

To: Secretary Richard Benda
 From: Melissa Bump
 Date: 05/06/10
 RE: April 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:	March 2009	March 2010	% Change
Deadwood Gaming Tax	\$ 241,869	\$ 217,453	-10.1%
Tourism Promotion Tax (1%)	\$ 246,035	\$ 250,118	1.7%
Tourism Promotion Tax (.5%)	\$	\$ 84,008	na
Total Monthly Deposits (w/.5%)	\$ 487,904	\$ 551,579	13.1%
FY2009 vs. FY2010 (w/.5%)	\$7,946,581	\$9,584,412	20.6%

1A. Change the way we market South Dakota.

- International Tour Operators: Attended Rocky Mountain International (RMI) Roundup of tour operators in Great Falls, Montana, where seven South Dakota suppliers met with 29 tour operators from the United Kingdom, France, Italy, Switzerland, Austria, Germany, The Netherlands, and Belgium. Finalized post-Roundup itineraries for tour operators from TEMA, Sweden, and Team Bennis, Denmark.
- Outdoors: Worked with Carmella Haskell and the Outdoor Channel to film a Black Hills spring turkey hunt in Piedmont.

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

- Digital Revolution: Currently, there are 282 partners. Since the launch of Digital Revolution in January, over 1,458 trip planner accounts have been saved within the TravelSD.com website. And over 5,697 trip planner itineraries have been saved by anonymous users.
- Group Tour Planning Guide: To date, there are 270 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		
	Mar-10	FYTD
Circulation	1,569,749	32,551,505
Earned	\$9,780	\$903,303
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	125,067	2,540
03/10 % Chng	5.4%	17.6%
FYTD	929,642	24,371
Time On Site	20.6%	12.2%
Pages/Visit	3.5%	4.3%
Email	Emails Sent	Emails Read
Mar-10	1,418	24.2%
FYTD	2,042,028	9.5%

Office of Tourism Indicators					
		Mar-10	Mar-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$250,118	\$246,035	1.7%	1.9%
	Gaming Tax	\$217,453	\$241,869	-10.1%	-0.7%
	Tourism Tax (.5%)	\$84,009	NA	NA	NA
Travel Activity	State Parks	NA	208,865	-3.3%	
	Natl. Parks	73,286	64,706	13.3%	
	Traffic Cnts	154,164	143,912	7.1%	
	Gas Prices	\$2.74	\$1.94	41.6%	
	Overnights	291,113	281,396	3.5%	
	Occupancy	43.3%	42.5%	1.9%	
	Avg Rates	\$67.62	\$65.28	3.6%	
Inquiries	Total	NA	NA	0	0
	Online	NA	NA	NA	NA
	Mail	NA	NA	NA	NA
	Phone	NA	NA	NA	NA

2010 Initiative

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

Media & Public Relations

Fulfilled information requests from KDLT-TV, *Midwest Living* magazine, and several inquiries from MediaSD.com. Set up interview with Argus Leader regarding 2010 spring/summer tourism outlook.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Faces on Arthur Mellette, James Madison, Josef Meier, and L. Frank Baum; and Black Hills Film Festival Multimedia Press Release (MMPR) partner. Posted four industry releases to MediaSD.com.

Wrote copy for the MMPR on the first annual Cornhole Tournament to be held in Pierre during Oahe Days, June 18-20.

Tracked 42 earned news clips through Vocus and the SD Newspaper Association as of April 26, 2010.

Met with six journalists and freelance writers in and around the Milwaukee and Madison areas for the Milwaukee Media Blitz. Pitched each journalist on story ideas in South Dakota that match their interests. Secured an article in Madison State Journal regarding the Laura Ingalls Wilder trail – also to include the Oyate Trail. Worked on follow-up notes for other writers.

Wrote blog posts for the SD Tourism blog on South Dakota's Great Events, Family Bonding in South Dakota, Sometimes a Girl's got to Get Away, Wild West History, and Waterfalls. Tourism has 3,636 FaceBook fans. Have 1,555 followers on Tourism's Twitter account as of April 26. Other social media includes SDoutdoors blog, YouTube, Flickr, and monitoring of external posts about South Dakota. Began researching FourSquare, a mobile marketing tool.

Presented economic impact information to Pine Beetle and Wildfire Forum organized by the South Dakota Campground Owners Association at Crazy Horse Memorial. Presented information regarding public relations and social media plans at the Great Lakes Tourism Association Annual Meeting.

Industry Relations

Distributed eFYI newsletter to 1,337 list members via Listrak.com and to 2,357 email addresses on Tourism's database. Topics included Director's Report, Digital Revolution, Spring Hospitality Training, Travel South Dakota Day at the 2010 State Fair, March 2010 Travel Indicators, Media Blitz, Service Dog Reminder, 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. 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. Received matching funds applications from seven CVBs: Sioux Falls, Pierre, Yankton, Mitchell, Chamberlain/Oacoma, Watertown, and Rapid City. During the week, the Visitor Industry Relations team will be available to answer questions on Tourism's cooperative programs.

Began receiving requests to partner with Tourism to co-sponsor a day at the 2010 State Fair on Friday, September 3, which is open to 25 visitor industry partners. So far, Pierre CVB and the SD National Guard Museum will be part of the day's festivities. State Fair officials will provide tent for promotions.

Attended the Great Lakes Tourism Annual Meeting and gave presentation on the hospitality program and co-op programs. Attended the Southeast South Dakota Tourism Region Board Meeting in Elk Point. Attended Black Hills, Badlands & Lakes information swap.

Held meeting to begin planning the 2011 Governor's Conference on Tourism. Discussed ideas for theme and speaker topics.

Trade Sales Group Tour/International

To date, there are 270 partners in Tourism's biennial publication of the Group Tour Planning Guide that promotes cities, attractions, lodging, and dining properties that are interested/capable of hosting groups.

Sent Issue 3 of the Travel Professionals E-newsletter via Listrak.com to 168 list members. Topics included Saddle up in South Dakota, City Highlight: Fort Pierre, Travel Professionals Tip, Featured Itinerary: The Black and Yellow Trail (U.S. Highway 14), and Featured Attractions and Events.

Fulfilled requests for Vacation Guides to AAA/CAA Offices in Colorado, Iowa, Indiana, Kentucky, Michigan, North Dakota, New Hampshire, New Jersey, Ohio, Pennsylvania, South Dakota, Texas, Virginia, West Virginia, and Wisconsin, plus Manitoba, Canada.

Submitted registration to attend National Tour Association (NTA) Annual Convention in November in Montreal, Canada. Notified by NTA that South Dakota Tourism was chosen as the winner of a booth on the Convention Mall Floor (\$5,000 value) for registering early. Submitted registration to attend American Bus Association (ABA) Annual Marketplace in January in Philadelphia.

Finalized arrangements and shipped booth and materials to US Travel Association International Pow Wow in Orlando in May. Reviewed and requested 100 appointments. Sent Pow Wow information to five South Dakota partners who will participate in the booth.

Prepared 400-word South Dakota editorial for the May issue of *Byways* magazine. This magazine reaches tour operators, travel agents, and general consumers. Sent several images for the article.

Sent second email blast to 560 tour operators on database to increase participation for "Western Adventures" spring group tour operators fam tour, May 2-7, in central and western South Dakota; have 26 participants. Contacted communities to make itinerary arrangements. Sent motorcoach bid requests to four companies.

Made campsite arrangements for Dirk Rohrbach, *Tours Magazine*, and group from Germany in Custer State Park and Wall for May. Contacted Rapid City businesses to assist with attraction visits and overnight accommodations. Mr. Rohrbach gives presentations at benefits for the Lakota Sioux Indians all over Europe to raise money to build schools on reservations and buy Lakota translated textbooks.

Drafted itinerary for Japanese familiarization tour to be held, May 23-27, in the Black Hills. Sent proposal to Osamu Hoshino, US Western States Tourism Office. Mr. Hoshino has contacted Japanese tour operators to invite them to attend the fam.

Attended Rocky Mountain International (RMI) Summit and directors meeting to plan for FY11. Attended RMI Roundup of tour operators in Great Falls, Montana, where seven South Dakota suppliers met with tour operators from the United Kingdom, France, Italy, Switzerland, Austria, Germany, The Netherlands, and Belgium to increase FIT and group tours to South Dakota and the region. Met with 29 tour operators, plus the five overseas RMI representatives from each country.

Worked with RMI to finalize itineraries for two Scandinavian fam tours: TEMA, Sweden – Tour operator attended RMI Roundup in Montana and did post-fam to South Dakota. Products they were looking at included national parks, flora and fauna, eco-friendly accommodations, nature experiences, ranches, and soft adventure. Team Benns, Denmark – Tour operator attended RMI Roundup and did post-fam to South Dakota to learn more about the region for RV travelers. Products they were looking at included ranches, national parks, mountain biking, horseback riding, rafting, hiking, etc. They also have a catalog with itineraries for motorcycle routes in which South Dakota is included.

Cancelled Scandinavian Icelandair media hosting.

For international journalists, worked to finalize arrangements for VRT Belgium, a film crew in South Dakota, June 6-9. Aguila, France, is a company planning to send two representatives to South Dakota to scout the state as the first state to be featured in this tour company's photo tour brochure. They plan to bring groups of up to 15 visitors interested in photography on future photo tours.

Mr. Manner, United Airlines, Germany, was instrumental in making airline arrangements for German journalists to attend the 2009 Buffalo Roundup. He will be vacationing in South Dakota and Wyoming to learn more about the area.

Outdoors

Attended the annual Wall-Badlands Chamber of Commerce banquet. Met with Kelly Van Cleave of Pink Outdoors, a national bow hunting show that airs on the Outdoor Channel.

Worked with Carmella Haskell and the Outdoor Channel to film a Black Hills spring turkey hunt near Piedmont.

Worked with Dave Carlson of Northland Adventures to line up a walleye and small mouth bass fishing trip on Lake Oahe in May. Worked with Scott Linden Outdoors to line up a grouse hunt in September with Horse Feathers Lodge in Pierre.

Wrote a media pitch and blog post on the turkey – story for animal of the month series.

Wrote article on spring migration and the spring goose hunting season and one on salmon on Lake Oahe for SDOutdoors blog, FaceBook, and Twitter.

Worked with Pat O'Connor, Sioux City Journal, on their annual walleye tournament.

Film Office

Sent the fourth issue of the Film Office E-Newsletter via Listrak to 121 subscribers.

For FilmSD, sent two Reel Scout locations packages, edited contact information for several crew and service listings, and sent film incentive updates to various organizations.

International crew of True Story of the Wizard of Oz completed filming in Aberdeen. Crew sent a thank you to those involved with their project; they had a successful and wonderful trip to South Dakota.

Finalized itinerary for the Black Hills Film Festival fam; have five guests confirmed. For the Festival, placed ad in the program booklet, but Tourism will not host a roundtable discussion as there was not enough interest from the industry.

Professional filmmaker Herve Attia is producing a tribute video to "Dances with Wolves." Sent contact information for the locations he was interested in filming in the Black Hills and Pierre areas in May.

Continued working on details for VRT Belgian film crew visit, June 6-9. They will be filming western South Dakota, which could include Mount Rushmore National Memorial, Crazy Horse Memorial, Pine Ridge, Deadwood, Spearfish Canyon, Rapid City, and sites in between. Sent film permit information.

Finalized dates of July 1-5 for the home-schooled family traveling around the United States filming different cities and attractions for the Kiddin' Around the USA show.

Have 211 followers on Film Office Twitter account; 14 new tweets, total of 167.

Hospitality

Added spring training sessions, offered by industry partners, to the Industry Calendar as each is open to participants statewide. Attended the Great Lakes Tourism Association's spring hospitality training workshop in Fort Pierre.

Will attend upcoming meeting of the Advisory Committee for National American University's Tourism and Hospitality Management Program in early May.

Photo/Video

Completed the following on Tourism's photo hit list: Outdoor Campus, Sioux Falls; pasque flowers; Badlands scenics; and turkeys.

Fulfilled requests for photos/slides to *South Dakota* magazine, Southeast SD Tourism Association, *Living Here* magazine, Yankton; SD Rural Electric Association, SD Historical Society, Merriman Printing, BPro, Pierre; Rapid City Regional Hospital; Thunder Road, The Outdoor Campus, SD State Medical Association, Mind Flame Design, Sioux Falls; TDG Communications, Deadwood; SD Rural Water Systems, Madison; Strawbale Winery, Renner; novelist Brenda Marshall, North Dakota; and *Byways* magazine, Virginia.

Continued inputting digital images into Tourism's database, which totals 11,830 images. Continued working to address concerns about a number of high-resolution images available to the public.

Posted "Photo of the Week" at Tourism's FaceBook page. Added the new 60-second TV spot to the YouTube channel and FaceBook page. Worked on editing SnapShots for the YouTube channel.

For Black Hills Photo Shootout, FaceBook fan page has 408 fans; met with Black Hills, Badlands & Lakes, US Forest Service, Black Hills State University, and National Park Service; and secured Dick Kettlewell and Marty DeWitt as instructors. Updated website with new session information, worked with Black Hills, Badlands & Lakes to set up registration account, and updated graphics and information.

Travel Market Advertising

Finalized and shipped the following for Peak: *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 *Iowa Sportsman* magazine inserts on May 11. Rushmore plus packages for a full-page ad in Omaha World Herald Spring Travel special tabloid inserts May 2. Hunting email blast for huntingnet.com.

Deadwood/SDT Co-op: Weekly newspaper ads in Bismarck, Casper, Denver, Dickinson, Minneapolis, Sioux Falls, and Williston. Full-page ad for the Bismarck Tribune. *Custer BID/SDT Co-op*: Newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, Colorado Newspaper Association, and South Dakota Newspaper Association. *CSP/SDT Co-op*: Weekly newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, Marshall, Rochester, Sioux Falls, and SW Minnesota Peach. Ad for June issue of *Minnesota Monthly* magazine on sale May 20. Ad for *Southern Minnesota* magazine inserts May 30. *Rapid City/SDT Co-op*: Weekly newspaper ads in Denver, Minneapolis, St Paul, and Regina. Ad for June issue of *Minnesota Monthly* magazine on sale May 20. *Spearfish/SDT Co-op*: Weekly newspaper ads in Aberdeen, Bismarck, and Watertown. Ad for June/July issue of *Sioux Falls Woman*. *Black Hills, Badlands & Lakes/SDT Co-op*: Ad for *Colorado Parents* magazine inserts May 1.

Sent Travelsmart issue to 283,128 subscribers; topics included Road Trip Across South Dakota, South Dakota Great Events, Discover the Northeast, and South Dakota Freebies.

Continued working with Digital Revolution partners on their pages/listings on TravelSD.com. Have over 282 partners to date. Since the launch of Digital Revolution in January, over 1,458 trip planner accounts

have been saved within the TravelSD.com website. And over 5,697 trip planner itineraries have been saved by anonymous users.

Participated in discussions with the Department of Game, Fish & Parks regarding a summer campaign to entice in-state residents to purchase a fishing license. Campaign will include public relations, email marketing, and social media. Plan to develop a marketing campaign for 2011 with added elements.

Publications

Finished proofing, fact-checking, and layout for Native South Dakota booklet. Plan to send to printer in early May with delivery date in June.

World Wide Web/E-Commerce

On TravelSD.com, 75 vacation packages were listed. Registered six hot deals.

For the South Dakota Digital Vacation Guide, over 97,763 page views were recorded in April with the average visitor viewing over 44 pages.

Research

For Digital Revolution, continued to develop/work on tagging, Inntopia feeds, and maintenance area. Purchased Sitecheck software to assist with monitoring of spelling errors and link errors. Made several enhancements to increase conversions, such as a collapsible form; revised the e-guide request form to only require email and name.

Rolled out the Visitor Relations Management (VRM) program in late April. Messaging will be triggered based on Vacation Guide requests, Month of Travel indicated, and Lodging bookings. The next phase of this project includes integrating Web analytics into Sales Force so we can customize messaging based on content viewed and on-site goals reached. One example would be to send a triggered message to anyone who has completed and saved a trip planner itinerary on TravelSD.com.

Governor's Tourism Advisory Board

The Board met in Deadwood on March 24 and approved the following applications for Matching Dollar Challenge funds for fiscal year 2011: Beresford, Wheels & Squeals; Black Hills Air Service Partnership; Hill City, Black Hills Film Festival; Mitchell, Outcasts Car Show; Sioux Falls, Great Plains Zoo Black Rhino Exhibit; Sioux Falls, Spirit of the West Festival; Volga, South Dakota Wine Growers; and Watertown, Arts & Crafts Festival. All projects have a Tourism Board liaison as well as Tourism staff assigned to help finalize marketing plans. Some applicants were asked to resubmit proposals with a more comprehensive, regional plan with new markets.

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: Staff plans to participate in events.

South Dakota Outdoor Expo, Huron – June 12-13: Finished rack card; working on postcard, newspaper insert, and event handout. Developed radio ad copy and worked with vendor to produce four 30-second radio spots.

Ipswich Trail Days, Ipswich – June 11-13: Designed an 11x17 inch poster and routed to the committee; they will print it. Other materials to be designed are newspaper ads and online banner ads. Developed radio ad copy and worked with vendor to produce four 30-second radio spots.

River City Racin', Chamberlain/Oacoma – June 19-20: Created an 11 x 17 poster to be printed by local committee. Designed rack cards and committee will print 20,000. Completed two full-page, full-color

ads, one for the ULHRA publication and one for *Traveler* magazine. The Chamberlain Chamber will also be placing two more full-page, full color ads that Tourism will design. Will design newspaper ads and banner ads. Designed tickets for the gates at the event and sent to committee to review. Developed radio ad copy and worked with vendor to produce four 30-second radio spots.

Summer Interns

Interns will start with the Office of Tourism by mid-May:

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.