

To: Secretary Richard Benda  
 From: Melissa Miller  
 Date: 06/07/10  
 RE: May 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:	April 2009	April 2010	% Change
Deadwood Gaming Tax	\$ 244,384	\$ 278,222	13.8%
Tourism Promotion Tax (1%)	\$ 252,108	\$ 264,107	4.8%
Tourism Promotion Tax (.5%)	\$	\$ 88,707	na
<b>Total Monthly Deposits (w/.5%)</b>	<b>\$ 496,492</b>	<b>\$ 631,036</b>	<b>27.1%</b>
<b>FY2009 vs. FY2010 (w/.5%)</b>	<b>\$8,443,073</b>	<b>\$10,215,448</b>	<b>21.0%</b>

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

- International Tour Operators: Hosted five Japanese tour operators to a familiarization tour of western South Dakota. The tour operators were from New York, Chicago, Los Angeles and Salt Lake City.
- Domestic Tour Operators: Hosted 21 domestic tour operators on the “Western Adventures” spring group tour operators fam. They were from California, Illinois, Indiana, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, Pennsylvania, Virginia, and Washington.
- Black Hills Film Festival: Hosted three people from California for the film locations tour during the Black Hills Film Festival.

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

- Digital Revolution: Currently, there are 282 partners. Since the launch of Digital Revolution in January, over 2,396 trip planner accounts have been saved within the TravelSD.com website. And over 7,710 trip planner itineraries have been saved by anonymous users.
- For See South Dakota Week, May 8-15: Tourism offered funds to CVBs to promote locally. Received applications from seven: Sioux Falls, Yankton, Mitchell, Pierre, Chamberlain/Oacoma, Watertown, and Rapid City.

Media and Public Relations		
	Apr-10	FYTD
Circulation	682,843	33,234,348
Earned	\$9,578	\$912,881
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	130,957	2,507
04/10 % Chng	12.7%	12.6%
FYTD	1,060,599	26,878
Time On Site	21.2%	32.3%
Pages/Visit	3.5%	9.0%
<b>Email</b>	Emails Sent	Emails Read
<b>Apr-10</b>	1,418	22.9%
<b>FYTD</b>	2,042,028	9.5%

Office of Tourism Indicators					
		Apr-10	Apr-09	% Change	% FYTD
Tax	<b>Tourism Tax (1%)</b>	\$264,108	\$252,108	4.8%	0.0%
	<b>Gaming Tax</b>	\$278,223	\$244,384	13.8%	0.0%
	<b>Tourism Tax (.5%)</b>	\$88,707	NA	NA	NA
Travel Activity	State Parks	308,445	276,425	11.6%	
	Natl. Parks	117,064	104,489	12.0%	
	Traffic Cnts	163,576	154,494	5.9%	
	Gas Prices	\$2.82	\$2.02	39.6%	
	Overnights	293,197	285,986	2.5%	
	Occupancy	43.20%	43.20%	0.0%	
	Avg Rates	\$64.38	\$63.27	1.8%	
Inquiries	<b>Total</b>	29,015	NA	0	0
	Online	13,749	13,339	NA	NA
	Mail	8,734	801	NA	NA
	Phone	1,192	1,260	NA	NA

## 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates.

## Media & Public Relations

Fulfilled information requests from *Canadian Traveller* magazine, *AAA Home & Away* magazine, KOTA radio, and several inquiries from MediaSD.com. Interviewed by KOTA radio regarding reasons people choose South Dakota as a vacation destination, KWAT radio and KVHT radio regarding Information Center openings, and SD Public Radio regarding tourism forecast. Had See South Dakota Week interviews in Yankton – Press & Dakotan, WNAX, KYNT, KVHT; Rapid City – KNBN-TV, Rushmore Radio, Max-FM; Pierre – KCCR and KSDJ; Mitchell – Daily Republic, KQRN; and Watertown – KSDR, KBRK, KIXX, KSDR.

Pitched an idea to Schwinn bikes to have one of their “mommy bloggers” ride the Mickelson Trail in light of it being inducted into the Rails to Trails Hall of Fame.

Tracked 28 earned news clips through Vocus and the SD Newspaper Association, as of May 26.

Milwaukee media blitz results: Worked with Prairie Berry Winery and Strawbale Winery to have wine samples sent to a writer; secured article in United Airline's *Hemispheres* magazine for a travel feature on the Rally about how the demographics have changed; and secured article on Madison CBS affiliate's website regarding Custer State Park and its lodges. Worked on arrangements for a hosting with Milwaukee 414 magazine; hosting will include overnights in Sioux Falls and Hot Springs, a photo shoot in Hot Springs, video blog entries, FaceBook promotion, and a photo/editorial spread in the magazine.

Arranged itineraries for Glen Abbott, a writer coming to South Dakota to see and write about sites considered sacred to Native Americans; and Brian Clark, a writer who plans on writing about Custer State Park.

Posted following press releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Memorial Motorcycle Run to Honor Trail of Chief Big Foot (Year of Unity release), SD's Great Faces: Phil Anderson, Cecil Gideon, Earl Brockelsby, and Abraham Blumenthal; Fat Tire Festival Showcases Mountain Biking; See South Dakota Week: Celebrating Tourism and the Visitor Industry; Mickelson Trail Receives Hall of Fame Award (joint release with GF&P); Interstate Information Centers Open This Weekend; River City Racin'; and Ipswich Trail Days Provides Affordable Family Fun. Posted five industry releases MediaSD.com.

Worked with Tony Jockheck from the Pierre Chamber to set up a filming shoot with local bean-bag toss/Cornhole players for the Multimedia Press Release co-op. The Cornhole Tournament will take place in Pierre during Oahe days; sent out through Vocus, posted on Media SD, and set up links to our social media.

Social media: Reviewed and responded to a question from Road Trips for Families Blog; as a result, they have included De Smet's Laura Ingalls Wilder in the Top 10 Festivals for Families and their senior editor will be visiting South Dakota in June/July. For the Travel South Dakota Tourism's Twitter account, there were 146 new tweets for a total of 599; and 1,624 followers, up 69 from April. Blog posts included Black Hills Film Festival week and Minuteman Missile NHS. On FaceBook, posted news stories: Beauty Beneath the Surface, Tips for a Sane Road Trip, South Dakota Great Events, and Discover the Northeast: Affordable Family Fun; responded to questions and thoughts on the wall; and have up to 3,783 fans as of May 25, up 182.

## Industry Relations

Distributed eFYI newsletter to 1,335 list members via Listrak.com and to 2,361 email addresses on Tourism's database. Topics included Director's Report, See South Dakota Week, Spring Hospitality Training, Travel South Dakota Day at the 2010 State Fair, Digital Revolution, Spring Trade Show Leads,

April 2010 Travel Indicators, 2010 Guide to Archaeology & Paleontology, New Book Released by SD State Historical Society, New Lowe Collection in Cultural Heritage Center, Important Reminders, and What Our visitors Are Saying.

For See South Dakota Week, May 8-15, Tourism helped fund promotions to travel locally via applications from seven CVBs: Sioux Falls, Yankton, Chamberlain/Oacoma, Mitchell, Watertown, Pierre, and Rapid City.

Continued to work on 2011 Governor's Conference on Tourism: vendor booth space, student rates, speaker committee, and discussed topics and theme.

Attended the annual meeting as a member of the National American University Advisory Board to discuss the results of the first year of their new program of studies in the area of tourism and hospitality. Made recommendations for ways in which they may attract more students.

Began researching South Dakota institutions of higher education that offer courses in hospitality and tourism.

Per request from the Cheyenne River Chamber of Commerce, gathered ideas on upcoming centennial celebrations and reviewed Tourism's customer service training program.

Attended the Sioux Falls CVB Annual Luncheon on May 4.

Sent information to the visitor industry regarding partnerships with Tourism for sponsorship of a Day at the State Fair, Friday, September 3. There is room for 25 partners; so far, we have Pierre CVB, SD National Guard Museum, BW Ramkota Hotel & Conference Center (SD), Aberdeen CVB, Venerts Hotel Management (Watertown), Southeast SD Tourism Association, Black Hills, Badlands & Lakes Tourism Association, and Chamberlain/Oacoma CVB.

#### Trade Sales Group Tour/International

Fulfilled requests for Vacation Guides to AAA/CAA Offices in California, Colorado, Illinois, Indiana, Iowa, Maryland, Minnesota, Nebraska, New York, Ohio, Pennsylvania, Texas, Washington, and Wisconsin.

Offered itinerary helps and information to Southwest Tour and Travel, Minnesota.

Submitted four events to American Bus Association (ABA) to be considered for the ABA Top 100 Events in North America. Researched and contacted event organizers to gather information.

Made arrangements and hosted 21 domestic tour operators on the "Western Adventures" spring group tour operators familiarization tour, May 2-7, in central and western South Dakota, which included Wall, Badlands National Park, Murdo, Pierre, Custer State Park, Crazy Horse Memorial, Mount Rushmore National Memorial, Hill City, Deadwood, and Rapid City. The tour operators were from California, Illinois, Indiana, Louisiana, Massachusetts, Michigan, Minnesota, Missouri, Pennsylvania, Virginia, and Washington.

Made preparations for Travel Alliance Partners (TAP) Dance 2010 in Branson, Missouri, in June to meet with 37 tour operators. Other attendees included Rapid City CVB and Regency Hotel Management.

Attended group tour meeting at Casey Tibbs South Dakota Rodeo Center to offer assistance and ideas to increase group tours to the Great Lakes Region.

Proofed ad for 2 Nation Tours, to be placed in the July issue of *Group Tour* magazine, and submitted itinerary. Sent South Dakota logo to Travel Manitoba to be included in the ad.

Sent U.S. Travel Association Pow Wow pre-show information to five South Dakota partners. Held appointments with over 60 tour operators from around the world regarding new tours and expansion of other tours. Attended Visit USA France reception, German reception, and attended a meeting with *America Journal Magazine*.

Met with representative from America 4 You, inbound tour operator from Los Angeles, regarding fly/drives and tours.

Met with staff to discuss format and content for a DVD to promote and instruct the international business community about South Dakota.

Contacted South Dakota suppliers regarding international statistics. Tourism will be working with the visitor industry throughout the year to gather more information on the key European markets.

Hosted five Japanese tour operators to a familiarization tour of western South Dakota, which included Rapid City, Deadwood, Badlands National Park, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Keystone, and Devils Tower. The tour operators were from New York, Chicago, Los Angeles, and Salt Lake City.

Provided final itinerary for Aguila, France, hosting. Met with product manager and photographer; they have a ten-day trip planned to research future trips to South Dakota and the region. They plan to bring groups of up to 15 visitors interested in photography. These will be amateur/hobby photographers; their first tour is planned during Buffalo Roundup 2010.

Wrote itinerary and made overnight arrangements for TourBook Travel, Germany, in June for three people who will be researching future tours in the region.

Made lodging arrangements for the VRT Belgium film crew in June. They will be filming western South Dakota: Mount Rushmore National Memorial, Crazy Horse, Pine Ridge, Deadwood, Spearfish Canyon, Rapid City, and sites in between.

Hired Trade Sales representative; sent regrets letters to 33 applicants

### Outdoors

Finalized details of Wingshooting USA hunt with host Scott Linden at Horsefeathers Lodge in Pierre.

Coordinated with Dakota Angler in Rapid City and Keith Winterstein in Spearfish to guide Kyle Wagner, travel editor of the Denver Post, on a two-day fly fishing trip in the Black Hills.

Moved scheduled fishing trip with Northland Adventures from May to June, as directed by guide Paul Steffen.

Wrote animal of the month piece on walleye; linked to our social media.

### Film Office

Finalized itinerary for Kiddin' Around the USA film project for July 1-5. A home-schooled family travels around the USA filming different cities and attractions.

Filmmaker Herve Attia completed filming "Dances with Wolves" locations for a documentary. He plans to post this video to YouTube within two months.

For FilmSD, edited contact information for several crew and service listings. Fulfilled requests for five production guides.

Compiled a list of discussion topics for roundtables hosted by the film office. The next one will be at the South Dakota Film Festival in Aberdeen in the fall.

Spoke with Mark Smith with *Markee* magazine regarding information about the South Dakota Film Office to be published in their next issue. Placed a South Dakota Film Office blurb to the *MovieMaker* magazine May Flash Insert Reminder. Placed ad "Sweet Home South Dakota" in *P3* magazine, May 2010 Issue.

Worked with Oscar Arvizo to find locations for his film "Crazing Horse: A Burning Fire." He is coming to South Dakota for a locations scout in June. Worked with Jim Hatzell and Duane Lammers on getting a film shot in the state, "The Rise of Theodore Roosevelt," a Martin Scorsese film. Researched "Undaunted Courage" by Stephen Ambrose on the Lewis and Clark Expedition. A 10-part movie on HBO is planned; will contact them about filming in South Dakota.

Worked with writer on a media pitch regarding his film "You Don't Know Bertha Constantine," which will be filmed in the Badlands/Black Hills in June.

Posted Casting Call release to FilmSD.com for a film being entirely shot in South Dakota, "Courageous Hart." Worked with Tim Appel.

Hosted three people from California for the film locations tour during the Black Hills Film Festival.

Social media includes the film office's Twitter account: made 25 new tweets for a total of 192; have 221 followers, up 10 from April.

#### Hospitality

Upon request from the former owner of the Hotel Alex Johnson in Rapid City, searched historical files to obtain information on the number of years the property was awarded the Great Service Star designation and the number of employee hospitality certificates issued to them since 1995.

Attended the Pierre CVB spring hospitality training session.

#### Information Centers

Conducted supervisors meeting on May 3-4. Fam for travel counselors was May 4-9 in the northeast. Centers opened May 22. Worked with staff to get computer program online to report daily car counts.

Notified the 161 companies that were approved for the brochure display program at the Information Centers. Have 695 brochures approved for display. For 2011, there will be 354 brochure approvals that will expire; will work with them starting this fall to make sure they get a new publication approved.

Sent letters to the poster co-op partners reminding them of the Centers where they purchased display space.

Requested bids from three companies for the literature shipments to the Information Centers. Rude Transportation received the bid.

Sent T-shirt size list to many businesses who want to participate in the T-shirt program.

Began researching ideas regarding the outdoor panels at the rest stops.

#### Photo/Video

Completed following on Tourism's photo hit list: Casey Tibbs SD Rodeo Center, Farm Island fishing and model airplane flying, Badlands National Park, Custer State Park wildlife, Black Hills scenics, 1880 Town, Wasta Information Center, Meeker Ranch, Sylvan Lake, Frawley Ranch, Amiotte Ranch, Black Hills Wild

Horse Sanctuary, Pioneer Auto Museum, 1880 Train, Hill City Main Street, and Four Mile Old West Town.

Completed following on film office hit list: Black Hills Film Festival, "Dances with Wolves" sites with French documentarian.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; South Dakota Historical Society, Public Utilities Commission, Pierre; Bureau of Personnel, Presbytery of South Dakota, Extremely Graphic, Lawrence & Schiller, Mind Flame Design, Sioux Falls; RP Enterprises, Rapid City; LaPlante Baptist Church, LaPlante; Josh Spies, Watertown; Schade Vineyard, Volga; Rails to Trails Conservancy, Washington, DC; American Park Network, New York; Rocky Mountain International, Wyoming; Itineraries Midwest, Minnesota; and *Marquee* magazine, California.

Completed the following on Tourism's video hit list: wildlife in Custer State Park, scenic video of the Badlands, and interviews with Craig Pugsley on the Custer State Park Buffalo Roundup. Scouted Sylan Lake for upcoming photo shoots.

Video Dubs and Loans: Sent stock footage to James Fortier in Pacifica, California, for a Native American education DVD he is doing. Sent stock footage to GeoGenuis in Seattle, Washington, for interactive tour guides they are producing. .

Continued inputting digital images into Tourism's database, which totals 11,937 images.

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

For Black Hills Photo Shootout, FaceBook fan page has 429 fans; setup and opened registration, have 20 people registered, so far; set up individual sessions and schedule of sessions and workshops; set up Pay Pal registration and account; developed a press release for the event; and have ongoing promotions through FaceBook and other social media.

#### 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 ads for June issue of *Dakota Country* magazine and *Iowa Sportsman*; and fishing email.

*Deadwood/SDT Co-op – Peak 2010*: Weekly newspaper ads in Casper, Denver, Dickinson, Minneapolis, Sioux Falls, and Williston.

*Custer BID/SDT – Peak 2010*: Newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, Colorado Newspaper Association, and South Dakota Newspaper Association.

*CSP/SDT Co-op – Peak 2010*: Weekly newspaper ads in Cheyenne, Colorado Springs, Dickinson, Fort Collins, Gillette, Greeley, Loveland, Marshall, Pierre, Rapid City, Rochester, Sioux Falls, SW Minnesota Peach, South Dakota Newspaper Association, and Wyoming Newspaper Association.

*Rapid City/SDT Co-op – Peak 2010*: Weekly newspaper ads in Denver, Minneapolis, St Paul, and Regina.

*Spearfish/SDT Co-op – Peak 2010*: Weekly newspaper ads in Aberdeen, Bismarck, Gillette, and Watertown; and Rally web banner ads.

*Black Hills, Badlands & Lakes/SDT Co-op – Peak 2010*: Ad for *Colorado Parents* magazine inserts June 1; ad for *AAA Colorado Encompass* inserts July 1; and newspaper ads in St. Paul and Regina.

*Aberdeen/SDT Co-op – Peak 2010*: Newspaper ads in Bismarck and Fargo; ad for Fargo Sizzlin Summer Vacation Guide; TV donut spots; radio script; and landing page.

Mailed Shoulder Great Getaways registration form; deadline to return to Tourism is June 2. Final files due to the printer by July 12.

Contacted Giant Step partners regarding their photo and/or text for the shoulder ads. As with the spring/summer promotion, there are 39 partners.

Will kick off the email fishing campaign the first week of June. It will be sent to the Travelsmart subscribers who have indicated a hunting/fishing preference and previous and current fishing license holders.

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 2,396 trip planner accounts have been saved within the TravelSD.com website. And over 7,710 trip planner itineraries have been created by anonymous users.

Began planning elements of the Rooster Rush shoulder campaign. Put together “dream list” of hunting items for this year’s pheasant hunting season giveaway. Created list for donation levels of sponsorship and what is included at each level.

#### Publications

Finalized copy for the Native South Dakota booklet; will order 26,000 copies. It is due in-house in late June. Booklet will also be posted on TravelSD.com as a pdf.

Proofed final copy of the Guide to Archaeology and Paleontology. Guide will be posted as a pdf on TravelSD.com.

#### World Wide Web/E-Commerce

On TravelSD.com, 76 vacation packages were listed. Registered three hot deals.

The 2010-2011 digital South Dakota Digital Vacation Guide will be live June 1. Over 3,600 people viewed the 2009-2010 digital guide; and on average, each visitor reviewed 35 pages.

Continued to identify and modify programming bugs, such as tagging, Inntopia feeds, and maintenance area for Digital Revolution (DR) partners. Requested licensing database from the Department of Health, which will help us keep the Visitor Services Directory up-to-date. Made several programming enhancements to give equitable rotation for all DR partners; as a result, listings are now in random order and seven out of 10 listings will be Digital Revolution partners.

For SDVisit.com, updated Hot Deals program information and forms as well as the Great Getaways program information and forms and worked with Bureau of Information and Telecommunications (BIT) to add both programs to the Online Payment System. Continued updating the Spring Hospitality Training schedule as well as other sites.

#### Research

Submitted ads for the Wyoming Ad Effectiveness Study.

Identified several data cleanup issues with the Visitor Relations Management program that need to be resolved to accurately pull reports for inquiry type, country, and co-op partner inquiries and reservations.

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-site. At the request of the Governor's Tourism Advisory Board, a research model will be developed to evaluate the return from the international marketing program.

#### Logo

Sent logos to Mark Boyd at Next Bite Fishing; sent images to Wade Thurman at L&S for Anglers Insight Marketing boat wrap art; sent Black Hills images to Kendall Haug for new Wall Drug billboard; sent Mickelson Trail images to Brian Paynter at Watertown Public Opinion; and sent 50+ images to Leah Mohr at PUC for promotion of a 2011 conference in the Black Hills.

#### Tribal Tourism

Set up the next Tribal Tourism Roundtable for June 8, 2010, at Flandreau.

#### Governor's Tourism Advisory Board

The Tourism Board met in Yankton on May 10 and 11. They approved Matching Dollar Challenge applications for fiscal year 2011 from the Northeast South Dakota Celtic Faire and Games, September 18-19, in Aberdeen; and from the Children's Museum of South Dakota, Brookings.

The Board's next meeting will be in Watertown on July 14 and 15.

#### 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: Attended event. Will send evaluation questionnaire to organizers. Staff participated in one racing event.

South Dakota Outdoor Expo, Huron – June 12-13: Finished rack-card, postcard, newspaper insert, and newspaper ad.

Ipswich Trail Days, Ipswich – June 11-13: Completed poster and sent to local committee for printing. Designed newspaper ads and online ads and sent to the appropriate local contacts. Designed newspaper flyer with the poster on one side and the schedule of events on the other; sent to the committee for review and then sent to the paper for publishing.

River City Racin', Chamberlain/Oacoma – June 19-20: Created ads for the following publications: Argus Leader, Rapid City Journal, Rapid City Journal Online, Keloland.com, and Statewide Network 2x2. Created ads and banner ads that had been placed by River City Racin' in publications, such as the Al's Oasis circular, Mitchell, and Central Dakota Times.