

To: Governor Daugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: October 13, 2011  
RE: September 2011 Monthly Status Report

### By the Numbers

For August 2011 over August 2010:

- Information Requests – down 5%
- Web Traffic – up 20%
- Tourism Tax (1%) – up 15.3%
- Tourism Tax (.5%) – up 7.3%
- Gaming Tax – down 4.5%
- Hotel Occupancy – down 1.8%
- Hotel Overnights – down 1.1%
- Hotel Rates – up 1%
- Media Circulation – 1,176,543
- Publicity Value – \$2,838

### Media & Industry Relations

Fulfilled information requests and gave interview to Jay Kumar, seriousbirdhunting.com and outdoorlife.com, regarding whether bird population forecasts influence hunter travel; Susan Glaser, The Plain Dealer, Cleveland, Ohio, regarding fall foliage photos; and general inquiries from MediaSD.com and others. Had media interview/meeting with Megan Luther, Argus Leader, regarding preview to Labor Day Weekend, re-cap of 2011 peak season, and Rooster Rush promotion.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places series: Spearfish Canyon, Spirit Mound, and Custer State Park; Photography Week in South Dakota; Cowboys: a Driving Force at Buffalo Roundup in Custer State Park; and posted three industry releases to the newsroom on travelsd.com: Akaska SD to host fishing tournament, Black Hills Symphony Orchestra Announces 2011/2012 Concert Series, and Deadwood Mountain Grand Rockin'. Sent media advisory to 400+ contacts describing the Buffalo Roundup event and time and coordinates of the satellite feed; sent reminder email to the same contacts. Reviewed five releases from History.

Worked on itinerary for Russ Lothian, havefunbiking.com, who wants to ride the Mickelson Trail the first week in October. Referred him to Lee Harstad at the Deadwood Chamber & Visitors Bureau.

Finalized arrangements and the itinerary for the pre- and post-Buffalo Roundup media hosting for 11 domestic journalists and film industry members on a week-long press trip around the northern Black Hills and the Badlands and during the Custer State Park Buffalo Roundup. Worked with Dick Miller to arrange a press conference for journalists following the Roundup.

Created and distributed the September issue of Tourism's eFYI Newsletter to 1,284 list members via Listrak.com and to 2,095 on Tourism's industry database. Topics included Secretary's Report, Research and Marketing Meetings, Hunting Experience Survey Results, Rooster Rush 2011, 2012 Travel Shows, Group Tour Caucus, 2012 Giant Step, New Highway Maps Available, Important Reminders, and What Our Visitors Are Saying.

Deadline closed for applications from Made in South Dakota vendors for exhibiting at the 2012 Governor's Conference on Tourism, January 18 and 19, in Pierre at the BW Ramkota Hotel and Convention Center. Completed contracts for Conference speakers. Registration flyer will be mailed to visitor industry members in November.

Traveled with Department of Game, Fish & Parks staff to the Fort Sisseton Commission meeting. Reported on two projects – one was an inquiry into whether or not the South Dakota Historical Society Press could reprint copies of Harold Schuler's book on the Fort and the other was on a Fort branding logo Tourism's creative staff designed.

Continued monitoring social media conversations taking place around a set of key words involving South Dakota Tourism. For the Travel South Dakota Twitter account, there were 97 new tweets for a total of 1,621 tweets; we have 3,112 followers, up 132 from August. Worked on an improved template for blog posts on the South Dakota Travel Blog and Outdoor Blog. Made blog posts on Spearfish Canyon, Pumpkin Train at Prairie Village, Custer State Park, and Mount Rushmore Redevelopment. Posted news stories and blog links on FaceBook; plan to coordinate another "Take Me Hunting" photo contest for this fall. Tourism's FaceBook page has 7,957 fans, up 145 from August.

#### International and Domestic Trade Sales

Assembled the 2011 issue 9 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 332 list members. Topics included Indulge in South Dakota's Hand-Crafted Wines, Travel Professionals Tip, Featured Itinerary: Wineries, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for 125 Vacation Guides to four AAA offices in Iowa, Illinois, and Indiana.

Held National Tour Association (NTA) and American Bus Association (ABA) pre-convention caucus in Pierre for South Dakota NTA/ABA members for upcoming group tour conventions; discussed trends and what's new items for South Dakota. Seven South Dakota suppliers attended. Worked on appointment requests for NTA Annual Convention to be held in Las Vegas in December. Provided copy and South Dakota delegate information for ABA postcard which was mailed to 1,500 tour operators on our database to let them know who from South Dakota will be attending the ABA Convention in Grapevine, Texas, in January. The postcard arrived at the time appointment requests became available online.

Contacted by *Group Travel Leader/Bank Travel Management* regarding writer, Brian Jewell, who was traveling across South Dakota to gather information for articles to be featured in the September/October issue of *Bank Travel Management* and the November issue of the *Group Travel Leader* when the Dakotas are featured. Prepared itinerary and escorted him across the state.

Contacted by Creative Tours, Wisconsin (dba My Private Concierge), for assistance with a scouting trip in October to plan future tours. They work with upscale clients and were looking for unusual and behind the scenes activities and attractions. Prepared itinerary and will meet them in Sioux Falls in October.

Met with Mark Juddery, journalist from Australia, who was on a 14-day tour of South Dakota and North Dakota. He stopped at many attractions throughout the state, such as 1880 Town, Pioneer Auto Show, South Dakota Hall of Fame, Akta Lakota Museum, Oglala Lakota College, Mount Rushmore National Memorial, and Crazy Horse Memorial.

Attended the ASTA Trade Show in Las Vegas, the largest Travel Agent Trade Show in the U.S. Met and handed out information on South Dakota to about 400 travel agents.

Contacted past South Dakota participants of U.S. Travel Association Pow Wow to see if they plan to co-op this show again in May 2012 in Los Angeles; four of the five have said they plan to participate.

Met 48 international tour operators and journalists on the Rocky Mountain International (RMI) Megafam in Whitefish, Montana. The familiarization tour included Idaho and Montana this year with South Dakota and Wyoming meeting participants and giving presentations.

Prepared for Scandinavian Mission with RMI, Minnesota, Wyoming, Montana, Idaho, and North Dakota in October to Denmark and Sweden.

Provided information on national parks, attractions, lodging and activities to Conseillere Voyages, France, for clients arriving in late October.

Hosted 11 international journalists for Buffalo Roundup plus pre- and post-trips from Switzerland, Italy, Germany, Belgium, and Norway. Arranged a side tour for Isa Hoffinger through eastern South Dakota and one for Garufi and Bertolotti from Italy through eastern South Dakota and the Native American Scenic Byway. Hoffinger's main story will be on the Native American Culture in South Dakota; arranged to take her on a "side" trip to Pine Ridge, Wounded Knee, and the Red Cloud Indian School.

Discussed co-op ad opportunity in *America Journal*, Germany, with potential partners. Crazy Horse Memorial will place a 1/3 page ad on their own and Tourism and Rapid City will co-op on a 2/3 page ad that will feature Badlands and Mount Rushmore National Memorial in the November/December issue. A Rocky Mountain feature includes South Dakota.

#### International Press

##### The Netherlands:

Hosted Imco Lanting hosted this summer. Article about Crazy Horse Memorial was published in August in *Het Parool*. The headline means: 'Indians get the biggest statue in the world. No circulation or ad value at this time.

##### Italy:

Two more articles were published by Sauro Scagliarini in September 2011 from his Buffalo Roundup trip to South Dakota in 2010. No circulation or ad value at this time.

Two articles were published by Carlos Ferrarie who was hosted in June. No circulation or ad value at this time.

##### Germany:

A 2-page article by Walter Kreuzer (photos by Beate Kreuzer) called "Intelligent through fight for survival" about the history of the Black Hills Wild Horse Sanctuary, the owner Dayton O. Hyde, and the fascination of the wild horses in combination with the special landscape; the rolling hills and prairie; and highlighted Crazy Horse Memorial and Mount Rushmore has now also been published in Switzerland. No ad value or circulation available at this time.

#### Outdoors

Justin Larson has transitioned into the Media and Industry Relations Team as the new Outdoor Media & Industry Relations Representative. Justin was a member of the Trade Sales & Marketing Team. In his new position, Justin will manage all outdoor media inquiries and hostings, promote South Dakota's

outdoor sites and activities, attend outdoor trade shows, and help with the department's general public relations efforts. In addition, he will be a liaison to the Great Lakes tourism region.

The South Dakota Outdoors Twitter account had eight new tweets for a total of 329; there are 871 followers, up 52 since August.

### Film Office

Updated and approved two listings on FilmSD.com.

Hosted four film guests on a week long press trip of South Dakota in conjunction with the Custer State Park Buffalo Roundup.

Worked with a contact from a major studio on an untitled project, but they have chosen to film in Canada instead of South Dakota because of incentive reasons. Worked with EPOCH films to bring a music video shoot to South Dakota, but did not obtain this project. Worked with Pete Binswanger to bring a TV pilot shoot to South Dakota, but did not obtain this project due to lack of film incentives.

Stayed in contact with Stephen Lewis Simpson on the possibility of a locations scouting trip this fall for the film "Neither Wolf Nor Dog."

Met with Tourism's graphic designers to develop ideas on new marketing efforts for the film office, such as a new marketing slogan. The website, print, and production guide will all need to be updated.

Attended the 2011 South Dakota Film Festival (SDFF) in Aberdeen and met with several filmmakers from across the United States and networked with South Dakota filmmakers. Watched "The Pact," a feature length comedy that was filmed in South Dakota. Will continue to follow up with South Dakota filmmakers on making South Dakota a location for their film projects. Invited legislators from the area to the SDFF with VIP passes. Working with Tom Black on a movie project that could potentially film in the Aberdeen area next summer.

Met with Chris and Rick VanNess regarding film incentive ideas and marketing ideas for the Black Hills Film Festival.

Placed ad in October 2011 edition of *P3 Update*.

Working with staff photographer on geocaching ideas that might be suitable for Tourism involvement for 2012 peak season; will present to Tourism's marketing team.

South Dakota Film Office Twitter account had three new tweets for a total of 251; have 560 followers, up 31 from August.

### Hospitality

Continued to review the 86 applications received for the Great Service Star (GSS) Program. Qualified applicants are awarded the use of the GSS in their advertising for one year. Selected several GSS applications for consideration for the George S. Mickelson Award, which is given annually at the Governor's Conference on Tourism in January in Pierre. Will present finalists, for recommendations on winners, to the Governor's Tourism Advisory Board at their November meeting in Brookings.

### Information Centers

Mandy Brumfield has been hired as the Interstate Information Center manager under the Research and Visitor Services Team at Tourism. She graduated from Black Hills State University in 2011 with a Bachelor's degree in Business Marketing and Tourism & Hospitality Management. In addition to managing the Centers, Mandy will be working with the industry, coordinating/attending travel shows, and will be responsible for the qualitative research at Tourism.

Sent email of introduction to travel counselors at the Centers. Visited each of the 10 Centers to interview the supervisors and discuss the annual evaluation forms. Compiled initial supply request for 2012. Developed year-end newsletter about and from the Centers. Met with Mark King, Department of Transportation, to address maintenance issues they handle via contracts that are let through a bid process.

Closing dates for the Interstate Information Centers: September 18 – New Effington, Salem, Tilford, Vivian, Wasta, and Wilmot; September 25 – Spearfish; and October 30/31 – Chamberlain, Valley Springs, and Vermillion.

### Photo/Video

Registered 160 for the Black Hills Photo Shootout, September 30 - October 2. Finalized registration materials, Shootout materials, and answered participant questions via email and FaceBook.

Completed the following on Tourism's hit list: Buffalo Roundup, scenics, and wildlife in Custer State Park; hiking and geocaching in Spearfish Canyon; Spokane and Tinton ghost towns; Cultural Heritage Center in Pierre; Mount Rushmore at night; fly fishing; sunflower and sorghum fields; Eagle Butte Powwow; Sturgis Mustang Rally; Dakota Five-O mountain bike race in Spearfish; dinosaur statue in Faith; concert at Deadwood Mountain Grand; TV commercial shoots at Corn Palace and Lake Alvin; and Black Hills Central Railroad.

Attended and photographed activities at the South Dakota Film Festival in Aberdeen.

Fulfilled photo requests with loans to *South Dakota Magazine*, Southeast South Dakota Tourism Association, Yankton; Rapid City CVB, Outdoor Campus West, Rapid City; Dust of War movie, Prynntcomm, South Dakota Multi Housing Association, Bickering Brothers Distillery, Bureau of Information and Technology, South Dakota Rural Electric Association, U.S. Dept. of Agriculture, Game, Fish and Parks, Pierre; U.S. Attorney's Office, Lawrence & Schiller, Regency Management, Sioux Falls; Future Farmers of America, Kimball; Fort Sisseton; Bison Gro, Buffalo; *Spirit of the West* magazine, Arizona; *Delta Sky* magazine, Minnesota; Council of State Governments, Kentucky; and Cleveland Plain Dealer, Ohio.

Continued editing and inputting digital photos into database and have over 13,400 cataloged; new computer with more power and RAM has been requested.

Video Hit list: fall colors in Spearfish Canyon, Custer State Park, and Buffalo Roundup – shot stills of Roundup for slide show and shot video of interviews with the Governor and Superintendent Dick Miller. Edited video and interviews and sent them via satellite to media outlets. Posted video of the Roundup to FaceBook and our YouTube page, which had 22,500 hits for the month of September.

Worked on setting up interviews for the Shot Show video for GOED; work with staff on content and structure of video.

### Travel Market Advertising

The following were finalized and shipped for Shoulder for *South Dakota Tourism (SDT)*: Newspaper ads in Council Bluffs, Minneapolis/St Paul, Omaha, Rochester, and Sioux City. Rushmore ad in USA Weekend insert in Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota on September 25. 'Take Me Hunting' ad for Cabela's Outfitter Journal inserts in November/December issue; creative is featured in North American Hunter email the first week in October. Pheasants Forever winter ad inserts October 26. Church Execs/Youth Ministries *On the Go* half-page ad. Rooster Rush/Gear Giveaway/Vikings Game ad in the Vikings Playbook, gate banners, and half-time Banners. KCAU-TV, Sioux City (value add), print ad and web banner in the Siouxland Holiday Guide featuring the Deadwood Christmas Special, distributed first week of November.

*Aberdeen/SDT Co-op* – Landing page. *Custer State Park/SDT Co-op* – Newspaper ads in SW Minnesota Peach, Fort Collins, Greeley, LaCrosse, Rochester, and Sioux Falls. Woodall's Camping ad. *Deadwood/SDT Co-op* – Newspaper ads in Bismarck, Gillette, and Sioux Falls. *Huron/SDT Co-op* – Newspaper ads for Albert Lea, Alexandria, Duluth, Fairbault, Mankato, Marshall, and Wilmar. 'Ringneck Nation' hunting ad for Dakota Hunting Guide and Dakota Country Magazine. *Rapid City/SDT Co-op* – Newspaper ads in Denver and Omaha. *Spearfish/SDT Co-op* – TV donuts. *Watertown/SDT Co-op* – Newspaper ads in La Crosse and Rochester and ad for Dakota Country Magazine. *SDT/GOED/Black Hills, Badlands & Lakes Co-op* – Delta Sky ads.

Coordinated booth set-up and staffing from Tourism for the Tourism booth at the South Dakota State Fair. Distributed promotional materials, including the new state map with Governor Daugaard's photo and message.

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

Sent 2012 Giant Step co-op registration flyer to the printer; will mail to visitor industry members on Tourism's database in late October. Flyer will have list of magazines in which partner copy will appear.

Sent Macy's a list of suggested talent to be on the Rushmore float; but it has not been confirmed. Continued to brainstorm and make steps toward the street team effort that will take place in conjunction with/prior to the Macy's Thanksgiving Day Parade. Plan is to take the Mount Rushmore "mascots" to New York City for a presence at major attractions, be on the plaza of the major morning news shows, and take part in the Macy's Family Fun Day the Sunday before Thanksgiving.

October hunting emails will focus on the Hunt and Gear Giveaway that is part of the Rooster Rush campaign. Reviewed applications and made notifications to over 20 communities that applied for promotional funding. Coordinated shipments of merchandise orders to participating communities. Staff have attended and worked plaza booth at home Vikings' games to promote pheasant hunting in South Dakota with rolled hand-held banners, hunting gear giveaway sign-up, booth display, and travel and hunting information. Waiting for two proposal options from a potential outdoors show.

Developed a new email template that will be used as a bi-monthly email blast to consumers highlighting events throughout the state.

### E-Commerce

On the consumer website - TravelSD.com: 99 vacation packages are listed. HuntInSD.com –adding photo widget to display "Take Me Hunting" photos from FaceBook. Will be expanding the Adventure Section to include sections for adventure-related travel. Will be updating content on the Native American

Section to ensure copy and information is current. Will be optimizing 15 most visited pages in an attempt to lower bounce rates – Search Engine Optimization plan – will be utilizing Clicktale to monitor recorded web sessions.

Re-submitted application to be a registered app developer with Apple for our South Dakota Mobile App; this will allow us to post our new travel app on the app stores. Reviewed screen mockups with marketing team. Provided feedback on category tags for new app.

On the industry site - SDVisit.com: Posted PDFs of the 2010 Hunting Experience Survey Report and the 2011 Intercept Study Report to the Research homepage. Updated the main Interstate Information Center Programs webpage. Drafted updates to the team pages per the department reorganization, which included the @travelsd.com email extensions and updated these email addresses throughout the site.

Press Site – MediaSD.com (TravelSD.com/Newsroom): Updated the Reporter’s Toolbox page to reflect the Tourism staff changes.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Updated the Contact Us page to reflect the Tourism staff changes.

Reviewed approximately 179 responses to hunting emails sent twice in September and forwarded 14 to appropriate staff to handle. Reviewed 35+ responses to a hunting survey email and forwarded one to appropriate staff. Reviewed 75 responses to a survey email and forwarded eight to appropriate staff. Reviewed 39 responses to trip planning and Vacation Guide (VRM) automated emails and forwarded 13 to appropriate staff.

### Research

Of 6,500 Information Center Summer Intercept Surveys that were distributed from July 5 to 4 at the Centers, 1,720 were completed (received 2,002 in 2010). Results can be found at SDVisit.com under Tools and then the Research button. The in-target states were Colorado, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wyoming, and Wisconsin plus Canada.

There are 774 surveys entered for the Mount Rushmore Survey, which began in October 2010. Will study results to determine if we will continue collecting surveys. Tourism initially started this survey to gather more data on our international visitors, but we are seeing very few international respondents.

Template has been designed for a Travel Indicators Email to the visitor industry on a quarterly basis with the first one being planned for October. Working on adding a social media section.

Evaluating the 2010 Hunting Intercept Study to determine which questions need to be changed/added for the 2011 survey.

Began recruiting research panels by email; have roughly 800 recruits in just the Minneapolis area. Panelists have agreed to respond to questions related to travel planning and behavior. They will also be asked to comment on the creative side of promotions. Will be recruiting a Wisconsin panel in October.

### Publications

Received snowmobile map changes from Game, Fish & Parks (GF&P), including text updates and trail directory changes. Routed to GF&P for review with the final files to the printer in early October. Plan to print 34,000 with delivery planned for early November.

Received delivery of 300,000 maps in time for distribution at the State Fair; final shipments arrived in Rapid City.

#### Governor's Tourism Advisory Board

Matching Dollar Challenge applications were approved for the following marketing projects by the Tourism Board: Black Hills Stock Show in Rapid City, Bon Homme County in Springfield, Bramble Park Zoo in Watertown, Main Street Square in Rapid City, Sisseton Promotion Board in Sisseton, SD AgXchange in Pierre, SD Shakespeare Festival in Vermillion, Thunder Road in Aberdeen, Vacation Fix on Route 46 in Wagner, Washington Pavilion/Ag Gallery in Sioux Falls, and Haunting of Keystone. Each applicant was notified of the status of their application and staff will work with each project to finalize individual marketing plans. The total amount approved for this group of projects is an additional \$195,688 in funds that will be matched by Tourism in the Matching Dollar Challenge program.

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

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

Worked with contacts at Crazy Horse Memorial, Mount Rushmore National Memorial, and the Game Lodge to finalize Roundup menus and logistics. Coordinated a number of items for guests and completed details for a number of aspects of the event, including vehicles, signage, print materials, tours, license plates, photo plan, AV needs, and registration.

For the Hunt, worked on trap shoot details, which include safety gear and announcers. Continued working on other details of the event: vehicles, signage, print materials, license plates, photo plan, AV needs, and registration.

#### Creative Consultations/Projects

A. Hofmeister:

For Tourism:

Designed and placed a half-page group tour ad for Church Executives' digital publication.

For GOED:

Sent several options to Mary Lehecka Nelson and Mary Cerney for the South Dakota Certified Ready Site logo. They chose one, and will forward files of logo in different formats to be used on print and web.

Waiting for further direction on the Giant Vision logo.

Worked on designing a full-color, 4-page informational trade show piece; quantity, printer, and cost is yet to be determined.

For GF&P:

Continued to tweak logo for the Fort Sisseton committee with more font/color options; it will be ready for their next meeting in December.

A. McCloud:

For GOED:

Sent envelope order to printer. Ordered the second page for their letterhead. Ordered business cards for remaining staff.

For History:

The letterhead and envelopes for History and Archaeology have been approved and were sent to printer. Waiting to get a list of people in their office to order individual business cards.

For Tourism:

Sent the final group tour co-op ad to the corresponding magazines for production. Made specs and sent to printers for our copies of the piece.

Designed ABA postcard for mailing to 1,500 tour operators on Tourism's database.

Designed and laid out the program book for the Photo Shootout.

For Governor's Office:

Met with Lisa Donner regarding the Christmas at the Capital. Working on a new design that represents Fairyland/royalty with the colors silver, black, and gold.

T. Meise:

For Tourism:

Received delivery of new letterhead and envelopes. Ordered new business cards for staff.

Designed and delivered 10 graphs and charts on the Intercept Study.

Designed and delivered a PDF of Tourism Conference letterhead to staff.

For Arts Council:

Worked on designing a two-fold brochure for the First Lady's Art Showcase held in conjunction with the Governor's Invitational Pheasant Hunt in October.

Prepping digital files of Arts Council Arts Map and writing printing specs for a bid quote from vendors.

For GOED:

Three signs were designed, printed, and delivered for the Firearms Research & Technology Forum set for October.

Waiting for direction on three business card mock-ups for staff.

T. Friedeman

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

For Tourism:

Designed and ordered new South Dakota metal logo lapel pins from AdStar in Sioux Falls with shipment planned to arrive in late October.

Coordinated installation of iMacs with provider and software upgrades were also installed; this enables Tourism to keep up with Adobe Design software as it becomes available.

M. Ganschow:

For 2011 Tourism/GOED projects – planning includes timelines, creative needs, and assignments to designers.