

To: Governor Daugaard
 From: James D. Hagen, Secretary
 Department of Tourism
 Date: July 7, 2011
 RE: June 2011 Monthly Status Report

By the Numbers

Media and Public Relations		
	May-11	FYTD
Circulation	165,635,486	359,840,553
Earned	\$ 66,740	\$999,244
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	177,303	2,132
5/11 % Chng	13.3%	-9.4%
FYTD	1,214,504	25,651
Time On Site	-20.2%	0.7%
Pages/Visit	-22.1%	-2.4%
Online Trip Itineraries	4,028	NA
Email	Emails Sent	Emails Read
May-11	461,811	23.9%
FYTD	3,982,899	16.9%
Digital Revolution		
# of Partners	312	-
% Change over 2010	NA	-

Office of Tourism Indicators					
		May-11	May-10	% Change	% FYTD
Tax	Tourism Tax (1%)	\$239,521	\$242,769	-1.3%	7.3%
	Gaming Tax	\$239,944	\$247,999	-3.2%	-0.3%
	Tourism Tax (.5%)	\$80,449	\$81,540	-1.3%	33.4%
Travel Activity	State Parks	601,042	729,956	-17.7%	
	Natl. Parks	221,684	259,803	-14.7%	
	Traffic Cnts	183,834	183,458	0.2%	
	Gas Prices	\$3.96	\$2.89	37.0%	
	Overnights	379,024	379,679	-0.2%	
	Occupancy	52.4%	52.6%	-0.4%	
	Avg Rates	\$68.45	\$67.46	1.5%	
Inquiries	Total	59,177	64,999	-9.0%	-0.7%
	Online	24,197	NA	NA	NA
	Mail	NA	NA	NA	NA
	Phone	NA	NA	NA	NA
	Sales	NA	NA	NA	NA

Media & Public Relations

Fulfilled information requests: Lisa McClintick, freelance writer, contact for Children’s Museum of South Dakota; Hilary Richard McNamara, freelance writer, press trips – invited her to Buffalo Roundup; Crooks Winery, signage issue – pointed him to Department of Transportation; journalist Marge Peterson, AAA *Home & Away*, contacts for holiday festivals; George Kessler for regional outdoors/fishing publications; Bill Harlan, DUSEL, promotion of Neutrino Day – offered to promote the free event through our social media channels; Wendy Pitlick, BH Pioneer, great motorcycle rides through South Dakota; hooked up KELO-TV with the Deadwood Mountain Grand for a story on their opening; and general inquiries from MediaSD.com and others.

Arranged media interviews for Jim Hagen about flooding impact on tourism with Tom Lawrence from Mitchell Daily Republic, Austin Hoffman from KELO-TV to be shown on Inside KELOLand, Jodi Schwann with Sioux Falls Business Journal (also included marketing of events in Sioux Falls), and Jon Walker and Pete Harriman with the Argus Leader. Interview with Harriman also included outlook for 4th of July and rest of the season and trends we’re seeing.

Met with Great Lakes of South Dakota Association regarding flood information on their website.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places series: Palisades State Park, Mount Rushmore National Memorial, Little Town on the Prairie, and Casey Tibbs Rodeo Center; South Dakota Visitor Industry Ready to Welcome Visitors; South Dakota Governor Daugaard Welcomes Visitors; Tours of the Governor’s Mansion Postponed; and Governor’s Mansion Tours to Begin on June 22. Reviewed five releases for History and two for Arts.

Arranged complimentary admission for Erin Mohring and her family over Memorial Day weekend for postings on her blog “At Home With the Boys.” She posted daily posts about her family’s vacation in the Black Hills. She will write four additional features throughout the year, make Twitter and FaceBook

posts, and display a banner ad on her blog for one year that links to TravelSD.com. Contacted CVBs and various industry partners to attain complimentary lodging and attraction passes in Sioux Falls and the Black Hills for freelance writer Shel Zolkewich, Canada. He writes for Going Places, Travel Manitoba, Outdoor Canada, Western Living, and Winnipeg Free Press. Worked with Beth Blair, freelance writer for CBS Minnesota, Vacation Gals blog, and Homewood Suites blog, for July travel to the Black Hills. Worked with Ruth Chin, freelance writer from Indiana, who is traveling to the Black Hills in July for a conference; she plans to do a story on Crazy Horse – will line up interview with Ruth Ziolkowski. Will draft itinerary for journalist Marge Peterson, *AAA Home & Away* magazine, who is traveling the I-29 cultural corridor in August for two stories, one on the corridor and one on unique B&Bs. Secured passes for Jim Pohle with Comcast Spotlight in Minneapolis to Mount Rushmore National Memorial, Badlands National Park, Custer State Park, and Rushmore Cave.

Completed a 2,000-word feature on group tours to South Dakota for *Bus Tours Magazine*. For Top Events USA site, completed a feature on the Fort Sisseton Historical Festival and summary text for the Brookings Arts Festival and Belle Fourche Rodeo Roundup.

Monitored social media conversations that are taking place around a set of key words involving South Dakota Tourism. Added flood related keywords to social media monitoring in order to catch any misinformation. Added the Black Hills “Book a Trip” tab to the FaceBook account, which allows visitors to book their trip by clicking on the tab that takes them to BlackHillsVacations.com. Posted events to Roadtripsforfamilies.com. Blog posts: Tours of the Governor’s Mansion Postponed, Tourism & Fishing is Open, Heritage Hall Museum, Father’s Day Getaway, Mount Rushmore History Part 3, Laura Ingalls Wilder Pageant, and Governor’s Mansion Tours Resume. Planning a campaign on FaceBook to help drive our followers to 10,000; have 6,060 fans, up 1,285 from May, which is the largest growth over a one-month period Tourism has seen in some time. For Travel South Dakota Twitter account, had 81 new tweets for a total of 1,301; have 2,783 followers, up 100 from May.

Increased social media posts for River City Racin’ to let the public know the event was still scheduled.

Industry Relations

Created and distributed the June issue of Tourism’s eFYI Newsletter to 1,292 list members via Listrak.com and to 2,106 on Tourism’s industry database. Topics: Secretary’s Report, Research and Marketing Meetings, Seeking Nominations for the 2012 Tourism Awards, Governor’s Hospitality Certificate Program, 2011 Black Hills Photo Shootout, Trade Show Leads Available, 2011 Travel Indicators, Important Reminders, and What Our Visitors Are Saying.

Reviewed the 2011 Tourism Conference evaluations for topics and speaker/session ideas for the 2012 Governor’s Conference on Tourism to be held January 18 and 19 in Pierre.

Reviewed the proposed itinerary for the Roundup media fam for both international and domestic journalists. Began working on making arrangements for lodging, meals, and tours.

Trade Sales Group Tour/International

Assembled the 2011 issue 6 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 283 list members. Topics: Experience Winter Fun in South Dakota, Travel Professionals Tip, Featured Itinerary: South Dakota Winter, Featured Attractions, Featured Events, and What’s New?.

Sent requested information to Design Destinations, California, for scouting trip to South Dakota in June; contacted South Dakota suppliers, prepared itinerary, and hosted two representatives from their company.

Responded to request from the Custer Chamber on ideas for attracting more tour buses to that city.

Fulfilled requests for Vacation Guides to 10 AAA offices in Iowa, Illinois, Massachusetts, Michigan, Minnesota, Texas, and Wisconsin for a total of 660 guides.

Mailed co-op information to 70 South Dakota American Bus Association (ABA) and National Tour Association (NTA) members. Submitted photos to *Bus Tours* Magazine and was notified that South Dakota was selected for the cover of the September/October issue. Secured 18 partners for the 2011 Group Tour Co-op; the four-page, four-color ad will be placed in the September/October issue of *Bus Tours* Magazine with a South Dakota image on the cover (circ. 8,284); November issue of *Courier* Magazine (circ. 6,000), annual convention issue; November issue of *Packaged Travel Insider* (circ. 10,000); November/December issue of *Destinations* Magazine (circ. 7,250); November/December issue of *Bank Travel Management* (circ. 6,000); and December issue of *Leisure Group Travel* (circ. 20,000). Contacted 2010 partners to offer option of advertising in five or six group tour magazines as cost would increase with six – six was the majority.

Attended Travel Alliance Partners (TAP) annual convention in Louisville and met with 38 tour operators. Rapid City CVB and Regency Hotel Management also attended.

Obtained Heritage Club leads from Rapid City CVB as they attended this trade show and were gracious enough to share leads with Tourism and others in the visitor industry for follow-up.

Completed follow-up to 40 contacts from the North American Journey Show and to 133 contacts from the Bank Travel show. Posted leads from U.S. Travel Association Pow Wow to SDVisit and completed follow-up from the 64 appointments. Sent Pow Wow leads to the five South Dakota partners who shared in the booth. Rocky Mountain International (RMI) also attended Pow Wow on behalf of the partner states and had full appointments. Posted RMI's Pow Wow leads on SDVisit for suppliers.

Working with RMI overseas offices to vet journalists to invite to South Dakota in September; itinerary will include the Buffalo Roundup in September. Provided list of potential journalists to the Governor's Office for consideration. Working to finalize itinerary, September 20-27, which will include options for those who've been to South Dakota.

Contacted by RMI regarding a hosting for Will Davies, Australia; made arrangements for his trip. (He is an author and historian and has conducted a number of overseas tours.) Reviewed itinerary as he was traveling as part of his research for new travel concepts for NRMA Motoring and Services, similar to AAA. They said our preparations were the best of any of the states. Sent package of information to his Australian address for his article. Working on itinerary for July and August for Janne Lindbladh with Jambo Tours in Sweden, per RMI. Fulfilled request from RMI to submit rodeo and powwow schedules and photos to Vagabond Travel in Denmark for placement in their magazine.

Partners in RMI's Real America Guide, the sales piece for the four states in the major European markets, will showcase wildlife in this year's guide, national and state parks itineraries, and the Best of the West itinerary. Other itineraries will be listed again on partner state's websites. Will submit photos for the publication. Sent South Dakota photos and news information for fall and early winter issues of the RMI Newsletter; it is shared with suppliers, overseas RMI offices, and overseas tour operators.

Working with RMI states on Australian promotion to reach travel agents, tour operators and journalists for FY12

Met Carlo Ferrari, Italy, in Sioux Falls and reviewed final itinerary, which included the first two days of the Tour de Kota bike tour. They traveled along the Native American Scenic Byway, Tour Oahe route along Highways 1804 and 1806, Badlands Scenic Loop, Iron Mountain Road, Spearfish Canyon, Custer State Park, and George Mickelson Trail; and hiked Harney Peak. He writes for *Ciclismo*, a monthly consumer magazine that specializes in biking (circ. 44,000 with a readership of 195,000) and an online travel and tourism website magazine, viaggivacanze.info, with a monthly distribution of 150,000.

Met with representatives Paolo Venturini and crew from Italy with *Runners World* and Sky TV. They were in the Black Hills for the Black Hills Marathon – Sturgis 100 Marathon. Escorted them for one day around the Black Hills for filming and an article: the Drum Company, the Journey Museum, Crazy Horse Memorial, and Custer State Park. *Runners World* (circ. 60,000 and readership of 200,000), is a monthly consumer magazine, comparable to *Runners World USA* edition, with Sky TV satellite channel Sport TV has a weekly audience of 800,000. This is the first media fam focusing on marathon/running aimed to expose destinations out of the traditional scenarios. The opportunity was developed by RMI Italy in partnership with Melville Tour Operator, a Lufthansa City Center in Reggio Emilia, that specializes in running events and travels for Italians.

Provided hostings letters for August and September for Christian Heeb, Oregon. Heeb is working with Thomas Jeier, Germany, on books and magazines. Contacted Rod Woodruff, Buffalo Chip, regarding press pass for Greg Allman concert and other ideas during the Rally. Contacted Sturgis for Rally press pass and will work with Custer State Park for Buffalo Roundup visit as well.

Sent information to Travel Mole, United Kingdom, on international travel impact and What's New.

Presented ad opportunity to the three current co-op partners of ad in *Spirit of the West Magazine*, which is distributed in the German markets and as an onboard magazine for Condor Airlines, to participate in four editions of the magazine for the price of three with Tourism; two partners have agreed. Will open up the opportunity to another entity.

Contacted South Dakota ranches regarding tour operator Trek America's request for family-friendly ranches. Contacted Chambers and CVBs regarding information and rates on full-service campgrounds, per request from New World Travel for group tour trips using campers.

Worked with Rapid City CVB on lodging and attractions passes for winner of *America Journal* Sweepstakes, a magazine distributed in Germany. Winner from Germany will be in South Dakota in July.

International Press:

Italy:

Web travel magazines – 2morrow.it, April 2011, article on Sturgis Motorcycle Rally, as a result of a press release, has a distribution of 12,000 and an estimated ad value of \$800; vivereinviaggio.it (distribution reach not available), May 2011, and mondointasca.org (distribution of 35,000 weekly), May 2011, both published article called "Traveling in South Dakota along the Native American Scenic Byway." The estimated ad value for both postings was \$1,350.

Turisti Per Caso, May 2011, consumer monthly travel magazine (circ. 250,000), article called "South Dakota: buffaloes and cowboys" about the annual Buffalo Roundup, attractions, Native American culture, and a travel package by Gastaldi 1860 tour operator, written by Sauro Scagliarini and Gabriella Braidotti as a result of the 2010 Buffalo Roundup press trip. Estimated ad value was \$48,500.

Qui Touring, April 2011, monthly consumer magazine dedicated to tourism (circ. of 350,000 and readership of 600,000), published a 10-page article “A sign of a buffalo” about Custer State Park, attractions and Native American culture, written by Stefano Brambilla and Francesco Tomasinelli as a result of the 2010 Buffalo Roundup press trip. Estimated ad value was \$450,000.

Germany:

America Journal No 3 / 2011, May/June issue, a German consumer magazine with emphasis on the United States as a travel destination (circ. 45,000). The five-page article called “Cowboy Cuisine” was written by Monika and Rainer Hamberger, who visited the RMI states in 2010. The last part of the article describes the Lakota Buffalo Caretakers Cooperative of the Oglala Dakota Nation on the Pine Ridge Reservation and how they try to preserve the buffalo and still produce traditional buffalo jerky. Estimated ad value is \$8,498. *America Journal* No 2 / 2011, March/April issue. The story included a photo of the Crow Creek Indian Reservation and a short note on the annual photo tours by Christian and Regula Heeb. This article had an estimated ad value of \$2,864.

Outdoors

Outdoors representative Joey Hockett’s last day was June 22. He is pursuing more adventure in Chile, South America. He’ll help construct what will be the largest astronomical research facility on Earth. Specifically, he will be building the large antennas, the large white satellite dish-looking things. He is excited to once again be part of such a large human undertaking that will advance what we know and understand about our universe.

The job description for the outdoors position will be posted on the Bureau of Personnel’s website.

Film Office

Sent production guide per request from FilmSD.com.

Researching time frame to take an online film commission fundamentals class.

Worked with Ford Explorer on their project, Go Do Explore; they filmed in Badlands National Park.

Working with the Park Service and a film crew that is producing an episode for the History Channel on Mount Rushmore National Memorial. Working with a filmmaker who is interested in shooting a music video in South Dakota; looking for abandoned carnival grounds and ghost towns. Working with a filmmaker who is interested in filming in Rapid City and at Mount Rushmore National Memorial for a film titled “Nebraska.” They mentioned the possibility of including the Buffalo Roundup in the film, so gave them Craig Pugsley’s contact information at Custer State Park. Working with Andrew Kightlinger and Luke Schuetzle on their new film “Dust of War.” Arranging meetings to discuss filming at the Capitol, meeting with one of the House Representatives, and Public Safety to film on Highway 1806.

Discussed opportunity to partner with a documentary on a road trip back to Oglala; declined a partnership, but will continue to work with them on other needs such as video and still photography supplements.

Began writing a “white paper” regarding film incentives in South Dakota, to include comparable incentives from other states and recommendations for South Dakota. Began compiling a list of people who would be of value in a roundtable discussion about South Dakota’s film incentives.

South Dakota Film Office Twitter account had three new tweets for a total of 236; have 513 followers, up 23 from May.

Hospitality

Made updates to the Great Service Star Program application form on SDVisit.com.

Responded to several requests for the ID code to access the free Online Customer Service Training.

Information Centers

Handled a number of duties related to the operation of the Interstate Information Centers, from reorganizing the fax, printers, and copiers to providing Calendar of Events lists to distribute to visitors.

Photo/Video

Black Hills Photo Shootout, September 30 - October 2: Registration shows over 80 people registered. Photomatix software is offering a discount to all participants. Met with Black Hills State University, Deadwood Social Club, High Plains Heritage Center, Black Hills Photo Club, and Black Hills, Badlands & Lakes on various aspects of event. Photos are being considered for feature in *South Dakota Magazine*. Finalizing details for workshop sessions. Worked with media team to develop a press release, worked on second registration push for the event, made payment to the Dahl Center for lease of the facility for Friday night, and worked on handouts and gifts.

Completed the following on Tourism's photo hit list: River City Racin,' concert at Prehistoric Indian Village in Mitchell, Chamberlain scenic overlook, Renaissance Festival in Sioux Falls, Wheel Jam in Huron, Campanile in Brookings, car racing at State Fair Speedway in Huron, pheasants, Badlands Petrified Gardens in Kadoka, Prairie Homestead and the Ranch Store in Cactus Flat, buffalo in Custer State Park, Wall Drug, Devils Tower, Spearfish falls, 1880 Train, Sylvan Lake, Al's Oasis in Oacoma, fishing on Missouri River, and Badlands National Park.

Photography hit list: Interior rodeo, Cedar Pass Lodge, Brookings Arts Festival, Storybook Land in Aberdeen, Laura Ingalls Wilder Pageant in De Smet, Art Alley in Rapid City, Prairie Berry Winery in Hill City, and Watertown, Brookings and Black Hills television commercials.

Film Office photography: Triple U Ranch, Fort Pierre.

Fulfilled photo requests to *South Dakota Magazine*, Yankton; Northern State University, Dex Advertising, Aberdeen; Mad Mountain Adventures, Lead; Prairie Berry Winery, 1880 Train, Hill City; Heckel Creative, Regency Management, Sioux Falls; University of South Dakota, Vermillion; Author Phillip Hall, Wasta; Buffalo Chip Gazette, Fenske Media, Outdoor Campus West, Rapid City; South Dakota State University, Brookings; Fort Pierre rodeo committee; Department of Game, Fish and Parks, Pierre; AAA *Home & Away* magazine, Nebraska; Away.com, Washington, D.C.; *American Lifestyle Magazine*, Pennsylvania; Spring Hill Press, Missouri; San Francisco Chronicle, California; Rocky Mountain International, Wyoming; ExcapeWizard.com; *Spirit of the West Magazine*, Arizona; *Bus Tours Magazine*, Illinois; and Vagabond Travel, Denmark.

Continued editing and inputting photos into digital photography database. Bureau of Information and Telecommunications working with Tourism to increase storage space.

Completed the following on video hit list: Fort Sisseton Historical Festival, Missouri River near Yankton and at Little Bend, canoeing on the Missouri at Farm Island, boating and fishing in Pierre, and prairie in the Fort Pierre Grasslands.

Video hit list: set up and shoot fishing video on the Missouri; family shoot at Mount Rushmore National Memorial; and northern Hills shoot to include Bear Butte, Spearfish Canyon, Roughlock Falls, and Deadwood; prairie grasslands; and pow wow dancers at the Twin Cities Pow Wow in Pierre.

Video dubs and loans: Sent stock footage to Insight Media in Sioux Falls and to Callan Productions for use in Sturgis Rally productions; and video links to the Italian RMI Office and to the Collective Travel Radio website.

Shot and edited the time capsule for the Capital Centennial and edited a clip for media use. Shot an ethanol blender pump press conference and edited two clips for media use.

For Social Media: edit Roundup video with Craig Pugsley, work on edited SnapShots in-house, and add more video to the YouTube channel and the TravelSD blog.

Fulfilled Logo/Photo/Map requests: maps to Brooks Alexander; logo files to Dean Arneson at Bystronic, Inc.; rodeo photos to Jessica Jockheck at Fort Pierre Development Corporation; and Black Hills scenic road image to Kendal Haug, Rapid City.

Travel Market Advertising

The following were finalized and shipped for Peak 2011:

South Dakota Tourism (SDT) – Retargeting banners, fishing email, and July issue of Travelsmart. *Aberdeen/SDT Co-op* – Newspaper ads in Fargo and Grand Forks. Storybook Land radio spot. *Black Hills, Badlands & Lakes/SDT Co-op* – Newspaper ads in Denver and Regina. *Custer State Park (CSP)/SDT Co-op* – Newspaper ads in Fort Collins, Greeley, LaCrosse, Rochester, and Sioux Falls. *Custer BID/SDT Co-op* – Newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, and Sioux Falls. *Deadwood/SDT Co-op* – Newspaper ads in Casper and Minneapolis. *Rapid City/SDT Co-op* – Newspaper ads in Winnipeg. *Spearfish/SDT Co-op* – Newspaper ads in Bismarck. *Watertown/SDT Co-op* – Newspaper ads in Sioux City, Winnipeg and Minneapolis. TV spots scripts.

Additional peak efforts: drafted Governor's video message regarding flooding updates and sent to surrounding states and drafted VRM messaging regarding flooding updates. Reviewed mobile apps demos from Mobilarus, DiscoverAnywhere, and BarZadventures.

SDT – Shoulder Season 2011 – Hunting ad for Pheasants Forever magazine (co-op with Huron, Watertown, and Tourism) inserts July 15; Hunting ad for *Kingdom* magazine inserts July 25 and for *North American Hunter* inserts July 29; banner ads for arnieskingdom.com to go live August 1; Giant Step magazine co-op: Rushmore ad for *Family Circle* on sale August 2 and for *Better Homes & Gardens* on sale September 20, Badlands ad for *Ladies Home Journal* on sale August 9 and for *Travel 50+* on sale November 17, Native American ad for *O Magazine* on sale August 14 and for *Ladies Home Journal* on sale September 13, Custer State Park ad for *Midwest Living* on sale August 23, and Pierre ad for *Travel 50+* on sale September 20. Layout is in progress for Great Getaways newspaper insert with 42 partners. *CSP/SDT Co-op* – Shoulder magazine ads in *AAA Home & Away* and *AAA Living* inserts September 1. *Huron/SDT Co-op* – Landing page – hunting focus. *Watertown/SDT Co-op* – Landing page – hunting focus.

Mailed 1,800 registration forms to visitor industry for the 2011 Shoulder Great Getaways co-op; secured 42 partners for the fall newspaper insert. Partner ads were arranged per the geographic region in which they are located.

Planning another “Take Me Hunting” photo contest via social media; discussed if the promotion should live on an app on FaceBook or on huntinsd.com.

Met with representatives from South Dakota Public Broadcasting (SDPB) and Skyworks (England) filming project regarding contract, shot list, and other details of this HD video project, six-day shoot, beginning in July. Colin Mills heads up Skyworks and the video expert is Richard Mervyn. This contract will give us access to a huge amount of up-to-date high quality video imagery for years to come. SDPB (Soaring South Dakota) and the Department of Game, Fish & Parks are also part of this endeavor.

Ordered 10,000 South Dakota postcards for insertions in the Wyoming Vacation Guides as part of our partnership with Wyoming. We insert their postcard in our travel packets.

Worked on copy for a feature in *Kingdom Magazine* (Arnold Palmer’s publication).

Sent email to CVBs, co-op partners, and regional offices regarding The Great Ride sponsorship opportunity for shoulder. Sent email to visitor industry regarding the opportunity to partner in a “South Dakota aisle” at Pheasant Fest.

E-Commerce

On the consumer website - TravelSD.com: 135 vacation packages are listed; added nine hot deals.

Requested that ad agency post a link to Flood Update information on the homepage. Revised some of the copy on the Rodeo homepage. Created a new page under Mount Rushmore for the schedule of the 2011 Independence Day Celebration events. Updated the dates for 2011 on the Sturgis Rally page.

Reviewed nearly 1,300 responses to the July Travelsmart sent June 23; 53 updates, unsubscribes, comments, and/or information requests were forwarded to appropriate staff to handle. Reviewed the 1,080+ responses to the June Travelsmart sent May 26; 34 updates, unsubscribes, comments and/or information requests were forwarded to appropriate staff to handle. Went through more than 900 responses to the special Travelsmart, which included the Governor’s video message about flooding and travel, sent June 7; forwarded 52 comments, unsubscribes, etc. to appropriate staff. Reviewed approximately 47 responses to a fishing email sent June 9; forwarded one address change and one comment. Reviewed 69 responses to trip planning and Vacation Guide (VRM) automated emails; forwarded 29 responses to appropriate staff.

For MediaSD.com (TravelSD.com/Newsroom) on June 3, posted links to Flood Update information on the homepage. Posted a press release, “South Dakota Visitor Industry Ready to Welcome Visitors,” to the site and to the State News Web.

For Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals), posted a link to Flood Update information on the homepage on June 3.

For Industry Site - SDVisit.com, posted links to Flood Update information on the homepage on June 3; added a link from the homepage to the Governor’s video on June 7. Created an industry email, including the Governor’s video message regarding the flooding and travel and distributed it to 1,294 list members via Listrak.com and to 2,225 addresses on Tourism’s industry list.

Updated shoulder Great Getaways program information and forms and worked with Bureau of Information and Telecommunications (BIT) to update the Online Payment System; deactivated the registration form and online payment option when the program filled.

Updated the webpages and Online Payment System for the 2011 Group Tour Co-op. Began working with BIT on the online registration process for the 2013-2014 Group Tour Planning Guide as this process will begin this fall.

Posted the list (PDF) from the 2010 Word Travel Market to the Tour Operator and International Leads List page; posted the list (PDF) from the RMI Pow Wow and the ones (PDF, XLS) from the South Dakota Pow Wow.

Research

Organized and mailed or delivered 6,000 Summer Intercept Survey questionnaires, split among the 12 Interstate Information Centers; travel counselors will help distribute the surveys to visitors between July 5 and 14. Deadline to respond is July 23; a \$250 gift card will be awarded in August to one of the responders. Survey Monkey will be used to record responses as they are received.

Signed a contract with DataTrim to manage inquiry database so there will not be duplications of addresses.

Began distributing visitor surveys at Mount Rushmore National Memorial (ongoing survey) via the concessionaires on October 26, 2010; the first round of collections ended April 1. Currently, 144 surveys have been entered for the second round of reporting. The first round of surveys were distributed in the gift shop, but they've become too busy to distribute, so they are being handed out in the cafeteria and we are seeing a much better response from this change. The next drawing will be held October 7.

Designed a Gas Prices Survey and distributed to our TravelSmart database to gain insight into travel plans and how current gas prices may be affecting summer plans. Included questions that would allow us to segment responses by two of our target audiences: Mobile Moms and Active & Ageless. The survey closed with 22,830 responses and one winner was chosen at random to receive a \$50 gas card. The full report can be found at: <http://sdvisit.com/tools/research/index.asp>.

Will compile travel indicator statistics on a monthly basis and distribute to staff and various members of the visitor industry. Indicators will measure performance and the health of the travel industry with hotel data from Smith Travel Research, web trends, revenue, inquiries, and Information Center car counts.

Ordered cluster (common demographics) maps of the Minneapolis/St Paul area to see how two of our chosen clusters, Active and Ageless and Mobile Moms, would show up in advertising markets/travel propensities in the areas. Maps showed Active and Ageless tend to be located more within the suburbs of the Twin Cities while Mobile Moms were located within the more downtown/urban area of the Cities. Received a total of 34 maps of key markets, which also included Colorado, Nebraska, Iowa, and North Dakota. Maps will serve as a foundation for 2012 peak planning.

Planning a Hunting Intercept Study for the shoulder season. One of the things we'd like to learn is how communities within South Dakota should position themselves and why hunters choose the communities they do. Depending on the results, study may be done annually.

Publications

Finalized updates to the Motorcycle Guide and routed to the designers. Finalized updates to the Guide to Archaeology & Paleontology and routed it to the designers.

Tribal Tourism

Organized a Tribal Tourism Roundtable for July 26 at the Buffalo Interpretive Center from 10am to 3pm CDT.

Representatives from Tribal Government Affairs and the Department of Tourism met with LaDonna Brave Bull Allard from the Standing Rock Reservation regarding promotion of Native American Scenic Byways and hostings of international journalists and group tour operators. Contacted North Dakota Tourism to see if they could join the meeting and work together on programs that include Standing Rock

Governor's Tourism Advisory Board

Cancelled May 31-June 1 meeting, rescheduled for July 20 in Pierre.

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

Reviewed proposed menu options from venues for the Governor's Buffalo Roundup guests. Drafted tour options for guests. Emailed Buffalo Roundup schedule with miscellaneous details/committee requests to Wade Lampert at the State Game Lodge in Custer State Park.

Forwarded domestic and international media invite lists to Governor's Office for consideration.

Working with First Lady Linda Daugaard on aspects of both events.

Creative Consultations/Projects

A. Brassfield:

Department: Worked on designing individual business cards for GOED staff; sent specs to printers for bids. Sent a mock-up of the GOED letterhead; waiting to get feedback. Designed letterhead mock-ups for Historical Society; waiting for feedback. Ordered and received Arts Council letterhead, business cards, and envelopes.

Governor's Office: Working on two mock-ups for the Buffalo Roundup invitations to be reviewed by the Governor; ordered paper samples. Received copy for the tours and inserted into the mock-ups. Waiting for approval on copy; sent specs and received bids.

For Tourism: Began designing front cover of the four-page group tour co-op piece that will be inserted in six fall magazines targeted to tour operators; waiting for partner copy.

A. Hofmeister:

For Tourism: Will design the 2011 edition of the Greenhorn's Guide to Archaeology and Paleontology, once copy and the timeline are received.

For GOED: Completed the four-page marketing piece for the Biotech trade show in Washington D.C. and created decals in-house for use on maps that will be distributed at the show.

Completed design of Finance piece, but changes in information delayed printing; will find out if print bid is still valid.

Governor's Invitation Pheasant Hunt: Designed two different invitations for Governor Dugaard to review; worked on printer quotes, box samples and quotes, and other materials to be used on the cover. Designed a letterhead to be used by the Hunt committee.

T. Meise:

Designed Governor's Tax Postcard; delivery is expected in mid-July.

For Tourism: Completed updates to the South Dakota Motorcycle Guide; expect delivery of 40,000 guides in late July.

Worked on letterhead design.

Worked on layout of the Fall Great Getaways newspaper insert; will prepare partner ad copy for approval; need to send to printer by July 14.

Other: Began working on layout of the South Dakota State Map; delivery is expected in September.

T. Friedeman

For GOED: Researched stock images for use in an archery/South Dakota business handout card for use in Yankton during the national archery finals.