

To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: November 8, 2011
RE: October 2011 Monthly Status Report

By the Numbers

For September 2011 over September 2010:

- Information Requests – up 31.8%
- Web Traffic – up 100.6% (we saw a large increase in web traffic around the time of our monthly Travelsmart e-newsletter)
- Tourism Tax (1%) – down 13.4%
- Tourism Tax (.5%) – down 19.2%
- Gaming Tax – down 5.8%
- Hotel Occupancy – down 0.1%
- Hotel Overnights – up 0.7%
- Hotel Rates – up 2.4%
- Domestic Media Circulation – 453,660 and Publicity Value - \$5,097 (does not include Buffalo Roundup coverage)

Media & Industry Relations

Fulfilled information requests and/or gave interviews to Merle Rosenstein, Canadian Traveller, regarding what's new in South Dakota for their November issue; Matt Poe, Packaged Travel Insider, for article on South Dakota – what's new, group-friendly businesses, etc. for part of an advertising spread we're doing; Barbara Soderlin, Rapid City Journal, on shoulder season; Huffington Post regarding some of the best small towns in America – included information on Spearfish, Hill City, Watertown, and Brookings; Randy Mink, Leisure Group Travel, for article on the state; and general inquiries from MediaSD.com and others.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places series – Sica Hollow State Park and George S. Mickelson Trail; Gearing up for Rooster Rush; and Communities Partnering with Tourism to Promote Pheasant Hunting. Posted one visitor industry release to MediaSD.com – Mount Rushmore National Memorial Announces Cancellation of Fireworks. Reviewed two releases for History and one for Arts. Sent a release through Cision to South Dakota media contacts on behalf of Thomas Black and the South Dakota Film Festival for a film premiere event taking place in Aberdeen – "American Teacher."

For social media, attended a media event at the Cultural Heritage Center for the unveiling of their new exhibit; will post blog. Toured Sisseton, Springfield, Yankton, Avon, Tyndall, and Tabor; received great content to use for blog. Took new and improved template for the Travel South Dakota and South Dakota Outdoors blog live on October 26; blogs included Sica Hollow and Mount Rushmore History. Continued monitoring the social media conversations that are taking place around a set of key words involving South Dakota Tourism. Travel South Dakota Twitter had 50 new tweets for a total of 1,671 tweets and 3,210 followers, up 98 from September. Tourism has 8,266 fans on its FaceBook page, up 309 from September. Coordinated and managing the Take Me Hunting FaceBook Photo Contest. So far, the numbers of photos that have been submitted to this contest are down compared to last year; it could be because of the lack of visibility on South Dakota Tourism's Wall. Looking into contacting FaceBook to change our name from "South Dakota Tourism" to something that potential and past visitors might better recognize.

Created and distributed the October issue of Tourism's eFYI Newsletter to 1,284 list members via Listrak.com and to 2,073 on Tourism's industry database. Topics included Secretary's Report, 2011 Intercept Study Results, Rooster Rush 2011, 2012 Governor's Conference on Tourism, Trade Show Leads Available, 2012 Giant Step, Tourism Staff Updates, Important Reminders, and What Our Visitors Are Saying.

Attended the Black Hills, Badlands & Lakes annual meeting in Deadwood. Traveled to Sisseton to attend the Glacial Lakes & Prairies annual board meeting and reported on current Department of Tourism programs and answered questions concerning promotions and programs. Met with Great Lakes Association to discuss Tourism staff's role as liaison between the two offices.

Attended the VIA meeting in Pierre and gave update on Governor's Conference on Tourism. Attended monthly Pierre CVB hospitality committee meeting and assisted in preparations for the local Rooster Rush welcome of hunters. Assembled 50 "welcome to South Dakota" packets for guests from across the United States who were invited to the annual South Dakota State University Construction Management Engineering class pheasant hunt.

For Tourism Conference, gathered copy for the Conference registration flyer and sent to the printer; plan to mail flyers by November 14. Prepared sponsorship report and will make calls to gather more sponsors for sessions, luncheon, and banquet tables. Will begin layout and gathering copy for Conference booklet. Will contact speakers to see if they are interested in promoting their session with a short video clip to share on social media sites. Worked with staff to get Tourism Conference registration information posted online that includes the payment system, which will be available the second week of November. Mailed acceptance/regret letters to Made in South Dakota vendors regarding booth space at the T. Conference.

International and Domestic Trade Sales

Reviewed and assembled the 2011 issue 10 edition of the Travel Professionals E-newsletter; sent the to 330 list members via Listrak.com. Topics included Put a South Dakota Spring in Your Step, Travel Professionals Tip, Featured Itinerary: If You Only Have a Day, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for 200 Vacation Guides to AAA offices in Indiana, Nebraska, Ohio, and South Dakota.

Submitted appointment requests for National Tour Association (NTA) Annual Convention in December and in the process of submitting appointment requests for American Bus Association (ABA) Annual Marketplace in January.

Sent follow-up email to 48 participants of Rocky Mountain International (RMI) Megafam and included Buffalo Roundup fam slideshow with web links for South Dakota information.

Attended Scandinavian Mission in Denmark and Sweden along with RMI staff and states of Wyoming, North Dakota, Montana, and Idaho. Gave PowerPoint presentations in Malmo, Sweden, and had lunch with Governor and Mrs. Tunhammar and Janne and Leena Lundbladh (Jambo Tours) at the Governor's Residence; Umea, Sweden: trained seven staff at AR Group and six staff at Foretagsresor1 Umea and had one journalist at the media dinner; Copenhagen, Denmark: 13,000 consumers attended the Vagabond Travel Fair (3-day event), trained 25 journalist and trade at the Business to Business (media) Workshop, 200 at the "Best of the Rockies" and "America's National Parks" presentations, and worked booth at the Travel Fair; Hostelbro, Denmark: trained seven staff at Team Benns; Billund, Denmark: Team Benns Workshop (250 Team Benns US product clients attended the Real America featured destination event);

Arhus, Denmark: trained six staff at Marco Polo/My Planet; and Copenhagen, Denmark: trained three staff at Profil Reiser and two at Billetkontoret.

Attended the largest business-to-business trade show in Italy, TTG, with RMI partner states; met with 41 journalists and tour operators this year, compared to 31 meetings last year at the trade show. Contacted Rocky Mountain Holiday Tours, Colorado, regarding motorcycle and bicycle tour requests from TTG, Italy. Worked with web team to post TTG leads for South Dakota suppliers for follow-up.

For Travel Eyes, United Kingdom, sent tour services request to South Dakota suppliers for 2012 September tour. Contacted Sturgis Rally Department about rooms for Bon Voyage, United Kingdom; sent hotel rates to Martin Roberts. Contacted Sturgis Rally Department about sending 500 brochures to Italy for upcoming shows. Sent maps, motorcycle guides, 600 Great Parks (Italian) brochures and 750 Black Hills maps to United Kingdom warehouse for EICMA, Bike EXPO, and MOTO Days trade shows. Shipped press packet to Argentina. Provided information on 2012 Sturgis Rally dates for tour to Henning Prox, Germany.

Buffalo Roundup journalist hosting – followed-up with 11 Buffalo Roundup journalists by email and included a slide show of Roundup and hosting activities.

International Press

Italy:

Article called “Cowboys’ Life” by Sauro Scagliarini was published in the September issue of *Playboy*, a monthly lifestyle magazine for men (circ. 50,000) with an estimated ad value of \$3,000. Result of 2010 Buffalo Roundup.

Article on Sturgis Rally was published in the July issue of *Mototurismo*, a monthly consumer magazine dedicated to traveling by motorcycle (circ.35, 000) with an estimated ad value of \$2,000. Result of an office press release.

An article, “Rocky Mountain at No Frills 2011, was published in July on guidaviaggi.it, a weekly web trade magazine. Visitation is 57,500 weekly and 463,000 weekly visited pages. Estimated ad value is \$510.

Germany:

Co-op ad was placed in December/January issue of *America Journal*, Germany, along with an article on the RMI states by Brinke & Kranzle, who have attended the Buffalo Roundup.

The German Newspaper, *Westdeutsche Zeitung* (circ. 140,000), published an article in a September weekend travel supplement, “In the land of Crazy Horse,” written by Liane Rapp who attended the 2010 press trip to South Dakota. The first part of the article describes the annual Buffalo Roundup and a second part talks about the buffalo as an endangered species and the Black Hills, which are considered “Holy lands” by the Native tribes. A last part introduces the two large monuments in the area, Mount Rushmore National Monument and Crazy Horse Memorial. Kevin Costner and his Tatanka Story of the Bison mentioned as a museum worth visiting. Estimated ad value is \$37,760.

The *Fuldaer Zeitung* is a German regional newspaper (circ. 50,000 and a readership of 200,000). In their September 3 weekend travel section, another article written by Walter Kreuzer, who attended the Roundup with his wife Beate in 2010. The article is called “Under steam to the house of Teddybears.” Estimated ad value is \$11,855.

Australia:

The first travel story “Sculpting South Dakota” from Mark Juddery ran in the Canberra Times on October 15 (circ. 57,000) and had an estimated ad value of \$25,000.

France:

Grands Reportages is a lifestyle magazine printed 12 times a year (circ. 55,000); in September, they printed a story on the Buffalo Roundup, *Les USA Dans la Peau d’un Photographe*, by Patarick Frilet who was on the fam. Estimated ad value is \$4,000.

United Kingdom:

Media value for the month exceeds \$111,000. Milestones featured their 11-day American Parks Trail Tour in an online campaign worth \$41,600 which will last a minimum of a month. The tour includes Yellowstone and Custer State Park.

Mary Moore Mason of Essentially America confirmed that a South Dakota feature, resulting from her fam trip, will appear in the Autumn 2011 issue, out in late October.

Sent email invite to journalists and tour operators to visit the South Dakota booth at Travel Market Show in early November in London.

Outdoors

Met with Casey Weismantle from Aberdeen CVB on the upcoming Pheasants Forever Writer hosting near Aberdeen, November 29 – December 2. We are planning on having 25 writers attend this year.

Traveled to Torrey Lake Lodge to meet Alex Rutledge, Bloodline Outdoors, and KaCey Struckman, Miss Huntress 2011, for an archery deer hunt; they were filming for Alex’s TV show that will air on the Pursuit Channel. Working with KaCey Struckman on a possible meet and greet at Pheasant Fest in Kansas City in February.

Working with Chris Hull from GF&P on a possible South Dakota Fishing App for Droid and I-Phones.

Contacted potential journalists to cover the Mobridge Ice Fishing Tournament and the Pierre Winter Fishing Weekend.

The South Dakota Outdoors Twitter account had 22 new tweets for a total of 351 with 913 followers, up 42 since September.

Film Office

For FilmSD, sent three production guides and updated/approved three listings on www.filmsd.com.

Met with Department of Revenue & Regulation (DRR) regarding film incentive opportunities/options. Revenue will provide Tourism with research on how other states fund their incentives. DRR will look into what amount a small movie ticket fee could generate for a grant program for in-state film industry members.

Following up with the Black Hills Film Festival regarding sponsorship of a “Location Tour” hosting trip for filmmakers whose film was accepted into the 2012 Festival.

Completed the Association of Film Commissioners International (AFCI) Film Commission Fundamentals Course that is required for AFCI Membership. Will move on to take the next course, which is at Locations Trade Show, in June in California.

South Dakota Film Office Twitter account had two new tweets for a total of 253 with 589 followers, up 29 from September.

Hospitality

Reviewed 250 nominations for the Governor's Recognition of Outstanding Hospitality. For the Great Service Star (GSS), reviewed 110 applications and forwarded a list of the 2012 designees, who earned the GSS, to the four regional tourism directors. Began emailing GSS logo file to each of the approved designees for use in their marketing efforts. Selected 15 finalists for the George S. Mickelson Award from among the 96 applications received before the September deadline.

For the Online Customer Service Training, 2,105 registered and 1,799 completed the online training. There are 290 managers registered.

Information Centers

Held internal meetings to discuss industry ads, KELO land weather bulletins, Tilford Westbound, RV legislation, coffee stations, and Wi-Fi.

Travel counselors at Chamberlain, Valley Springs, and Vermillion wore T-shirts and provided hunting information to help promote pheasant hunting. These Centers closed the end of October.

In contact with Department of Transportation regarding poor maintenance of the Visited Valley Springs Center.

Updating TravelSD.com to create Centers as businesses/DR partners; tweaking Center descriptions.

Goals include eliminating Valley Springs issues with maintenance services, year-end newsletter, close final three Centers, continue improvement efforts of Interstate welcome signs, and send brochure program information to the visitor industry.

Photo/Video

Completed the following on Tourism's hit list: pheasant hunting; Outdoor Campus West, Rapid City; western antiques; Deadwood buildings; wildlife; autumn scenics; Bear Butte State Park; and Cultural Heritage Center exterior, Pierre.

Fulfilled photo requests with loans to *South Dakota Magazine*, Yankton; PrynntComm, Bureau of Information and Telecommunications, South Dakota Bankers Association, M&R Signs, Game, Fish & Parks, Pierre; Black Hills, Badlands & Lakes, Rapid City; Chamberlain CVB; Mitchell CVB, Dakota Discovery Museum, Mitchell; Dakota Mobile Hydraulics, Brookings; *Midwest Living* magazine, Iowa; GoingOnFaith.com, *Group Travel Leader*, Kentucky; Traveler Counselors, The Netherlands; *American Journal*, Germany; and Escape Travel, Sweden.

The second annual Black Hills Photo Shootout event was held October 1 & 2 and was successful with 144 photographers from 20 states and Canada. They attended workshops, lectures, and social events throughout the weekend. Beautiful weather and peak fall colors made it a perfect weekend. Oversaw the registration and check-in of participants during the weekend, set up items and A/V for social events, and

finalized website and budget items. Event has been handed off to Les Voorhis and Jason Hahn of Outdoor Photo Workshops. They plan to continue in a similar vein. Staff photographer will most likely continue as an instructor at future Shootouts.

Continued editing and inputting of digital photos into database with over 13,530 cataloged; new computer with more space received and installed.

Video Hit list: Custer State Park Buffalo Roundup included photos of Roundup guests for a slide show; video of the Roundup was edited and transmitted; and set up GoPro camera on corrals to capture stampede footage.

Added GoPro video of buffalo running over a fence to the YouTube channel and added the buffalo vs. fence video to the FaceBook page. The video has gotten over 6500 hits. YouTube channel videos had 25,723 hits for the month of October.

Video Dubs and Loans: Assembled video and made a DVD for the Arts Council Dance Grants. Sent pheasant hunting video to Game, Fish & Parks.

Procured new hard drives to handle the amount of footage coming from the aerial film project. Sent a portable hard drive to South Dakota Public Broadcasting and had them transfer the footage onto it.

Working on producing a 4-5 minute video that will be shown by Governor's Office of Economic Development at the annual SHOT Show in Las Vegas. Did interviews with three industry company owners for testimonials in the video.

Travel Market Advertising

The following were finalized and shipped for *2011 Shoulder for South Dakota Tourism (SDT)*: Newspaper ads in Council Bluffs, Minneapolis/St Paul, Omaha, Rochester, and Sioux City. Hunting CRM – Hunt & Gear Giveaway. Ads for AAA TourBook – one full page Badlands ad and one quarter page Experience South Dakota ad. Full page Tourism/regions ad for placement in each regional guide. *Custer BID/SDT Co-op* – Newspaper ad in Fort Collins inserted October 16. *Deadwood/SDT Co-op* – Newspaper ads in Bismarck, Dickinson, Gillette, Sioux Falls, and Williston. *Watertown/SDT Co-op* – Newspaper ads in La Crosse and Rochester.

Rapid City/SDT Co-op – Peak 2012: Review of new creative. TV script.

Invoiced partners for Pheasant Fest in Kansas City in February and sent update to partners regarding needs for the show, who to contact, etc. Tourism purchased an “alley” and offered booth spaces to a variety of potential partners – secured 12-14 partners who promote the outdoors/hunting.

For Rooster Rush/shoulder promotions, attended Vikings games in Minneapolis with a crew of other Tourism individuals to promote Rooster Rush via a booth in the plaza and staff in the crowd handing out banners; prepared a list of partner communities for a press release; and continued to send posters as requests were received. Moving forward with a sponsorship of the Half Yard Productions TV show that will include a show filmed in the Pierre area in November and additional video interviews and promos to be used by Tourism for marketing purposes. Messaging will include Rooster Rush and South Dakota being the #1 place to hunt pheasants.

Focus of first November hunting emails will be a testimonial article that was published in the Argus Leader about four pheasant hunters who had a great opener in South Dakota.

Worked with Black Hills Central Reservations to develop a vacation prize package as part of the Macy's Thanksgiving Day Parade efforts. Finalizing plans and schedule for street team efforts in New York City, November 19-22.

American Traffic Group Services will be doing the Canadian fulfillment in order to speed up the delivery of South Dakota Vacation Guides to our Canadian inquirers.

Reviewed 1,557 emails from the Online Request Form and responded when they had questions or needed specific information.

Responded to Tourism fan mail by sending hand-written notes and South Dakota promotional items.

E-Commerce

On the consumer website – TravelSD.com: 75 packages are listed.

Deactivated the survey link on the Mount Rushmore Survey webpage. Updated the Interstate Information Center webpage.

Reviewed 680+ responses to the October Travelsmart sent September 27; forwarded 32 replies/requests to appropriate staff. Reviewed 188 responses to a hunting email sent October 7 and 265 sent October 14; forwarded 14 replies/requests to appropriate. Reviewed 61 responses to two separate survey emails and forwarded seven to appropriate staff. Reviewed 38 responses to Vacation Guide (VRM) automated emails and forwarded 22 to appropriate staff. Reviewed 22 responses to the first Events VRM email and forwarded two responses to appropriate staff. Began reviewing 790+ responses to the November Travelsmart sent October 27.

On the industry site - SDVisit.com: Updated the three Giant Step program webpages and the links to a PDF of the registration flyer. Posted the lead lists (PDF, XLS) from the 2011 TTG Incontri show in Rimini, Italy, to the Tour Operator and International Leads List page. Began working on updates to the registration information for the 2012 Governor's Conference on Tourism, January 18 & 19, in Pierre at the BW Ramkota. Continued working with Bureau of Information & Telecommunications on the online registration process for the 2013-2014 Group Tour Planning Guide.

Sent Tourism Conference sponsorship email to 1,282 industry list members via Listrak.com and to 2,089 on Tourism's industry e-mail list.

Worked on developing email signature blocks for the Tourism staff that will incorporate contact information, websites, and social media links.

Research

Received and input 893 surveys for the second round of collections of the Mount Rushmore Survey. Decided to hold off distributing the survey until we review results and decide if we will continue with the survey in the spring. It was initially started to gather more data on our international visitors.

Will compile travel indicator statistics and send to the industry on a quarterly basis; the first deployment of the email will be sent the week of November 1. Data measures our performance and the health of the

travel industry via hotel data from Smith Travel Research, web trends, revenue, inquiries, information center counts, and attraction visitation.

Worked with L&S to create research panels in target markets to learn how various markets react and respond to South Dakota's marketing; recruitment panels for Minnesota and Wisconsin are complete. Next will be Kansas City since it is a likely market for Peak 2012, followed by Quad Cities/Chicago.

Sent first events email to 15,000 recipients, which featured Christmas at the Capitol; email template will be used as a bi-monthly email blast to consumers highlighting events throughout the state.

Will be optimizing 15 most visited pages in an attempt to lower bounce rates; will utilize Clicktale to monitor recorded web sessions.

Reviewed and approved the funnel for the activities portion of the booking engine; the next phases will include car rentals and airlines.

Discover Anywhere is currently reviewing our template and design for the South Dakota mobile app. Reviewed screen mockups with the marketing team.

Publications

Snowmobile Trails Map is being delayed as printer proof was slow to arrive in the mail and the press used to print the map was damaged. Plan to order 34,000 copies, most is paid for and distributed by GF&P.

Governor's Tourism Advisory Board

The next Board meeting is November 17 and 18 in Brookings; agenda will include updates on the Department of Tourism, applications for the George S. Mickelson Award, nominations for the Ben Black Elk Award and the A.H. Pankow award, and Matching Dollar Challenge applications.

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

Working on earned media report from satellite feed for the Roundup, Governor's thank you letter to contributors/sponsors and pre- and post-roundup media hostings.

For the Hunt, worked on trap shoot, vehicles, decals, signage, print materials, invoices, license plates, photo plan, AV needs, hosting, photography/faces show, registration, landowners, clean-up, art display at the Mansion, and thank you letters/gifts.

Web Assistance

A. DeVany:

Reviewed redesigned State homepage, per request from Bureau of Information & Telecommunications.

Creative Consultations/Projects

A. Hofmeister:

For GOED:

Will make updates to the Dakota Seeds brochure file and send for printing of another 1,000.

For South Dakota WORKS program, worked on design of a two-sided sheet to use as an insert to the existing Finance Piece and as a stand-alone piece for the South Dakota WORKS program; will receive 700 copies in early November.

Worked on design of an 8-page informational trade show piece (changed from a 4-page piece); quantity, printer, and cost are yet to be determined.

Governor's Office:

Designed poster for Capitol for a Day in Onida.

For Governor's Hunt, designed thank you card for Hunt guests, signage for the Hunt, program booklet, and special dinner invitations.

A. McCloud:

For Tourism:

Specs were sent for the group tour co-op ad; 4,500 copies were delivered for mailing to the tour operators on Tourism's database. Two online banners were designed for the co-op.

Designed and laid out the program book for the Black Hills Photo Shootout; received 200 copies.

Designed the Giant Step Mailer and ordered 1,800 copies from printer.

Worked on design for ads to be placed in each of the four regional guides.

For Arts Council:

Designed art exhibit signs for artwork/artists for a display the Arts Council hosted at the Mansion.

For History:

Waiting for list of people that work for them to make the individual business cards.

For GOED:

Ordered business cards for remaining staff.

For Governor's Office:

Designed the thank you card for the Buffalo Roundup and sent to printer.

For Christmas at the Capital, worked on the design of the Capitol doors, signage, and the design and assembly of a castle; designed the ornaments for the children's center.

T. Meise:

For Tourism:

Received business card order for Tourism staff.

Followed our new Giant Step theme in order to design two print ads for the AAA TourBook.

Designed registration mailer for the Governor's Conference on Tourism; delivery is expected in early November when they will also be mailed to Tourism's database.

For Arts Council:

Received delivery of 1,000, 24-page booklets of the Arts Council Arts Map.

For GOED:

Finished designing materials for Firearms Research & Technology Forum for the October event.

Designed business cards for SDDC board members.

For Governor's Office:

Designed brochure, signage, and place cards for the First Lady's Prairie Art Showcase.

T. Friedeman

Logo/Photo/Map requests: Sent Logo script to Kathy Church at Boller Printing in Yankton.

Was panelists/roundtable speaker for 170+ design students that registered and attended the yearly student function sponsored by the SD Ad Federation in Sioux Falls; spoke on history as a designer, job details, and anything pertinent within a 15 minute window.

Met with Mike Mueller, Michael Pangburn, and Shelley Somsen regarding the new parks-related quarters. Mueller drafted notes to present to the Governor.