

To: Governor Daugaard  
 From: Department of Tourism, James D. Hagen  
 Date: 03/08/11  
 RE: February 2011

By the Numbers

Media and Public Relations		
	Jan-11	FYTD
Circulation	6,234,113	191,099,977
Earned	\$ 84,168	\$919,921
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	108,631	4,193
1/11 % Chng	9.0%	1.7%
FYTD	759,605	17,275
Time On Site	-0.1%	-5.3%
Pages/Visit	-18.6%	-5.7%
Online Trip Itineraries	723	NA
<b>Email</b>	<b>Emails Sent</b>	<b>Emails Read</b>
Jan-11	352,188	18.2%
FYTD	2,072,486	13.3%
Digital Revolution		
# of Partners	296	-
% Change over 2010	13.8%	-

Office of Tourism Indicators					
		Jan-11	Jan-10	% Change	% FYTD
Tax	Tourism Tax (1%)	\$370,457	\$295,189	25.5%	25.5%
	Gaming Tax	\$215,612	\$204,158	5.6%	5.6%
	Tourism Tax (.5%)	\$124,428	\$99,147	25.5%	25.5%
Travel Activity	State Parks	131,620	162,998	-19.3%	
	Natl. Parks	23,117	25,084	-7.8%	
	Traffic Cnts	129,446	125,855	2.9%	
	Gas Prices	\$3.15	\$2.77	13.7%	
	Overnights	242,822	232,366	4.5%	
	Occupancy	36.8%	34.9%	5.4%	
	Avg Rates	\$65.05	\$64.20	1.3%	
Inquiries	<b>Total</b>	12,780	18,882	-32.3%	NA
	Online	10,825	10,664	1.5%	NA
	Mail	395	552	-28.4%	NA
	Phone	381	578	-34.1%	NA
	Sales	62	186	-66.7%	NA

Media & Public Relations

Fulfilled information requests from Maya Stanton, *Budget Travel* magazine, regarding an article on Mount Rushmore National Memorial; Denise Trowbridge, Bankrate.com, regarding questions on Badlands and Black Hills for a Great American Vacations article; Kaija Swisher, Black Hills Pioneer, regarding tourism outlook for 2011; Karen Catchpole, Global Features, regarding Rushmore fireworks – informed her that the fireworks have been cancelled for 2011; Marge Peterson, *AAA Magazine*, regarding story ideas for 2012; Star Tribune, regarding photos for travel feature for April 17; Cynthia Yeung from Google on state attractions; and general inquiries from MediaSD.com. Coordinated interview with *Prairie Business Magazine* for Department Secretary to discuss goals for Tourism; interviewed by Bob Mercer regarding Macy’s Thanksgiving Day Parade float. Received inquiry from Karen Avitable, editor with *AAA Journeys Magazine*, regarding a trip to western South Dakota in April.

Posted press releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places: Chapel in the Hills, South Dakota Tractor Museum, Children’s Museum of South Dakota, and Cathedral of the Prairie. Posted three visitor industry releases to MediaSD.com. Tracked 15 earned media clips through Vocus and the SD Newspaper Association.

Working on details for a media blitz to Minneapolis in March. Plan to schedule appointments with travel writers, newspapers, magazines, and radio stations.

Wrote copy on outdoors adventure for groups for Tony Bartlett of *Midwest Meetings*. Pitched him on wine trails, the cultural corridor, and downtown Sioux Falls art. Working with Tery Mansville of Collective Travel Radio on developing South Dakota’s page on their website: photos, social media links, links to e-newsletters, and stories about South Dakota. Wrote copy for *Itineraries Midwest* magazine.

Posted blogs on South Dakota’s FaceBook page about the Children’s Museum, Get Ready for Spring in SD, Presidents Day, Valentine Get-Away, and Chapel in the Hills. For Travel South Dakota’s Twitter account, we had a total of 1,059 tweets with 2,271 followers, up 114 from January. Working to develop a

welcome screen/landing page on FaceBook for those who do not yet follow our page with the goal to sell South Dakota as a travel destination. Have 6,610 fans on FaceBook, up 244 from January. Spoke with Martyn Beeny with the State Historical Society about how Tourism handles, monitors, and manages social media.

### Industry Relations

Compiled comments from surveys from the Made in South Dakota Tourism Conference vendors. Overall, received 131 Conference online evaluations. Sent thank you messages to sponsors, speakers, and vendors. Updated landing page to show "Save-the-Date" for the 2012 Conference, January 18-19.

Began working on aspects of 2011 See South Dakota Week, May 7-15, that would coincide with National Tourism Week; Tourism generally expands on their theme, which is Why Travel Matters for this year.

Attended the February meeting of the Pierre CVB hospitality committee and answered questions about Department of Tourism programs. Attended the Tripp Country Career Fair in Winner; tended a booth and talked to students from Winner, Colome, White River, and Gregory about the tourism industry in South Dakota and jobs in the industry.

Created and distributed the February issue of the eFYI newsletter to 1,319 list members via Listrak.com and to the tourism industry email list of 2,149 addresses. Topics included Director's Report, Congratulations to the Mickelson Great Service Award Winners, Great Getaways Co-op Program, 2011-2012 South Dakota Vacation Guide, 2010 Marketing Campaign Information, Matching Dollar Challenge applications, Great Service Star Designees, Information Center Poster Program, Spring Hospitality Training Co-op, 2010 Research Data, Important Reminders – Free Online Customer Service Training and Vacation Package Listings, and What Our Visitors Are Saying.

### Trade Sales Group Tour/International

Sent Group Tour Planning Guide to printer; plan to receive the 4,400 guides in early March. Guide will be sent to tour operators who have requested South Dakota information; letters to another list of tour operators who've not recently requested the guide offering them the opportunity to order the guide and other publications. Will send a guide to all partners.

Fulfilled requests for Vacation Guides to AAA Colorado, Iowa, Idaho, Illinois, Indiana, Kentucky, Minnesota, Missouri, Mississippi, Nebraska, New York, Ohio, Oregon, Pennsylvania, Tennessee, Virginia, and Wisconsin. Sent requested information to Yankee Trails World Travel, New York; City of Longmont Senior Center, Colorado; THE Travel Authority, Inc., Pennsylvania.

Assembled and distributed the 2011 issue 2 edition of the Travel Professionals E-newsletter via Listrak.com to 290 list members. Topics included Ride into South Dakota, Travel Professionals Tip, Featured Itinerary: Northern Hills Tour, Featured Attractions, Featured Events, and What's New?.

Entered leads and completed follow up to 25 tour operators from appointments during the National Tour Association (NTA) Annual Convention in Montreal in November and 29 tour operators from the American Bus Association (ABA) Annual Marketplace in Philadelphia in January. Sent leads to South Dakota ABA and NTA members for them to follow up with potential business for their companies.

Was contacted by Larry Kelly, *North American Group Tour Magazine*, for a logo and sky scraper ad for their website. The state will have a free presence on North American Group Tour Magazine's website and a free, full page ad with editorial in an upcoming issue of their e-magazine.

Met with Matt Lahren, *Itineraries Midwest*; South Dakota will be featured in an upcoming issue.

Met one-on-one with 18 receptive tour operators during the North America Journey Show. Posted leads on SDVisit for industry members. Attended Bank Travel show and met with 37 bank travel directors.

Compiled and sent listing of Rodeos and Pow Wows to Swanson's Travel, Sweden, to be placed on their website. Submitted photos to Barbara Stafford, Rocky Mountain International (RMI), for presentation at Swanson's Travel annual consumer event held in Osby, Sweden. Provided dates to Barbara Stafford in May/June for Scandinavian fam.

Completed itinerary for Andy Dowdall, Cruise America, United Kingdom, for site inspections of campgrounds/RV Parks in the Black Hills for an itinerary his company is putting together for RV groups. Working with Mr. Blackburn, United Kingdom, on a Custer Trail hosting and article; working on itinerary details.

Worked with John Cruwys with Eagle Riders, Australia, on a variety of routes his bikers could take into Rapid City during the Sturgis Motorcycle Rally.

For the Rocky Mountain International (RMI) Summit, met with partner states of Wyoming, Montana, and Idaho; RMI staff; overseas offices; and gateway cities of Denver, Portland, Salt Lake City, Spokane, Minneapolis/St. Paul, and Bloomington on wrap-up of current year, trends, etc. Overseas offices presented options of marketing choices for the upcoming year. For the RMI Roundup in Rapid City, provided venue for 33 international tour operators, U.S. receptive tour operators and overseas office staff to meet with 25 suppliers from South Dakota and those from the other three states and gateway cities for three days. Sent slide show and thank you to the 33 RMI Roundup participants. Gave presentation to suppliers on marketing to overseas tour operators. Coordinated post-fam tour for 13 tour operators to Badlands National Park, Rapid City, Hot Springs, Wall Drug, Deadwood, and Spearfish Canyon Lodge, for snowmobiling and snowshoeing and other activities.

As a result of a fam tour, Sensations du Monde, France, will be offering more South Dakota tours; contacted French RMI office to provide requested brochures and information. Contacted RMI Italy regarding upcoming Motodays Motorcycle Show in March and how many brochures are needed from Sturgis, Rapid City, and our office. This show co-op is a result of magazine articles in the Italian magazine *Mototurismo*.

Corresponded with Travalco receptive tour operator regarding enhancements to Cowboys & Indians tour and for a sample itinerary promoting the Chinese market to South Dakota.

Sent layout for the extra landing page on South Dakota AmericaReisen.at – Austria tour operator promotion which included the Black Hills and Rapid City. With this extensive South Dakota information, South Dakota is on the #1 Google search spot in Austria.

### **International Journalists:**

As a result of following up to the Italian monthly report, *Runner's World*, Italy, will send four people to South Dakota for a Sky TV program and for an article. Presented marathon ideas in South Dakota; they have chosen to attend the Black Hills (Sturgis) 100 Marathon, June 19-28. Sent information to Carlo Ferrari, Italy, a cycle/trek journalist interested in visiting South Dakota in May or June for articles.

Contacted by Sonja Stimmer, who attended the Buffalo Roundup, with *Spirit of the West* magazine to place an ad in the magazine and include a landing page on the website. It's a German-speaking market with 10,000 copies distributed around Europe, beginning March 3 on newsstands, at International Tourism Exhibition (ITB) – the largest show in Europe, airports, and other locations. Other partners include Rapid City CVB, Crazy Horse Memorial, and Tatanka Oyate Trail Tours. Four features about South Dakota are planned, one in each of their quarterly magazine editions this year. Tourism developed a web jump page that will contain each partner's information and photo.

Hosted Simon Todd, Phoenix Publishing, who is writing an article of four to six pages for *Essentially America*, United Kingdom, about South Dakota. Hosted him in the Black Hills area, Rapid City, Badlands National Park, Wall, Sturgis, Deadwood, and Spearfish Canyon.

Contacted by Myles Armestead, *Canadian Traveller*, offering a co-op opportunity in the magazine. Will send the information and offer to the visitor industry.

Will send Buffalo Roundup Save-the-Date cards to prospective international journalists.

Press reports:

Italy:

Article place on yahoo in January, titled "The greatest Indian of the world – The history of Crazy Horse Memorial" and a video of the sculpture had 11,619,000 unique users and an ad value of \$2,000.

Germany:

*Tourenfahrer*, German monthly bike magazine (consumer with circ. of 78,000), December issue carried a supplement by RM Reiseteam, German motorcycle Tour Operator, in which they promote their tours. The tour through the Black Hills is mentioned at the beginning; estimated ad value is \$6,503.

Salzburger Nachrichten, Austrian daily national newspaper (circ. 123,790) published an article called "America's Wild West" in their lifestyle and travel section in November. The author Mr. Hermann participated in the VUSA Austria Fam through the RMI region in 2010; estimated ad value is \$33,079.

German Consumer Magazine with emphasis on the United States as a travel destination is published six times a year (circ. 45,000). In their November/December issue, they published a special called Best of the West with the title "Wonders of the west." Christian Heeb displays interesting photos from his press trips in this so-called photo essay; photos included Deadwood and Mitchell; and estimated ad value is \$7,929.

*America Journal* RMI sweepstake: During the time of the sweepstake, November 1 – December 16, 2010, a special landing page was provided on the German RMI website for people to register to win. Received 126 requests for information by the readers of *America Journal* and approximately 900 registered for the sweepstake.

United Kingdom:

Clippings by writer Frank Corless: Daily/Sunday Express travel website (named Trip Ideas); did not provide estimated ad values.

Benelux:

Arjan Leenhouts, who attended the Buffalo Roundup, presented the North America edition of the booklet "Te Gast In ..." ("Guest in"). It has Crazy Horse on the cover and carries articles on Lewis and Clark and Crazy Horse.

Fiets, Ronald Jacobs, met with him at vakantiebeurs. He publishes articles on bicycle trips with tourist information. He may be interested to do something with North Idaho, or travel from Paris, Idaho to Roubaix, South Dakota, since there is a very famous bicycle race in France, called Paris-Roubaix.

Jaap van Splunter is an editor for America magazine. He asked about sending Martin Schäfer, magazine writer, to Sturgis and Frontier Days. Will discuss a trip with them further.

SALT magazine is planning a special on "The Wilde West." Notified them of assistance RMI could provide and sent requested photos on the Buffalo Roundup.

### Outdoors

Referred Alexander Quinton, United Kingdom, to Sylvan Rocks in the Black Hills per a request for a month of rock climbing in South Dakota.

Working with Will Brantly from Realtree Outdoors to line up a spring Black Hills turkey hunt; he is looking for places to hunt and possibly a guide; writing and filming for Realtree. Durk Stark, Marketing Director for Prostaff and CommandtheWild.com, is looking for a hosted trip to the Black Hills for a spring turkey hunt. He'll be filming a segment for Prostaff and also for CommandtheWild.com. Responded to Ken Byers from Byers Media group about hosting his Rosebud turkey hunt; we are not able to sponsor his trip this year.

In the process of lining up a spring northern pike fishing trip with *North American Fisherman* magazine.

Working on how to promote the expedition of Mark Kalch, professional explorer who is planning a trip from the source of the Missouri River to the Gulf of Mexico in May.

Wrote blog post on ice climbing in the Black Hills and one on snowshoeing; linked to Twitter and FaceBook.

Met with Chad Anderson from South Dakota Public Broadcasting for a video interview on outdoors promotions in South Dakota. The segment will air in April.

Met with Brad Heidel, Director of Corporate Events, and Joe Duggan, Director of Business Development, with Pheasants Forever to discuss this year's pheasant hunting promotions and how we can reach a wider audience with Pheasants Forever publications.

### Film Office

Fulfilled request for film production guide.

Continued working with Dr. Steven Pratt from Black Hills State University and a student on a student project.

In touch with Steven Lewis Simpson, Roaring Fire Film Productions, who made "Rez-Bomb" to see if South Dakota could be a potential location for their newest project; however, this is unlikely due to lack of lucrative film incentives in the state.

Pitched 10 small towns to Craig Bennett of "Two Minute Town," that features small towns across America.

In communication with Brian Cannon who is creating a scene from “Dances with Wolves” in 3D for A&E’s “Dances with Wolves” Anniversary celebration. In touch with Emily Malamute from Mandate Pictures, who is looking for the downtown of a small town; sent photos of a few locations.

AliStar McKennah has been in touch with our office again regarding filming of her TV Show, “Road to Sturgis.” They plan to do a locations scout and film in South Dakota from August to September; sent locations packet.

Wrote recommendation letter for the Black Hills Film Festival as that group is applying for a grant with the South Dakota Arts Council.

Assembled and distributed the seventh issue of the Film Office E-Newsletter via Listrak.com to 140 subscribers. Topics included Editor’s Note, Website Updates, Public Relations Efforts, Location: Palisades State Park, and Important Dates.

Received feedback from Stefano Lazzarino, Italy. He writes for *Auto Tecnica/Ruote Americane* magazine and is interested in doing a feature on the South Dakota Tractor Museum in Kimball. He will wait until spring for Tourism to get more photos.

Attended Social Media Conference for PR Professionals in Las Vegas coordinated by Ragan Communications and the Public Relations Society of America; plan a presentation to staff.

The South Dakota Film Office Twitter account had one new tweet for a total of 226; we have 422 followers, up 62 from January,

### Hospitality

Mailed 14 new plaques and 128 of the 2011 tabs to acknowledge those who earned the Great Service Star (GSS) for hospitality. Approved five more GSS applications; total number of GSS designees for 2011 is 159. Placed list of GSS designees on SDVisit.

Coordinated letter from Governor Dugaard congratulating the eight George S. Mickelson Great Service Award finalists. Placed names of the finalists on SDVisit along with the pictures of the two Mickelson Award winners.

Requested and received access to the fee-based Online Customer Service Training owned by Black Hills State University’s College of Business and Technology.

Mailed updated hospitality spring training co-op funding application form and guidelines to 350 CVBs and Chambers of Commerce, Tribal Tourism offices, Economic Development offices, SBCD offices, regional tourism associations, and Governor’s Tourism Advisory Board.

### Information Centers

Processed approximately 190 applicants for the travel counselor positions; interviewed 105 people face-to-face in Chamberlain, Rapid City, Wilmot, and Sioux Falls; will conclude process in early March. Will hold meeting for supervisors, May 9-10, with the fam trip from May 11-15. Will attend the two lit swaps on May 11 and 12.

Mailed poster program letter to the industry on February 28 and put online on March 1. Continued to review and approve brochures for display at the Centers.

### Photo/Video

Completed the following on Tourism's hit list: winter sports photography, including snowmobiling in the Black Hills and skiing and snowboarding at Terry Peak; eagles and hawks; and Spearfish Canyon scenics.

Black Hills Photo Shootout instructors and session scheduling is underway. Ad appeared in South Dakota Vacation Guide; discussions underway with *South Dakota Magazine* for editorial feature in summer issue. Updated the webpage with information and session for keynote speaker; reserved Meier Hall on the Black Hills State University (BHSU) campus for the keynote session. Designers are working on new logo for event; will continue to assist in details as needed.

Fulfilled requests for photos with loans to *South Dakota Magazine*, Yankton; South Dakota Rural Electric Association, South Dakota State Library, Merriman Printing, Department of Labor, Cultural Heritage Center, Pierre; TDG Communications, Deadwood; *AAA Home & Away Magazine*, KCPO-TV, Lawrence & Schiller, Sioux Falls; Hill City Chamber of Commerce; Terry Peak Ski Area, Lead; City of Roslyn; Black Hills Pioneer, Spearfish; Eureka Quasiquicentennial Committee; Rocky Mountain International, Dialogue Sales, Wyoming; *Itineraries Magazine*, Minnesota; and images of the National Music Museum to *Group Tour Magazine*, Hilland, Michigan.

Have placed 13,150 digital photos in database; working through Photoshop CS5 guidebook.

Video hit list: Shot video of snowmobiling in Spearfish Canyon and near Hardy Camp. Did an interview with trail coordinator Shannon Percy for use in a short video on snowmobiling.

Video dubs and loans: Had the 500 new dubs of the last Image video made for the international team's use. Sent Black Hills footage to the Arbor Day Foundation in Lincoln, Nebraska, for promotions they are doing. Sent additional stock footage to North by Northwest Productions in Spokane, Washington, for a promotional video they are doing on the Lewis and Clark Trail.

Worked with Rocky Mountain International (RMI) and Tourism staff to coordinate filming of the RMI Roundup, an annual event that builds international tours to our region. Shot video of people meeting and working at the Roundup and followed a tour operator fam tour and shot video of the participants.

The YouTube channel had 8,731 views in February and 11,882 in January.

### Travel Market Advertising

Finalized and shipped the following ads: *Deadwood/South Dakota Tourism (SDT) Co-op – Winter 2010-11*: Newspaper ads in Chadron, Bismarck, Dickinson, Sioux Falls, Casper, Cheyenne, Scottsbluff, and Williston. Final winter ad ran the Scottsbluff Herald February 27. *Sioux Falls Sports Authority/SDT Co-op – Summit League Championships*: Rushmore 'Memories of a Lifetime' ad for Summit League program book; Countdown clock for argusleader.com; and Summit League thank you ad for Argus Leader for March 9.

*SDT – Peak Season 2011* – Badlands 'Memories of a Lifetime' (1-page) ad for *Budget Travel* on sale April 1; Rushmore 'Memories of a Lifetime' (1-page ad) for *National Parks* magazine on sale April 1; ad for 2011 Spring *Midwest Vacation Guide*; Laura Ingalls Wilder Giant Step (2-page) ad for April issue of *Family Fun* on sale March 29; Fishing ad 'Reel in the Memories' for April issue of *Iowa Sportsman* magazine; Fishing TV spot for Outdoor Channel and Sportsman Channel; TV script/donuts; Travelsd.com homepage copy; Travelsmart editorial calendar; Travelsd.com booking widget; and Oprah eZine email. Mount Rushmore image/suitcase design of Free Standing Insert (FSI) in newspapers placed for the following dates and markets:

March 13 Wisconsin – Eau Claire (circ. 34,000), Madison (circ. 101,000), LaCrosse (circ. 39,298)  
 Minnesota – Minneapolis (circ. 225,000)

March 27 Nebraska – Omaha (circ. 190,658)  
 North Dakota – Fargo (circ. 53,100);  
 Iowa – Sioux City (44,180);

April 10 Canada – Winnipeg (circ. 122,749)  
*Custer State Park/SDT Co-op* – Ad in April issue of *Reader's Digest Midwest Travel Guide*; banner ad for *Gordon's Guide* website; and banner ads placed on online ad network in the following markets: LaCrosse, Eau Claire, Fort Collins, Greeley, Rochester, and Sioux Falls.  
*Deadwood/SDT Co-op* – Revised TV scripts – four new ads will be shot in March appealing to a younger, singles demographic. Placed banner ads on online ad network in the following markets: Bismarck, Casper, Minneapolis, and Sioux Falls.  
*Rapid City/SDT Co-op* – Ad for April issue of *Minnesota Monthly* magazine.

Designed four, four-color, full-page ads for Lifeway Media Group's May issues of Lifeway publications as part of a Tourism/Mitchell CVB co-op: *Living with Teenagers*, *Mature Living*, *Parent Life*, and *Home Life*. Mitchell CVB won four, full-page print ads; the CVB director suggested expanding the ads to also promote the whole state.

Mailed Great Getaways newspaper co-op registration flyer; we have 60 partners and room for 65. Will get partner copy and photos for the designer. Working on Giant Step landing pages for TravelSD.com.

Met with representatives from the Department of Game, Fish & Parks discuss potential fishing promotion for peak season.

### E-Commerce

On the consumer website - TravelSD.com: 72 vacation packages are listed. Created a landing page in support of the print ad being run in the German magazine *Spirit of the West*.

Reviewed 750 responses to the March Travelsmart sent in February; reviewed 520 responses to the February Travelsmart sent the end of January; and reviewed three responses to Vacation Guide automated emails. Forwarded a number of responses to appropriate staff for consideration/follow-up.

Enhancements to TravelSD in progress: Reviewing quotes from several e-guide developers; will make decision in early March as to vendor. Working on landing page for Mitchell ads; landing page will include photos, videos and links to partner sites. Will replace the printed South Dakota Adventure Guide and Native South Dakota Guide with Adventure Section and Native American Section. Both sections will include a brief description with business listings, photos, related videos, and vacation packages and a "booking link" or "add to my trip planner" button.

Working with ad agency to develop landing page for the Great Ride promotion for Tourism and other partners; will include creative elements, photos, videos, and partner logos.

On SDVisit.com: Updated the information, form, and online payment for the Great Getaways co-op program; posted a PDF of the 2011 cooperative marketing information kit. Created an industry email seeking vacation packages and distributed to 1,319 list members via Listrak.com and to the tourism industry e-mail list of 2,243 addresses. Updated the Spring Hospitality Training section of the "Hospitality and Customer Service" page, the training schedule page, and the webpage for information about the co-op program, including a PDF of the application form. Updated the program information and

application form for Matching Dollar Challenge. Created an industry email about Digital Revolution updates and distributed to 1,311 list members via Listrak.com and to the tourism industry email list of 2,132. Posted the lead lists (PDF and XLS) from the 2011 Bank Travel show to the Tour Operator and International Leads List page. Worked on the online registration/payment with Bureau of Information and Telecommunications and updated the webpage and the PDF of the registration form for the 2011 Information Center Poster Program.

### Publications

South Dakota Vacation Guide was delivered to Tourism.

### Research

Continued working to eliminate duplicate inquiries through Ringlead; working with Ruf on the Visitor Relations Management (VRM) program. Developed (VRM) Communication Plan and reviewed triggered messaging. Made further progress on the Ruf profile and append of data records; this will enable us to review demographics, geographic, and other visitor attributes within our database.

Worked on developing a VRM Survey to travelers who book vacations through TravelSD, South Dakota Central Reservations, or partner sites. Questions are similar to Intercept and Mount Rushmore surveys.

Initiated a new contract with Smith Travel Research (STR) that will now include hotel data for specific communities, regions, and the state overall. Also requested a monthly comparison report that shows all other U.S. states.

Requested statistics from two receptive operators as well as airport statistics from Rapid City on international arrivals.

A few highlights from the Hunting Survey include: Top three states for responses were Minnesota, Wisconsin, and Michigan. Most hunters travel by private vehicle and hunt on private land. Pheasants are the most popular game and plentiful game is the largest influence when choosing a hunting destination. Expanded upon an intercept study conducted at the Sioux Falls Airport at the beginning of the pheasant season on hunting experiences and to determine if Tourism should be doing more hunting cross-promotions.

Continued inputting data from visitors for the Mount Rushmore Survey; currently have 231 completed surveys in the database. Majority of surveys are handouts rather than online responses.

### Agri-tourism

Presented co-op marketing opportunities at South Dakota Stockgrowers' Agritourism class in Kadoka. Attended Black Hills Stock Show and Rodeo; met with Karen Baker about possibilities of Team South Dakota rodeo promotion.

### Tribal Tourism Roundtable

Held teleconference in early February with Gerard Baker, Governor's Tourism Advisory Board; Tourism staff; and Tribal Government Relations staff and discussed Gerard's ideas to advance tribal tourism. Staff from Tribal Government Relations and Tourism met in Kyle later in the month with Gerard Baker; Ivan Sorbel, Pine Ridge Chamber of Commerce; and Tony Brave and Kathy Aplan, Oglala Lakota College Media Department regarding a tourism training video and a tribal tourism summit. Also discussed a new project to help promote visitor travel on tribal lands and reservations.

### Creative Consultations/Projects

The three designers are working on mock-ups for new business cards and letterhead for Tourism, SD Arts Council, State Historical Society, and the Governor's Office of Economic Development (GOED) as these groups have been reorganized into new departments.

All designers began working on options for a new Black Hills Photo Shootout logo.

A. Brassfield: Created the application form for the Spring Hospitality Training Co-op and PDF was placed on SDVisit. Ordered more Great Service seals and designed new lapel pins.

Designed and received approval for the Save-the-Date cards for the Buffalo Roundup; sent final version to appropriate staff for disbursement. The design for the Golf Classic Save-the-Date card was approved and sent to appropriate staff.

Began designing poster for History and Archeology for their "This Place Matters" photography winner poster; approved design will be sent to the printer by March 18.

A. Hofmeister: For GOED, designed a mock-up containing South Dakota business rankings and information for leaders in the trust industry to pass on to their clients.

Designed an invitation and registration piece for the 2011 GEOD Conference. A quantity of 3,000 mailers will be printed with delivered by March 14.

Designed five options for business card/letterhead sets for the Department of Tribal Relations and forwarded for their review.

Received a project request for a Dakota Seeds brochure for completion in March.

T. Meise: Designed manufacturing templates for GOED. The guidelines for "How to Use" will be written for both print and Web versions. A meeting will be scheduled in March to illustrate the usage for each template.

Completed design of the final "paper" of the GOED Newsletter.

T. Friedeman: Working with GOED to coordinate production of a tradeshow giveaway.

For GOED Conference, sent specifications to A/V vendors for bids for set-up for April 26-27 event in Sioux Falls. Working on specifications for conference booklet for bids.