

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

By the Numbers

December only:

- Information Requests – up 42.3 %
- Web Traffic –up 30.6 % (Google changed the way they track visitors to websites in September)
- Tourism Tax (1%) –up 3.6 %
- Tourism Tax (.5%) –down 3.4 %
- Gaming Tax –up 6.8 %
- Hotel Occupancy –down 0.8 %
- Hotel Overnights –down 0.2 %
- Hotel Rates –up 3.8 %
- Domestic Earned Media - Circulation/Audience –5,0809,155
Publicity Value –\$4,843

January – December 2011:

- Information Requests – up 14.8 %
- Web Traffic –up 16.2% (Google changed the way they track visitors to websites in September)
- Tourism Tax (1%) –up 0.7%
- Tourism Tax (.5%) –down 4.5 %
- Gaming Tax –down 5.5%
- Hotel Occupancy –down 1.3 %
- Hotel Overnights –down 1.1%
- Hotel Rates –up 1.4 %
- Domestic Earned Media - Circulation/Audience –308,201,280
Publicity Value –\$2,589,356

Media & Industry Relations

Governor's Conference on Tourism was well attended, with 522 full registrations and 37 for either Wednesday or Thursday. There were 27 students and 75 first-timers in the group of 522! Worked with a Watertown radio station to arrange a live three-hour broadcast from the Conference.

Governor Daugaard announced the annual award winners during the Thursday banquet: the two George S. Mickelson Great Service Awards were presented to Pioneer Auto Show in Murdo and Country Inn & Suites in Watertown; the A. H. Pankow Award was presented to Bob Faehn, KXLG, in Watertown; the Ben Black Elk Award was presented to Hazel Juhnke from Vivian; and the Cacklin' Community Award was presented to Huron.

There were 34 sponsors, who are very much appreciated, as their contribution, along with Conference registration fees pay for the Conference, enabling Tourism to bring in top-notch speakers.

Fulfilled information requests to Tom Lawrence, Mitchell Daily Republic, regarding Missouri River recreation; Megan Luther, Argus Leader, regarding 2011 economic impact; Marge Peterson, *AAA Home & Away* magazine, to fact-check an article; *Midwest Living* to fact-check an article; Raul Moreno, South

Dakota freelancer, regarding Tourism Conference; George Thompson, Reporter & Farmer, regarding Day County economic impact numbers; Del Bartels, Philip Review, regarding mobile app; April Montefiore, Ad Fax Media Marketing, regarding 2012 campaign; City of Wilmot, regarding Tourism Board members; and general inquiries from MediaSD.com and others. Media interviews and/or meetings included interview with South Dakota Public Broadcasting for Jim Hagen; *Smart Money* Magazine, regarding best places in South Dakota to retire; and KWAT radio, regarding Tourism Conference.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): Tourism Advisory Board Elects Officers; Despite Challenges, Tourism Impact Up in 2011; Top Tourism Leaders Recognized by Gov. Daugaard; and South Dakota Department of Tourism Launches New Mobile App. Reviewed five releases for History. Organized Governor's press conference to announce tourism's 2011 economic impact.

Distributed January issue of Tourism's eFYI newsletter to 1,293 list members via Listrak.com and to the Tourism industry email list of 2,069 addresses. Topics included Secretary's Message, 2012 Governor's Conference on Tourism, Group Tour Planning Guide, Visitor Research Panels, Information Center Job Applications, RMI Roundup Video, Hit Show Features South Dakota, Tour Operators Rank South Dakota, Spring Hospitality Training Co-op, Travel Professionals E-Newsletter, Important Reminders, and U.S. Travel Association Updates.

Blog posts included one about the Museum of the South Dakota State Historical Society and another was a guest blog: RV's are for Cowards. South Dakota Tourism's public Facebook page has 9,096 fans, up 205 from December. South Dakota Visitor Industry Facebook page has 404 fans; posted Tourism Conference updates and links to beneficial sites for the industry.

Travel South Dakota Twitter account had 78 new tweets for a total of 2,019 tweets; have 3,379 followers, up 232 from December.

Set up Twitter account for Secretary Hagen, handle @SecJimHagen. He'll use this when on the road in South Dakota and while out of state. He had one tweet and 20 followers in just two days.

International and Domestic Trade Sales

Sent email to industry announcing that online registrations for the 2013-2014 Group Tour Planning Guide were open; another email was sent that extended the registration deadline to February 2.

Assembled the 2012 issue 1 edition of the Travel Professionals E-newsletter and sent via Listrak.com on January 26 to 5,644 list members. Topics included Celebrate the 4th of July in America's Heartland, Travel Professionals Tip, Featured Itinerary: Two-State National Parks Tour, Featured Attractions, Featured Events, and What's New?. Assembled a special email to the same subscriber list regarding "liking" the Travel Professionals Facebook page on January 30.

Fulfilled requests for Vacation Guides and/or other publications to AAA offices in Indiana, Nebraska, Ohio, and South Dakota; Krakow, Poland; MATKA in Finland for trade show; Carola Kolmann, RMI, Germany; and Mamiko Naito for Japan Solo Mission. Sent requested information to Berkshire Travel, Inc., New Jersey, for tour in July; and Audley Travel, United Kingdom, for lodging for their new tour.

Attended American Bus Association (ABA) Annual Marketplace in Grapevine, Texas, along with 27 South Dakota suppliers. Met with 30 tour operators in seven-minute, pre-scheduled appointments;

attended educational seminars and networking events; and held a caucus for South Dakota delegates to share leads so they could get additional appointments.

Provided a list of major tourism highlights and photos for *Courier Magazine*, per their request, for a South Dakota feature in their magazine.

Completed appointment schedule for Bank Travel Conference in early February in Memphis; working on North American Journeys (NAJ) Conference appointment schedule in late February.

From a hosting/site inspections tour in the Black Hills in May for Roger Baker, Tourmappers North America, Boston, Roger has already booked six tours for 2012.

Worked with Gary Schlueter, Rocky Mountain Holidays Tours, and TEMA Reiser, Norway, on information for a group of Norwegian genealogists who want to come to South Dakota, North Dakota, Minneapolis, and Washington in the fall of 2012.

Wrote and provided itineraries for post-Rocky Mountain International (RMI) Roundup in late April for tour operators from May 2-6 in South Dakota; seven have signed up so far.

Jayne Buck, Denver CVB, hosted the Icelandair inaugural flight for tour operators and journalists; and she and Barbara Stafford promoted the RMI region to the group. We are currently working with some of these tour operators in the Scandinavian market with RMI.

Prepared shipments for RMI Australia to Australia and New Zealand for mission in February. Worked on PowerPoint for shows and provided information for Visit USA Trade Press' newsletter and Australia Spring Newsletter by Davidson Communications. Worked on materials shipments for International Tourism Bourse (ITB) in Germany and the France Mission in mid-March.

Sent information on movies filmed in South Dakota to Karin Ochenbauer, Austria, to promote their new tour. Provided requested information to Alidays Tour Operator, Italy, for dirt track touring.

Contacted by Canusa Bonuscard, Germany, to send South Dakota suppliers the opportunity to provide coupons or discounts to Canusa; they will include these coupons and discounts in their client traveler packets to increase visits/stops in South Dakota and the region. Sent to database of 665 South Dakota businesses interested in international marketing.

Press:

The Netherlands

VRT Media, The Netherlands, filmed here a year ago and the show *Vlaanderenb Vakantieland* has now been broadcast; it has an estimated ad value of \$122,400.

Germany

In *America Journal's* 2011 November/December issue (circ. 45,000), a recap of the RMI sweepstake trip and raffle was published with a photo and short interview with the winner, Mr. Andreas D. Rompf, in the Readers corner: "Trip of a lifetime to the Rocky Mountains." Mr. Rompf wrote most of the article himself – recapping the tour and telling the readers that the dream of his life has come true. It has an estimated ad value of \$2,568.

United Kingdom

National Geographic, published four times a year (circ. 45,185), published an article “Snow kiting in South Dakota: about Snow Kiting, South Dakota, Wind Power Sports, and Watertown, in their January 31 issue. It has an estimated ad value of \$2,298.

Italy

Viaggiando, a monthly consumer traveling magazine (60,000), published an article, written by Francesco Garufi and Patrizia Bertolotti, in their December 2011 issue: “Dick Termes: the world in his hands.” It has an estimated ad value of \$91,500. It is a result of a press fam in September 2011.

Viaggivacanze.info is a web portal dedicated to traveling. It has over two million page views and 150,000 monthly visitors. In December 2011, an article: “Sitting Bull trails” was published. It has an estimated ad value of \$5,000. It is a result of a press fam in June 2011 for journalist Mr. Ferrari.

Total press/ad value is \$223,766 for this report.

Outdoors

Finalized details for the “South Dakota Aisle” at Pheasant Fest, February 17-19, in Kansas City. Worked with Creative on ad in Pheasant Fest program and banners for our South Dakota Pavilion.

Attended the SHOT Show in Las Vegas and met with outdoors show personalities and outdoors writers about coming to South Dakota: Benny Spies (NBC Sports), Skull Bound (Sportsman Channel), and Pure Hunting (Sportsman Channel) are our big leads on future relationships.

Worked on a proposal from the Minnesota Twins for our Rooster Rush campaign during shoulder season; contacted celebrities to see if they would be part of the grand prize give-away. Working with Learfield Sports on possible advertising opportunities with NCAA football teams.

Continued working with Lee Harstad, Deadwood Chamber and Visitors Bureau, on an ice fishing hosting in the Black Hills, February 6-10.

Contacted journalists from *Canoe & Kayak* magazine to cover the South Dakota Missouri River Kayak Challenge event. Contacted journalist from Outdoor Community Daily (online magazine) to cover the Mickelson Trail Marathon.

South Dakota Outdoors Twitter account had 11 new tweets for a total of 412; have 1,080 followers, up 64 since December.

Film Office

Sent one production guide, per request via FilmSD.com; updated and approved one listing on the site.

Will compile economic impact numbers to show how film projects affect South Dakota’s economy.

Brainstorming ways in which grant dollars could be distributed and used through the film office for continued education for film industry members.

Continue to pursue Kevin Stocklin from New York City on his film “Lakota” with location information, permit information, and general South Dakota filming tips.

Working on locations for the producers of the TV show for teenagers, "Awesome Adventures." It is syndicated across the country and airs in over 85% of all station markets in the US.

South Dakota Film Office Twitter account had five new tweets for a total of 258; have 604 followers, up 28 from December.

Hospitality

Issued 246 certificates, 91 gold seals, and 55 lapel pins for the three levels of recognition in the Governor's Hospitality Program.

Approved seven additional properties for Great Service Star hospitality program (GSS) designation for 2012. Contacted several businesses/organizations that had not yet submitted applications for renewal for the GSS and forwarded a link to the form. Ordered 165 of the 2012 tabs for plaques for those approved for the GSS designation. Mailed certificates to the finalists who qualified for consideration for the George S. Mickelson Great Service Award. Coordinated awards for presentations at the Tourism Conference.

Reviewed agendas and prepared separate reports for the Fort Sisseton Commission and Glacial Lakes & Prairies board meetings in February.

Information Centers

Posted job announcements for travel counselors for the 2012 season for the Interstate Information Centers; have received several applications and will set up interviews. Have begun receiving motorcoach bids for the travel counselors' fam tour in May; worked on itinerary.

Drafted intern description for Information Centers.

Added Interstate Information Centers as Points of Interest on NAVTEQ Map Reporter, which can now be found with GPS.

Photo/Video

Photographed Governor William J. Janklow's Memorial Service in the State Capitol.

Tourism photography: Governor's Conference on Tourism awards, eagles, and winter scenics in the Pierre area.

Working to approve and improve captions on photos in Tourism's website photo gallery; removed duplicate and over-populated images. Total images in gallery is now below 500, which is more manageable than the over 1,000 that had been there.

Fulfilled requests for photos to *South Dakota Magazine*, Yankton Chamber of Commerce, Southeast South Dakota Tourism Association, Yankton; Glacial Lakes & Prairies, Watertown; Regency Management, South Dakota Soybean Association, Lawrence and Schiller, Department of Agriculture, Sioux Falls; Hill City Chamber of Commerce; BPro, South Dakota Rural Electric Association, Department of Agriculture, Department of Health, Game Fish and Parks, Pierre; Spizzirri Press, Rapid City; National Travel Association, Kentucky; Steelhead Communications, Oregon; Eagle Creek, Minnesota; *Spirit of the West* magazine, New Mexico; Rocky Mountain International, Wyoming; Davidson Communications, Australia; and Audley Travel, United Kingdom.

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

For GOED: updated photo hit list.

Video hit list: Watch snow conditions and set up winter shoots as conditions allow. Work on hit list of needed video for 2012.

Redesigned the YouTube channel to conform to system-wide updates YouTube is making. Three month trend for YouTube video hits: January: 21,557, December: 25,359, and November: 24,100.

Worked with staff to update the Press Kit CD and its contents for the RMI Australia Mission.

Tourism hit list: Edit video of snowmobile trails in the Black Hills and add it to social media outlets. Edit SnapShot videos. Look at developing a new image video for staff use.

For GOED: Made plans to attend and shoot a business announcement in Brookings; and made plans to shoot interviews and businesses in the Brookings and Sioux Falls areas. Set up and shoot interviews and businesses on the GOED project list. Shoot interviews for the GOED Conference video.

Travel Market Advertising

Finalized and shipped the following ads: South Dakota Tourism (*SDT*) – *current/Peak Season 2012*: two-page Giant Step ‘Your American Journey’ magazine ads: Rushmore ads for April issue of *O Magazine* and May issue of *Good Housekeeping*; Prairie Church ad for April issue of *Guideposts*; Missouri River ad for May issue of *O Magazine*; and Badlands ad for May issue of *Guideposts*. Added elements for *Guideposts* include premium showcase and reader service spots.

Winter – Deadwood/SDT Co-op: Newspaper ads in Bismarck, Gillette, and Sioux Falls. Video banners.

Peak – Aberdeen/SDT Co-op: Google image ad banners. *Black Hills, Badlands & Lakes/SDT Co-op*: Remarketing web banners. *Custer BID/SDT Co-op*: Tweaks to new creative/ad layout, remarketing banners, and Yellowstone brochure outline. *Custer State Park/SDT Co-op*: Review of new creative/ad layout and Google image ad banners. *Rapid City/SDT Co-op*: Revised remarketing web banners. *Spearfish/SDT Co-op*: Video banners. *Watertown/SDT Co-op*: Google image ad banners.

Set up a meeting with Hot Springs the end of February to discuss campaign co-op marketing ideas.

Reviewed the proposed insertions for newspapers for Great Getaways and reviewed quotes from additional newspapers. Requested different stitching to hopefully bring down the prices.

Notified the 2012 Giant Step partners the magazines in which their ads will be featured.

Launched Discover Anywhere, the application on both iPhone and Android app stores on January 17. Waiting for Blackberry to approve and launch the app. After reviewing the live version, we identified things that were not working properly and these are being reviewed for development costs.

Attended Kansas City Boat Show: Staff’s overall opinion of the Kansas City Boat and Sportshow is that South Dakota was very well-received by attendees. The majority of attendees were interested in hunting and fishing; however, there were many “family travelers.” This Show changed from last year when it was a Boat *and* RV Show. If the Show would have remained an attraction for “camping travelers,” it may

have been better attended by those with an interest in family travel. It was very beneficial to have South Dakota represented in Kansas City, and I think it would be a great Show to return to next year.

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

E-Commerce

On the consumer website - TravelSD.com: 48 packages are listed.

Provided feedback and revisions to the TravelSD.com re-skin mockups and they should be ready in early February. In addition to the Mobile App, a mobile-friendly landing page was created and gives users five main options, four of which are Continue to TravelSD.com, Download Audio Tours, Call Travel Expert, and Request Free Guide . The new activity portion of the booking funnel is being developed and launched and tested on Blackhillsvacations.com. If the booking funnel performs well, it will be extended to other partners in the state.

Some of the data entry forms located within SDvisit.com were expanded to allow information to feed directly into TravelSD without a staff person entering them. The approval process will still be utilized.

Reviewed 785+ responses to the February Travelsmart sent January 21; of those, 36 updates, unsubscribes and/or information requests were forwarded to appropriate staff. Reviewed 69 responses to survey emails sent January 3, 12, and 19; forwarded three to appropriate staff. Reviewed 51 responses to a hunting email sent January 5; forwarded 22 to appropriate staff. Reviewed 10 responses to Vacation Guide (VRM) automated emails; forwarded three to appropriate staff. Reviewed 12 responses to an Events VRM email sent January 26. Reviewed 150 responses to the 2012 issue 1 edition of the Travel Professionals E-newsletter and 87 responses to the Facebook email; processed requests as well as those that unsubscribed, bounced, or were invalid.

Industry Site - SDVisit.com

Posted PDFs of the information document and application form for the Information Center seasonal job openings. Posted the Annual Report for 2011 and the 2011 Tourism Satellite Account/Global Insight report.

Updated the list of 2012 Great Service Star designees. Posted photos of award winners of the George S. Mickelson Great Service Star, the Ben Black Elk Award, the A.H. Pankow Award, and photos of the Governor's Tourism Advisory Board and the newly elected President and Vice President.

Resent email to the visitor industry on January 4 about Early Bird registrations for the Governor's Conference on Tourism to 1,285 list members via Listrak.com Tourism's industry e-mail list of 2,069. Sent email to the industry about completing an online conference evaluation; forwarded completed online conference evaluations to appropriate staff to review and/or compile.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals)

Completed updates to the "Tour Operators" (formerly "Motorcoach Tours") page under Trip Planner; updated the links to a PDF of the current 2012 What's New?. Continued reviewing/working with Bureau of Information & Telecommunications on the online registration process for the 2013-2014 Group Tour Planning Guide.

Research

Will email fourth quarter Travel Indicators to industry once all December stats have been collected.

Reviewed several surveys and emails that will be delivered to panelist in the Minnesota, Wisconsin, Des Moines, Kansas City, Quad Cities (Illinois), and Colorado markets. Had a great response from Illinois with 393 opt-ins in 48 hours. Sent Top10 To-do in South Dakota survey to panelists in Minnesota and Wisconsin; received 387 completed surveys. Developed industry omnibus survey and sent the last week in January to 3,378 addresses via Listrak.com and Tourism's list; will collect questions from our industry so we can build additional surveys for our consumer panels.

Governor's Tourism Advisory Board

Held a Board meeting on January 16 in Pierre, prior to the Governor's Conference on Tourism. A new President – Jim Schade from Volga and Vice President – a Julie Ranum from Watertown were elected. The Board and regional directors and their top two board officers were briefed on the Department of Tourism's revenue from the Deadwood gaming tax and the two tourism taxes, research and travel indicators, highlights from 2011 campaigns, and media schedules for 2012. Regional directors and their board members gave overviews of their 2011 marketing campaigns and plans for 2012.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Created a new label for the Press Kit CD to better reflect our updated creative.

Designed half-page ads for the Cultural Heritage Center and the Lewis & Clark Information Center in Chamberlain to be placed on the inside front cover of the 2012-13 Vacation Guide.

For GOED: Designed a postcard for award nominations; designed bounce-back card for sponsors for the conference, April 10 & 11 in Sioux Falls.

Laid out GOED's annual report; there have been several revisions; awaiting final approval before sending files to the printer for the full color, 40 page report. Will print 3,700 reports.

Tribal Relations: Ordered re-print of J.R. LaPlante's business card.

A. McCloud:

For Tourism: Sent Vacation Guide pages to vendor for printing; they are sending digital proofs of the pages because of color concerns.

Completed Tourism's Annual Report and sent PDF for placement on SDVisit.com.

Designed a layout for Trade Sales for an email promotion of their Facebook page.

For GOED: Reordered business cards for four staff.

For History: Made changes to their business card design and sent back for approval; ordered from Central Dupe as they requested.

T. Meise:

For Tourism: Checking on boxes for the Group Tour Planning Guide and waiting for partner copy.

For GOED: Designing invitation for their Conference, April 10 & 11 in Sioux Falls.

T. Friedeman, Creative Strategies Manager

For Tourism: Designed full-page ad for Pheasant Fest program booklet; designed two 10 ft. x 4 ft. vinyl banners that will be located at each end of our South Dakota aisle. Designed and coordinated production of blaze orange bandanas to be used as a handout and for a hunting dog parade.

Coordinated image selection for new Brand USA website.

Logo/Photo/Map requests: Selected over 250 images from the database and placed on a selected Drive for Debra Nold at BIT. Contacted BIT about an improperly angled South Dakota script that appears on the log-in page on state PCs.

For Arts Council: Researching a new name badge style for office and board members.