

To: Secretary Richard Benda
 From: Melissa Bump
 Date: 03/06/10
 RE: February 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: | January 2009 | January 2010 | % Change |
|---------------------------------------|--------------------|--------------------|--------------|
| Deadwood Gaming Tax | \$ 203,897 | \$ 204,158 | 0.1% |
| Tourism Promotion Tax (1%) | \$ 319,379 | \$ 295,189 | -7.6% |
| Tourism Promotion Tax (.5%) | \$ | \$ 99,147 | na |
| Total Monthly Deposits (w/.5%) | \$ 523,276 | \$ 598,494 | 14.4% |
| FY2009 vs. FY2010 (w/.5%) | \$7,017,944 | \$8,443,417 | 20.3% |

1A. Change the way we market South Dakota.

- International Tour Operators: Contacted cities and lodging properties regarding the Alidays Tours, Italy, trip in South Dakota. Staff joined/escorted the group's motorcoach of 28 Italians.
- Domestic Tour Operators: Met with 33 bank travel planners at the Bank Travel Show; there were 11 South Dakota participants at the show.
Met with 27 tour operators at North American Journeys (NAJ) Show, an inbound tour operator show. Hosted Margaret and Len Zola, American Ring Travel, California.

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

- Digital Revolution: Currently, there are 265 partners. Since the launch of Digital Revolution, over 2,800 trip itineraries have been created within the TravelSD.com website by potential visitors.
- Group Tour Planning Guide: To date, have 200 partners in Tourism's biennial publication that promotes, cities, attractions, lodging, and dining properties that are interested/capable of hosting groups.
- Outdoors: Attended and operated a booth for Tourism at Pheasant Fest in Des Moines. Officials estimated an attendance of 20,230. Staff fielded about 1,200 inquiries on the state's hunting and fishing.
- Worked on design, in-house, of the Peak Season Great Getaways co-op, a 4-color, 24 page newspaper insert which will feature 59 partners and be distributed the end of April.

| Media and Public Relations | | |
|-----------------------------------|--------------|-------------|
| | Jan-10 | FYTD |
| Circulation | 440,561 | 27,973,218 |
| Earned | \$91,286 | \$893,456 |
| | | |
| Online Marketing | | |
| Websites | Travelsd.com | Sdvisit.com |
| Visitors | 99,705 | 4,125 |
| 01/10 % Chng | 14.4% | 5.8% |
| FYTD | 712,736 | 19,534 |
| Time On Site | 3.9% | 3.8% |
| Pages/Visit | 1.2% | -5.7% |
| Email | Emails Sent | Emails Read |
| Jan-10 | 249,527 | 10.7% |
| FYTD | 2,037,972 | 9.5% |

| Office of Tourism Indicators | | | | | |
|-------------------------------------|--------------------------|-----------|-----------|----------|--------|
| | | Jan-10 | Jan-09 | % Change | % FYTD |
| Tax | Tourism Tax (1%) | \$295,189 | \$319,379 | -7.6% | 1.3% |
| | Gaming Tax | \$204,158 | \$203,897 | 0.1% | -1.3% |
| | Tourism Tax (.5%) | \$99,147 | NA | NA | NA |
| Travel Activity | State Parks | NA | 168,137 | NA | |
| | Natl. Parks | 37,023 | 38,520 | -3.9% | |
| | Traffic Cnts | 127,447 | 131,087 | -2.8% | |
| | Gas Prices | \$2.88 | \$1.77 | 51.1% | |
| | Overnights | 232,366 | 238,137 | -2.4% | |
| | Occupancy | 34.7% | 36.8% | -5.7% | |
| | Avg Rates | \$64.35 | \$63.73 | 1.0% | |
| Inquiries | Total | 11,563 | 14,072 | -17.8% | -14.5% |
| | Online | 11,563 | NA | NA | NA |
| | Mail | 0 | NA | NA | NA |
| | Phone | 899 | NA | NA | NA |

2010 Initiative

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

Media & Public Relations

Fulfilled information requests from freelance writer Lisa McClintick, *Midwest Living* magazine, Elk Point Leader-Courier, *Prairie Business* magazine, ABC News, *AAA Home & Away* magazine, Kiddin' Around USA television program, National Geographic TV, *MotorHome* magazine, freelance writer Sarah Secula for USA Today, St. Paul Pioneer Press, Bismarck Tribune, and several inquiries from MediaSD.com.

Made media pitch to local media regarding the national publicity South Dakota garnered on Oprah's website where Mitchell was featured as a great small town, as well as on the Best Travel Deals blog where Mount Rushmore National Memorial was named #1 Presidents Day travel destination.

Set up interview with *Prairie Business* magazine regarding the semi-truck wrap promotion.

Tracked 14 earned news clips through Vocus and the South Dakota Newspaper Association.

Secured meetings with nine writers for the media blitz to Denver, March 9-12.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web) – four stories on South Dakota's Great Faces series: John Gutzon Borglum, Oscar Micheaux, Bud and Doris Livermore, and Clarence Jurisch. Posted six industry releases to MediaSD.com.

Met with representatives from Yankton and Vermillion during their Day at the Capitol; discussed co-op programs, how they could partner with the Office of Tourism, etc. Met with Mount Rushmore National Memorial Independence Day celebration committee to discuss potential replacements for the fireworks.

Met with social media task force to review guidelines for FaceBook and blog posts. FaceBook will act as a filtering tool to attract interested people to the Tourism blog and the outdoors blog. Looking into HootSuite for coordinating all social media efforts; HootSuite allows us to track all social media accounts from one dashboard, track mentions of South Dakota travel, and schedule advance tweets. HootSuite also comes with a basic statistics package. Brainstormed on how to incorporate international/group tour promotion into our existing social media platforms. Wrote three posts for the Tourism blog: SD's Great Faces: Gutzon Borglum, Deadwood's Mardi Gras, and City of Presidents. South Dakota Tourism FaceBook page has over 2,991 fans and the Twitter account has up to 1,384 followers. Other social media includes YouTube, Flickr, and monitoring of external posts about South Dakota.

Industry Relations

Distributed eFYI newsletter to 1,328 list members via Listrak.com and to 2,342 email addresses on Tourism's database. Topics included Director's Report, 2010-2011 South Dakota Vacation Guide, Sign up now for Rocky Mountain International Roundup, Great Getaways Registration, Spring Hospitality Training Co-op, Tour Operator Contacts Available, Million Dollar Challenge, Information Center Poster Program, Recent Travel Indicators, Office of Tourism Staff Update, Important Reminders, and What Our Visitors Are Saying.

Worked with Sioux Falls Sports Authority on the Summit League Tournament's Million Dollar Challenge (MDC) project and coordinated a 30-second South Dakota commercial to air in the stadium during games and also on ESPN. Attended the Black Hills Stock Show & Rodeo, a MDC partner's event; Tourism's presence was announced during the rodeo to a packed Rapid City Civic Center arena.

Attended two classes and presented co-op marketing opportunities at "Agritourism: Your Next Cash Crop" business class hosted by the South Dakota Stock Growers Association.

Assisted the Pierre Chamber with contacts for Mount Rushmore National Memorial and Mount Rushmore National Memorial Society to make arrangements for nine Australians traveling to South Dakota in April on a political exchange.

Attended the Pierre CVB hospitality committee meeting and volunteered to serve on a sub-committee to organize a summer event designed to attract people traveling to and from the Sturgis Motorcycle Rally.

Attended the Southeast South Dakota Tourism Association board meeting in Vermilion and answered questions on Tourism's programs.

Attended Daytona Bike Week with representatives from Sturgis to promote South Dakota and the Rally.

Trade Sales Group Tour/International

Continued entering partner submissions for the 2011-2012 Group Tour Planning Guide; have received more than 200 entries. Made follow-up calls to current partners who have not sent information.

Sent March Travel Professionals E-newsletter via Listrak.com to 177 list members. Topics included Late Summer Vacations Capture Variety in South Dakota, City Highlight: Murdo, Travel Professionals Tip, Mark your Calendar!, Featured Itinerary: Interstate 90 and the Black Hills, and Featured Attractions and Events.

Fulfilled requests for Vacation Guides to AAA/CAA Offices in Illinois, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Jersey, New Mexico, New York, North Dakota, Ohio, Pennsylvania, Tennessee, Texas, Virginia, Washington, Wisconsin, and West Virginia, plus Manitoba, Canada.

Sent requested information to Jean Gallagher, Missouri; Inland Seas Travel Inc, Michigan; Alliance Travelers, Nebraska; Swanson's Travel, Sweden, for their annual consumer event; Malmo, Sweden, for the Discover America Event; Knecht Reisen ag, Zurich, Austria, for staff trainings; Bon Voyage, United Kingdom, on Native American tourism; and Michael Scholz, Blum GmbH, Germany, for upcoming South Dakota trip to research travel opportunities for groups and individuals. Sent list of South Dakota rodeos and pow wows to Swanson's Travel, Sweden, so they can post the events on their website. South Dakota is not attending the international events, but other RMI representatives and partners will attend.

Arranged group tour meetings with Cindy Olson, Comfort Suites, Rapid City; George Kotti, Hot Springs Area Chamber of Commerce; and Mistie Caldwell, Visit Spearfish, to discuss group tour opportunities. Will reschedule a meeting with Hill City Area Chamber of Commerce.

Researched appointments for Bank Travel Show and met with 33 bank travel planners during ten minute appointments to promote South Dakota. There were 11 South Dakota participants at the show.

Contacted cities and lodging properties regarding the Alidays Tours, Italy, for their South Dakota stay. Staff joined/escorted the motorcoach group of 28 Italians and offered information about the state.

Researched tour operator appointments for North American Journeys (NAJ) Show, an inbound tour operator show. Met with 27 tour operators during scheduled appointments to promote South Dakota. There were two South Dakota participants at the show. Hosted Margaret and Len Zola, American Ring Travel, California, to dinner one of the nights of the show.

For the Active America China show, worked with Rocky Mountain Holiday Tours and Rapid City to coordinate a South Dakota itinerary to provide to the Chinese tour operators who will attend this show in Chicago in March.

Made preparations to attend Travel Alliance Professionals (TAP) for tour operator appointments in June.

Made preparations for the Rocky Mountain International (RMI) March Mission where the four RMI partner states of Wyoming, Montana, Idaho, and South Dakota will promote to tour operators and staff in France, The Netherlands, and the United Kingdom.

For RMI Summit Meeting and Roundup in April, contacted RMI staff for possible speakers regarding social media marketing for summit meeting. Sent email to 495 South Dakota suppliers regarding the opportunity to meet with international tour operators at Roundup.

Outdoors

Contacted Greg Keyser with Babe Winkleman outdoors to talk about hunting and fishing opportunities in South Dakota and how the Office of Tourism can help the crew.

Contacted Scott Linden, Scott Linden Outdoors, to discuss future shows in South Dakota.

Worked with Joe Byers a freelance journalist who plans to publish a story of his turkey hunt in current outdoors media such as Cabela's Outdoor Journal and Heartland USA.

Attended and operated a booth for Tourism at Pheasant Fest in Des Moines. Officials estimated an attendance of 20,230. Highlights included Ag Secretary Tom Vilsack's announcement of the first general Conservation Reserve Program (CRP) signup in four years and a reallocation of 150,000 acres into a state specific CRP practice called State Acres for Wildlife Enhancement (SAFE). Staff estimated 1,200 inquiries about the state's hunting and fishing.

Made media pitch of South Dakota animal of the month to/via SDOutdoors blog, FaceBook post, and Twitter feed. Posted stories on snowshoeing and cross-country skiing in Newton Hills State Park and Oakwood Lakes State Park on the SDOutdoors blog, Twitter, and FaceBook. Posted "Ice Fishing in the Black Hills" story with pictures on SDOutdoors.com blog.

Assisted John Prusak with information on snowmobiling in the Black Hills; sent snowmobile pictures to Jody Mann in Minnesota; replied to Joe Blake about bow hunting bison; and assisted John Lee from the Nomad Post with accessing Tourism's photo database for an article on the Black Hills.

Submitted weekly fishing reports on the northeast and Black Hills regions on Tourism's Fishing/Snowatts line.

Film Office

Worked on finalizing dates and setting up an itinerary for a visit on July 4 from Kiddin' Around the USA show; plot is a home-schooled family travels around the USA filming cities and attractions.

Gathered information and ideas for National Geographic TV regarding the show, "World's Toughest Fixes." Sent ideas/information on pumping water out of the Homestake Mine, annual cleaning of Mount Rushmore National Memorial, preparing a blast at Crazy Horse Memorial, and Oahe Dam Powerhouse.

Sent location package to Juan Vazquez that included 1880 Town near Murdo, Historic Prairie Village at Madison, and Prairie Homestead near the Badlands.

Responded to inquiry from Eric McGinty, who is shooting a documentary across the state in March. Provided police contacts in Vermillion, Yankton, Rapid City, Pine Ridge, and Rosebud and sent film permit information.

Spoke with a producer from Laura McKenzie's Traveler show who expressed an interest in shooting three episodes about South Dakota for their series; project is in the bidding/pending stage.

On FilmSD, posted press release for Black Hills Film Festival and sent Save-the-Date emails. Continued planning a film fam tour during the festival; will send e-invitation mid-March with RSVPs due by April 15.

Have six new tweets for a total of 159 on the film office Twitter account and have 176 followers.

Fulfilled general inquiries: Jade Tran of Indie Rentals about number of films made in South Dakota in 2009; Taylor Trask regarding "exit west" blog, and Doug Lee of Sundog Images regarding an old ad.

Signed insertion order with *P3 Update* magazine for four print ads, two each in fiscal years 2010 and 2011, and three months of Web banners

Hospitality

Read and evaluated 782 Governor's Hospitality Certificate nominations; issued 460 certificates.

Completed evaluations of applications received before the January 31 deadline for 2010 Great Service Star designation. Fifty-two first-time recipients received a wooden plaque on which to display tabs for each year they've been approved to receive the Star to use in their advertising; 113 received the new 2010 tab for their plaques. There were 165 Great Service Star designees for 2010 compared to 119 for 2009. Sent information encouraging the use of the GSS logo in marketing efforts. Updated the list of Great Service Star designees for 2010 on SDVisit.com.

Mailed a letter of congratulations and certificates to the eight George S. Mickelson Award finalists who were not selected as one of the two 2009 winners.

Sent information and application form to 321 organizations regarding the spring training co-op and updated the information on SDVisit.com. Awarded matching funds to all 12 applicants: Chamberlain, Oacoma, Aberdeen, Pierre/Fort Pierre, Britton/Sisseton, Hill City (with Keystone, Edgemont, and Hot Springs), Miller, Mitchell, Rapid City (with Custer), Sioux Falls, Watertown, and the Great Lakes.

Information Centers

Received 88 applications for the travel counselor positions at the Interstate Information Centers. Conducted 65 phone interviews; set up face-to-face interviews in March at Tilford and Chamberlain. Scheduled supervisors meeting for May 3-4. The travel counselors' fam trip is May 4-9, which will include the two literature swaps on May 5 and 6.

Mailed forms for the Information Center co-op poster program and will put it online March 1 with the option to pay online.

Notified businesses whether or not their brochures were approved for display at the Centers.

Photo/Video

Completed the following on Tourism's photo hit list: snowmobiling, skiing, snowboarding, Badlands winter scenics and wildlife, and frosty scenery in the Pierre area.

Fulfilled requests for photos/slides to Historic Downtown Yankton, *South Dakota* magazine, Yankton; Lead Chamber of Commerce; *Today's Horse* magazine, Black Hills, Badlands and Lakes, Rapid City; City of Pierre, Department of Game, Fish and Parks, Governor's Residence, Cultural Heritage Center, Pierre; Custer State Park; Dakota State University design class, Madison; American Heart Association, Regency Management, The Outdoor Campus, Sioux Falls; Grapevine Design, Spearfish; Integrity Vacation Homes, Black Hills Film Festival, Hill City; Chevrolet Nomad Association, California; *American Cowboy* Magazine, Colorado; and the American Embassy, Belgrade.

Completed the following on Tourism's video hit list: snowmobiling in the Deadwood area and the Capital Centennial display at the Cultural Heritage Center.

Fulfilled video footage requests: Sent Deadwood footage to the Deadwood Chamber and Visitors Bureau for use in their promotions. Sent Glacial Lakes footage to Corey Bohn in Glenwood, Minnesota, for promotion he is doing of a lodge in Gary. Sent stock footage to Imagination Arts in Los Angeles for video they are creating for the World Expo.

For Black Hills Photo Shootout, Canon Cameras has included the event in their online "sponsored events" calendar; FaceBook Fan Page has 269 fans; and blackhillsphotoshootout.com has had many improvements made: updated speaker and session information, secured venue for the keynote speakers, and worked on registration information.

Edited a video on Badlands photography and posted it on YouTube and social media sites. Made weekly "Photo of the Week" posts to Tourism's FaceBook page. Shot and edited a short video of the Capital Centennial display at the Cultural Heritage Center and uploaded the video to an ftp site for the media to download.

Met with Mike Mueller and staff to discuss ideas for shooting photos for Capital for a Day project and spent a day shooting photos of all areas of the Capitol Building and people working in it.

Travel Market Advertising

Finalized and shipped the following ads: *South Dakota Tourism – Peak Season 2010* Giant Step: Badlands ad for April issue of *Travel 50+* on sale April 20; May issues – Badlands ad for *Guideposts* on sale April 21, Missouri River ad for *Family Circle* on sale April 13, Rushmore ad for *Parents* on sale April 14, Missouri River ad for *Midwest Living* on sale April 29, and Rushmore ad for *Better Homes and Gardens* on sale April 20; and June issues – Camping ad for *Ladies Home Journal* on sale May 11 and Falls Park ad for *Parents* on sale May 18. Other ads include Rushmore in *Budget Travel*, *National Parks* magazine, and *Midwest Vacation Guide* (latter ad inserts April 25); monthly *Travelsmart*; fishing TV spot, banners, and spot for Cabela's Outfitters Journal website; radio spots in the Sioux City market; generic and interactive Web game banners for sites like Trip Advisor and Orbitz.com; and Oprah E-zine copy.

Deadwood/SDT Co-op – TV and radio spots. *Custer State Park Co-op* – Materials for Gordon's Guide and hiking ad review/edits are pending. *Rapid City Co-op* – ads for Minnesota Monthly and St. Paul Pioneer Press, TV spot/donuts, and spot for DestinationsTV website. *Spearfish Co-op* – video clip for keloland.com and ads for April/May issue of *Sioux Falls Woman* magazine and May/June issue of *South Dakota* magazine.

Worked on design, in-house, of the Great Getaways newspaper co-op, a 4-color, 24 page insert that will feature 59 partners; ordered 702,500 copies for insertions the end of April in target markets.

Worked on the itinerary for the 2009 Rooster Rush hunt with Chad Greenway in March; contacted winners of the hunt. This is the culmination of the shoulder 2009 promotion.

Continued working with Digital Revolution partners on their pages/listings on TravelSD.com. Have over 260 partners to date. Since the launch of Digital Revolution, over 2,800 trip itineraries have been created within the TravelSD.com website by potential visitors.

Sent *Travelsmart* issue to 290,272 subscribers; topics included Five Reasons to Choose South Dakota, Romance and Rushmore, Minuteman Missile National Historic Site, and South Dakota Freebies.

Publications

Made final edits to the Native American guide and forwarded to Tourism's Creative team for design.

Finalized timeline and updates to the Greenhorn's Guide to Archaeology and Paleontology and forwarded to the Creative team for design.

World Wide Web/E-Commerce

On TravelSD.com, 62 vacation packages were listed. Registered eight hot deals.

On SDVisit.com, posted a PDF of the 2010 cooperative marketing programs booklet; updated the information, form, and online payment option for the Great Getaways newspaper co-op program; updated information and forms of the Spring Hospitality Training section of the "Hospitality and Customer Service" page; worked on the online registration/payment form for the Information Center Poster Program; completed final updates to the list of 2010 Great Service Star designees; changed the homepage link to show the 2011 Governor's Conference on Tourism dates; and forwarded the 115 online conference evaluations for compiling.

Recorded over 82,000 page views for the Digital Vacation Guide with the average visitor viewing over 51 pages.

Research

Fulfilled request for information from Department of Transportation about visitor spending data during Sturgis Rally and pheasant season.

Compiled data on other states' agritourism industry, which included surfing, phone calls, and emails to find out if any tracked visitor spending and economic impact data specifically for agritourism.

Initial coding for Web tracking has been added to all major partner sites on TravelSD.com. Continued development with Sales Force and the Webtrends integration; will begin building customized dashboards. Reviewed first level of copy for triggered emails. Considering a third party software that will enable us to remove duplicate addresses in the system for fulfillment of inquiries.

Reviewed Executive Summary of 2010 Focus Groups research and will develop an online presentation for the industry on SDVisit.

Tribal Tourism Roundtable

Attended the Tribal Tourism Roundtable meeting in Pierre and discussed the updates to the Native American guide. Also shared information about the spring hospitality training partnership program.

Logo Usage

Forwarded photos to Black Hills Pioneer Press, ABC Web site for Best Roadside Attractions in US, and Kelly Hagen for snowmobiling story in the Bismarck Tribune. Sent trailer wrap photos to *Prairie Business* magazine. Sent bald eagle images to Emilie Miller at Game, Fish & Parks for their Web site.

Sent script logo to student in St. Petersburg, FL, for a school report and logo files sent to Jon Becker, Department of Transportation Aviation Dept., for inclusion in their airports/runways book.

Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Researching giveaway quantities.

South Dakota Outdoor Expo, Huron – June 11-12: Continued working with organizers.

Ipswich Trail Days, Ipswich – June 11-13: Design options such as oversized postcards are being considered and will be finalized at another date.

River City Racin', Chamberlain/Oacoma – June 19-20: Attended meeting with organizer; will start working on design for an email Save-the-Date in March. Will work on ads, poster, and rack card.