

To: Secretary Richard Benda
 From: Melissa Bump
 Date: 04/05/10
 RE: March 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:	February 2009	February 2010	% Change
Deadwood Gaming Tax	\$ 230,398	\$ 264,646	14.9%
Tourism Promotion Tax (1%)	\$ 210,339	\$ 243,113	15.6%
Tourism Promotion Tax (.5%)	\$	\$ 81,656	na
Total Monthly Deposits (w/.5%)	\$ 440,737	\$ 589,415	33.7%
FY2009 vs. FY2010 (w/.5%)	\$7,458,681	\$9,032,833	21.1%

1A. Change the way we market South Dakota.

- International Tour Operators and Journalists: During the Rocky Mountain International (RMI) March Mission to Europe, met with 10 tour operators in the United Kingdom, 17 in the Benelux markets, 17 in France, 40 attended the French invitational dinner, and had two appointments with journalists.
- Domestic In-bound Tour Operators: Attended Active America China Show in Chicago; had 29 appointments with tour company representatives.
- Outdoors: Met with 10 journalists and freelance writers during the Denver area media blitz. Secured a trip for the Denver Post Travel Editor to do a fly-fishing story in the Black Hills for the June 6 issue of the Post.

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

- Digital Revolution: Currently, there are 275 partners. Since the launch of Digital Revolution in January, over 411 trip planner accounts have been saved within the TravelSD.com website by potential visitors. And over 3,549 trip planner itineraries have been saved by users.
- Group Tour Planning Guide: To date, there are 230 partners in Tourism's biennial publication that promotes cities, attractions, lodging, and dining properties that are interested/capable of hosting groups.

Media and Public Relations		
	Feb-10	FYTD
Circulation	3,008,538	30,981,756
Earned	\$67	\$893,523
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	91,839	2,297
02/10 % Chng	-2.8%	3.8%
FYTD	804,575	21,831
Time On Site	22.4%	1.4%
Pages/Visit	8.5%	-0.2%
Email	Emails Sent	Emails Read
Feb-10	1,408	21.9%
FYTD	2,039,380	9.5%

Office of Tourism Indicators					
		Feb-10	Feb-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$243,113	\$210,339	15.6%	1.9%
	Gaming Tax	\$264,646	\$230,398	14.9%	0.0%
	Tourism Tax (.5%)	\$81,656	NA	NA	NA
Travel Activity	State Parks	149,555	154,636	-3.3%	
	Natl. Parks	31,445	38,619	-18.6%	
	Traffic Cnts	135,528	139,301	-2.7%	
	Gas Prices	\$2.60	\$1.89	37.6%	
	Overnights	257,632	253,523	1.6%	
	Occupancy	42.4%	43.3%	-2.0%	
	Avg Rates	\$66.71	\$66.52	0.3%	
Inquiries	Total	12,231	14,272	0	0
	<i>Online</i>	NA	NA	NA	NA
	<i>Mail</i>	NA	NA	NA	NA
	<i>Phone</i>	NA	NA	NA	NA

2010 Initiative

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

Media & Public Relations

Fulfilled information requests from *Midwest Living* magazine, *Prairie Business* magazine, *AAA Home & Away* magazine, and several inquiries from MediaSD.com.

Posted the following press releases: To in-state media (posted to www.MediaSD.com and the State News Web): SD's Great Faces: George Hunter, Peter Norbeck, Jake Herman, Frederick Evans, and Joseph Koller; and Deadwood Launches Blackjack Texting Promotion. Posted two industry releases to MediaSD.com.

Tracked 13 earned news clips through Vocus and the SD Newspaper Association, as of March 30.

Reviewed and responded to several blog posts. Approved new name for the South Dakota Tourism blog, now called "South Dakota Traveler." Wrote posts for the Tourism blog: Reasons to Visit South Dakota, Grown-up Getaways, Museum Tour, and Minuteman Missile National Historic Site. For the Tourism FaceBook page, made daily updates/posts; there were 3,169 fans as of March 30. For the Travel South Dakota Twitter account, made 28 new tweets; have 1,467 followers as of March 30.

Reviewed 10 applications for the Multimedia Press Release (MMPR) co-op program; approved five: Great Plains Zoo, Sioux Falls; Pierre Area Chamber of Commerce; Black Hills Film Festival, Hill City; Sculpture in the Hills, Hill City; and The Lodge, Deadwood.

Met with 10 journalists and freelance writers during the Denver area media blitz; pitched story ideas on South Dakota to each journalist, per their interests. Secured a trip for the Denver Post Travel Editor to do a fly-fishing story in the Black Hills for the June 6 issue of the Post. Working on follow-up.

Worked on appointments for Milwaukee area media blitz, April, 13-16.

Met with Mount Rushmore Independence Day celebration committee; will serve on the communications and entertainment/education committees.

Attended initial meeting at the Emergency Operations Center (EOC) regarding spring flooding issues. Public Information Officers have been asked to work at the EOC as needed for the next few months

Industry Relations

Distributed eFYI newsletter to 1,334 list members via Listrak.com and to 2,355 email addresses on Tourism's database. Topics included Director's Report, Spring Hospitality Training, Taking Advantage of Current Tourism Trends, Recent Travel Indicators, Media Blitzes, Sign up now for Focus Group Findings Webinar, Online Customer Service Training, Important Reminders, and What Our Visitors Are Saying.

Completed updates to the National Travel and Tourism/See South Dakota Week information page on SDVisit.com; waiting for Travel Industry Association of America (TIA) to determine the theme for 2010. It will take place from May 8-16, and Tourism will once again partner with the Convention and Visitors Bureaus across South Dakota on city specific marketing plans. During this week, the Visitor Industry Relations team will be available to answer questions on Tourism's cooperative programs.

Worked on details of five hostings for staff in May and July: two for Trade Sales, two for Media/Public Relations, and one for the Information Center travel counselors. Continued to work with the Chambers of Commerce and CVBs to finalize arrangements.

For the South Dakota Sate Fair, Tourism will be a co-sponsor of a Day at the Fair on September 3. Tourism's sponsored tent will be opened for a co-op with 25 industry partners.

Trade Sales Group Tour/International

Reviewed applications and arranged interviews for the open Trade Sales Representative position.

Continued entering partner submissions for the 2011-2012 Group Tour Planning Guide; have received more than 230 entries. Made follow-up calls to current partners who had not sent information. Will print 4,400 of the biennial guides.

Sent Travel Professionals E-newsletter via Listrak.com to 172 list members. Topics included A new Look for www.TourSDakota.com, City Highlight: Sturgis, Travel Professionals Tip, Mark your Calendar!, Featured Itinerary: If You've Only Got a Day, and Featured Attractions and Events.

Fulfilled requests for Vacation Guides to AAA/CAA Offices in Connecticut, Iowa, Illinois, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, Ohio, Oklahoma, Pennsylvania, Texas, Washington, and West Virginia, plus Saskatchewan, Canada.

Sent requested information to Juven Tours, North Dakota; Found Caravan Corvette Club, New York; Tomo Takagi, America Tours West, South Dakota; Marlin Travel, Saskatchewan and Rose Gregory, Ontario, Canada; French tour operator, Backroads; Norwegian heritage information to Marion Holtet Harbakk; ranches, motorcycling, and What's New documents to Herve Duxin, RMI France, and Marjoline Fraanje, RMI Benelux, for tour operator missions; and Discover America Norway.

Prepared and sent email blast to 560 group tour operators announcing the spring familiarization tour to be held, May 2-7, in western and central South Dakota. Prepared fam invitation, sign-up, and company information forms and mailed to 830 group tour operators. Have eight participants at this time.

Attended Active America China show in Chicago; prepared 50-word South Dakota description and had it translated into Mandarin Chinese. Had 29 appointments with tour company representatives.

Drafted itinerary for Japanese familiarization tour to be held, May 23-27, in the Black Hills and sent proposal to Osamu Hoshino, US Western States Tourism Office. Mr. Hoshino will contact Japanese tour operators to invite them to attend. Shipped packets to Japanese Travel Agencies for East Coast Sales Missions in New York: Kintetsu International Express, Nippon Express Travel USA, JTB International, Tokyo Travel America, ANA Sales Americas, and H.I.S. International Tours Inc. South Dakota was represented by US Western States Tourism Office. They will also represent South Dakota at the Las Vegas Sales Mission in April.

Participated in Rocky Mountain International (RMI) mission with partner states of Wyoming, Montana, and Idaho state representatives along with overseas offices. Made presentations to tour operator staff on the states and region and held meetings with product managers in Paris, Lyon, The Netherlands, and the United Kingdom. Met with 10 tour operators in the United Kingdom, 17 in Benelux markets, 17 in France, 40 attended the French invitational dinner, and had two journalist appointments. Met with VRT Belgium regarding upcoming trip in June for filming in the Black Hills, Pine Ridge, and Badlands.

Worked with RMI to prepare itineraries for three Scandinavian fam tours in April and June: TEMA, Sweden, tour operator attending RMI Roundup in Montana and doing post-fam. They are looking at a variety of products for their tour offerings: national parks, flora and fauna, eco-friendly accommodations, nature experiences, ranches, and soft adventure. Team Benns, Denmark, tour operator attending RMI Roundup and doing post-fam to learn more about the region for RV travelers. They are looking at ranches, national parks, mountain biking, horseback riding, rafting, hiking, etc. They also have a catalog with motorcycle routes. Icelandair – working with Atlantic Link, Denmark, to possibly bring seven to eight Scandinavian journalists on a press trip to South Dakota and North Dakota in June.

Outdoors

Helped to organize and host participants for the Chad Greenway hunt at the Grand Ciel Lodge in Plankinton. It was the final element of the Rooster Rush shoulder season promotion.

Worked with Joe Byers, Byers Media Group, on an archery turkey hunt for April. Worked with Ron Shara Productions to finalize details of their upcoming turkey hunt in the Black Hills in April. Began discussions on a possible fall grouse hunt with Scott Linden, *Wingshooting USA*, in Pierre.

Fulfilled request for information from Steve Smith, *The Hunting Dog Journals*.

Participated in the Wisconsin Outdoor Sports show in Eau Claire; officials estimated attendance at 4,000. Met with Dave Carlson about a possible small-mouth bass fishing hosting.

Posted camping article for SDoutdoors to Twitter and FaceBook. Posted animal of the month, snow goose migration, and article on Pheasant Fest on SDoutdoors.com, FaceBook, and Twitter. Wrote "ice out" for blog post, FaceBook, and Twitter.

Completed weekly fishing reports for the Southeast South Dakota region and the Black Hills, Badlands & Lakes region on the watts line.

Film Office

Fulfilled two requests for film production packets; sent three Reel Scout location packages; edited contact information for several crew and service listings; and compiled information on crew listings for an international company hoping to start filming in the western portion of the United States.

Finalized itinerary for the Black Hills Film Festival fam in May; RSVPs for the fam are due mid-April. Confirmed a four-color ad in the festival's program book.

Continued working on itinerary for July for family for *Kiddin Around the USA* show.

Met with Tom Black regarding planning for the South Dakota Film Festival in September in Aberdeen.

Assisted True Story of the Wizard of Oz, an international group visiting South Dakota in April, with film permit information and contact information for attractions; working with Tom Black from the South Dakota Film Festival to host them in Aberdeen.

Worked with Herve Attia, a professional film maker, who wants to produce a tribute video to "Dances with Wolves." Forwarded Black Hills contact information; filming to take place in May.

Sent film permitting information to film crew from Belgian for filming in June.

Made eight new tweets for a total of 167 to the film office Twitter account; have 194 followers.

Hospitality

For the Online Customer Service Training, 1,254 of 1,491 people have completed the course; and 212 managers are registered.

Awarded \$15,700 of \$18,000 requested for speaker fees for spring hospitality training seminars. Posted information on all spring training events to the Industry Calendar on SDVisit.com. Reviewed spring training flyers for compliance with program requirements.

Attended the Pierre CVB monthly hospitality committee meeting.

Information Centers

Sent hire packets to 65 applicants of 98 who applied for the travel counselor positions at the Interstate Information Centers. Worked on fam trip to the Northeast region; plan to attend literature swaps in both Rapid City on May 5 and Mitchell on May 6.

Mailed the poster co-op program letter and sign-up information to the industry on March 1. Currently, we have 64 businesses participating. There still are five spots available at Wilmot, nine at Wasta EB, and eight at Salem EB.

Continued to review brochures for placement in the Information Centers.

Photo/Video

Completed the following on Tourism's photo hit list: gaming in Deadwood, LaFramboise Island, and Capitol Centennial interiors.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; Tinker Kennels, BPro, South Dakota State Archives, South Dakota Republican Party, South Dakota Bankers Association, Game, Fish and Parks, Delta Dental, Great Lakes Association, Pierre; High Country Guest Ranch, Integrity Vacation Homes, Hill City; Wall-Badlands Chamber of Commerce; Rapid City CVB, Black Hills, Badlands and Lakes, Robert Sharp & Associates, Rapid City; Mad Mountain Adventures, South Dakota Central Reservations, TDG Communications, Deadwood; Quilters Quarters, Tabor; Avera McKennan, Rocky Hayes Design, Heckel Creative, Sioux Falls; South Dakota Association of Rural Water Systems, Madison; Prairie Sky Ranch, Veblen; Mitchell Daily Republic; ABC Travel Television, New York; Mountain Plains Museum Association, Colorado; American Airlines, Florida; Midwest Governor's Association, Illinois; AAA, Nebraska; *Prairie Business* magazine, North Dakota; St. Paul Pioneer Press, Minnesota; and, Rocky Mountain International, Germany.

Continued inputting digital photography images to Tourism's database; have cataloged 11,665 images.

Posted "Photo of the Week" on Tourism's FaceBook page.

Completed the following on Tourism's video hit list: gaming at The Lodge in Deadwood.

Video Dubs and Loans: Sent stock footage to the ABC Travel Show in New York City for a show they are proposing. Sent footage of Deadwood to the Deadwood Chamber for their promotions. Sent stock footage to Empress Productions in Minnesota for promotion of The Lodge in Deadwood. Approved the use of Black Hills footage for Tower Productions in Chicago for a show on A&E.

For Black Hills Photo Shootout, added speaker and schedule information to the website. Worked with the Black Hills, Badlands, & Lakes region on registration setup. Worked on social media promotions of the Shootout: FaceBook Fan Page has 347 fans, emailed and/or contacted 87 photography clubs in Colorado, Minnesota, Iowa, Nebraska, Wisconsin, North Dakota, Kansas, Wyoming, Illinois, Missouri, Idaho, Utah, and Montana. Continued working on venues for opening and closing ceremonies, classrooms on both days have been secured, and permits for Forest Service and Park Service are underway.

Travel Market Advertising

Finalized and shipped the following ads for peak season: *South Dakota Tourism (SDT)* – Weekly newspaper ads in Arlington Heights, Chicago, Davenport/Quad Cities, Des Moines, Eau Claire, La Crosse, Lincoln, Madison, Moline, Omaha, Sioux City, and Waukegan Lake; fishing ad for *Dakota Country* magazine on sale April 1; Rushmore ad for May/June issue of *Nebraska Life* magazine on sale May 1; and Rushmore ad for summer issue of CAA Manitoba magazine on sale May 4. TV donuts, Tier 3 radio, fishing online blast for COJMAG.com runs April 1, Lifepoints banner ads, FaceBook postcard applications, and Travelsmart.

Deadwood/SDT Co-op – Weekly newspaper ads in Bismarck, Casper, Denver, Dickinson, Minneapolis, Sioux Falls, and Williston. Free Standing Insert (FSI) – drops in Bismarck, Denver, Dickinson, and Williston on April 18. *Custer BID/SDT* – Billboards located near Lusk and on I-25 near Ft Collins. *Custer State Park/SDT Co-op* – Weekly newspaper ads in Colorado Springs, Ft Collins, Greeley, Loveland, Marshall, Rochester, Sioux Falls, and SW Minnesota Peach. Ad for May issue of *Minnesota Monthly* magazine on sale April 15. *Rapid City/SDT Co-op* – Weekly newspaper ads in Denver, Minneapolis, St Paul, and Regina. Ad for April issue of *ETC for Her* magazine in Sioux Falls. FSI drops in Regina and Winnipeg April 25. *Spearfish/SDT Co-op* – Weekly newspaper ads in Aberdeen, Bismarck, and Watertown. Web banners. Ad for April/June issue of *Good Life* magazine on sale April 8.

Worked with the 59 peak Great Getaways partners on finalizing their copy and photos for this 4-color, 24 page co-op newspaper insert. Insert drops in newspapers, April 22-25, in the following markets with a coverage of 701,148 newspapers: Ft. Collins Coloradoan, Greeley Tribune, and Loveland Reporter-Herald, Colorado; Ames Daily Tribune, Carrol Daily Times Herald, Denison Bulletin/Review, Council Bluffs Nonpareil, Des Moines Register, Fort Dodge Messenger, Le Mars Daily Sentinel, Mason City Globe Gazette, Sheldon NW Iowa Review, Sioux City Journal, and Spencer Daily Reporter, Iowa; Lincoln Journal Star, Omaha World Herald, and Scottsbluff Star Herald, Nebraska; Bismarck Tribune, Dickenson Press, Fargo Forum, and Jamestown Sun, North Dakota; Albert Lea Tribune, Mankato Free Press, Marshall Independent, Rochester Post Bulletin, Willmar West Central Tribune, and Worthington Daily Globe, Minnesota; Casper Star Tribune, Cheyenne WY Tribune-Eagle, Gillette News Record, and Sheridan Press, Wyoming; and Aberdeen American News, Pierre Capitol Journal, Rapid City Journal, and Sioux Falls Argus Leader, South Dakota.

Continued working with Digital Revolution partners on their pages/listings on TravelSD.com. Have over 275 partners to date. Since the launch of Digital Revolution in January, over 411 trip planner accounts have been saved within the TravelSD.com website. And over 3,549 trip planner itineraries have been saved by users.

With Giant Step partners, discussed ideas and ways to partner in fulfilling reader service leads.

Participated in discussions with Department of Game, Fish & Parks (GF&P) regarding a summer campaign to encourage the purchase of a fishing license. To begin the effort, Tourism will analyze and segment the fishing license data housed by GF&P. Plan to utilize electronic, direct mail, and telemarketing methods.

Sent Travelsmart issue to 285,779 subscribers; topics included Family bonding in South Dakota, South Dakota Caves, Baby Wildlife Viewing, and South Dakota Freebies.

Publications

Updated the South Dakota Greenhorn's Guide to Archaeology & Paleontology, a compilation of 11 museums and/or sites across the state with displays and/or interpretative signage and three locations where digs are being conducted. The 4-page guide will only be available on TravelSD.com as a downloadable brochure under the About SD button.

World Wide Web/E-Commerce

On TravelSD.com, 61 vacation packages were listed. Registered eight hot deals.

Renewed the SouthDakota.travel and the TravelSD.travel domain names with Encirca for one more year.

Recorded over 105,778 page views for the Digital Vacation Guide, with the average visitor viewing over 44 pages.

Research

Held an online webinar presentation for the industry on the findings from the Focus Groups Research held in Iowa and Illinois in January. Requests for the presentation can be sent to Ashley.worth@state.sd.us.

Gathered and analyzed park visitation, revenue, traffic counts, taxable sales, and gaming tax data for areas effected by the Grizzly Gulch and Galena fires in the Black Hills. Gathered data on the effects of pine beetles in Colorado

Gathered and sorted fishing license data from GF&P to analyze data of inconsistent license buyers.

Logo Usage

Sent logo, state seal, and photos to Dana Nelson at Human Services in Yankton. Sent script file to Sam Clark at law enforcement training. Sent buffalo images to Terry Nemitz at Outlaw Graphics in Brookings for an ambulance wrap.

Governor's Tourism Advisory Board

The Board met in Deadwood on March 24 and 25 to review Matching Dollar Challenge applications for fiscal year 2011 and participate in strategic planning with the Office of Tourism. Brainstorming topics included outdoors promotions, marketing trends, cooperative marketing campaigns, and Digital Revolution.

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

Discussed aspects of both events with the Governor.

Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Worked with committee on design ideas.

South Dakota Outdoor Expo, Huron – June 12-13: Worked with organizers to develop marketing plan.

Ipswich Trail Days, Ipswich – June 11-13: Designed three different logos, at the request of the local committee and sent to them for review. Worked on redesigns for two and sent back for review; waiting to hear from them again. Committee is still working on materials they may need.

River City Racin', Chamberlain/Oacoma – June 19-20: Worked with organizers to develop marketing plan. Worked on a full-page ad and sent to organizers for review for placement in the ULRHA *Thunder & Lights* magazine. Will be designing a rack card, poster, and several other ad layouts.

Summer Interns

Hired Jenna Nagel from Rapid City for the Photography internship. She is a Black Hills State University student studying Photojournalism. Jenna is a Walt Disney World College Program alumna.

Hired Kristine Young from Rapid City for the Media/Public Relations internship. She is a student at South Dakota State University with a double major in Political Science and Journalism.

Hired Nikki Novak from Pierre for the Information Center internship. She is a student at the University of South Dakota, majoring in Psychology, Pre-Occupational Therapy.

Nellie Bloomberg is from Pierre and joins the Visitor and Industry Relationships team for a third summer. She attends South Dakota State University, majoring in Consumer Affairs/Hotel and Food Service Management.

Stephen Nelson from Pierre joins the Trade Sales and Marketing team for a second summer. He attends the University of South Dakota and is majoring in Contemporary Media and Journalism.