

To: Secretary Richard Benda  
 From: Melissa Miller  
 Date: 10/06/10  
 RE: September 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**

<b>Tourism Office Funding Update:</b>	August 2009	August 2010	% Change
Deadwood Gaming Tax	\$ 303,359	\$ 313,328	3.3%
Tourism Promotion Tax (1%)	\$1,106,303	\$ 1,003,611	-9.3%
Tourism Promotion Tax (.5%)	\$ 371,580	\$ 337,089	-9.3%
<b>Total Monthly Deposits (w/.5%)</b>	<b>\$1,781,242</b>	<b>\$ 1,654,028</b>	<b>-7.1%</b>
<b>FY2010 vs. FY2011 (w/.5%)</b>	<b>\$3,507,717</b>	<b>\$ 3,797,046</b>	<b>8.2%</b>

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

- International Journalists: Hosted 13 journalists to Buffalo Roundup: Arjan Leenhouts and Kim Van Dam, The Netherlands; Gerald Buthaud, France; Frank Corless, United Kingdom; Chiara Cetorelli, Andrea Montevechhi, Gabriella Braidotti, Sauro Scagliarini, and Francesco Tomasinelli, Italy; Margit Boeckh and Walter and Beate Kreuzer, Germany; and Sonja Stimmer, Arizona, owner and editor of *Spirit of the West* magazine, which is distributed in Austria, Germany, and Switzerland.
- International Tour Operators: Sent South Dakota brochures, maps, materials, and a DVD presentation for 46 international tour operators to the annual Rocky Mountain International (RMI) Megafam, an educational familiarization tour on the region. South Dakota hosted it last year. Hosted four sales agents from tour operator Comptoir, France, to the Black Hills area for site inspections.
- Domestic Tour Operators: Worked with Noreen Phipps from Black Hills Badlands and Lakes on organizing materials for MLT University Trade Show in Minneapolis. Over 1,600 Travel Agents from the United States and Canada attended the show. Represented South Dakota in a booth and distributed promotional materials at TheTradeShow (for travel agents) held in Orlando.
- Domestic Journalists: Hosted 11 journalists for the Buffalo Roundup and pre-Roundup press tour: David Law - KXLG Radio, Watertown; Jeri Thomas - KSDJ Radio, Pierre; Marci DeWolf - Travel News Service, South Carolina; Claudia Carbone - freelance writer, Denver; Bob and Gloria Willis - freelance writer and photographer, Fort Collins; John Fine and Myriam Moran - freelance writer and photographer, New York; Johnny Boggs - *True West* magazine, Santa Fe; Kristie VerMulm - KTIV-TV, Sioux City; and Julie Carl - Winnipeg Free Press newspaper, Winnipeg, Canada.

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

- Black Hills Photo Shootout: Registered 122 people from 18 states, including Texas, Massachusetts, Missouri, Ohio, and Washington. Several had arrived four to five days early or were staying through the Buffalo Roundup. Partners in the event included Black Hills State University and Black Hills, Badlands & Lakes Tourism Association. Additional support came from the Dahl Art Center, Custer Chamber & Visitors Bureau, Crazy Horse Memorial, Black Hills Photographic Society, and the National Park Service.
- Giant Step Co-op: Filled partner limit of 38 from across the state. Media schedule for Peak 2011 includes *Better Homes & Gardens*, *Family Circle*, *Family Fun*, *Ladies' Home Journal*, *O Magazine*, *Midwest Living*, and *Travel 50 & Beyond* for a circulation of 4.1 million with impressions of 44.8 million.

Media and Public Relations		
	Aug-10	FYTD
Circulation	17,878,596	19,956,368
Earned	\$29,039	\$62,310
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	145,179	2,562
08/10 % Chng	13.6%	-27.4%
FYTD	310,604	5,167
Time On Site	-0.2%	0.0%
Pages/Visit	-21.6%	-6.5%
Online Trip Itineraries	20,089	NA
<b>Email</b>	<b>Emails Sent</b>	<b>Emails Read</b>
Aug-10	269,002	15.1%
FYTD	544,738	13.9%
Digital Revolution		
# of Partners	293	-

Office of Tourism Indicators					
		Aug-10	Aug-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$1,003,611	\$1,106,303	-9.3%	-3.6%
	Gaming Tax	\$313,328	\$303,359	3.3%	-0.1%
	Tourism Tax (.5%)	\$337,089	\$371,580	-9.3%	-9.3%
Travel Activity	State Parks	1,347,424	1,274,582	5.7%	
	Natl. Parks	805,484	733,744	9.8%	
	Traffic Cnts	255,914	236,101	8.4%	
	Gas Prices	\$2.68	\$2.56	4.7%	
	Overnights	540,994	513,900	5.3%	
	Occupancy	72.5%	70.3%	3.1%	
	Avg Rates	\$84.22	\$80.85	4.2%	
Inquiries	<b>Total</b>	11,577	NA	NA	NA
	Online	7,684	NA	NA	NA
	Mail	1,884	NA	NA	NA
	Phone	607	NA	NA	NA

### 2010 Initiative

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

### Media & Public Relations

Fulfilled information requests to Megan Luther, Argus Leader – Question on how many cities charge the \$2 room fee – referred her to the Department of Revenue and Regulation; Alysse Gear, *Midwest Living* – How tourism fared in 2010 peak season; Tom Lawrence, Mitchell Daily Republic – How tourism fared in 2010 peak season; Dirk Lammers, AP – Buffalo Roundup; and general inquiries from MediaSD.com. Had media Interviews with Dirk Lammers, AP, on the economic impact of the Roundup and Kristie VerMulm, KTIV-TV, on the Buffalo Roundup.

Sent pitch to Eye on Travel TV regarding South Dakota as a travel destination.

Tracked 33 earned news clips and social media posts through Vocus and the SD Newspaper Association, as of September 30.

Hosted 11 journalists for the Buffalo Roundup and pre-Roundup press tour: David Law - KXLG Radio, Watertown; Jeri Thomas - KSDJ Radio, Pierre; Marci DeWolf - Travel News Service, South Carolina; Claudia Carbone - freelance writer, Denver; Bob and Gloria Willis - freelance writer and photographer, Fort Collins; John Fine and Myriam Moran - freelance writer and photographer, New York; Johnny Boggs - True West Magazine, Santa Fe; Kristie VerMulm - KTIV-TV, Sioux City; and Julie Carl - Winnipeg Free Press newspaper, Winnipeg, Canada. Stops included Wall Drug, Badlands National Park, Oglala Lakota College, Wounded Knee Massacre Site, Red Cloud Indian School, Wild Horse Sanctuary, Mammoth Site, Wind Cave, Stone Faces Winery, activities in and around Hill City, Needles Highway, Roundup activities, Tatanka: Story of the Bison, Mount Moriah Cemetery, and main street Deadwood.

Held a Digital Relations Summit in Rapid City to discuss social media monitoring and ways to leverage information we're getting, plus software similar to Vocus.

Reached the goal of gathering a 5,000 fan base on FaceBook; up to 5,548 fans, up 1,155 from August. Posted news stories to wall and blog links. Continued to work on the Take Me Hunting FaceBook contest which launches October 4. Travel South Dakota Twitter account had 30 new tweets, for a total of 895 with 1,986 followers, up 83 from August. Made blog posts on Pumpkin Patches, Get Out in Your Backyard, Wine Harvest/1880 Train, SoDak Animation Festival, and Halloween in State Parks.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Faces: James "Scotty" Philip, John Boland, Almon "Hoadley" Dean, and Rose Wilder Lane; Travel South Dakota Day at the South Dakota State Fair; "Rare Rhinos of Africa Exhibit" at the Great Plains Zoo; Buffalo Roundup Named one of Country's 100 Best Events; 45<sup>th</sup> Annual Buffalo Roundup: Maintaining and Preserving America's Bison; Roundup media advisory #1; Satellite Feed Coordinates Available for Buffalo Roundup; Rooster Rush is On; Roundup media advisory #2; State-Community Partnership Brings Journalists to Pine Ridge; and Roundup media advisory #3 (satellite feed update). Posted two industry releases to MediaSD.com. Sent Multimedia Press Release for co-op with Great Plains Zoo; will have open-rate report by mid-October.

For Macy's Promotion, met with Mount Rushmore National Memorial Society regarding Macy's Thanksgiving Day Parade press conference and the 70<sup>th</sup> anniversary of the completion of Mount Rushmore; press conference will take place at Mount Rushmore in October.

Met with Governor Rounds, Chief of Staff Tom Dravland, Tourism and State Development Secretary Richard Benda, and film industry representatives regarding a film for a book written by South Dakotan V.J. Smith.

#### Industry Relations

Created the September issue of the industry eFYI newsletter and distributed to 1,326 list members via Listrak.com and to the Tourism industry's email list of 2,472 addresses. Topics included Director's Report, 2011 Giant Step, Rooster Rush 2010 – Promotional Materials, RMI Roundup in Rapid City in 2011, 2011 Governor's Conference on Tourism, Travel Professionals FaceBook Page, Press Release Reminder, Buffalo Roundup Named Top 100 Event, Move Forward with BHB&L, Important Reminders, and What Our Visitors Are Saying.

Finalized agenda for the 2011 Governor's Conference on Tourism; working on speaker contracts; sponsorships are coming in ahead of last year; and gathering information for registration flyer.

Was co-sponsor of travel day at the 2010 State Fair on Friday, September 3. Gathered 12 industry partners in a co-op with Tourism: Pierre CVB, SD National Guard Museum in Pierre, 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, SD Innkeepers Association, and Casey Tibbs Rodeo Center, Ft. Pierre. Staff also set up and staffed the Tourism booth at the State Fair.

Attended the Great Lakes Tourism Association board meeting and answered questions on Tourism's campaigns and co-op programs.

Made a presentation at the fall meeting of the South Dakota Association of College Career Centers on ways in which the Office of Tourism can work with this organization to help move graduates into the visitor industry workforce in South Dakota.

#### Trade Sales Group Tour/International

Will send group tour co-op piece to *Destinations* magazine by October 8, *Bank Travel Management* by October 20, and *Group Tour Magazine* by November 1. Will also print 4,500 copies of the piece to mail in January to group tour operators on Tourism's database. The group tour co-op ad was the Feature of the Month on *Bus Tours* magazine's website for the month of September.

Fulfilled requests for Vacation Guides to AAA Offices in Massachusetts, Michigan, Minnesota, Ohio, Pennsylvania, Tennessee, Washington, Wisconsin, and Wyoming.

Sent 2010 Issue 6 of the Travel Professionals E-newsletter and via Listrak.com on September 8 to 166 list members. Topics included Changing of the seasons, City Highlight: Brandon, Travel Professionals Tip, Featured Itinerary: Southeast Region, Featured Attractions, Featured Events, and What's New?. Sent 2010 Issue 7 of the e-newsletter via Listrak.com on September 22 to 164 list members. Topics included Spring Fever, City Highlight: Gettysburg, Travel Professionals Tip, Featured Itinerary: US Highway 212 (The Prairie Highway), Featured Attractions, Featured Events, and What's New?.

Coordinated and hosted the National Tour Association and America Bus Association (NTA/ABA) members to a pre-convention caucus in Pierre to help prepare members for the upcoming conventions; four suppliers attended. Sent postcards to 1,600 tour operators on our database to let them know who from South Dakota will be attending ABA Marketplace in January in Philadelphia.

Updated 2Nations Tours itineraries and brainstormed new ideas for tour operators traveling to the region; placed an ad in the November issue of *Courier* magazine.

Represented South Dakota in a booth and distributed promotional materials at TheTradeShow (for travel agents) held in Orlando. Also attended educational seminars.

Worked with Noreen Phipps from Black Hills Badlands and Lakes on organizing materials for MLT University Trade Show in Minneapolis. Over 1,600 Travel Agents from the United States and Canada attended the show. Attended session on new marketing trends.

Made campsite arrangements for Dirk Rohrbach, *Tours Magazine*, and group from Germany in Custer State Park and Wall. They also attended the Buffalo Roundup and visited the Pine Ridge Indian Reservation. 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.

Hosted nine tour operators and journalists from VUSA Austria to the Black Hills and Badlands areas. Received message they were very pleased with the itinerary, and they will be adding information about South Dakota and Wyoming to their website as well.

Hosted four sales agents from tour operator Comptoir, France, to the Black Hills area for site inspections.

Made arrangements with lodging property in Keystone for tour operator with Argus Reisen, Germany, who was in the state to research ranches and possible overnights for their guests

Worked with staff to provide copy, logos, and photos for *America Journal* ad and sweepstakes. Partnered with Rapid City on sweepstakes giveaway and coordinated information and photos. This sweepstakes will be promoted in the magazine and at America Journal's consumer show in October in Munich.

Sent South Dakota brochures, maps, and materials for 46 attendees to Rocky Mountain International (RMI) Megafam. Provided copy for South Dakota presentation as well as a DVD to present on the motorcoach since Tourism staff was involved in Buffalo Roundup hostings. Megafam is an educational familiarization tour on the region for international tour operators. This year's locations included Wyoming and Idaho; South Dakota hosted it last year.

Hosted two people from Aguila, France, in May. They are tour operators who were researching photo tour opportunities for people who have photography as their hobby. As a result, they will overnight for eight nights in South Dakota on their first trip, and South Dakota will be featured in their tour catalog.

Hosted 13 international journalists to Buffalo Roundup hosting including Arjan Leenhouts, and Kim Van Dam, The Netherlands; Gerald Buthaud, France; Frank Corless, United Kingdom; Chiara Cetorelli,

Andrea Montevechhi, Gabriella Braidotti, Sauro Scagliarini, and Francesco Tomasinelli, Italy; Margit Boeckh and Walter and Beate Kreuzer, Germany; and Sonja Stimmer, Arizona; from September 21-28. Invited journalist from Arizona after Wolfgang Manner had to cancel his trip – Sonja Stimmer is owner and editor of *Spirit of the West* Magazine, which is distributed in Austria, Germany, and Switzerland.

Made special arrangements for Margit Boeckh, German journalist, who spent five days researching articles in Deadwood, the Black Hills, and the Pine Ridge Reservation. Arjan Leenhouts, The Netherlands, spent four days on a post-trip for research on national parks and monuments, Rapid City, Native American, etc. Kim Van Dam, journalist from The Netherlands, also met with Wild Horse Sanctuary and Louie LaLonde in Deadwood to complete two of her side stories while in South Dakota. Frank Corless, United Kingdom, was on a post-Roundup fam in the Black Hills and Badlands.

### Outdoors

Assisted Richard Simms, Interactive Content Producer for Channel 9 News in Tennessee, in planning a hunting and fishing trip in October – duck hunting in Bennett County and walleye fishing on Lake Oahe. Sent information to Shirley Plank from [www.pagesmag.com](http://www.pagesmag.com), about our Rooster Rush promotion; she is working on a 200-word article and would like to use “Take Me Hunting” for the advertisement. Plank’s story will be an annual hunting story, focusing on pheasant hunting in South Dakota this year.

Attended Great Outdoors Initiative meeting in Fort Pierre to weigh in on South Dakota’s hunting and fishing programs as they relate to government programs and youth involvement.

Worked on upcoming hosting for Steve Smith, *Pointing Dog Journal*, for a story on late season pheasant hunting in South Dakota in December on public and private land near Aberdeen. Will host the Pheasants Forever writers’ hunt in December for their executive staff, Casey Weismantel from the Aberdeen CVB, and 15 of the top upland game outdoors writers. This group of hunters will also discuss current issues facing upland game and how they should be addressed.

Wrote press release on animal of the month and Mickelson Trail; sent through outdoor blog, FaceBook, and Twitter.

### Film Office

Fulfilled requests for four production guides. Assisted several members of the South Dakota film industry in updating their page information and keep it up to date on FilmSD.com.

Worked with organizers of the South Dakota Film Festival regarding press information. Placed ad in their program booklet. Hosted a roundtable discussion regarding changes in the South Dakota Film Office and ways the office can help the industry. Received great feedback, and will send information to the entire industry on thoughts and action steps for the coming months.

For the South Dakota Film Office’s Twitter account, have four new tweets for a total of 219 and 295 followers, up 24 from August.

### Hospitality

To this point, have received 118 Great Service Star applications.

Selected 12 applicants from the Great Service Star applications for consideration of the George S. Mickelson Great Service Award which will be presented at the Thursday banquet of the Governor’s Conference on Tourism. Tourism Board members will review finalists at their November meeting.

Participated in a teleconference with Barbara Zwetzig of Black Hills State University and Pearson Education publishing representatives regarding a new on-line customer service training program.

Presented information on the new program to the Governor's Tourism Advisory Board and asked them to go online to review it.

### Information Centers

Compiled car count at the Interstate Information Centers for May 22 through September 19; the overall count was up over 2009 by 5.9%; car count for Canadian visitors was up 18.2% over the same time period in 2009; and car count for all other international visitors was down 3.8%.

Closing schedule: September 19 – New Effington, Wilmot, Salem, Vivian, Wasta, and Tilford; Spearfish closes September 28; and Chamberlain, Valley Springs, and Vermillion close October 31.

Designed kids' activity books for distribution at Interstate Information Centers. The 16-page booklet has games and South Dakota facts targeted to grade-school-age children.

### Photo/Video

Completed the following on Tourism's photo hit list: scenics, fly fishing, hiking in Spearfish Canyon, Roughlock Falls, Pactola Lake, wildlife in Custer State Park, Buffalo Roundup, Stockade Lake scenics, Boondocks, and Meeker Ranch.

Fulfilled requests for photos/slides to Corn Palace Gift Shop, Mitchell; Department of Transportation, Pryntcom, Pierre; Watertown Public Opinion; Outdoor Women of South Dakota, *Etc.* Magazine, South Dakota Sport Hunting Association, J&L Harley Davidson, Sioux Falls; Quality Quick Print, Aberdeen; Rapid City CVB; *Midwest Meetings*, Brookings; Southeast South Dakota Tourism Association; Yankton; TDG Communications, Deadwood; Crazy Horse Memorial; *Midwest Living*, Iowa; Rocky Mountain International, Wyoming; Thomson Reuters, Minnesota; and Kuoni House Travel, United Kingdom.

Continued inputting images into Tourism's digital photo database, which is at 12,794 images.

Video dubs and loans: Sent footage of the Black Hills Pow Wow to April Gregory for the Digital Strategies website. Sent winter footage of the Black Hills to Linn Productions in Rapid City. Sent video to Epic Media in Sioux Falls for use in a production they are doing for the state court system. Sent an image video to the Rapid City Rotary Club for a presentation they are doing.

Assisted with registration and responded to questions about the area for the first-ever Black Hills Photo Shootout, September 17-18. Registered 122 people from 18 states, including Texas, Massachusetts, Missouri, Ohio, and Washington. Several arrived four to five days early or were staying through the Buffalo Roundup. George Lepp's presentation was a highlight and really inspired people. The instructors, ambassadors, and Black Hills State University (BHSU) students did a great job guiding people to sessions and locations for photos. Posted photos on Flickr.com, FaceBook, and [www.blackhillsphotoshootout.com](http://www.blackhillsphotoshootout.com), as well as personal websites and blogs. Partners in the event included Black Hills State University and Black Hills, Badlands & Lakes Tourism Association. Additional support came from the Dahl Art Center, Custer Chamber & Visitors Bureau, Crazy Horse Memorial, and the National Park Service. Media coverage included Custer County Chronicle, Black Hills Pioneer, and Rapid City Journal, half-hour live radio show on KBRK Radio in Brookings. FaceBook page has gained 575 fans. Will work with BHSU, Black Hills Photographic Society and Black Hills, Badlands and Lakes to begin preparations for next year's Shootout.

Coordinated satellite time for the media feeds at the Buffalo Roundup. Shot interviews with the Governor and Dick Miller and roundup and edited video and transmitted it via the satellite truck.

### Travel Market Advertising

Finalized and shipped the following ads for **2010 Shoulder** – *South Dakota Tourism (SDT)*: Newspaper ads in Sioux City, Council Bluffs, Minneapolis, Rochester, and Omaha. Badlands/vacation packages ad

for Omaha World Herald Fall/Winter Travel Section inserts October 3; Take Me Hunting ad for Cabela's Outfitter Journal inserts November 1 and in Pheasants Forever's October issue. Vikings game radio spot. Take Me Hunting/Gear Giveaway ad for Vikings Game Playbook and handout card for plaza tent. Signage for plaza tent, Metrodome, and gate banners.

*Custer State Park (CSP) and SDT Co-op*: Newspaper ads in Fort Collins, Greeley, Loveland, La Crosse, Rochester, and SW Minnesota Peach. Script for CSP video. *Deadwood/SDT Co-op*: Newspaper ads in Bismarck, Gillette, Dickinson, Sioux Falls, and Aberdeen. *Rapid City/SDT Co-op*: Newspaper ads in Minneapolis. Rapid City Getaway Giveaway promo. *Spearfish/SDT Co-op*: Newspaper ads in Bismarck, Gillette, Greeley, Aberdeen, and Watertown. *Watertown/SDT Co-op*: Newspaper ads in La Crosse and Rochester. Hunting ad for Dakota Hunting Guide inserts October 8. *Aberdeen/SDT Co-op*: Million Dollar Bird contest/promotion.

**2011 Peak**: Approved and placed ads for AAA CampBook and AAA TourBook.

Created an ad for *Discover America*; it will appear in Canada and U.S. copies of the publication.

Fulfilled requests for Rooster Rush community involvement/promotions for posters, T-shirts, and hat orders. Door clings and street banners were sent directly from the vendor.

For the halftime entertainment of the Vikings/Cowboys game October 17, worked with Brad Heidel from Pheasants Forever to use their pheasant costume, Rudy the Rooster. Contacted The Cogan House Lodge in Tabor, South Dakota, to host two people for two days of hunting and lodging as the prize for the half-time entertainment. At the Rooster Rush tailgating tent at the Metrodome plaza for the Vikings games on September 19, registered 534 people for the Hunt Gear Giveaway; and for the game September 26, registered 440 people. Will set up booth again for the October 17 game.

Sent copies of 2010 Shoulder Great Getaways to partners.

Mailed Peak 2011 Giant Step co-op application/forms to visitor industry and filled the co-op with 38 partners. Media schedule: *Better Homes & Gardens*, *Family Circle*, *Family Fun*, *Ladies' Home Journal*, *O Magazine*, *Midwest Living*, and *Travel 50 & Beyond*; circulation is 4.1 million with impressions of 44.8 million.

#### Publications

Finished updates provided by the Department of Game, Fish & Parks for the Snowmobile Trails Map. Sent PDFs of trail directory, eastern trails, and other copy updates for their review. Will complete cover panel design in early October. Tentative delivery of maps is mid-November.

#### World Wide Web/E-Commerce

On TravelSD.com, 78 vacation packages were listed; added 24 Hot Deals.

Began creating webpages for the international site with Chinese content.

Forwarded 4,481 email addresses from August inquiries for the Travelsmart subscriber list. Reviewed nearly 2,450 responses from Travelsmart and other Office of Tourism's email alerts; handled specific issues and forwarded others to appropriate staff.

TravelSD enhancements in progress: Keyword Search issues – we're currently looking into different search platform, E-Vacation Guide sign up form revisions – require only name and email address, Trip Planner Usability upgrades, Regional Page enhancements, Adventure Section, Native American Section, Chinese Section enhancements, Camping Section improvements, and Hot Deals and Vacation Package feeds.

For SDVisit.com: Updated the two Giant Step program webpages, including the links to a PDF of the updated registration flyer. Sent the Tourism Conference sponsorship email to 1,330 list members via Listrak.com and to the visitor industry email list to 2,432 addresses.

### Research

For the Visitor Relations Management (VRM) program, Tourism is using Google Analytics' enhanced reporting features that include multiple URLs under one tracking report for on-site sales. After identifying several data format issues, we've decided to put the triggered messaging on hold until we can go through a data cleansing process/audit.

Worked with Xanterra Parks and Resorts on distributing a Mount Rushmore Survey for Tourism with the purpose of gathering more travel behavior and demographic information from our top travel destination – similar to the Intercept Survey questions. Xanterra is also looking into the possibility of adding a callout to our survey on their receipt slips. Tourism is hoping this will provide more data on our international travel segment. A drawing will be conducted every six months from respondents with a \$150 gift certificate issued by Xanterra. Created survey instrument within SurveyMonkey.

### Logo/Photo Requests

Sent South Dakota logo to Cindi Green in Sioux Falls for a South Dakota Highway Patrol project and to Alphagraphics in Sioux Falls. Sent logo guidelines to Lee Marrs in Dallas, Texas. Sent Great Service Star logo to Robert Sharp & Associates for a Gold Dust website.

### Tribal Tourism

The next Tribal Tourism Roundtable meeting will be in Pierre on October 12.

### Governor's Tourism Advisory Board

The Tourism Board met in Rapid City along with three regional tourism association directors, staff from L&S, and staff from the Office of Tourism. Group was briefed on the budget; Trade Sales and Marketing team highlights; Research; Social Media; Governor's Conference on Tourism; Shoulder Campaigns which includes print and broadcast advertising, Rooster Rush and promotions with the Vikings, and Macy's Thanksgiving Day Parade; Digital Revolution; Interstate Information Centers; and new marketing ideas.

The Board discussed nominations for the two annual tourism awards to be presented at the banquet of the Governor's Conference on Tourism in Pierre in January. Recommendations will be submitted to the Governor for consideration.

The November meeting will be held in Pierre.

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

Coordinated photo shooting schedule, shot faces for show photography, helped with transportation and vehicle transport needs, organized and led tours, hosted domestic and international journalists, and completed follow-up.

Working on print materials, signage, and other details for the Hunt.