mines & Technology, The Outdoor Campus West, Rally and Fun Adventures, Rapid City; BPro, KFC/Taco Bell, Game, Fish & Parks, Pierre; Monkey Rock, Fort Meade VA Hospital, Sturgis; South Dakota Public Broadcasting, Vermillion; Hill City Chamber of Commerce; TDG Communications, Deadwood; Meredith Publishing, Iowa; Affinity Enewsletter; and RMI, Germany.

Completed the following on Tourism's video hit list: skiing at Mystic Miner Resort at Deer Mountain.

Fulfilled video footage requests: Sent stock footage to the Miss America Pageant committee in New Jersey for use in the pageant program.

For Black Hills Photo Shootout, have secured keynote speaker George Lepp and scouted venues for keynote and lecture sessions; secured a sponsorship from Canon Cameras; FaceBook Fan Page has 147 fans without much promotion; [www.blackhillshotshootout.com](http://www.blackhillshotshootout.com) has had visitors from 32 states and five countries; and worked with Black Hills, Badlands & Lakes on registration for the events.

Met with Mount Rushmore National Memorial Society to discuss options for the replacement of the fireworks. Reserved the satellite truck for possible use during that weekend.

Social media: began "Photo of the Week" posting at Tourism FaceBook.

### Travel Market Advertising

Finalized and shipped the following ads: *Custer State Park Co-op – Peak Season 2010*: January/March issue of *Southern Minnesota* on sale February 25; March/April issues of the following on sale March 1 – *AAA Home & Away*, *AAA Colorado Encompass*, *AAA Via Mountain*, and *AAA Living*; *Midwest Vacation Guide* on sale April 25; and *Yellowstone International* (ad and advertorial) on sale May 1. *Custer BID* ad and advertorial for *Yellowstone International* on sale May 1. *Visit Spearfish Co-op* – ad in March/April issue of *South Dakota* magazine.

Contacted winner of the Chad Greenway hunt that was part of the shoulder Rooster Rush campaign. The hunt is scheduled for March. Winner was draw from registrations people made via texting and online.

Developed letter and registration form to mail in February to potential partners for the Peak Great Getaways.

Held one-on-one conversations for Digital Revolution, to gather more co-op partners for this program, during the Governor's Conference on Tourism. Current number of partners is at 260. Program prompted the complete redesign of TravelSD, which was unveiled at the Conference.

Recorded over 82,000 page views in January for the Digital Vacation Guide with the average visitor viewing over 50 pages.

Sent January issue of Travelsmart to 263,188 subscribers. Topics included The New TravelSD.com, Travel Made Easier, Update your Preferences, and Winter Playground.

#### Publications

Reviewed Tourism's 23 pages in the South Dakota Vacation Guide, the Calendar of Events, and the front and back covers. Will upload files and send to the printer, Midstates Printing, when all pages are approved. This is the first time the guide is being printed in South Dakota. Deliveries will be staggered throughout February.

Forwarded pdf of new Vacation Guide covers to be uploaded to TravelSD.

#### World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,891 entries, and 40 vacation packages were listed. Registered 8 hot deals. From December 31 to January 19, 39 e-postcards were sent by consumers via the Photo Gallery. (This functionality is not an option on the new site yet.) In the Travel Community site, 508 photos, nine videos, and 22 diary entries are active. In the Sportsmen Community, 61 photos, two videos, and one diary entry are active. There are 618 events listed on the statewide Calendar of Events. To get your event listed, please find submission forms and criteria on SDVisit.com so travelers can view all statewide events online.

On SDVisit.com, posted evaluation form for Tourism Conference attendees to complete and sent an email to the visitor industry asking them to complete an evaluation. Forwarded responses to compile into one document. Added photos of new Tourism Board officers; updated the award winner copy and photos; and posted Tourism's 2009 Annual Report, the 2009 Economic and Fiscal Impacts Report and methodology document, and the 2009 Tourism Satellite Account/Global Insight report and the methodology document.

#### Research

Developed Tourism Fast Sheet to use to inform industry, general public, and legislators on the impact of the visitor industry on the state's economy.

Monthly travel indicators were collected and analyzed over last year's data and added to SDVisit.

Attended nine focus group sessions conducted in Des Moines, Davenport, and Schaumburg. Results are being compiled and analyzed and the report will be placed on SDVisit in late February/early March. Sessions were split into three demographic segments: family ages 35-44, family ages 45-54, and primetime 55+. The groups were also split to be 4-5 women and 2-3 men per session.

Initial coding for Web tracking has been added to all major partner sites for Visitor Relations Management (VRM) research. Continued development with Sales Force and Webtrends; integration will take place from January through March.

#### Logo Usage

Sent logo to Pam Bilbruck.

#### Governor's Tourism Advisory Board

Notified Million Dollar Challenge applicants of the status of their proposals, which the Board reviewed at their meeting in January. Those that received approval for their projects include Cheyenne River Centennial Campaign for Eagle Butte, Dupree, and Timber Lake in July; Salute to the Troops in Sioux Falls in June; and Bash to the Colonies Sailboat Regatta starting in Yankton in August.

The Tourism Board also met jointly with the four regional tourism association directors and officers from each of their boards. Tourism reviewed their 2010 Peak Media Schedules, and the regions shared highlights of their 2009 efforts and listed goals for the 2010 season/campaigns.

#### Great Events for 2009

Media One FunSki, Sioux Falls – January 29-30, 2010: Attended event and sent evaluation forms to organizers.

#### Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Designed four print ads for placement in *Dirt Rag* magazine, *Bike* magazine, *Bicycle Paper*, and *Cycling Utah*; banner ads will be placed with *Dirt Rag* and *Bike*. Worked on redesign of Web page.

Huron Outdoor Expo, Huron – June 11-12: Met with organizers.

Ipswich Trail Days, Ipswich – June 11-13: Met with organizers and discussed some marketing strategies; reviewed creative options Tourism can provide. Tourism's Creative team will design an event logo. Other options, such as oversized postcards, are being considered and will be finalized at another date.

River City Racin', Chamberlain/Oacoma – June 19-20: Attended a meeting with organizers to discuss goals and advertising options for the event.