

To: Governor Daugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: January 8, 2012  
RE: December 2011 Monthly Status Report

### By the Numbers

For November 2011 over November 2010:

- Information Requests – up 14%
- Web Traffic –up 35% (Google changed the way they track visitors to websites in September)
- Tourism Tax (1%) –up 9.2%
- Tourism Tax (.5%) –up 1.8%
- Gaming Tax –down 0.2%
- Hotel Occupancy –down 3.4%
- Hotel Overnights –down 3.3%
- Hotel Rates –up 3.2%
- Domestic Earned Media – Circulation/Audience: 1,144,449 (doesn't include Macy's)  
Publicity Value: \$410,403 (doesn't include Macy's)

### Media & Industry Relations

Fulfilled general information requests from MediaSD.com and others.

Press Releases – To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): South Dakota's Great Places series – National Music Museum and Museum of the South Dakota State Historical Society; S.D. Businesses Recognized for Outstanding Customer Service; and Tourism's Macy's Efforts Reached More Than 330 Million. Posted one industry release to the newsroom on [TravelSD.com](http://TravelSD.com): Christmas in the Black Hills to Air Nationwide. Reviewed seven releases for History and one for Arts

Coordinated content and wrote annual report copy. Wrote copy for Why Travel Matters print piece, and re-wrote "Places of Interest" copy for the Vacation Guide.

Finalizing PR efforts for Tourism Conference; looking at utilizing Twitter this year – last year we introduced FourSquare and will again use the hash tag #SDVisit. Assigned sponsors to sessions and social events and assigned exhibitors to booth spaces. Sent list of print piece needs to Creative. Sent travel information and request for A/V requirements, etc. to the speakers. Received remainder of décor items. Finalized details with chosen A/V vendor.

Drafted and assembled the December issue of the eFYI newsletter and distributed to 1,285 list members via Listrak.com and to Tourism's list of 2,059. Topics included Secretary's Report, 2012 Governor's Conference on Tourism, Interstate Information Center Publication Program, Group Tour Planning Guide, Visitor Research, Trade Show Leads Available, Matching Dollar Challenge Update, Important Reminders, and What Our Visitors Are Saying.

Continued monitoring the social media conversations taking place around a set of key words involving South Dakota Tourism; reviewed and responded to several blog posts, Facebook comments, tweets, and forums. South Dakota Twitter account, as of December 23, had 15 new tweets for a total of 1,941 tweets; Tourism has 3,379 followers, up 67 from November. Facebook page has 8,891 followers, up 108 from November. Blog posts included Presidents Vacation Recap, Christmas in the Black Hills to Air Nationwide, South Dakota's Natural Beauty, and The Presidents Visited NYC. Take Me Hunting

FaceBook Photo Contest ended with 264 photos submitted. Mount Rushmore's American Pride Vacation giveaway sign-up ended with 10,362 entries and 9,111 of those entries were unique email addresses.

#### International and Domestic Trade Sales

Reviewed and edited lists from Department of Health for group friendly businesses for possible inclusion in the 2013-2014 Group Tour Planning Guide (GTPG). Mailed letter of explanation of the GTPG and how to apply/register online at SDVisit.com to our database, which included any new properties, as no forms will be mailed. Letter encouraged regional tourism associations, Chambers of Commerce, and CVBs to make sure their members were aware of the GTPG and the benefits to participate.

Assembled the 2011 issue 12 edition of the Travel Professionals E-newsletter and sent via Listrak.com on December 13 to 5,851 list members. Topics included Birds Abound all Around South Dakota, Travel Professionals Tip, Featured Itinerary: Glacial Lakes and Prairies Country, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for 200 Vacation Guides to AAA offices in Indiana, Nebraska, Ohio, and South Dakota. Sent bundles of vacation guides and boxes of highway maps to MATKA in Finland for trade show.

Attended National Tour Association (NTA) Annual Convention in Las Vegas and met with 23 tour operators in 10 minute pre-scheduled appointments, attended educational seminars and networking events, and held caucus for South Dakota delegates to share leads for additional appointments.

Received appointment schedule for American Bus Association (ABA) Annual Marketplace which will be held in Grapevine, Texas, January 6-10. Sent appointment schedule, list of South Dakota delegates, and caucus location and additional information to 27 South Dakota suppliers who will be attending ABA. Updated profile sheet.

Provided information to *Courier* magazine on what's new and events in South Dakota for feature in upcoming issue. Will send photos for the article.

Fact-checked article from Mary Moore Mason; sent to Laura Ingalls Wilder Memorial Society for further proofing.

Made arrangements to attend Bank Travel Show in February in Memphis and NAJ Summit West in February in Los Angeles.

Received notice of article by Bjorn Moholdt, Norway, a journalist hosted at the 2011 Buffalo Roundup. He writes for *Reiser & ferie* magazine (circ. 100,000); the 10-page article has an estimated ad value of \$44,500.

Johan Rejhagen, Escape Travel, Sweden, was in South Dakota in August to explore the area for future tours. Their National Parks tour was launched in *Reseklubben* in the December issue and is also featured on Escape Travel's website.

Added World Travel Market leads to SDVisit for 510 South Dakota suppliers for follow up and sent email to email to suppliers regarding the leads.

Sent video, edited by Tourism, to Rocky Mountain International (RMI) and which was sent to overseas RMI offices to help to recruit tour operators for the RMI Roundup to be held in May in Buffalo,

Wyoming. It will also be used to promote to regional suppliers to attend this tour operator show where we bring the overseas tour operators to the region to meet with suppliers. Post-fairs will be held in Wyoming and South Dakota. Began drafting itinerary and contacting suppliers and Convention Visitors Bureaus who may be interested in hosting this five-day tour for overseas tour operator product managers.

Worked with staff on photo selection and captions for South Dakota's presentation with other RMI states for the Australia Mission in February. Developed a newsletter for the mission and coordinated with Davidson Communications in Australia. Plan to update CD Press Kit for mission.

The RMI German office will be posting the 3-minute video made with Skyworks footage on their website and they will use it for presentations to tour operators.

Provided link to the RMI Newsletter that lists latest news in the region as well as our efforts in overseas markets and in promoting the four states to Europe: <http://www.rockymtnintl.com/news.htm>

Emailed South Dakota links and information, including Chinese website, video, tour itineraries, etc., to 46 Chinese tour operators and receptive operators.

Coordinated with Wolfgang Manner, United Airlines, Germany, on USO trip giveaway for five days in South Dakota to be broadcast on radio station during Buffalo Roundup timeframe. Hosts will also be promoted during the sweepstakes.

Sent Buffalo Roundup footage and other buffalo video to RMI France to forward to the Buffalo Grill, France. The restaurants will feature South Dakota and Montana buffalo footage and our states in 350 restaurants in France.

Working on a motorcycle itinerary for an all-women's group and for general itinerary for Gary Schluter, Rocky Mountain Holiday Tours, Colorado.

### Outdoors

Continue to work with Creative and prepping materials, including poster, aisle banners, bandannas, for Pheasant Fest, February 16-20, in Kansas City.

Continued contact with outdoors writers who are waiting for snow for various hunts. Lined up North American Fisherman magazine writer to cover the ice fishing tournament in Mobridge in January. Worked with Deadwood Chamber & Visitors Bureau for their ice fishing tournament, February 6-10; and working with Pierre CVB on their Winter Fishing Weekend, February 3-4 on lining up journalists.

Corresponded with Good Fish mobile apps and decided to not pursue this opportunity.

Worked with Mobridge and Chamberlain on possible options to hosting an AIM Walleye fishing tournament in summer of 2012

Watching for articles from writers who've been hosted.

Worked with Governor's Office of Economic Development about attending the Shooting, Hunting, Outdoor Trade (SHOT) Show in Las Vegas, January 16-21, with them. Planning appointments with outdoors writers.

Working with Learfield Sports on possible advertising opportunities with NCAA Football teams for our Rooster Rush promotion.

For South Dakota Outdoors Twitter account, there were 16 new tweets for a total of 401; we have 1,016 followers, up 54 since November.

#### Film Office

Updated and approved four listings on FilmSD.com.

Working with location scouts for the Hugh Glass movie that is in the works. They've hired a South Dakota location scout to find some additional locations.

Met with Kevin Stocklin and his crew from New York City on locations information, permit information and general South Dakota filming tips for their film "Lakota." Working on follow-up.

Researching information on powwows and rodeos held in June 2012 for potential film opportunities.

Spoke with the new Capitol Journal reporter, Michael Leary, on the history of filmmaking in South Dakota and current programs and opportunities; story was released week of December 26.

South Dakota Film Office Twitter account has a total of 253 tweets with 604 followers, down one from November.

#### Hospitality

Reviewed approximately 400 nominations for the Governor's Certificate for Outstanding Hospitality and began working on award letters and certificates.

Updated list on SDVisit of those properties who've earned the use of the Great Service Star in their advertising. Deadline for this program for 2012 use of the Star is January 31, 2012.

Governor Daugaard approved the Tourism Board recommendations for two properties to receive the 2011 George S. Mickelson Great Service Award. Placed order for the two award plaques and worked with creative on certificates for the finalists and coupons for the winners.

Served as one of the judges for the South Dakota Innkeepers Association's selection of the recipient of their annual Employee Service Award.

#### Information Centers

Updated 2012 seasonal job announcement and application and contacted Department of Labor to send to all locations. Placed on SDVisit.com also.

Waiting to hear from a South Dakota coffee company about donating coffee for use in coffee stations in the Interstate Information Centers for the 2012 season as a courtesy to offer travelers. Received TVs for Valley Springs and Spearfish Information Centers from Ramkota Companies; working with Department of Transportation for installations.

#### Photo/Video

Completed the following on Tourism's photo hit list: Capitol Lake with geese and Capitol Christmas.

Tourism photo hit list: hoping for snow, preparing for the Tourism Conference.

Film Office photography: assisted Katlyn Richter with second photo package sent to movie scout

Fulfilled requests for photos to *South Dakota Magazine*, Press & Dakotan, Yankton; Glacial Lakes & Prairies, Watertown; PryntComm, Game, Fish and Parks, South Dakota Rural Electric Association, South Dakota Pharmacists Association, Department of Revenue, South Dakota Historical Society, Pierre, Malloy Electric, Lawrence & Schiller, Blue Fire Design, WR Restaurants, Rocky Hayes Design, Sioux Falls; Dakota Badlands Outfitters, Custer; South Dakota Public Broadcasting, Vermillion; Lennox; CJ Sayles Inc., RandyWilliamson.com, Rapid City; Grapevine Designs, Spearfish; and Rocky Mountain International, Australia.

Continued editing and inputting of digital photos into database; have over 13,660 cataloged.

Working to approve and improve captions on TravelSD photo gallery; gave input on redesign of gallery.

Participated in interviews about photography with ProNaturePhotographer.com and the Capitol Journal, Pierre; as well as one about the history of the film industry in South Dakota for the Capitol Journal.

Video Dubs and Loans: Sent stock footage to Blue Fire Design, Sioux Falls, for a promotional video they are doing for the Wagner Area Development Council. Send stock footage to Robert Sharp and Assoc., Rapid City, for promotions they are doing for the Lottery.

Finished editing video for RMI presentations; sent copies of the video to RMI offices and posted it on the YouTube channel. Posted a new video, including the aerial video from this summer, to the YouTube channel. Posted a video of the Macy's Thanksgiving Day Parade on the YouTube channel. The YouTube Channel videos had 25,359 views in December; November had 24,100.

For GOED: Started editing a short video to be used by GOED staff at the January SHOT Show in Las Vegas, which includes footage of the Governor.

Shot interviews with TrailKing in Mitchell, Omnitech in Sioux Falls, and MFG in Aberdeen for GOED's Workforce video; will edit a two-minute compilation of the interviews to be used by the Governor's Office.

### Travel Market Advertising

Finalized and shipped the following ads: *Winter 2011-12/Peak Season 2012* – South Dakota Tourism (SDT) – Take Me Hunting ad for spring issue of *Pheasants Forever*; Peak Giant Step 'Your American Journey': Tatanka ad for March issues of *Midwest Living* and *Family Circle*; Falls Park ad for April issue of *Ladies Home Journal* and June issue of *Better Homes & Gardens*; Laura Ingalls Wilder ad for April issue of *Family Circle* and June issue of *Ladies Home Journal*; Missouri River ad for April issue of *Better Homes & Gardens*; Prairie Church ad for May issue of *Midwest Living*; Badlands ad for May issues of *Ladies Home Journal* and *Better Homes & Gardens*; and Rushmore ad for May issue of *Family Circle*. *Winter 2011-2012 – Deadwood/SDT Co-op* – Newspaper ads in Bismarck, Dickinson, Dickenson, Gillette, and Sioux Falls. *Winter TV spots. Peak 2012: Aberdeen/SDT Co-op* – Google image ad banners. *Black Hills, Badlands & Lakes/SDT Co-op* – Remarketing web banners. *Custer BID/SDT Co-op* – Review and tweaks to new creative/ad layout. *Custer State Park/SDT Co-op* – Review of new creative/ad layout; Google image ad banners; and buffalo ad for *AAA EnCompass*, *AAA Via Mountain West*, *AAA Home & Away*, and *AAA Living* – all insert on March 1. *Rapid City/SDT Co-op* – TV script approval and

talent options review; remarketing web banners; and review/tweaks to new creative/ad layout.  
*Watertown/SDT Co-op* – Google image ad banners.

Worked on TravelSD revised photo gallery review/changes; lodging booking path testing; mobile app review/tweaks; TV spot (60 sec.) review/changes; TV spot (30 sec.) discussion on theme options and market placement; Twins proposal review/discussion; hunting CRM; and Travelsmart.

Compiled final report of efforts to Macy's Thanksgiving Day Parade and sent to partners, Tourism Board members, and Governor's Office.

Signed and sent in the contract for Gun It with Benny Spies hunting TV show for episode to air in 2012.

As part of the Rooster Rush campaign, reviewed Cacklin' Community entries; five communities have submitted entries to this point; deadline is January 6 with award to be given at the Tourism Conference.

Held meeting with L&S to cover digital 2012 plans, updated peak media calendar, new TV ad modifications, and interactive screen system for new markets.

Received second test version of mobile app from Discover Anywhere with the suggested revisions. Plan to take this live in January so it can be further tested before the peak travel season begins.

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

#### E-Commerce

On the consumer website – TravelSD.com: 68 packages are listed. Planning to re-skin the site to reflect our new creative; reviewed first mock-ups. Performed several tests of the new booking funnel.

Created a landing page about the "Christmas in the Black Hills" TV special, which aired on GAC December 12, 13, and 21-25. Updated copy on several pages that referenced the Travel CDs/MP3s, including links to the "Downloads" page under the About Us section. Contacted L&S about posting Scott Howard's "The Beauty of South Dakota" video to the homepage.

Reviewed 900 responses to the January Travelsmart sent on December 20; 90 were forwarded to appropriate staff. Reviewed 70 responses to survey emails sent on December 5, 13, and 19; forwarded five to appropriate staff. Reviewed 118 responses to hunting emails sent on December 8 and 16; forwarded 10 to appropriate staff. Reviewed 26 responses to Vacation Guide (VRM) automated emails; forwarded 14 to appropriate staff. Reviewed nine responses to an Events VRM email sent December 15.

Uploaded 2,633 subscribers from Trade Sales team's RMI database to Listrak.com for the Travel Professionals E-newsletter; deleted or corrected the ones who unsubscribed. Reviewed 158 responses to the 2011 issue 12 edition of the Travel Professionals E-newsletter; processed changes.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Posted Scott Howard's "The Beauty of South Dakota" video to the homepage.

Industry Site – SDVisit.com: Posted a link to a PDF of the 2011 Macy's Parade Final Report. Posted the list of 2012 Great Service Star designees. Completed updates to the Interstate Information Center Publication Program information and registration. Updated the program information on the Group Tour Planning Guide webpage and drafted an email to the industry indicating registrations are being accepted for the 2013-2014 Guide; activated on December 29. Prepared and routed an email to the industry

regarding registering for the Tourism Conference. Posted the lead lists (PDF, XLS) from the October 2011 Scandinavian Mission and the lead lists (PDF, XLSX) from the November 2011 World Travel Market to the Tour Operator and International Leads List page.

### Research

Reviewed several surveys and emails that will be delivered to survey panelist in the Minnesota, Wisconsin, Des Moines, Kansas City, Quad Cities, and Colorado markets. Sent email to potential panelists in the Kansas City market to gather more opt-ins. Sent Top10 Favorites in South Dakota survey to panelists in Minnesota and Wisconsin. Had 393 opt-ins in 48 hours from the Illinois market. Participated in several conference calls and collected data for the Wild West project, a regional effort between North Dakota, South Dakota, Montana, and Wyoming that will explore cross-selling opportunities between the regional partners and also evaluate the potential for development regarding heritage and Wild West history. Offered 17 names and contact information for possible panel representatives for South Dakota to review all ideas via conference call with other states.

Reviewed and signed contract for DKShifflet data, which is used by Global Insight to conduct our annual Tourism Satellite Account (TSA), economic impact study.

Sent Hunting Planning Survey to Salesforce “hunters” via ExactTarget; received 3,316 completed surveys. Contact Tourism for results.

Will send second Travel Indicators Email to the visitor industry, once December stats have been collected; first one was sent in September.

Drafted job description for 2012 Marketing, Research & Visitor Services intern.

### Publications

Wrote copy for introductory pages of 2012-2013 South Dakota Vacation Guide.

### Governor’s Tourism Advisory Board

Held a Board meeting via conference call on December 14 to discuss Tourism’s budget and revenue and cuts to some marketing campaigns/co-ops; Matching Dollar Challenge program and applications; and Tourism Board vacancies.

The next Board meeting will be January 16 in Pierre at the Ramkota with presentations on the Department of Tourism’s marketing and presentations by each of the four regions on their marketing efforts and plans.

### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Updated last year’s NTA profile sheet; 100 copies were delivered for distribution at the NTA Convention. Altered these profile sheets for the ABA Marketplace trade show in January.

Completed design of the Tourism Conference 2012 Schedule Book; sent final files to the printer for 700 copies to be delivered January 13 for distribution at the Tourism Conference, January 18-19 in Pierre. The 32-page book is two-color with tabbed dividers.

For GOED: Working on GOED’s Annual Report; routed a first mock-up and will make revisions/add more information once GOED has received their end-of-the-year numbers/information. Planned delivery of the 40-page, full-color report is February 7.

Completed design of a full-color, 8-page information piece; 2,500 were printed and delivered.

A. McCloud:

For Tourism: Routing Tourism's front pages for the 2012-2013 South Dakota Vacation Guide; will send to Black Hills, Badlands & Lakes by January 10 for production.

Designed Tourism's Annual Report and waiting for final copy. Report will be available online by the start of the Tourism Conference on January 18.

For History: Received a list from History and designed the individual business cards; they will print.

For GOED: Delivered set of business cards to selected staff.

Mailing labels were printed and delivered; note cards were delivered.

Christmas at the Capitol: Disassembled the castle and reassemble at the State Library.

T. Meise:

For Tourism: Redesigned and updated the current marketing piece that will be available online as a PDF.

Designed Interstate Information Centers publication and poster program guidelines which are available online as PDFs.

Designed new note cards to coordinate with letterhead.

Coordinated and ordered business cards for the Governor's Tourism Advisory Board, based on our Department's business card design; expect delivery on January 13.

Designing a number of print pieces for the Tourism Conference: banquet programs/tickets, Fast Fact cards, Legislative invites/envelopes, and signage.

For Arts Council: Completed designed of the new annual report and sent to printer; delivery is expected on January 9.

Other: Designed an Itinerary Program Logo and Brand Identity for the Great Lakes and Glacial Lakes Tourism Regions co-op.

T. Friedeman, Creative Strategies Manager

For Tourism: Completed full page co-op ad with Rapid City for *Essentially America*, United Kingdom. Ad features Badlands and Mount Rushmore imagery.

Prepped ten images representing the best of South Dakota and added captions to each for Australia Mission in February.

Logo/photo/map requests: Sent South Dakota logo to contact at SD School of Mines and Technology, Rapid City; contact at Sanford Health for I-90 Road Trip print piece; and contact with United Blood Services in Rapid City for PowerPoint and link to logo jungle music. Sent images to John Sayles at CJ Sayles, Inc., Rapid City. Posted images for Mark Watson, Black Hills Pioneer Press, of snowmobiling; and images for Debra Nold, Bureau of Information and Telecommunications, for local school project.