

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

By the Numbers

June 2012 numbers

- Information Requests – up 12.3%
- Unique Web Visitors – up 29.8%
- Tourism Tax (1%) – up 14.0%
- Tourism Tax (.5%) – up 14.0%
- Gaming Tax – up 17.4%
- Hotel Occupancy – up 6.6%
- Hotel Overnights – up 8.5%
- Hotel Rates – up 3.2%

June 2012 numbers

Domestic Earned Media – Circulation/Audience – 5,082,244 (does not include Des Moines street team efforts)

Publicity Value – \$47,329 (does not include Des Moines street team efforts)

FY12 numbers

Domestic Earned Media – Circulation /Audience – 384,450,427

Publicity Value – \$2,849,815

Media & Industry Relations

Fulfilled information requests to South Dakota Public Broadcasting (SDPB) regarding how tourism is faring leading up to the 4th of July holiday; freelance writer Wayne Newton, Canada, for an article for the Winnipeg Free Press and updates on the Buffalo Roundup, Black Hills, and Crazy Horse Memorial; and general inquiries from MediaSD.com and others. Media Interviews/Meetings: Arranged interview for Secretary Hagen with the Argus Leader regarding tourism numbers, and Hagen was interviewed by SDPB regarding the fires in the Hills and how the tourism season is faring.

Sent an inquiry to Black Hills media asking if any outlets have an interest in interviewing a French film crew coming through during the Sturgis Rally. KEVN-TV responded and gave great coverage.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places: Laura Ingalls Wilder Pageant and Black Hills Playhouse; Tourism Conference 2013: Save the Date!; posted one visitor industry release to MediaSD.com on Godspell Continues at Black Hills Playhouse. Reviewed seven releases for History and one release for Arts.

Distributed July issue of Tourism's eFYI newsletter to 1,261 list members via Listrak.com and to Tourism's industry email list of 2,018 addresses. Topics included Secretary's Message, We're Moving...Again!, "The Beauty of the Black Hills" Video, Great Service Star Submissions Due in September, Rooster Rush 2012, 2013 Governor's Conference on Tourism, Dates set for the 2013 RMI Roundup, Important Reminders, and U.S. Travel Association Updates.

Registered to attend the annual American Indian Alaska Native Tourism Association (AIANTA) conference in Billings, Montana, in September.

Drafting information for Tourism Conference for the sponsorship flyer and registration flyer.

Attended the quarterly board meeting of Glacial Lakes and Prairies Tourism Association and reported on Department of Tourism programs. Followed up with appropriate Tourism staff on items from the meeting.

Attended weekly Oahe Dam 50th Anniversary planning committee meetings and completed several assignments for that committee: contacting a drum/dance group from Rosebud, writing the first press release, and compiling a list of events.

South Dakota Tourism's Facebook (consumer page) has 17,152 fans, up 1,650 from June. Blog posts included Black Hills Playhouse and Trail of Governors. South Dakota Visitor Industry Facebook page has 442 fans; will ramp up efforts on this page with information on the Tourism Conference.

Travel South Dakota Twitter account has 61 new tweets for a total of 2,509 tweets; have 4,562 followers, up 462 from June.

Secretary Hagen's Twitter account has 270 followers, up 37 from June.

Continued to populate Pinterest boards.

International and Domestic Trade Sales

Sent requested information to Valley Tours, Minnesota; Converse Tours, Oklahoma; and Jacobsen Tours, Arkansas.

Fulfilled requests for 975 Vacation Guides and/or other publications to 17 AAA offices in Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, Washington, and Wisconsin.

Assembled the 2012 issue 7 edition of the Travel Professionals E-newsletter and sent via Listrak.com on July 18 to 5,521 list members. Topics included Bringing South Dakota Heart into American Art, Travel Professionals Tip, Featured Itinerary: U.S. Highway 212, Featured Attractions, Featured Events, and What's New?.

Contacted by Collette Vacations for information for Sanford's Grub and Pub in Rapid City; as a result, they have signed a contract with Sanford's and are going to send groups there as one of their tour options. Contacted by AdvantEdge Tours, Colorado; forwarded complimentary passes for Crazy Horse Memorial, contacted Crazy Horse, and sent company representative an attractions letter to assist with admissions during his South Dakota visit in early August, which includes I-90 stops. AdventEdge Tours specializes in group travel for music groups as well as tours for adults – result of Travelsmart.

Contacted by *Bus Tours Magazine*; provided photos for September issue as well as 2,000-word editorial, per requests. South Dakota will be featured on the cover.

Have begun receiving partner registrations for the Group Tour Co-op ad. It will be placed in six magazines in their November and December issues. Total circulation is 56,125.

Submitted registration for Itineraries Midwest Trade Show to be held in Rapid City, October 28-29. Submitted membership application to join Heritage Clubs International and will attend their Peer Group Conference in Rapid City, February 27-March 3.

Finalized details of LA Sales Mission in August with Osamu for the Japanese market; sent 70 vacation guides, maps, and Japanese Great Parks to Osamu. Coordinated a Junior Grand Prize package, which included three nights of lodging in Rapid City and one night in Deadwood, a car rental for one week, and an attractions admissions letter.

Attended meeting at Black Hills, Badlands and Lakes in Rapid City to discuss how better to engage travel agents.

Outdoors

Covered the National Guard FLW Walleye Tournament, Masters Walleye Circuit (MWC), and Cabela's Region Professional Walleye tournaments that were held on Lake Oahe. There were 103 FLW Pro/Co-Angler Teams; MWC had 91, 2-Pro person teams; and Cabela's Regional had 137, 2-Pro person teams.

Hosted Michael Shea with Outdoor Life, Robert Neumann with In-Fisherman, and Dan Palmer with Walleye Federation to two days of fishing on Lake Oahe. Contacted local guides to help with the press trip hosting.

Continued working with Jeff Fuller of Sporting Dog Adventures on two hunting shows that he plans to film in South Dakota as part of the Huron Co-op.

South Dakota Outdoors Twitter account had 40 new tweets for a total of 568; have 1,496 followers, up 56 since June.

Film Office

Fulfilled two requests for production guides. Updated and approved one listing on FilmSD.com.

Worked with a location scout who recently came to South Dakota to scout old motels, Mount Rushmore National Memorial, and downtown Rapid City for a feature film. They will likely be coming back in September for a secondary scout.

Continued working with the South Dakota Film Festival organizers; plan to place an ad in the festival program book. South Dakota Film Office will be again sponsoring the festival. Organizers are making progress on securing talent and crew associated with Thunderheart.

Completed and passed the testing associated with becoming a member of the Association of Film Commissions International.

Working with Craig Pugsley at Custer State Park on the "Born to Explore" television series that will be in South Dakota during the Buffalo Roundup. Have sent permitting information and will help as needed.

Contacted locations scout Nancy Haeckert about attending the Buffalo Roundup and scouting for the Hugh Glass movie.

Working with a correspondent from the "Native Passage" series on his trip to South Dakota to film at Rosebud Reservation. Working with independent filmmaker on a project on Pine Ridge; they are interested in coming to scout South Dakota in August and are currently looking for logistical information. We will also be in touch with Ivan Sorbel, Pine Ridge Chamber of Commerce, regarding this.

Working with the vacation winner from the American Journey vacation giveaway; they will work with Black Hills Central Reservations to plan their June 2013 vacation.

Working on an application for industry members to attend Sundance Film Festival

South Dakota Film Office Twitter account has 753 followers, up 29 from June.

Hospitality

Issued 68 certificates for Outstanding Hospitality with Governor's Certificates, several foil seals as a second nomination, and lapel pins as the third nomination.

Updated information on the application for the Great Service Star Program for placement on SDVisit and mailings. Applications will be mailed in early August.

Responded to several requests for the ID code and information about the Online Customer Service Training.

Information Centers

Hired Jack Thomas and Don Nelson as travel counselors for Wilmot Information Center and Gary Goldhammer for Tilford Information Center. Coordinated staffing of Tilford Westbound for Rally.

Through July, car counts are up 5.4%; domestic car counts are up 5.7%, Canada is up 1.3%, and foreign counts are down 7.1%. Missouri numbers continue to go up in comparison to last year at this time with a 40.9% increase, Kansas is up 50.1%, and Minnesota is up 1.7%. Iowa and Wisconsin are down 3.9% and 4.9%, respectively. Again, these overall increases are occurring with the Chamberlain Information Center's Westbound exit being closed. However, the Westbound exit is now open, and Tourism has been told that Eastbound will remain open until after the Rally. The Chamberlain crew is thrilled to have both exits open; numbers have changed drastically.

Continued adding Information Centers to Google Places.

Received complaint about Photo Panels outside of Information Centers/Rest Areas. Working with Department of Transportation regarding options.

Use of Travel CDs obtained at the Interstate Information Centers is up 3% over 2011.

Schedule for closing Centers: September 16 – Tilford, Wasta, Vivian, Salem, Wilmot, and New Effington; and September 23 – Spearfish.

Travel Shows

Met with Dar DeChandt, Prairie Productions, Pierre, to work out travel shows and schedule: Kansas City Boat and Sport Show, January 10-13; Minneapolis RV, Vacation and Camping Show, February 7-10; Milwaukee Journal Sentinel Sport Show, March 6-10; and Minneapolis Northwest Sport Show, March 21-24. Tourism staff will attend the Chicago Travel & Adventure Show, January 26-27.

Spoke with John Detrick, Motoring USA, and we are considering attending Daytona Bike Week.

Photo/Video

Tourism photography: Catfish Bay Waterski Show, Sioux Falls; camping and beach, Meridian Bridge walking trail, Yankton; canoeing on Sylvan Lake; Rushmore Alpine Slide, Keystone; Needles Highway; Iron Mountain Road; Wounded Knee Monument; Red Cloud grave; Putt 4 Fun, Mammoth Site, Angostura Recreation Area, Hot Springs; Main Street Square, Rapid City; Edgemont Covered Bridge; Wall Drug; Sitting Bull Monument, Sitting Bull Stampede rodeo, Mobridge; Missouri River scenics; and prairie scenics.

Fulfilled photo requests with loans to Black Hills, Badlands & Lakes, Rushmore Historical Society, Comfort Suites, U.S. Forest Service, Rapid City; Department of Agriculture, Great Lakes Association, Game, Fish and Parks, Pierre; *South Dakota* Magazine, Southeast South Dakota Tourism Association, Yankton; Aberdeen CVB; Lawrence and Schiller, Sioux Falls; Rocky Mountain International, Wyoming; Eagle Rider, California; *LiveWell Wyoming* magazine, Wyoming; USO, American Rivers, Travel Channel, Washington, DC; and Spring Hill Press, Missouri.

Tourism photography hit list: Mount Moriah Cemetery, Days of '76 Museum, Deadwood Mountain Grand exterior, Deadwood; Automania, Outdoor University, Sioux Falls; Outdoor Campus West, Reptile Gardens, Rapid City; Jewel Cave; Wind Cave; Sturgis Motorcycle Rally; Redlin Center concert, Watertown; Fur Trader Days, Geddes; and Scottie Stampede, Scotland.

Continued editing and inputting photos into database, currently have 14,508 digital images.

Governor's Office photography: Governor's Golf Classic.

Tourism's video: Shot video of the Mni-Sose Wakpa Wacipi in Fort Pierre. Shot video of the July 4th rodeo in Fort Pierre.

Video dubs and loans: Sent video to the Armed Forces Network for a USO promotion they are doing with the Buffalo Roundup. Sent video to the Finley-Holiday Films in Los Angeles for a DVD they are producing on the Black Hills and Badlands. Sent a copy of the 30 second TV spot to the Days of '76 committee to run on screens at the rodeo. Sent video to the "Antiques Roadshow" to compliment a show they did in Rapid City.

Social and Multimedia: The YouTube Channel videos had 146,345 views for the month. Edited and uploaded a new video "The Beauty of the Black Hills" to the social media sites. Edited a new pheasant hunting video to be approved by staff.

Video hit list: Shoot a day at the Sturgis Rally. Finish drafting hit list for August and September. Finish shoots for GOED export video.

Social and multimedia plans: Finish and post Pheasant Hunting video. Finish and post Cheyenne River Pow Wow video. Work on a Missouri River aerial video. Work on a Roundup video.

Travel Market Advertising

Finalized and shipped the following ads: *Peak season*: South Dakota Tourism (SDT) – Rushmore ad for *O Magazine* (bonus ad for western edition of Oprah magazine) and Travelsmart.

Shoulder: SDT – Great Getaways insert – drops in targeted newspapers August 12; Take Me Hunting ad for *Ducks Unlimited* inserts September 1; Take Me Hunting ad for *Pheasants Forever* inserts August 31; shoulder newspaper ad templates; hunting TV spot; hunting banners; leisure web banners; Vikings promotion includes Take Me Hunting ad for Play Book, press box signage, Play Book ad topper, and radio spot; and Twins promotion includes radio scripts and spots – one with Tim Laudner and one generic version, Target practice pre-game and web video with Kent Hrbek and Launder, Official Rules, Twins landing page and confirmation page, banner ads, and email blast sent to Twins' database.

Aberdeen/SDT Co-op – Newspaper ads in Fargo, Grand Forks, and St. Cloud – final peak ads inserted July 8; hunting web banners. *Deadwood/SDT Co-op* – shoulder remarketing banners. *Huron/SDT Co-op* – hunting ads: *Shooting Sportsman*, *Cabela's Outfitter Journal*, and *Dakota Hunting Guide* insert

September 1; September/October issue of *Pointing Dog Journal*; and *Gun Dog Magazine* inserts October 1. *Rapid City/SDT Co-op* – shoulder remarketing banners. *Spearfish/SDT Co-op* – shoulder remarketing banners. *Watertown/SDT Co-op* – hunting ads: September issues of *Iowa Sportsman* and *Dakota Hunting Guide*; October issue of *Game and Fish Magazine*, and November issue of *Gun Dog Magazine*.

Met with staff to discuss Rooster Rush campaign, merchandise options, and other components of the Rooster Rush community program. Sent email to the 2011 partners to get their opinions on merchandise for this year.

Completed the oral presentations in the RFP process for Tourism's marketing contract and continued in-depth discussions on finalists for the contract; Secretary Hagen will announce the results in early August.

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

E-Commerce

Consumer website - TravelSD.com: 73 packages are listed.

Researched and updated links on the Museums in South Dakota page.

Reviewed more than 1,180 responses to Travelsmart sent June 28; of those, 46 updates, unsubscribes and/or information requests were forwarded to appropriate staff to handle. Reviewed 1,575 responses to Travelsmart sent July 19; of those, 80 updates, unsubscribes and/or information requests were forwarded to appropriate staff. Reviewed 38 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded 11 of the responses to appropriate staff. Reviewed 37 responses to an Events VRM email sent July 5 and 12 to one sent July 24 – neither had responses to forward. Reviewed 228 responses to the 2012 issue 7 edition of the Travel Professionals E-newsletter; processed eight unsubscribe or address change requests and 89 addresses were unsubscribed, bounced, or invalid.

Industry Site - SDVisit.com: Began working on updates to the Great Service Star program page. Will be processing updates to archived Marketing Campaigns.

Requested that Bureau of Information and Telecommunications (BIT) renew the second eight of Tourism's 16 domain names for another five years:

- | | |
|-------------------|-----------------------------|
| - travelsd.com | - sdvisit.com |
| - mediasd.com | - greatfacesgreatplaces.com |
| - filmsd.com | - greatfacesgreatplaces.net |
| - toursdakota.com | - greatfacesgreatplaces.org |

Research

Pulled Reader Service leads to determine effectiveness of this year's Giant Step Campaign.

Responded to various information requests on regional and state hotel numbers, economic impact, Black Hills tourist numbers, and South Dakota tourist numbers.

Organized printing of 6,500 Intercept Surveys to be distributed by the travel counselors at the Interstate Information Centers from July 5-14. Received 1,540 completed surveys and all have been entered into Survey Monkey; they are currently being tabulated and analyzed.

Received two submissions to the Event Calculator – Black Hills Stock Show & Rodeo and a Rapid City swim meet; worked on reports and sent to organizations.

Governors Custer State Park Buffalo Roundup

Sent Save-the-Date email to journalists on the invite list. Wrote e-invite for Craig Pugsley at Custer State Park for general media. Working with staff to include more information for media on the Buffalo Roundup page on TravelSD.com; adding more video, FAQs, still photos, etc.

Working with Craig Pugsley on hosting “Born to Explore,” a half-hour television show that airs on NBC in markets across the country and internationally. They plan to film the Roundup as well as other areas of the Black Hills. Helping with permit information, B-roll, transportation costs. CSP helping with meals and lodging.

Met with staff to outline a media plan for the Roundup. Sent Craig Pugsley a list of ideas for shooting the Roundup this year.

Governor’s Invitational Pheasant Hunt

Contacted ammunition company regarding a donation for this year’s trap shoot. Contacted Isaac Walton to secure their location. Contacted Highway Patrol to ensure we can use their facility for ammunition storage.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Put together a mock-up for the sponsorship mailer, Save-the-Date postcard, registration mailer, signage, and any other print needs for the Tourism Conference.

Sent Shoulder Great Getaways co-op, 24-page four-color, newspaper insert to printer. Will print 640,925 inserts that will be delivered to papers July 30 for the drop-date of August 12.

For GOED: Finished Buffalo Roundup 2012 invitation files and sent to printer. All printed materials for this phase have been received. Designed a license plate and sent a file to Pheasantland Industries for production. Designed an e-invite to be used by Custer State Park for inviting media.

Ashley McCloud:

For Tourism: Designed ad for Days of ’76 program and sent to the appropriate person at Rapid City Journal.

Designed and sent a half-page ad for placement in *SD Wedding Style* magazine.

For GOED: Designed and ordered new business cards for three employees: Joe Fiala, Steve Watson, and Alex Smith; expect delivery in early August.

Designed and ordered invitations for the Golf Classic. Program book was sent to printer, signs were sent to Department of Transportation for printing and mounting, and received order of the Golf Classic thank you card.

Designed two mock-ups for GOED using the Governor’s Values and routed for changes. Made changes to the design chosen and printed the design for framing.

Designed invitation/schedule and RSVP for GOED’S brand new symposium. Received bids and will send file to printer in early August.

Designed several logo examples for the Community Development Block Group (CDBG).

For Tribal Affairs: Designed program book for the Powwow in Ft. Pierre; waiting to hear on corrections and changes.

T. Meise:

For Tourism: For Group Tour Planning Guide, routed nine out of the 10 sections and making corrections to the first routings.

For GOED: For the Governor's Invitational Pheasant Hunt, the Governor selected his favorite invite. Sent invitation to printer and other facets of the invitation have been ordered. Will route license plate designs in early August.

For Tribal Relations: Completed South Dakota Tribal ID Information Sheets and gave that department contact names for local printers for the bid process.

M. Ganschow:

For GOED:

Attended Roundup committee meeting and compiled meeting minutes. Compiled list of event questions and details and forwarded to Wade Lampert at the Game Lodge.

Thad Friedeman, Creative Strategies Manager

For Tourism: Working on production prices quotes for a possible travel show book.

For GOED: Working on AV quotes for Governor's Invitational Pheasant Hunt. Getting quotes on Roundup and Hunt decals.

Continued working on a sign for Capital Lake Plaza with M&R Signs in Pierre; completion date is set for August 30 with installation by early September.

Logo/Photo/Map requests: Sent Rooster Rush logo and several pheasant images to Eileen Aberle with BW Ramkota in Aberdeen. Sent high-resolution image of a Needles climber to Jeane Apelseh with ARC Intl., in Rapid City. Sent South Dakota logo script to a gentleman in Wahoo, Nebraska, for a commemorative hat for a Nebraska to South Dakota cattle drive.