

To: Secretary Richard Benda
 From: Melissa Miller
 Date: 07/07/10
 RE: June 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:	May 2009	May 2010	% Change
Deadwood Gaming Tax	\$ 246,270	\$ 247,999	0.7%
Tourism Promotion Tax (1%)	\$ 242,416	\$ 242,769	0.1%
Tourism Promotion Tax (.5%)	\$	\$ 81,540	na
Total Monthly Deposits (w/.5%)	\$ 488,686	\$ 572,308	17.1%
FY2009 vs. FY2010 (w/.5%)	\$8,931,759	\$10,787,758	20.8%

1A. Change the way we market South Dakota.

- Domestic Tour Operators: Worked with Deadwood and Rapid City on hosting GTA Travel, New York, a large inbound tour operator who works with overseas tour operators to bring clients to the United States.
- Film Crews: Hosted VRT Belgium film crew for filming in Black Hills, Badlands, and Pine Ridge Reservation for a 45-minute program to be aired at least twice on Belgian National Television – viewership of 800,000 to 900,000.
Accompanied Oscar Arvizo and partner Debbie Martin, California, on a film locations scouting trip across the Black Hills and into Pine Ridge for a film titled “Crazy Horse: A Burning Fire.”
- Domestic Journalists: Hosted 414 magazine (media blitz contact) in Sioux Falls, Rapid City, and Hot Springs.

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

- Group Tour Co-op Ad: Sent information on the 2011 group tour co-op ad to South Dakota’s National Tour Association (NTA) and American Bus Association (ABA) members for placement in fall or winter issues of *Bus Tours* (circ. 7,825); *Courier* (circ. 6,000); *Destinations* (circ. 7,250); *Bank Travel Management* (circ. 6,000); and *Group Tour* (circ. 16,530).
- State Fair: Have the following industry partners for Travel Day at the 2010 State Fair, Friday, September 3: Pierre CVB, SD National Guard Museum, BW Ramkota Hotel & Conference Center, Aberdeen CVB, Venerts Hotel Management (Watertown), Southeast SD Tourism Association, Black Hills, Badlands & Lakes Tourism Association, Chamberlain/Oacoma CVB, Grow Spink County, Yankton CVB, and SD Innkeepers Association.
- Great Getaways Newspaper Co-op: Increased the number of partners from 36 to 42. Insertion date is the week of August 15 for the four-color, 16-page co-op piece for a circulation of 557,895.

Media and Public Relations		
	May-10	FYTD
Circulation	62,123	33,296,471
Earned	\$1,541	\$914,422
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	156,495	2,353
05/10 % Chng	18.3%	-2.2%
FYTD	1,217,094	29,231
Time On Site	13.5%	-4.3%
Pages/Visit	-1.9%	5.0%
Online Trip Itineraries	13,043	NA
Email	Emails Sent	Emails Read
May-10	263,916	13.5%
FYTD	2,307,362	10.0%
Digital Revolution		
# of Partners	280	

Office of Tourism Indicators					
		May-10	May-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$242,769	\$242,416	0.1%	2.0%
	Gaming Tax	\$247,999	\$246,270	0.7%	0.5%
	Tourism Tax (.5%)	\$81,540	NA	NA	NA
Travel Activity	State Parks	729,956	746,600	-2.2%	
	Natl. Parks	284,617	309,464	-8.0%	
	Traffic Cnts	207,711	212,679	-2.3%	
	Gas Prices	\$2.80	\$2.24	25.0%	
	Overnights	377,605	371,651	1.6%	
	Occupancy	52.3%	52.8%	-0.9%	
	Avg Rates	\$66.40	\$65.79	0.9%	
Inquiries	Total	26,548	21,667	22.5%	NA
	Online	17,198	12,893	33.4%	NA
	Mail	6,495	2,804	131.6%	NA
	Phone	1,105	1,083	2.0%	NA

2010 Initiative

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

Media & Public Relations

Fulfilled information requests from freelance writer Lisa McClintick, KELO-TV, KWAT radio in Watertown, The Boston Globe, Argus Leader, SD Public Broadcasting (SDPB), *Midwest Living* magazine, freelance writer Marge Peterson, and several inquiries from MediaSD.com. Had media Interviews with SDPB regarding filming in the Badlands; Rapid City Journal regarding *Outdoor Life* naming South Dakota cities to list of best towns to live; 760 WJR (Michigan) regarding 4th of July events in South Dakota; KELO-TV regarding the state of tourism thus far; and Argus Leader regarding Film Office film incentives.

Hosted *414* magazine, Milwaukee, (media blitz contact) in Sioux Falls, Rapid City, and Hot Springs; developed itinerary and scouted photo locations. Magazine is to have a photo spread and editorial. The editor and crew documented their week-long road trip with a video blog and FaceBook posts.

Worked on details for a hosting in July for Marge Peterson in partnership with Great Lakes Association and Pierre CVB for three articles she plans; developed itinerary and will assist with other details as needed. Worked on two hostings for August: one for Brian Clark, a freelance writer on assignment with CBS affiliate in Madison, Wisconsin, (media blitz contact) for an article on Custer State Park; and with Sturgis Rally Department for Tim Wassberg, writer from California whose angle will be on music at the Rally. Worked on itinerary for writer Dwight Widaman.

Worked on a series of media pitches to the magazine *American Way*, the magazine features online articles from the in-flight magazine of American Airlines and American Eagle and spotlights trends in travel, lifestyle and business.

Tracked 36 earned news clips through Vocus and the SD Newspaper Association.

Posted following press releases – To in-state media (posted to www.MediaSD.com and the State News Web): Multimedia Press Release (MMPR) co-op included First Annual ACA Sanctioned Cornhole Tournament in Pierre, New State of the Art Meeting Facility and Casino in Deadwood, and Sculpture in the Hills Show and Sale. Standard press releases: South Dakota's Great Faces: Frank Cundill, Casey Tibbs, Sacagawea, and Laura Ingalls Wilder; South Dakota Outdoor Expo; Annual Tourism Awards; Native South Dakota: A Travel Guide to Tribal Lands; Eastman Event; The Rushmore Scenic Byway; and River City Racin' Cancelled Due to Floodwaters. Posted four industry releases to MediaSD.com.

The MMPR for the Black Hills Film Festival was sent in April to 784 contacts and had an open rate of 27.3%.

Wrote Black Hills Fat Tire Festival release, sent out on FaceBook, Twitter, SDoutdoors blog, Vocus, in-state media, and SD Newsroom. Wrote Hiking the Black Hills post and linked to FaceBook, Twitter, and SDoutdoors blog.

For Travel South Dakota Twitter, there were 85 new tweets for a total of 684; there are 1,715 followers, up 91 from May. Made blog posts on the Oyate Trail, Czech Days, Best Places to Take Dad, Ingalls Pageant, Go Wild in South Dakota, Get to Know SE South Dakota, Bed and Breakfasts, Mount Moriah Cemetery, and 4th of July Reservations. For FaceBook, there are 3,783 fans, up 190 from May.

Industry Relations

Distributed eFYI newsletter to 1,340 list members via Listrak.com and to 2,357 email addresses on Tourism's database. Topics included Director's Report, Seeking Nominations for the 2011 Tourism Awards, 2010 Native South Dakota guide, Office of Tourism Staff Update, 2010 Black Hills Photo Shootout, Film Crew Hosting, Travel South Dakota Day at the 2010 State Fair, May 2010 Travel

Indicators, South Dakota Travel Monitoring System, Summer Interns at the Office of Tourism, Important Reminders, and What Our Visitors Are Saying.

Continued to work on 2011 Governor's Conference on Tourism: vendor booth space, student rates, speaker committee, and sponsorship flyer. The theme will be Giddy Up!

Researched South Dakota Chambers of Commerce and CVBs to find out how many only produce an electronic newsletter. Also researched other states to determine how many of their publications are only offered online.

Contacted visitor industry members regarding a partnership in Travel Day at the 2010 State Fair, Friday, September 3. Partners include Pierre CVB, SD National Guard Museum, BW Ramkota Hotel & Conference Center, Aberdeen CVB, Venerts Hotel Management (Watertown), Southeast SD Tourism Association, Black Hills, Badlands & Lakes Tourism Association, Chamberlain/Oacoma CVB, Grow Spink County, Yankton CVB, and SD Innkeepers Association.

Attended the dedication and ribbon cutting of the Pine Ridge Area Chamber Visitors Center. The Chamber was the recipient of a Million Dollar Challenge matching funds grant to market a project called Oglala Lakota Voices as a way to increase travel to reservation businesses, including those that have items produced by local artisans.

Trade Sales Group Tour/International

Distributed Travel Professionals E-Newsletter to 168 list members via Listrak.com. Topics included Experience a South Dakota Holiday Season, City Highlight: Milbank, Travel Professionals Tip, Featured Itinerary: Highway 12 – The Yellowstone Trail, Welcome, Featured Attractions, and Featured Events.

Worked on creating a South Dakota Travel Professionals FaceBook page.

Created and posted a page for Travel Agent Comments under the Travel Agents section on TourSDakota.com.

Sent requested information to Badger Tour & Travel, Wisconsin; The Goddard School, Minnesota; Travel Tours, Inc., Oklahoma; and Great American Vacations, Ohio. Offered itinerary assistance to Sandra Pellegrin with Cajun Tours and Cruises, Louisiana, who attended the group tour operators fam in May. She is planning to offer a tour for 2011. Shipped packet of materials to Robin Sammartino, Team America, New York, and wrote an itinerary for her.

Fulfilled requests for Vacation Guides to AAA Offices in Colorado, Illinois, Massachusetts, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.

Sent information on the 2011 group tour co-op ad to South Dakota's National Tour Association (NTA) and American Bus Association (ABA) members. Co-op ad can accommodate 18 partners. The 4-page, 4-color ad will be inserted in the following magazines: September/October issue of *Bus Tours* (circ. 7,825); October issue of *Courier* (circ. 6,000), annual convention issue; November/December issues of *Destinations* (circ. 7,250) and *Bank Travel Management* (circ. 6,000); and January issue of *Group Tour* (circ. 16,530). Will also print 4,500 copies of the ad to mail to group tour operators in January.

Was contacted by *Bus Tours* to write a 2,000-word article to be placed in the September/October issue to run with the group tour co-op ad.

Compiled information for the NTA postcard, which is sent to 900 tour operators on our database to let them know who from South Dakota is attending the annual convention in Montreal in November. The postcard will arrive at the time the online appointment request session opens. South Dakota Tourism won a convention floor booth; contacted South Dakota NTA members to share space.

Researched an offer from *Recommend* magazine on developing a Travel Agent Specialist Program. Met with the Black Hills Badlands and Lakes Association to discuss their program to determine if this is something worth pursuing as a statewide program.

Prepared for and attended Travel Alliance Partners (TAP) Dance 2010 in Branson, Missouri. Other attendees included Rapid City CVB and Regency Hotel Management; we met with 37 tour operators.

Worked with Deadwood and Rapid City on hosting GTA Travel from New York, a large inbound tour operator who works with overseas tour operators to bring clients to the United States. Provided letter to suppliers regarding their visit to research potential attractions and lodging for their tours.

Emailed lead reports from the following trade shows to the majority of South Dakota's supplier database: International Tourism Bourse (ITB) in Berlin, RMI Pow Wow, United Kingdom Mission, Scandinavian Mission, and French/Lyon Mission; worked on completing an email address database for all. Working with the E-Commerce team to add the leads to our website for downloads by suppliers rather than send the very long leads document via email.

Ordered reprints of the Great Parks and Monuments brochures: 3,000 in German, 2,500 in Chinese, 2,000 in English, and 1,500 each in Japanese, French, and Italian. Expect delivery mid-July.

Working with Research team on a way to gather/research international statistics through intercept studies, the DOT airport survey, etc. Worked with Rocky Mountain International (RMI) regarding statistics in European markets.

Shipped travel materials to overseas RMI offices in Germany, Italy, France, Benelux, and the United Kingdom to be used for fulfillment and at trade shows.

Contacted overseas RMI offices about sending remaining press clips from the 2010 fiscal year.

Sent historic hotels information to Italian RMI office for their website and contacted Badlands National Park, Mount Rushmore National Memorial, and Crazy Horse Memorial for video footage. Tourism also sent clips.

Hosted three people from Tourbook Travel, Germany, who were researching product in this region.

Made hotel arrangements for Kuoni/Flex fam tour, wrote suggested itinerary, and provided supplier letters for their trip to South Dakota and the region in July. Both tour companies are from Switzerland and their clients are both individuals and group tours.

Sent information to journalist Jean Claude Figenwald, France, regarding the Wounded Knee motorcycle ride, Sturgis Motorcycle contact/information, and contacts for his story.

Created a week-long itinerary for SNP Naturreizen, a group from Nijmegen, Netherlands.

Hosted VRT Belgium film crew, set up interviews, and locations for filming in Black Hills, Badlands, and Pine Ridge Reservation. The program will be 45 minutes in length and aired at least twice on Belgian National Television that has a viewership of 800,000 to 900,000.

Discussed a business/recreation DVD for use by Tourism as a fulfillment piece in the Chinese market and as a follow-up to the Active America China Show for Chinese tour operators

Outdoors

Sent messages via social media about our fishing promo: week one – Walleye season is always open; week two – Fishing the might Mo and this summer's fishing events.

Received article from Kyle Wagner, travel editor at the Denver Post, on fly-fishing and sent out on FaceBook, Twitter, and SDoutdoors blog. Sent to Dakota Angler in Rapid City and Keith Wintersteen in Spearfish, both were guides for the fishing trip.

Rescheduled trip with Dave Carlson of Northland Adventures TV, an outdoors show, and guide Paul Stephen to fish walleye on Lake Oahe to July.

Started working with Jim Petrie to set up an antelope hunt in the fall, film the hunt, and have an artist along to make a portrait of the hunt.

Began working with writer Steve Smith and a photographer for a late season pheasant hunt in northeast South Dakota.

Wrote June Animal of the Month on the Prairie Dog and linked to FaceBook, Twitter, and SDoutdoors blog. Linked national fishing/boating week article to FaceBook, Twitter, and SDoutdoors blog. Wrote SD Outdoor Expo release and sent out on Vocus, FaceBook, Twitter, and SDoutdoors blog as well as to South Dakota media and South Dakota Newsroom.

Completed fishing reports on Mondays for the southeast region, central region, and Black Hills region.

Contacted Aberdeen CVB, Great Lakes of South Dakota Tourism, and the Mitchell CVB about being in the same row at Pheasant Fest. The consensus was that each would benefit more if separated.

Worked with Casey Weismantel and Bob St. Pierre to line up the third annual Pheasants Forever Writers Hunt in South Dakota.

Film Office

Accompanied Oscar Arvizo and partner Debbie Martin, California, on a film locations scout across the Black Hills and into Pine Ridge for a film titled "Crazy Horse: A Burning Fire." Pre-production is planned for the fall.

Finalized travel itinerary for Kiddin' Around the USA, July 1-5. They were looking for complimentary admissions to attractions and permission to film on location. Helped set up interviews with various attraction owners.

Fulfilled three requests for production guides from FilmSD.

Continued working on list of topics that can be used for roundtables hosted by Tourism at various film festivals in the state. The next one will be at the South Dakota Film Festival in the fall and an item being proposed is for a second film festival in eastern South Dakota.

Researched cost to do pay per click for the film office.

Continued working with Jim Hatzell and Duane Lammers on getting the Martin Scorsese film, "The Rise of Theodore Roosevelt," shot in the state. Continued pursuing getting partial filming of the movie on the Lewis and Clark Expedition shot in the state. The movie will be a ten part series on HBO.

Have seven new tweets for a total of 199 on South Dakota Film Office Twitter account; have 242 followers, up 21 from May.

Sent press release regarding Andrew Kightlinger's filming in the Badlands of "You Don't Know Bertha Constantine." Spoke with two people from South Dakota Public Broadcasting and Argus Leader regarding this film.

Hospitality

Reviewed hospitality certificate nomination forms to determine level of award each would receive. Issued 164 level one certificates and 15 level two gold seals.

For Online Customer Service Training, 1,602 have registered and 1,343 have completed it; 231 managers have registered.

Information Centers

Contacted Department of Transportation about the interpretative panels at the Interstate Information Centers – panels need to be updated/replaced in the kiosks.

Compiled car count at the Information Centers for the months of May and June; the overall count was down from 2009 by 10.3%, but Centers opened one week earlier in 2009; car count for Canadian visitors was down .8% over the same time period in 2009; and car count for all other international visitors was down 21.1%. Of the 115 motorcoaches/buses that stopped at the Information Centers, 16 were international.

For May, use of Travel CD's at the Information Centers was down over May 2009 by 22%.

Photo/Video

Completed the following on Tourism's photo hit list: Storybook Island, Dinosaur Park, Reptile Gardens, Black Hills Fat Tire Festival, Capitol Building, Pioneer Auto Show, Fort Sisseton Historical Festival, Hills & Valleys Riding Club trail ride and wagon train in Sisseton, Ipswich Trail Days, Capitol Centennial Celebration/Oahe Days in Pierre, Jesse James Days in Garretson, Quarry Days in Dell Rapids, Newton Hills State Park, Vermillion Information Center, Czech Days in Tabor, Adams Nature Area, Dakota Dunes golf course, Boondocks theme park in Deadwood, Roughlock Falls, Black Hills scenics, Flintstones Bedrock City in Custer, Becoming an Outdoors Family, Casey Tibbs statue in Fort Pierre, Pioneer Auto Museum in Murdo, South Dakota Kayak Challenge, Memorial Day Weekend in Mitchell, and Foothills Rodeo in Wessington Springs.

Film Office photography: St. Onge historic buildings.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; Schade' Vineyards, Volga; Maverick Publishing, Grapevine Designs, Chicken Creek Communications, Spearfish; Public Utilities Commission, Department of Game, Fish & Parks, Pierre; Rainbow Signs, University of Sioux Falls, Insight Marketing Design, South Dakota Kayak Challenge, Lawrence & Schiller, South Dakota Winegrowers Association, Sioux Falls; Watertown Public Opinion; Deadwood Chamber of Commerce, TDG Communications, Deadwood; Gettysburg Chamber of Commerce; US Conservation Service, Huron; Black Hills, Badlands & Lakes, Rapid City; Sturgis Chamber of Commerce; *Markee* magazine, California; and National Transportation Enhancements Clearinghouse, Washington, DC.

Continued inputting digital images into Tourism's database, which totals 12,100 images.

Completed the following on Tourism's video hit list: Fort Sisseton Historical Festival, Missouri River near Yankton, Missouri River at Little Bend, canoeing on the Missouri at Farm Island, boating and fishing in Pierre, and prairie in the Fort Pierre Grasslands.

Video dubs and loans: Sent stock footage to Insight Media in Sioux Falls. Sent video links to the Italian RMI Office. Sent video links to the Collective Travel Radio website. Sent stock footage to Callan Productions for use in Sturgis Rally productions.

For Black Hills Photo Shootout, over 50 people have registered so far. Identifying "ambassadors" to assist with the event. Placed ad in *South Dakota* magazine. FaceBook fan page has 468 fans. Spoke to Black Hills Photographic Society and the Black Hills State University Shutterbuzz Photo Club about

participating, and participated in Photography Workshop at Palisades State Park to promote the Shootout.

Travel Market Advertising

Finalized and shipped the following for *South Dakota Tourism (SDT) – Peak Season 2010*: Final newspaper ads in Sioux City, Omaha, and Lincoln; fishing ad for June/July issue of *Family Fish & Game* magazine; *Travelsmart*; and Trip Advisor banners. *Deadwood/SDT Co-op*: Weekly newspaper ads in Bismarck, Casper, Dickinson, Minneapolis, and Williston. *Custer BID/SDT*: Weekly newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, Colorado Newspaper Association, and South Dakota Newspaper Association. *Custer State Park/SDT Co-op*: Weekly newspaper ads in Cheyenne, Colorado Springs, Dickinson, Fort Collins, Gillette, Greeley, Pierre, Rapid City, Sioux Falls, and SW Minnesota Peach. *Rapid City/SDT Co-op*: Weekly newspaper ads in Denver; Minneapolis; St Paul; Mesa, Arizona; and Regina. *Spearfish/SDT Co-op*: Weekly newspaper ads in Gillette. *Black Hills, Badlands & Lakes/SDT Co-op*: Weekly newspaper ads in Boulder and Denver and ad for July issue of *Colorado Parents* magazine. *Aberdeen/SDT Co-op*: Weekly newspaper ads in Bismarck, Fargo, and Jamestown; and TV and radio spots.

SDT – Shoulder Season 2010 Giant Step Co-op: September issues of *Family Circle* on sale August 3 (Palisades State Park), *O Magazine* on sale August 13 (Black Hills scenic), *Better Homes & Gardens* on sale August 17 (CSP Buffalo Roundup), *Guideposts* on sale August 18 (Bear Butte), *Midwest Living* on sale August 24 (Badlands), and *Travel 50+* on sale August 27 (Spearfish Canyon/Falls); and October issues of *Ladies Home Journal* on sale September 14 and *Better Homes & Gardens* on sale September 21 (Mount Rushmore). *Guideposts* advertorial in September issue, hunting ad in August issue of *Pheasants Forever* magazine on sale July 10, and *Pheasants Forever* hunting spot.

The Shoulder Giant Step ads have been approved by partners. Completed review of Great Getaways partner copy and forwarded to each for comments. Newspaper insertion date is the week of August 15 for the four-color, 16-page co-op piece to reach 557,895 subscribers. Increased the number of partners from 36 to 42.

Designed the Independence Day flyer for Mount Rushmore National Memorial Society. Printed copies for distribution at the Interstate Information Centers. Forwarded file to the Society for printing and distribution.

Sent *Travelsmart* issue to 277,500 subscribers; topics included Celebrate Independence Day in South Dakota, The Black Hills Photo Shootout, Outdoor Photography, Mount Rushmore and More: The Black Hills, Badlands and Lakes Region, The Great American Road Trip, and South Dakota Freebies.

Created a handout of Tribal Casinos for distribution by travel counselors at the Interstate Information Centers.

Worked with 280 partners in the Digital Revolution co-op. Continued to work through many program issues: regional page widgets, administration functionality, homepage newsroom graphic, Travel Professionals website, E-Vacation Guide sign-up form, multimedia gallery search functionality, Trip Planner usability, newsroom photo filtering, Adventure section, and Native American section.

Met with Watertown BID board on a co-op for the shoulder campaign. Met with Rapid City, Custer State Park, and Deadwood on media schedules for their shoulder co-op campaigns with Tourism.

Plan to use the “Rooster Rush” logo and an enhanced plan for shoulder in which the industry can again participate. Will place information on the campaign on SDVisit.com. Began contacting potential sponsors for this year’s giveaway as part of the Rooster Rush promotion. An online toolkit for promotions will be available for local communities and groups.

Another part of the shoulder campaign includes a sponsorship package with the Minnesota Vikings and a full sponsor of the October 17 game against the Cowboys. Tourism is also sponsoring a Mount Rushmore float in the Macy's Thanksgiving Day Parade.

Publications

Forwarded the link on TravelSD.com to the PDF of the Native South Dakota – A Travel Guide to Tribal Lands publication to the tribal and organization representatives who assisted with gathering information. Refined/developed a distribution plan for all publications.

Decided to discontinue printing of an Adventure Travel Guide since TravelSD has listings in a searchable database. Will notify these businesses of the change and make sure their business has the proper tags for searches by potential visitors.

World Wide Web/E-Commerce

On TravelSD.com, 76 vacation packages were listed. Added three new partners in the Hot Deals program and registered eight hot deals.

Use of the 2010-2011 digital South Dakota Digital Vacation Guide prompted 1,500 people to request a hard copy of the guide; and on average, each viewed 35 pages.

On the Industry Site - SDVisit.com: Posted updated PDFs of the requirements and application form for the Matching Dollar Challenge program. Created an online feedback form for the Digital Revolution program. Updated the web pages and Online Payment System for the 2010 Group Tour Co-op. Updated information about the "Native South Dakota" guide on the Publications page and removed the "Adventure Travel Guide." Made updates to the Tourism Awards nomination pages and forms as needed. Began working on page updates to Rooster Rush campaign.

Research

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

Cancelled contract with Black Hills State University for the Travel Monitoring System due to the departure of its developer, Dr. Dan Spencer. Also, there has been limited usage by the industry and there has been no increase in funds to pay for the system.

In discussions with Xanterra Parks and Resorts at Mount Rushmore National Memorial to develop a survey, similar to Tourism's Intercept Study, to gather travel behavior and demographic information at this attraction, which may include the international travel segment.

Distributed 6,500 copies of the annual Intercept Survey to Interstate Information Centers; travel counselors at each of the 13 Centers will hand out 500 surveys to travelers from July 5 – 14. Expect most of the surveys will be forwarded to Tourism within two weeks. They will be encoded for analysis.

Tribal Tourism

Attended the Tribal Tourism Roundtable in Flandreau. Participants decided attendance of members is best when the meetings are held in Pierre. Members will do community outreach.

Governor's Tourism Advisory Board

The next meeting is July 14 and 15 in Watertown.

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

Discussed aspects of both events with the Governor.

Received approval of list of domestic and international journalists to invite to the Roundup; sent Save-the-Date email to this list.

Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Will compile report from evaluation forms from organizers.

South Dakota Outdoor Expo, Huron – June 12-13: Will compile report from evaluation forms from organizers.

Ipswich Trail Days, Ipswich – June 11-13: Will compile report from evaluation forms from organizers.

River City Racin', Chamberlain/Oacoma – June 19-20: Event was cancelled because of rain early in the week that caused flooding of event venues and contributed to floating debris in the race course.