

To: Governor Daugaard  
 From: Department of Tourism  
 Date: 02/09/11  
 RE: January 2011

By the Numbers

Media and Public Relations		
	Dec-10	FYTD
Circulation	6,740,419	184,826,514
Earned	\$52,859	\$834,300
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	63,363	1,884
12/10 % Chng	5.3%	-12.7%
FYTD	650,974	13,082
Time On Site	8.0%	-13.7%
Pages/Visit	-8.6%	-6.2%
Online Trip Itineraries	723	NA
<b>Email</b>	<b>Emails Sent</b>	<b>Emails Read</b>
Dec-10	323,562	13.8%
FYTD	1,718,135	12.3%
Digital Revolution		
# of Partners	297	-

Office of Tourism Indicators					
		Dec-10	Dec-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$332,395	\$300,534	10.6%	6.8%
	Gaming Tax	\$215,275	\$232,476	-7.4%	3.3%
	Tourism Tax (.5%)	\$111,644	\$100,942	10.6%	42.6%
Travel Activity	State Parks	131,985	136,352	-3.2%	
	Natl. Parks	40,296	35,205	14.5%	
	Traffic Cnts	152,636	157,311	-3.0%	
	Gas Prices	\$3.05	\$2.66	14.7%	
	Overnights	64,399	59,386	8.4%	
	Occupancy	38.9%	35.8%	8.6%	
	Avg Rates	\$64.18	\$64.58	-0.6%	
Inquiries	<b>Total</b>	5,982	6,043	-1.0%	NA
	Online	3,494	NA	NA	NA
	Mail	1,195	461	159.2%	NA
	Phone	858	277	209.7%	NA

Governor's Conference on Tourism

Thanks to the sponsors and vendors for a successful conference. We had 36 sponsors and 57 vendor booths, including South Dakota Made; 17 people registered for the Wednesday-only sessions and 38 for the Thursday-only sessions, with 526 full registrations; and 656 people were served at the Thursday banquet. Registrations and sponsorships fully fund the Tourism Conference.

Award winners included Bill Honerkamp for the Ben Black Elk Award; *South Dakota Magazine* for the A.H. Pankow Award; and Wylie Park at Aberdeen Parks, Recreation & Forestry Department and the Deadwood Gulch Gaming Resort each received the George S. Mickelson Great Service Award. For details, please log onto SDVisit.

Media & Public Relations

Fulfilled information requests from Patrick Perry at *Saturday Evening Post* regarding Henri LeBeau and Black Hills Gold; interviewed by Sarah Reinecke, *Argus Leader* on budget, funding, tourism numbers, etc.; Bob Mercer at *Capital Journal* regarding Tourism's financial contribution to the Macy's float – sent list of partners; Stephanie Woodard with *Huffington Post* regarding travelers' interest in Native American heritage – our annual intercept study shows 38.6% of respondents listed Native American heritage as an interest; Alan VanOrmer with *Prairie Business* magazine regarding interview with Secretary Hagen; and general inquiries from MediaSD.com.

Held media interviews with *Black Hills Pioneer* regarding how gas prices are affecting Tourism; *Argus Leader* regarding Tourism increases and budget cuts; *Hub City Radio* in Aberdeen regarding Wylie Park's receipt of the Mickelson Award; and *WNAX* (Yankton) and *KWAT* (Aberdeen) regarding Jim Hagen's appointment and general tourism numbers.

Tracked 28 earned media clips through Vocus and the SD Newspaper Association.

Posted following press releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Applications Open for S.D. Interstate Information Centers, Tourism Advisory Board Retains

Officers, South Dakota Tourism Experiences Largest Increase in State History, Gov. Daugaard Recognizes Tourism Leaders, and South Dakota's "Great Places" to be Highlighted in New Weekly Series. Posted two visitor industry releases to MediaSD.com.

Tourism's Twitter account had a total of 1,121 tweets; we have 2,271 followers, up 96 from December. Blog posts included National Park Fee Free Days, "Dances with Wolves," and Black Hills Stock Show & Rodeo. For FaceBook, posted news stories, blog links, etc. to wall; we have 6,366 fans.

Pitched South Dakota Chocolate Festival idea to *Midwest Living*.

Worked with Governor's Office to schedule a press conference with Governor Daugaard to announce the 2010 tourism numbers.

#### Industry Relations

For Governor's Conference on Tourism, finalized A/V needs, meals, décor, photo schedule for the Faces Show, signage, receptions, clean-up, vendor booths, Made in South Dakota giveaways, staff leads, presenters, surveys, attendee evaluations, speaking points, press conference, banquet invitations and the RSVPs, lodging, speaker needs/handouts, thank you letters to sponsors and vendors, and invoices/bills.

Sent the eFYI newsletter to 1,322 list members via Listrak.com and to 2,396 visitor industry email addresses on Tourism's database. Topics included 2011 Tourism Conference Registration, Industry FaceBook Page, Information Center Job Applications, Trade Show Leads Available, Important Reminders – 2011 Great Service Star Designation, Vacation Package Listings, 2011 RMI Roundup, and What Our Visitors Are Saying.

#### Trade Sales Group Tour/International

Finalized Group Tour Planning Guide; will send to the printer in February with expected delivery in March. It is a biennial publication of 4,400 guides with over 270 industry partners.

Mailed 4-page group tour co-op ad and a coupon to request information to 4,500 tour operators on our database. Posted a PDF of the ad to the "Group Tour Operators" webpage.

Fulfilled requests for Vacation Guides to AAA Offices in Pennsylvania. Sent requested information to T & V Tours, New York; Shenandoah Tours, Virginia; George Greza, Pennsylvania; Travel Depot, Michigan; and AAA Miami Valley, Ohio.

Sent the 2011 issue 1 edition of the Travel Professionals E-newsletter via Listrak.com to 293 list members. Topics included Sizzling into summer, City Highlight: Madison, Travel Professionals Tip, Featured Itinerary: Agricultural Tour, Featured Attractions, Featured Events, and What's New?.

Attended American Bus Association (ABA) Annual Marketplace in Philadelphia. Met with 27 tour operators in pre-scheduled appointments. Held caucus for South Dakota suppliers attending ABA to share leads and assist in getting additional appointments. Attended educational seminars.

Attended meeting with Mike Derby, Alliance of Tribal Tourism Advocates, and Tourism staff regarding new Native American tour and Native American promotions.

Contacted Sioux Falls CVB to see if they have an interest in joining our co-op with Black Hills, Badlands & Lakes for MLT University this year.

Requested allotted 12 pre-scheduled appointments with receptive tour operations attending the North American Journeys (NAJ) Show in Los Angeles, January 31-February 4. Requested 50 appointments for the Bank Travel Conference with travel planners, February 6-8, in Baton Rouge.

Attended Scandinavian Mission in Norway and Sweden as a part of Rocky Mountain International (RMI) marketing with partner states of North Dakota, Montana, Wyoming, and Idaho. Worked booth at four-day Reiseliv Trade Show in Oslo, Norway. Trade days numbers were up slightly from last year and the consumer days indicated RMI booth was by far the most popular of the USA Exhibitors:

2011: 31,374 Consumers, 6,904 Trade, and 317 Media

2010: 33,328 Consumers, 7,167 Trade & Media (not broken out in 2010). There were over 60 travel agents in attendance at a workshop/seminar on the evening before Reiseliv and Discover America Committee has agreed to do one again next year.

Conducted trainings at Swanson's Travel, the largest tour operator in Sweden, for 17 sales staff in two one-hour sessions; focused on the specifics of the three tours/fly-drives they offer in the RMI region. The Discover America Committee in Sweden asked Swanson's Travel to do the presentation. For the Stockholm Event, Lars Bjorkmann, a tour operator from TEMA (who was at the RMI Roundup in 2010), focused his presentation around the three USA tours that TEMA is now promoting. One is a tour of the RMI region; he spent 30 minutes on the Real America – RMI region. There were 173 travel agents who attended. An added bonus was the participation of 10 journalists.

Designed a full-page co-op style ad for *Spirit of the West* magazine at a special buy-in price with this German publication; partnered with Rapid City CVB, Crazy Horse Memorial, and Mike Derby at Canyon Lake. Each gets a photo and link to their site, off of a special website jump page. Ad is due in early February. The magazine will also be distributed at International Tourism Exhibition, the major show in Germany. The editor, who attended Buffalo Roundup, also plans four features on South Dakota, one in each of their quarterly magazines this year.

Will hold international marketing seminar during Rocky Mountain International (RMI) Roundup for suppliers. South Dakota will have 22 companies represented at the RMI Roundup who can meet with 32 tour operators, including international tour operators, U.S. receptive operators and overseas RMI office staff. Working with RMI and Tourism staff to coordinate filming of RMI Roundup and activities to use as a promotional tool. Worked with Rapid City, Hot Springs, Wall Drug Store, Deadwood, Spearfish Canyon Lodge, and Black Hills Trails to finalize arrangements for RMI Roundup post-fam tour for 15 participants from overseas, February 16-20. Worked on hosting for Simon Todd, Phoenix Publishing, in the Black Hills prior to RMI Roundup for an article in *Essentially America*, United Kingdom.

Sent bonus card offer from Canusa to 488 South Dakota suppliers interested in international marketing. Canusa puts discounts and coupons in the packets they provide travelers from Germany. The coupons are offered by businesses in the RMI states.

Completed an itinerary of Black Hills area attractions and horse related activities for two journalists, Stephane Litas and Emeric De Spa, who write for two French magazines, Cheval Pratique (circ. 70,000) and Cheval Junior. The magazines are distributed throughout France, Switzerland, Belgium, Luxemburg, and Canada.

Completed follow-up for Active America China show to 42 tour operators and five U.S. receptive operators.

International journalists' press results:

ITALY –Andrea Montevocchi, *Alle Falde del Kilimangiaro*, TV program (audience of 1.5 million) featured South Dakota in November. The estimated ad value is \$1.6 million. Result of a press hosting. Article by Paola Baldacci for the weekly trade magazine, *Guida Viaggi*, carried an article in November (circ. 9,000) and an online format was sent to 58,000 contacts. Article about the 800,000 overnights Italian tourists spent in the RMI region. Estimated ad value is \$2,782. Result of a RMI Mission.

GERMANY – *Austrian Trade Magazine* (circ. 10,500) carried a 2-page article by Janin Nachtweh in November, distributed to Travel Agencies in Austria. The article highlighted the itinerary and hotels with their websites listed. Estimated ad value is \$21,440. Result of the 2010 VUSA Austria Fam.

Regional German newspaper (circ. of 60,000 with 183,000 readers daily) carried an article written by Walter Kreuzer with photos by his wife Beate. It is called “Snapping horsewhips and dashing Buffalo.” Estimated ad value is \$14,633. Result of the 2010 Buffalo Roundup hosting.

An article written by Tanja Weimer, “In South Dakota Greenhorns may chase Buffalo,” was published in November in the Berliner Morgenpost online newspaper, Germany, with approx. 3,653,990 visits per month. Estimated ad value was \$11,650. Result of 2010 Buffalo Roundup hosting.

An article, “American’s Wild West,” by Victor Hermann was published in the daily national newspaper, Salzburger Nachrichten Online, Austrian Online Portal, in November (14,000 page impression per month). Estimated ad value is \$11,162. Result of the 2010 VUSA Austria Fam.

An article in *America Journal*, Germany, was printed in December for the Jan/Feb issue of Tourenfahrer – Supplement RM Reiseteam, a German monthly bike magazine for consumers (circ. approx. 78,000). They published a supplement by RM Reiseteam, the German motorcycle tour operator. Estimated ad value is \$6,503.

### Outdoors

Hosted a writer and photographer for the 10<sup>th</sup> annual Moberge Ice Fishing Tournament. Freelance journalists Rick Hammer and Matt Straw are published in FLW, In-Fisherman, and many local outdoor publications. Approximately 1,200 people attended the event that had 450 two-man teams.

Attended the South Dakota Bicycle Summit in Fort Pierre. Discussed bike safety, health benefits, proper signage, building and mapping routes, and promoting bicycle tourism.

Gave a presentation on Social Media to 15 members and the board of the South Dakota Sportsman’s Association. Showcased SDoutdoors blog, FaceBook, and twitter and how Tourism utilizes social media tools for promoting the state as an outdoors destination. Discussed how the audience could better promote by utilizing social media properly and types of social media that would work best for them.

Attended Pheasants Forever Pheasant Fest in Omaha. Maintained a booth and distributed printed material on South Dakota.

Worked with Myron Rau, Power Sports Dealers; Craig Bobzien, National Forest Service; Doug Hofer, Game, Fish & Parks; and Sherry Miller, Department of Motor Vehicles to help resolve the issues of licensing, access, and development of a unified ATV system in the Black Hills.

Worked with Sioux Falls CVB and Rapid City CVB to get information and itineraries for their cities. Sent information to Joseph Cillo of Forallevents.com

### Film Office

Fulfilled requests for two production guides.

Updated various pages on FilmSD.com: Governor's Welcome Letter, links, and history of movies made in South Dakota.

Continued working with a filmmaker from California who is looking for a Native American writer to help write a script; posted job description to FilmSD.com. This group plans to visit South Dakota and Pine Ridge and meeting with Crow Ridge Productions.

Worked with Dr. Steven Pratt from Black Hills State University and one of his students as they are interested in creating a brochure or book that lists/maps movie locations. Will follow up with them.

Film Office Twitter account had one new tweet, for a total of 225; we have 360 followers, up 43 from December.

### Hospitality

Prepared a briefing of all hospitality programs for the Governor's Staff.

Issued 393 Governor's Hospitality Certificates, 211 gold seals, and 121 lapel pins. Totals for calendar year 2010: 852 certificates, 323 gold seals, and 131 lapel pins. Worked with Creative Team to redesign the lapel pin to more closely resemble the new logo. Drafted new letters that accompany the three levels of the hospitality certificate program: Governor, the president of the Governor's Tourism Advisory Board, and the Secretary of the Department of Tourism. Forwarded weekly Shep Hyken customer service newsletters to CVBs and Chambers.

Sent plaques to new Great Service Star (GSS) designees and 2011 tabs to those businesses/organizations that have already earned the plaque. Posted new GSS list on SDVisit.

Contacted a Black Hills area business and asked that they stop using the Great Service Star logo in their marketing as they had not earned it. Sent information on the program so they could apply. They decided to discontinue use of the logo.

Worked with Creative Team to get finalists' certificates made for the George S. Mickelson Great Service Award and marketing coupons to accompany plaques for the two award winners. Sent press release and photo files on award winners to Aberdeen Parks and Recreation and Deadwood Gulch Gaming Resort for their use in local newspapers. The 10 Mickelson Award finalists are listed on SDVisit. Forwarded information on Wylie Park to Julie Johnson with Absolutely Aberdeen; she is preparing a Legislative Commemorative Resolution for Wylie Park.

Updated the spring hospitality training information letter and application and will post information on SDVisit.

### Information Centers

Posted Interstate Information Center application on SDVisit and through the Department of Labor in the South Dakota Career Centers. Sent a press release to in-state media. We currently have 121 applications: 49 returning applicants and 72 new applicants. Will schedule face-to-face interviews.

### Photo/Video

Completed the following on Tourism's hit list: Inaugural photography of Legislative Breakfast, Oath of Office Ceremonies, Grand March and Capitol Ball, and assisted with official portraits; Tourism Conference "Faces Show," awards, etc.; eagles; and Capitol Building.

For the 2011 Black Hills Photo Shootout: Keynote speaker is David Stoecklein, the “Photographer of the American West.” His appearance is being funded by Canon Cameras. Event will concentrate in the northern Black Hills with all registration activities in Spearfish. Working with Black Hills, Badlands and Lakes regarding advertising, etc. Updated the website with keynote and date information.

Fulfilled photo requests with loans to *South Dakota Magazine*, Southeast South Dakota Tourism Association, Yankton; Great Lakes Association, South Dakota Chamber of Commerce, State Library, State Auditor’s Office, South Dakota Rural Electric Association, Department of Game, Fish and Parks, Pierre; 1880 Train, Hill City; U.S. Attorney’s Office, U.S. Department of Agriculture, Sioux Falls; Rapid City CVB, Outdoor Campus West, Ross Johnson Design, Rapid City; Rushmore Taffy, Keystone; Lew’s Fireworks, Watertown; South Dakota Public Broadcasting, Vermillion; TDG Productions, Deadwood; Ipswich Trail Days; National Children’s Study, Brookings; Dex, Aberdeen; Best Western International, Arizona; National Museum of the American Indian, Washington, DC; North By Northwest Productions, California; and Nhi Gia Trading & Services Company, Vietnam.

Video dubs and loans: Sent stock footage to North by Northwest Productions in Spokane, Washington, for a promotional video they are doing on the Lewis and Clark Trail. Sent stock footage to Broadcast Solutions in Venice, Florida, for a video display for large screens in the Atlanta Hartsfield Airport.

South Dakota’s YouTube videos had 13,396 hits for the month of December and had 147 (+5) friends.

#### Travel Market Advertising

Finalized and shipped the following ads: Winter 2010-11 – *Deadwood and South Dakota Tourism (SDT) Co-op*: Newspaper ads in Chadron, Bismarck, Dickinson, Sioux Falls, Casper, Cheyenne, Scottsbluff, and Williston. Deadwood Winter Free Standing Insert (FSI) dropped in Bismarck, Dickinson, Williston, Sioux Falls, and Rapid City newspapers.

2011 Peak – *Custer State Park/SDT Co-op* – Ads in spring issues of *AAA Home & Away*, *AAA Living*, *AAA Via Mountain West*, *AAA EnCompass*, and *99 Things To Do In Yellowstone*. *Deadwood/SDT Co-op* – Reviewed TV scripts. *Sioux Falls Sports Authority – Summit League Championships/SDT Co-op* – Newspaper ads in Argus Leader and banner ads on argusleader.com.

Finalized markets for Great Getaways co-op for the 2011 peak; updated the letter and registration form and will mail in early February.

Notified Giant Step co-op partners of the publications in which their ads will appear for peak. Sent the 2010 shoulder Giant Step ads to partners.

Updated the snow report two to three times a week.

#### Email Marketing Results:

Sends	Implicit Deliveries	Implicit Delivery Rate	Unique Opens	Open Rate	Unique Clicks	Click Rate
384,932	385,027	92%	26,952	11.1%	2,522	2.3%

#### E-Commerce

On the consumer website - TravelSD.com: 62 vacation packages are listed.

Enhancements in progress: Landing pages for Giant Step magazine ads will enable us to track performance of ads and provide space for additional partner information. Add functionality for printing entire list of events or by specific month. Improve conversion rate of booking widget on partner pages. Compile content for Mount Rushmore National Memorial's 70<sup>th</sup> Anniversary.

On the industry website – SDVisit.com: Updated Great Service Star designee list for 2011. Updated the industry calendar. Removed copy regarding the regional coupon for Digital Revolution. Added 2010 marketing information under Marketing Campaigns. Posted PDFs of the application form for the Information Center seasonal job openings.

Activated the online Tourism Conference evaluation form and emailed industry. Updated the Tourism Board photos and captions and copy and photos of award winners. Posted the 2010 Annual Report, the 2010 Economic and Fiscal Impacts Study, and the 2010 Tourism Satellite Account/Global Insight report.

Reviewed responses to the January Travelsmart in addition to the 1,100 from December and 163 responses to the hunting survey email; forwarded comments/information to appropriate staff. Reviewed responses to Travel Deals and Vacation Guide automated emails.

#### Publications

Distributed Tourism's 2010 Annual Report at the Governor's Conference on Tourism. Report is available by request and online at SDVisit.com.

Uploaded Vacation Guide pages/files to Brown Printing for printing and uploaded the files to NxtBook Media for the online version of the guide.

#### Research

Developed a Legislative Fact Card of tourism statistics and distributed them to legislators and at the Tourism Conference banquet. Developed a South Dakota Visitor Industry Fact Sheet that included statistics, information on Tourism's co-op programs, history of funding, and return on investment.

Created survey within SurveyMonkey and deployed to about 30,000 hunters in our TravelSmart database to learn about hunters' traveling experiences. Collection deadline was mid-January and we received 3,198 responses; will compile a report.

Completed data entry from 181 Mount Rushmore surveys. Will compile a report by the end of April as more surveys are expected.

Worked on research model for hour-by-hour car counts at Interstate Information Centers for the 2011 season.

Continued working on deleting duplications of inquiries for the Visitor Relationship Management (VRM) program as this is set up for messaging to potential visitors and during their visit. Will work with Ruf on data.

The Global Insight Event Calculator was tested, per data from previous events to determine if we are collecting enough/the right kind of information from event organizers. As a result, improved data collection from event partners will be discussed to better reflect ROI, such as local vs. out-of-area visitation and the percent of overnights generated by the event. The event calculator has the ability to measure economic impact at both the local and state levels.

### Tribal Tourism Roundtable

Coordinated Tribal Tourism session at the Governor's Conference on Tourism. Will work with the Governor's Tourism Advisory Board and department staff on strategic planning.

### Governor's Tourism Advisory Board

The Board met prior to the Tourism Conference and reelected Frank Smith as President and Jim Schade as Vice President. Each member was given an assignment(s) during the Conference. Each of the four regions also presented on their 2010 marketing with regional highlights and gave plans for the upcoming season. The peak media schedule was reviewed, which included markets for all co-op campaigns. Strategic planning will be in March and include the Board, regional tourism directors, Arts Council director, director of the State Historical Society, L&S staff, and staff from Tourism.

### Inaugural

Various staff participated in the Governor's Inauguration as photographers, decorators, and musicians.