

TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: January 9, 2014
RE: December 2013 Monthly Status Report

Media & Industry Relations

- Earned Media Numbers for November:
 - Impressions: 13,618,317
 - Ad Value: \$171,968.28
 - Number of clips: 15

- Macy's (mostly from Joan Jett)
 - Impressions: 805,211,656
 - Ad Value: \$658,826.19
 - Number of clips: 1,089

- FY14 to date (does not include Macy's numbers)
 - Impressions: 124,650,745
 - Ad Value: \$3,695,283.41
 - Number of clips: 143

Fulfilled information requests/interviews/meetings: Worked with MMGY's PR team on inquiries and media pitches; general inquiries from MediaSD.com and others. Reviewed two press releases for History.

For Governor's Conference on Tourism, finished the first draft of the 2013 annual report and sent to designer. Working on questions for Roundtable moderators. Finalized speaker letters and questionnaires and forwarded to them. As of December 31, 378 had registered to attend the Conference; deadline for early registration is January 10.

Working on writing copy for the South Dakota Information Center panels.

Distributed Tourism's e-FYI to 1,298 list members via Listrak.com and to Tourism's industry email list of 1,862 addresses on December 20. Topics included Secretary's Message, 2014 Governor's Conference on Tourism Registration, Conference Sponsorship Opportunities, Department Staff Changes, 2014 Interstate Information Center Publication Program, 2014 Great Getaways, 2014 Pheasant Fest, 2015-2016 Group tour Planning Guide, Trade Show Leads Available, America's Coolest Small Towns Poll, Media Coverage, South Dakota Arts Council New, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Attended the Governor's Pheasant Habitat Summit in Huron. Had conference call with Linda Anderson from the Black Hills Playhouse regarding working with arts organizations around the state to put together arts-related travel itineraries.

Sent a list of South Dakota customer service speakers to the Winner County Commission for their consideration for an upcoming event.

Updated last year's snowmobiling video with new clips and uploaded it to the YouTube channel. The YouTube channel videos had 10,700 views in the last thirty days. Working on the January content calendar for Facebook and Twitter. South Dakota Facebook page has 82,162 fans, up 6,519. Travel South Dakota Twitter (@southdakota) account has a total of 5,937 tweets with 11,996 followers, up 565 from last month.

Sec. Jim Hagen's Twitter account has 778 followers.

International and Domestic Trade Sales

Contacted by Durgan Travel, Massachusetts, to assist in developing a 6-day Black Hills itinerary for a group coming in May 2014; sent suggestions.

Met with staff and Bureau of Information & Telecommunications (BIT) to review/update current online forms for the 2015-2016 Group Tour Planning Guide. Staff is checking into adding this publication as an e-guide for the web and flash drives for marketing at shows

Mailed the 4-page Group Tour Co-op piece and coupon to 4,700 domestic and Canadian tour operators and travel agencies on our database. The coupon allows the businesses to order additional South Dakota information for their tours and clients.

Assembled the 2013 issue 7 edition of the Travel Professionals E-newsletter and sent via Listrak.com on December 18 to 6,551 list members. Topics included Spring into Adventure in South Dakota, Travel Professionals Tip, Featured Itinerary: The Lewis and Clark Trail, Featured Attractions, Featured Events, and What's New?.

Received American Bus Association (ABA) Marketplace appointment schedule and emailed that information along with state caucus location to other South Dakota attendees. Marketplace will be held from January 11-15 in Nashville. Worked with our creative team in designing a one-page South Dakota profile to distribute to tour operators attending ABA. Requested logos and contact information from other South Dakota sponsors for the sponsorship flyer. Will submit appointment requests for National Tour Association (NTA) Annual Travel Exchange in Los Angeles, February 16-20.

Provided content suggestions, photos, and video link to *Leisure Group Travel* for South Dakota content to be placed in their February newsletter *InSite on Leisurer*. Received a request for materials from *Groups Today* for their eNewsletter – sent editorial, photos and a video as part of the added value for placing a 4-page ad in their magazine.

Worked with staff to send photos to North American Journeys (NAJ) Summit; many suppliers were requesting images and more information about South Dakota. Two staff will attend this show in February.

Began working to schedule the 2014 travel agent fam, which will probably be in May

Placed leads from the November Benelux shows to the leads pages on SDVisit.com; notified suppliers on Tourism's database.

For the Brand USA Inspiration Guide, Tourism selected photos and copy for the Culture page and the 2-page Outdoors section for South Dakota. The Inspiration Guide will be translated into other languages where the publication is distributed.

Worked with Osamu to schedule the 2014 Japanese fam, possibly late May or early June!
Sent unique activity ideas to RMI for South Dakota Sports, the Great Outdoors, and Outdoor Activities for the Travel Magazine "Tip" in Germany.

Forwarded What's New?, Native American pow wow schedule, and rodeo schedule to Sonja Stimmer from *Spirit of the West* magazine, for future articles. Mailed a copy of the latest *Spirit of the West* magazine to 1880 Town since Sonja had done a special story about them.

Attended Rocky Mountain International (RMI) Mid-Year Meeting in Denver to discuss moving forward, overall strategy, markets as a five-state region, and potential changes to RMI MegaFam and RMI Roundup. North Dakota will join this group in FY2015.

Discussed supplier training seminars/webinars on international marketing with RMI for South Dakota and the region. Discussing webinars with Black Hills Central Reservations and answering South Dakota supplier questions.

Drafted requested information for STA Travel, United Kingdom, on attracting the Youth Market in South Dakota; provided information and links on activities for this market. Gathered 25 postcards for Bon Voyage, United Kingdom, a tour company that is sending the postcards to their clients for a promotion on the RMI region for trips to our region.

Followed up with Alexei Dmitriev, a Russian journalist, with information regarding paleontology, links and brochure for his articles.

Press:

Benelux: Fietstrips, a magazine on cycle tours (circ. 50,000), printed an article "Fietstocht in South Dakota," with tips on cycling the Mickelson Trail, on November 30, 2013. Estimated ad value is \$337.

Italy: Dreamroad TV, story about Idaho, Wyoming, and South Dakota, which has 1,700,000 viewers – so double the viewers as it was presented in two episodes. Estimated ad value was \$4,000,000. South Dakota portion included Mount Rushmore, Crazy Horse, Keystone, Sturgis, and Deadwood.

France: A beautiful article in VSD Magazine was published as a 4-page article in December. It was written by Olivier Goujon, who attended the Buffalo Roundup in South Dakota (no value determined as of yet).

Germany: Brinke/Kranzle – Their next article will feature the Black Hills Pow Wow in the January 2014 issue of America Journal.

Russia: Alexei Dmitriev, NA Nevskom, www.nanevskom.ru/en/about/ 2 pages (circ. 35,000). Estimated ad value is \$10,200.

United Kingdom: Roly Smith, The Journal (Newcastle) (circ. 56,766) with estimated ad value of \$4,618; Go West, Balance (circ. 406,809) with estimated ad value of \$20,642; and It's still wild in the American West, Birmingham Post (circ. 29,127) with estimated ad value of \$7,033, in the Liverpool Post (circ. 17,191) with estimated ad value of \$10,993, and in the Western Mail (circ. 69,012) with estimated ad value of \$1,526.

Katie McGonagie, Travel Weekly (circ. 44,355) with estimated ad value of \$268,331.

Total estimated ad value for December is \$4,323,680.

Outdoors

Hosted Jeff Fuller with Sporting Dog Adventures as he was in the Huron area for three days filming pheasant hunts for upcoming show in 2014. It was part of the Huron co-op.

Compiled a list of industry-related companies and journalist and sent emails to set up meetings at SHOT Show 2014 in Las Vegas, January 14-17.

Continued preparing for Pheasant Fest in Milwaukee, Wisconsin, February 13-17.

Jeff Fuller will be back in South Dakota in February to film a goose hunt along the Missouri River. Working to line up a goose hunt for TV Show host Gary Howey and outdoor writer Larry Myrhe in February as well.

Made daily Twitter and Facebook posts for our SDOutdoors pages.

South Dakota Outdoors Facebook page has 1,336 fans. South Dakota Outdoors Twitter account has a total of 2,227 tweets and 3,667 followers; 248 are new followers this month.

Film Office

Updated and approved listings on FilmSD.com; posted one casting call to FilmSD.com.

Created two videos for use at the Tourism Conference: Thank You South Dakota and Bus Tour Recap.

South Dakota Film Office Twitter account has a total of 301 tweets with 988 followers.

Hospitality

Was interviewed by phone by KQLX Radio's Farm Talk program in Fargo. They picked up the press release on this year's Great Service Star designees and wanted to learn more about South Dakota Tourism's hospitality program.

Prepared a write-up for the two recommendations for the George S. Mickelson Great Service Award for the Governor's consideration of the selections made by the Tourism Advisory Board.

Information Centers

Nate Johnson, originally from Mitchell, has been hired as Mandy Lemmel's replacement as Information Center Manager and research assistant on the Research and Web Development Team. He has a bachelor's degree in political science from the University of South Dakota and his master's in public administration from Minnesota State University. He started December 26.

A press release will be sent in January announcing applications for summer 2014 travel counselors' positions at the 12 Centers on I-90 and I-29.

Travel Shows

Domestic travel shows coordinated by staff include Chicago Travel & Adventure Show, January 11-12; Des Moines Boat, Sports & Travel Show, January 17-19; Kansas City Boat & Sport Show, January 23-26; and Minneapolis RV, Vacation & Camping Show, February 6-9.

Photo/Video

Tourism photography: Holiday Train, Trees & Trains event, Hill City; Storybook Island Christmas Lights, Main Street Square, Rapid City; Capitol Christmas, Pierre; and snow geese, pheasants, eagles, and hawks.

Economic Development photography: stock imagery for annual report and files at Dakota Provisions and Lankota, Huron; Innovative Systems, Mitchell; Marmen and Showplace Wood Products, Sioux Falls.

Prepared photos for new travel show booth construction.

Working with staff to prepare photos for Interstate Information Center panels.

Fulfilled loans for photos to *South Dakota Magazine*, Yankton; Glacial Lakes & Prairies, Watertown; Black Hills & Badlands, Mount Rushmore National Memorial Society, ARC International, Rapid City; Sylvan Rocks Climbing School, Hill City; South Dakota Bankers Association, Bureau of Finance & Management, Pierre; *True West Magazine*, Arizona; and Rocky Mountain International, Wyoming.

Continued editing and inputting of photos into Tourism's digital photo database; current total is 17,355.

Tourism photography hit list: Tourism Conference, Deadwood SnoCross, and Black Hills Stock Show.

Compressed a batch of the aerial footage videos for staff to use on iPads at the winter travel shows. Attended and shot video at the Pheasant Habitat Summit in Huron.

Sent video to Root Media to use in sports broadcasts they are doing with Black Hills State University.

Winter projects and hit list: Set up tubing shoots at Mystic Miner in Lead; snowmobiling shoots, weather providing; work on indoor shoot possibilities for the winter months; start work on summer schedule ideas; update YouTube channel playlists and banners; and place a new video on the state homepage.

Travel Market Advertising/Marketing

Discussed, reviewed and proofed, as needed, the following elements with the marketing team: December Inquiry email, December Travelsmart, December Events email, Holiday e-message from First Family, Travel Professionals e-newsletter, O Magazine – 2-page Giant Step ad, *Groups Today* e-news editorial, Deadwood Co-op – winter newspaper ads in Sioux Falls, Bismarck, Dickenson, and Gillette.

Sent a reminder to Rooster Rush partners that the Cacklin' Community Award entry deadline was approaching. Prepared a report for Secretary Hagen on amount of funding to each of the participating communities for the 2013 program; total funds dispersed state-wide was \$25,516 to 31 communities. Coordinated the staff vote on the Cacklin' Community entries.

Continued process of adding events to the Events Calendar as they arrive. Finalized events for the Vacation Guide.

Reviewed revised Giant Step second mock-up; Mount Rushmore will remain as the panoramic, but looking for stronger images for the other shots. Tourism decided to change the East River cover and spread; Crazy Horse Memorial for the two inside spreads and to feature three different East River images on the backs of every insert. All three versions will feature Mount Rushmore on the cover with the inside spreads varying between Sylvan Lake, Crazy Horse Memorial, and Badlands National Park. Circulation numbers will be around 4.8 million and the number of impressions will be around 29.8 million. Sent proofs to each partner and worked with them to make edits/get approvals. Sent reader service lead copy and waiting to hear back on approval/edits from the partners. Waiting for L&S to send the inserts with the partners placed for final approval.

Working with the community campaign co-ops for approval of the final Peak 2014 media schedules and creative. Custer State Park (CSP) has been finalized. Waiting on print ads for the AAA publications and will get them approved by CSP and the marketing team in early January. Working with Watertown to establish their brand; talked with Watertown and L&S about questions for that board. Black Hills & Badlands approved their media calendar; waiting to hear on creative direction. Visited with Hot Springs about elements in the media schedule and to walk them through everything; will continue discussions with them in early January regarding decisions of that BID board.

Reviewed Matching Dollar Challenge applications with the Governor's Tourism Advisory Board via conference call. Approval and decline letters will be mailed after the first of the year.

Met with Cindy Gregg of the Prehistoric Indian Village in Mitchell and discussed ways to get the Indian Village more involved in Tourism's marketing; talked about the MDC program, Great Getaways, and staying updated on their news and events.

Met with Randy Halverson regarding his Dakotalapse videos.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 58 vacation packages were listed.

Requested the following from MMGY: change the graphics to show the 2014 Vacation Guide, highway map, and the Snowmobile Trails Map; add the 125th anniversary of statehood logo and link, and update the "Explore

Featured Stops” section of the homepage to coincide with the peak 2014 Giant Step partners. Some of the updates were completed in December and some are still in the works.

Continued to monitor the entries from travelsd.com/family. As of December 27, 7,554 entries had been received. Provided records to MMGY of those entrants who also wanted to receive the Travelsmart email.

E-newsletters – Travelsmart, VRM, Travel Professionals: Reviewed 950 responses to Travelsmart sent by MMGY on December 11; forwarded 35 to appropriate staff to handle. Reviewed 54 responses to the Events email sent by MMGY on December 20; none needed further action. Reviewed six responses to Vacation Guide and other (VRM) automated emails; forwarded one for handling. Reviewed 200 responses to the 2013 issue 7 edition of the Travel Professionals E-newsletter; made 10 updates in Listrak and forwarded one response to staff. Reviewed 53 automatic responses to the December e-FYI and forwarded 25 for updating.

Industry Site - SDVisit.com: Made additions to the list of 2014 Great Service Star designees. For the Tourism Conference website, added list of sponsors and exhibitors; and sent two reminder emails to visitor industry regarding registration deadlines and speakers.

Posted the 2014 industry calendar.

Posted a PDF of the lead list from the Benelux Sales Mission to the Tour Operator and International Leads List page.

Fulfillment

Fulfilled six bulk shipments/requests: 2,200 South Dakota highway maps and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 4,989 domestic requests. Fulfilled 164 international requests via MSI Worldwide Mail Service and 202 Canadian requests were emailed to MSI for fulfillment. Fulfilled 34 special packet requests via regular mail. Reviewed 12,621 emails from the Online Request Form.

Publications

Reviewed copy for updating the Motorcycling Guide; will complete in the spring.

Tribal Tourism

Met with Ivan Sorbel, Pine Ridge Chamber of Commerce, and Secretary Hagen to discuss a grant that the chamber was awarded.

Governor’s Tourism Advisory Board

The Board met via conference call with Tourism staff to review the 38 Matching Dollar Challenge applications and make recommendations on funding. The Board approved 20; letters to all applicants will be mailed in early January.

The next Tourism Board meeting will be January 21 in Amphitheatre I at the Best Western Ramkota Hotel and Convention Center in Pierre.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Began designing Tourism’s Annual Report; received printer quotes. Will have 1,000 annual reports and fast-fact cards printed which will be delivered by January 17.

Designed an American Bus Association (ABA) sponsor sheet for this trade show.

For GOED: Received printer quotes for a black and gold folder for GOED that coordinates with their black and gold photo book.

For Governor and First Lady: Designed a spring version of the holiday photo book.

A. McCloud:

For Tourism: Copy for the Information Center panels is currently being routed. Other staff is pulling photos to consider; and as they are chosen, they are being inserted into the layouts.

The Vacation Guide changes have been made and it has been routed and approved. The files went to the printer December 20.

For Arts Council: Received copy for the Arts Council Annual Report and the designed piece is routing. It is scheduled to go to the printer on January 6.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: December Inquiry email, December Travelsmart, December Events email, Holiday e-message from First Family, Travel Professionals e-newsletter, O Magazine – 2-page Giant Step ad, *Groups Today* e-news editorial, Deadwood Co-op – winter newspaper ads in Sioux Falls, Bismarck, Dickenson, and Gillette.

Project Review/Proofing for Tourism and/or GOED: Tourism Conference – program book, legislative invite, gala ticket, pen artwork; Tourism Conference emails; Tourism Conference signage list; Travel Show handout card; Vacation Guide – Tourism section; and GOED Legislative Social invite.

Other: Routed various project or ad requests to appropriate designer; assisted staff with various hosting gifts or general giveaway requests; responded to Tourism's fan mail by sending hand-written note and South Dakota promotional items; researched décor and centerpiece ideas for the Tourism Conference; will design mock-ups and order additional items needed.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Arts Council Annual Report, GOED Annual Report, Tourism Annual Report, Tourism Conference, Information Center Panel design/copy updates, South Dakota Welcome Signs design update); Tourism Conference planning – décor and Made in SD exhibits; and assist Trade Sales team with projects – Tech Tours update.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Met with Darin Bergquist from Department of Transportation regarding funding for stone welcome signs along the Interstates.

Finalized gala staging items for the Tourism Conference. Began mocking up the lighting placement for the banquet and will work in detail with Outsound Productions in early January.



South Dakota Department of Tourism

Social Media Report

2013-14 Executive Summary

Social Reach	July	August	September	October	November	December	Total/Avg.
Facebook Impressions	2,805,944	2,355,267	2,172,719	3,398,988	2,654,062	1,949,763	15,336,743
Twitter Impressions	3,324,043	3,505,090	3,080,524	3,304,534	3,516,135	2,230,598	18,960,924
Social Keyword Mentions	7,703	4,452	5,163	6,359	5,308	4,908	33,893

Channel Insights	July	August	September	October	November	December	Total
Facebook Fans	58,121	58,423	62,593	70,000	75,000	82,000	82,000
Twitter Followers	10,923	11,178	11,399	11,584	11,790	11,960	11,960
Pinterest Followers	1,110	1,269	1,356	1,391	1,467	1,545	1,545
Google+ Followers	98	114	131	148	172	204	204
YouTube Views	960,913	984,379	1,009,257	1,028,257	1,046,999	1,056,031	1,056,031

Website Analytics	July	August	September	October	November	December	Total/Avg.
Social Media Referrals	7,264	1,794	2,680	2,470	1,627	1,608	17,443
Social Media Leads Generated	59	66	39	38	28	55	285

Percentage of Goal Completed	July	August	September	October	November	December	Total
New Facebook Fans (30,000)	31%	22%	183%	312%	234%	81%	93%
New Twitter Followers (5,000)	66%	60%	53%	42%	47%	39%	76%
25% Increase in Web Referrals	366%	90%	135%	124%	82%	773%	73%
New Pinterest Followers (900)	141%	212%	116%	47%	101%	104%	81%
New Google+ Followers (200)	53%	94%	512%	100%	141%	188%	68%

Facebook Advertising	July	August	September	October	November	December	Total/Avg.
Impressions	N/A	N/A	895,587	1,487,833	990,965	817,624	3,374,385
Clicks	N/A	N/A	8,299	10,237	7,222	8,472	34,230
Page Likes	N/A	N/A	5,900	6,816	5,176	6,147	24,039
Clickthrough Rate	N/A	N/A	0.927%	0.688%	0.770%	1.036%	0.927%
Average Cost Per Click	N/A	N/A	\$ 0.31	\$ 0.34	\$ 0.44	\$ 0.41	\$ 0.36
Average Cost Per Fan	N/A	N/A	\$ 0.43	\$ 0.52	\$ 0.65	\$ 0.56	\$ 0.53