

To: Secretary Richard Benda  
 From: Melissa Miller  
 Date: 08/05/10  
 RE: July 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 the end of 2010**

Tourism Office Funding Update:	June 2009	June 2010	% Change
Deadwood Gaming Tax	\$ 275,960	\$ 278,745	1.0%
Tourism Promotion Tax (1%)	\$ 375,274	\$ 358,728	- 4.4%
Tourism Promotion Tax (.5%)	\$	\$ 120,488	na
<b>Total Monthly Deposits (w/.5%)</b>	<b>\$ 651,234</b>	<b>\$ 757,961</b>	<b>16.4%</b>
<b>FY2010 vs. FY2011 (w/.5%)</b>	<b>\$ 651,234</b>	<b>\$ 757,961</b>	<b>16.4%</b>

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

- Domestic Tour Operators: Organized a giveaway of a trip to South Dakota for a tour operator during the West Coast Mission for the Japanese market in Los Angeles in August.
- Domestic Journalists: Hosted Marge Peterson and accompanied her to the Oahe Chapel and Capitol grounds. Other stops were made across the state for articles on agri-tourism and wineries.
- Outdoors: Hosted Dave Carlson of Northland Adventures from Eau Claire, Wisconsin, for filming a walleye and small mouth bass fishing show on Lake Oahe with guide Paul Steffen of Onida. The show will air the first week in August on WQOK.  
Accompanied April Gregory into the backcountry of Badlands National Park for filming and photography on hiking in the Badlands.

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

- Group Tour Co-op: Have 18 visitor industry partners for the group tour co-op, a 4-color, 4-page ad placed in five magazines for a total circulation of 43,605.

Media and Public Relations		
	Jun-10	FYTD
Circulation	24,014,161	57,310,632
Earned	\$27,355	\$941,778
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	175,128	2,348
06/10 % Chng	15.3%	-13.5%
FYTD	1,392,222	31,579
Time On Site	12.7%	20.8%
Pages/Visit	-1.9%	4.6%
Online Trip Itineraries	15,865	NA
<b>Email</b>	<b>Emails Sent</b>	<b>Emails Read</b>
Jun-10	267,513	10.5%
FYTD	2,574,875	10.0%
Digital Revolution		
# of Partners	286	

Office of Tourism Indicators					
		Jun-10	Jun-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$358,728	\$375,274	-4.4%	-4.4%
	Gaming Tax	\$278,745	\$275,960	1.0%	1.0%
	Tourism Tax (.5%)	\$120,488	NA	NA	NA
Travel Activity	State Parks	1,429,664	1,413,628	1.1%	
	Natl. Parks	688,850	749,692	-8.1%	
	Traffic Cnts	211,544	232,294	-8.9%	
	Gas Prices	\$2.68	\$2.60	3.1%	
	Overnights	516,276	504,278	2.4%	
	Occupancy	71.2%	71.8%	-0.8%	
	Avg Rates	\$77.45	\$76.49	1.3%	
Inquiries	<b>Total</b>	20,776	20,517	1.3%	NA
	Online	15,067	13,646	10.4%	NA
	Mail	1,989	3,612	-44.9%	NA
	Phone	1,000	1,102	-9.3%	NA

## 2010 Initiative

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

## Media & Public Relations

Fulfilled information requests to Federal Reserve Bank, USA Today, Miami Herald, *Midwest Living's* website, and general inquiries from MediaSD.com. Had media interviews with Winner radio station regarding filming in South Dakota. Assisted Heather Murschel of the Black Hills Pioneer with information on how many people were using the Black Hills for winter outdoor recreation. Wrote captions for 11 pictures for the Collective Travel Radio website.

Sent pitches to South Dakota media regarding the new video game download for Nascar Racing 2003 that features the Black Hills; to msnbc.com regarding Pioneer Auto Show (inquiry for great automobile museums); and to Helium.com regarding new visitor-friendly features on TravelSD.com.

Sent press releases to in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Black Hills Photo Shootout: Registration Open; South Dakota's Great Faces: Arne Larson, Ted Husted, and Charles Badger Clark; Online Bookings Jump Triple Digits for South Dakota Visitor Industry; Travel South Dakota Day at the State Fair; and Tourism Conference 2011: Save the Date. Sent Multimedia Press Release (MMPR) on The Lodge at Deadwood. Sent summary report and three lists of journalists to The Lodge; tracking showed an open rate of 37.4% for 337 contacts. The MMPR for Pierre's Cornhole Tournament was sent to all in-state media. The MMPR for Sculpture in the Hills was sent to 1,780 contacts and had an open rate of 23%.

Sent notification to visitor industry asking them to remove inaccurate information regarding the July 3-4 celebration at Mount Rushmore National Memorial.

Tracked 41 earned news clips and social media posts through Vocus and the South Dakota Newspaper Association.

Hosted Marge Peterson and accompanied her to the Oahe Chapel and Capitol grounds. The rest of her itinerary included several stops for other articles on agri-tourism and wineries.

Notified by representatives of *414 Magazine* that the release date of *The Body* issue is set for August 14. Assisted them with locations for the shoots, contact from Milwaukee media blitz.

Completed itinerary for Brian Clark for August for Custer State Park story, contact from Milwaukee media blitz. Activities include horseback ride, chuckwagon dinner, and guided rock climbing. Tim Wassberg canceled his trip to Sturgis.

Participated in online training for new Vocus social media monitoring products.

Met with Macy's via conference call to discuss public relations opportunities for the Mount Rushmore float in the Macy's Thanksgiving Day Parade. Worked out in-state and out-of-state policy and sent information to Macy's for the joint press release to be written and distributed by Macy's.

Met via conference call with South Dakota Public Broadcasting Nature Adventures to discuss sponsorship; asked them to submit a proposal prior to August 18.

For Travel South Dakota's Twitter account, have 116 new tweets for a total of 800 and have 1,793 followers, up 78 from June. For FaceBook, have 4,138 fans, up 355 over last month. Made blog posts on Hot Harley Nights and the Oscar Micheaux Film Festival and responded to comments from postings. Discussed a potential FaceBook contest to help build fan base.

### Industry Relations

Distributed eFYI newsletter to 1,335 list members via Listrak.com and to 2,345 email addresses on Tourism's database. Topics included Director's Report, Rooster Rush 2010, Great Service Star Submissions Due in September, Increase Your Business, *AAA Home & Away* in South Dakota, June 2010 Travel Indicators, Banquet in Honor of Bill Honerkamp, 2011 Governor's Conference on Tourism, Important Reminders, and What Our visitors Are Saying.

Continued to work on 2011 Governor's Conference on Tourism: vendor booth space, speakers/sessions, Save-the-Date cards, registration form, and sponsorship flyer. Will mail Save-the-Date cards and sponsorship flyers to the visitor industry for the January 19-20 Conference in early August.

Attended the quarterly board meeting of the Glacial Lakes and Prairies Tourism Association. Spoke briefly on the hospitality programs, and gave presentation on how the Media/PR team can help the industry and team responsibilities performed within the Office of Tourism.

### Trade Sales Group Tour/International

Distributed Travel Professionals E-Newsletter to 167 list members via Listrak.com. Topics included Bring Your Camera, City Highlight: Wall, Travel Professionals Tip, Featured Itinerary: Interstate 90 and the Black Hills, Featured Attractions, Featured Events, and What's New?.

Sent requested information to TLC Travel, Wisconsin; Tour Hunters North America, California; AAA Travel, Iowa; DDA Enterprises, Minnesota; and *Communique* magazine, Belgium.

Fulfilled requests for Vacation Guides to AAA/CAA Offices in California, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Nebraska, New Mexico, Ohio, Texas, and Wisconsin; and Manitoba, Canada.

Have 18 partners for the group tour co-op ad. 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). Total circulation is 43,605. Will also print 4,500 copies of the ad to mail to group tour operators in January.

Mailed the National Tour Association (NTA) postcard to 900 tour operators on our database to notify them of the South Dakota attendees at the annual convention in Montreal in November. The postcard will arrive at the time the online appointment request session opens.

Met with 2-Nations Tours partners from North Dakota, Minnesota, and Manitoba to update promotions and itineraries.

Assisted inbound tour operator, Robin Sammeriino, from Team America, New York, during her day trip to Mount Rushmore National Memorial, Crazy Horse Memorial, and Deadwood. She was on vacation as well as doing research for possible new product for their company's offerings.

Planning a giveaway to a tour operator during the West Coast Mission in Los Angeles in August for the Japanese market; it will include an itinerary, attraction passes, lodging, and a rental car.

Made arrangements to attend TheTradeShow for travel agents in Orlando in September.

Sent an e-invite and preliminary itinerary to international journalists regarding the Buffalo Roundup. We have 13 confirmations by international journalists.

Worked with Jenny Kollander, *Discover America*, on finalizing South Dakota co-op ad partnership for the Canada/United States issue.

Worked with Rocky Mountain International states regarding co-op with *America Journal* magazine in Germany for an ad and giveaway trip for their upcoming fall show and promotion sweepstakes.

Intern Shonna Du from China has begun a Chinese blog about her travels in South Dakota. She has also been working on translating print items for Tourism for the Chinese market.

### Outdoors

Hosted Dave Carlson of Northland Adventures from Eau Claire, Wisconsin, for filming a walleye and small mouth bass fishing show on Lake Oahe with guide Paul Steffen from Onida. The show will air the first week in August on WQOK.

Accompanied April Gregory into the backcountry of Badlands National Park for filming and photography on hiking in the Badlands. Wrote a blog about the subject, accompanied with pictures taken during the outing. Began making preparations for a mountain bike story with her, featuring the Black Hills.

Scheduled the Pheasants Forever Writers Hunt for December 5-8. Working with Casey Weismantel to host the writers in Aberdeen this year.

Continued contacting outdoors writers about the opportunity to attend the Akaska Walleye Classic on Sunday, August 14, and fish with a professional angler and a South Dakota dignitary.

Working with Mitch Petrie, Ron Schara productions, on an archery hunt for antelope in northwestern South Dakota in August. Assisted writer Phil Bourjaily, *Field and Stream*, with research on hunting ducks, geese, and pheasants. Steve Smith, *Pointing Dog Journal*, wants to do a story on late season pheasant hunting in the northeast region.

Replied to Mitch Patterson from Iowa about the legislation that may turn the Buffalo Gap National Grassland into the Tony Dean National Wilderness Area.

### Film Office

Herve Attia, film maker, has completed part two of his two part project on "Dances with Wolves" locations tribute video, both on YouTube.

Sent Film Office E-newsletter to film industry and asked for input regarding roundtable discussion topics. The next roundtable will be at the South Dakota Film Festival, September 10-12, in Aberdeen; discussion topic will be about whether or not the film industry can support another festival in eastern South Dakota.

From FilmSD, fulfilled two requests for the Film Production Guide.

Received copy of July issue of *Markee* magazine with an extensive article about filming in South Dakota and the Film Office. Continued to research cost to do pay per click for the film office. Sent inquiries to *P3 Update*, *MovieMaker*, and *Locations Guide* to get estimates on ad costs.

Cancelled arrangements made for the Kiddin' Around USA hosting after the family had to cancel their trip to South Dakota.

Working with John Brookbank, who is filming "Midwest Monster" in South Dakota in August. Currently working on finalizing a location in southeastern South Dakota. Working with Aaron Toronto, producer of the film "The Pact;" he plans to start principle photography in August and use a number of cast and crew from South Dakota.

Ron Fella, Sturgis Productions, plans to produce another Full Throttle Saloon film this year at Sturgis. Contacted police departments in the Rapid City area to let them know about the project.

Sent press releases regarding submission entry dates on behalf of the South Dakota Film Festival.

Film Office Twitter account had 12 new tweets for a total of 211; it has 248 followers, up 6 from June.

### Hospitality

Issued 23 Governor's Certificates for Outstanding Hospitality for a first recognition, three gold seals for a second recognition, and two pins for the third recognition.

Updated the Great Service Star (GSS) program application form on SDVisit.com; organized application mailing for the first week of August. This is for visitor industry members who will be awarded the use of the GSS logo in their advertising if they meet program criteria. The application will also be valid for consideration of the annual George S. Mickelson Great Service Award to be presented at the 2011 Governor's Conference on Tourism.

### Information Centers

Compiled car count at the Interstate Information Centers for the months of July; the overall count was down over 2009 by 6.1%; car count for Canadian visitors was up 4.4% over the same time period in 2009; and car count for all other international visitors was down 10.1%. Of the 259 motorcoaches/buses that stopped at the Information Centers, 48 contained international passengers.

For June, use of Travel CD's at the Information Centers was up over June 2009 by 14%.

### Photo/Video

Completed the following on Tourism's photo hit list: Palisades, Garretson; Butterfly House, Outdoor Campus, Hot Harley Nights, and Falls Park, Sioux Falls, Discovery Center, canoeing, Pierre; Sturgis BAM; Chevy Nomad Rally, Canyon Lake, Rapid City; Pactola Reservoir; Sheridan Lake; Black Hills Maze; Cosmos Mystery Area; July 4 parade, stock car racing, demolition derby, Miller; rodeo, fireworks, Fort Pierre; Porter Sculpture Park, Montrose; Prairie Village, Madison; wildflowers, wildlife, camping, Custer State Park; Iron Mountain Road tunnels and bridges; and Mount Rushmore National Memorial.

Fulfilled requests for photos/slides to Rapid City CVB; South Dakota Public Broadcasting, Vermillion; Black Hills Central Reservations, TDG Communications, Deadwood; Hill City Chamber of Commerce; Prynt Com, Department of Game, Fish and Parks, Department of Transportation, Pierre; Lawrence & Schiller, Sioux Falls; Mitchell Daily Republic; Black Hills Pioneer, Lead; *Motor Market Magazine*, Wisconsin; RoadTripsForFamilies.com; Miami Herald, Florida; *Midwest Living Magazine*, Iowa; Rocky Mountain International, Wyoming; and *Canadian Traveler Magazine*.

Led a portion of the Worldwide Photo Walk at the Capitol grounds in Pierre; seven from Pierre were part of over 33,000 people worldwide taking pictures that day.

Installed Extensis Portfolio database software and continued inputting images that now total 12,185 in Tourism's database.

Completed the following on Tourism's video hit list: scenics of Bear Butte and buffalo, waterfalls in Spearfish Canyon, Pactola Lake in the Black Hills, scenics of the Badlands, exterior scenes of Wall Drug Store, canoeing and camping at Farm Island, and wheat fields and wheat harvests near Pierre.

Video dubs and loans: Sent Black Hills video to Michael Callan in Yucca, California, for a Sturgis video he is producing; Neal Browne in Colorado for a video he is doing for Elkhorn Resorts; Gray Matter Productions in Massachusetts for video they are producing for large video screens at the Sturgis Rally;

prairie footage to Optomen Productions in New York for a film they are producing on Sue the T-Rex; and Red Line Editorial in Burnsville, Minnesota, for an educational website.

Black Hills Photo Shootout: FaceBook Fan Page has 498 fans; over 85 have registered; purchased advertisement in Outdoor Photographer magazine's special workshop issue; identifying ambassadors to assist with event; and held photo walks at Prairie Village and the Capitol grounds to promote the Shootout. Coordinated printing of 750, 4x9 rack cards promoting the Shootout. Worked on set-ups for registration areas at Black Hills State University and the Dahl Art Center. Updated website with registration and session information.

Added a Roughlock Falls video to the YouTube channel.

#### Travel Market Advertising

*Peak 2010: Custer BID/SDT Co-op* – Newspaper ads in Fort Collins, Greeley, and Loveland. *Black Hills, Badlands & Lakes/SDT Co-op* – Weekly newspaper ads in Boulder and Denver. *Aberdeen/SDT Co-op* – Newspaper ads in Bismarck, Fargo, Grand Forks, and Jamestown.

*Peak/Shoulder 2010: Rapid City/SDT Co-op* – Weekly newspaper ads in Denver, Minneapolis, St Paul, and Regina. Reviewed and approved creative for shoulder newspaper ads, TV scripts, and image spots. *Spearfish/SDT Co-op* – Newspaper ad in Gillette; TV script and image spot; and Web banners.

*Shoulder Season 2010:* Finalized and shipped the following for *South Dakota Tourism (SDT)* – Advertorial for AAA on Black Hills events; Giant Step – September issues on sale August 17; Rushmore ad for *Budget Travel* and Hunting ad for *Field & Stream*; Hunting ads in September issues of *Pheasants Forever Journal* on sale August 21, *Cabela's Outfitter Journal* on sale August 25, and September/October issue of *North American Hunter* on sale August 31. *Custer State Park/SDT Co-op* – Ads in *AAA Home & Away*, *AAA Living*, and *Minnesota Monthly* magazine. The first shoulder ad (Roundup focus) ships August 3. *Watertown/SDT Co-op* – Hunting ads for *Pheasants Forever* magazine on sale August 21 and *Gun Dog* magazine on sale September 7; insertion in *Game & Fish* magazine September 21; TV script; and image spot.

For Great Getaways newspaper co-op, insertion date is the week of August 15 for the 4-color, 16-page co-op piece planned to reach 557,895 subscribers.

Sent Travelsmart issue to 247,350 subscribers. Topics included Four Ways to Spend the Lazy Days of Summer in South Dakota, Discover the Great Lakes, South Dakota State Fair, and South Dakota Freebies.

Finalized creative, radio spot, and Web banners for Rooster Rush promotions. Will place campaign information on SDVisit.com about ways in which the industry can participate, including orders for T-shirts, caps, door clings, banners, and posters. An online toolkit for promotions will be available for local communities and groups. Developed a game and prize for half-time of the October 17 Vikings/Cowboys game Tourism is sponsoring, which will feature Rooster Rush banners in the stadium and tailgating. Began contacting potential sponsors for this year's giveaway as part of the Rooster Rush promotion.

Worked with 287 partners in the Digital Revolution co-op. Continued to work through program aspects: 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, Native American section, Chinese Section enhancements, Camping Section improvements, and Photo Shootout Graphic.

Sent email and press release to in-state media and the Digital Revolution partners on statistics, project updates, tips, and a link to offer feedback on the program.

## Publications

Developed distribution plans for the Native South Dakota, A Travel Guide to Tribal Lands booklet and the Motorcycle Guide/Map.

Decided to discontinue the print version of the Adventure Travel Guide as businesses are able to be found in the searchable database in the free listings of the Visitor Services Directory on TravelSD.com.

Tourism has taken over printing costs for an update of the Travel South Dakota's Tribal Lands brochure. Expect delivery of the 50,000 copies in early August.

## World Wide Web/E-Commerce

On TravelSD.com, 136 vacation packages were listed; added 16 Hot Deals.

Continued to work on site updates (i.e. broken links, misspellings) as identified by SiteCheck. Began looking into the site's capability to display Chinese characters in order to add the page or pages that are being translated. Will check with Lawrence & Schiller (L&S) as to whether the site can be made to accommodate Chinese.

Mailed Calendar of Events forms to visitor industry.

On SDVisit.com, activated the online Calendar of Events form and posted the updated print form. Posted the logo for the 2011 Governor's Conference on Tourism to the homepage and the main conference page. Created a page for the 2010 trade show and sales mission leads and posted PDF and Excel files. Completed page updates for Rooster Rush

For TourSDakota.com (TravelSD.com/TravelProfessionals), confirmed that L&S fixed the problem with the Contact Us forms where the states and countries were coming through in the emails as numbers instead of text. Contacted L&S about the missing websites on the Meetings and Conventions main page and confirmed that they added the websites back in.

For FilmSD.com, assembled the fifth issue of the Film Office E-Newsletter and sent via Listrak.com to 130 subscribers. Topics included Editor's Note, Roundtable Discussions, South Dakota Film Festivals, Public Relations Efforts, and What Else is Going On.

## Research

Continued working on the Visitor Relations Management (VRM) program that will enable the office to accurately pull reports for inquiry type, country, co-op partner inquiries, and reservations. Will work on the dashboards for the system for reporting purposes. Worked on removing over 100,000 duplicates within the system through a program called Ringlead.

Google Analytics enhanced their reporting features to include multiple URLs under one tracking report. Depending on their ability to open up their API, Tourism may move exclusively to this program and begin working on integration within Sales Force. Will continue to utilize Webtrends for the remainder of the contract.

Have encoded over 1,000 returned Intercept Surveys of 6,500 that were distributed to travelers who stopped at Interstate Information Centers, July 5 - 14. The encoding is being done in Survey Monkey, which will provide analytics more quickly. Tourism expects another 500 will be returned. Will select winner of a \$250 gas card from the survey respondents on August 12.

Began discussions with Xanterra Parks and Resorts at Mount Rushmore National Memorial to develop a survey, similar to Tourism's Intercept Survey, which would allow Tourism to gather travel behavior and

demographic information from our top travel destination. This is also an effort to gather more data on South Dakota's international travel segment.

Contacted Global Insight regarding their Event Calculator; provided specifics on the project as well as timeline for completion.

#### Logo

Sent South Dakota logo to Robin O'Neill in Sioux Falls for Great Plains Zoo Matching Dollar Challenge ad. Sent logo decals to Tela Mann for South Dakota National High School Rodeo. Sent State Seal and walleye fishing and river images to Cholick Signs in Pierre. Sent State Seal to Mike Mueller at Bureau of Administration. Sent South Dakota script to Rachel Knust, a South Dakotan living in Washington, D.C., who organizes gatherings of fellow South Dakotans who live there; and to Allyse Thaler at Pheasantland Industries for embroidery on caps.

#### Tribal Tourism

Began organizing the next roundtable for October in Pierre.

#### Governor's Tourism Advisory Board

The agenda for the Board meeting in Watertown included Tourism's Revenue, 2011 Governor's Conference on Tourism, Research, Million Dollar Challenge Report for FY2010, Marketing Report, Digital Revolution, Business Reports, and Matching Dollar Challenge (MDC) Applications for FY2011. MDC projects were approved from Sioux Falls Sports Authority for the Sioux Falls Marathon and Pierre and Timber Lake for DINOSARUS! Exhibit.

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

Discussed aspects of both events with the Governor. Committees have been working on sponsors for the events, menus, and print materials, plus tours for guests and itineraries for journalists.

#### Great Events for 2010

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

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

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