



TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: January 8, 2015
RE: December 2014 Monthly Status Report

Domestic Earned Media Numbers

November: Impressions: 3,132,774
Ad Value: \$16,152
Number of clips: 17

FY15 To-Date: Impressions: 296,661,091
Ad Value: \$1,155,926
Number of clips: 120

Media & Industry Relations

Information requests/interviews/meetings: Discussed membership with Family Travel Association; participated in conference call with TravMedia (a global media service built exclusively for the travel industry) regarding press room opportunities during International PowWow (IPW); and general inquiries from MediaSD.com and others.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web):
December 11 – Lonely Planet Recognizes South Dakota as One of Best Places to Visit and
December 19 – South Dakota Recognized by Frommer's and American Bus Association.
Reviewed six releases for History and two releases for Arts.

Participated in conference call with Brand USA regarding upcoming opportunities: Spring multi-channel program in Germany (signed and submitted insertion order for Spring); multi-channel programs in Japan and Australia; and potential for custom program in Canada.

Governor's Conference on Tourism from January 20-22 in Pierre at the Ramkota: Worked with the Casey Tibbs S.D. Rodeo Center and Prairie Berry Winery on a donation for the opening night reception. Finalized sponsor lists for sessions. Contacted Destinations Luncheon hosts from previous years, which resulted in seven additional tables being sold. Filled out a "Request for Speaker" for Brand USA to have Amir Eylon speak at the Conference. Working with Midco and Forrel to line up services during the Conference.

Social Media Relations: Approved the January content calendar for Facebook and Twitter. Continued posting "Fan Faves" to our social sites for website content. Continued to monitor the #HuntinSD campaign and provided images and feedback for the Travelsmart emails.

Instagram account has 2,364 followers and 469 posts. Travel South Dakota Twitter account (@southdakota) has a total of 8,457 tweets and 17,000+ followers. South Dakota Tourism Facebook page has 144,368 fans.

Insights from the December social media report:

- Saw the second highest totals for Reach (1,633,574) and Impressions (2,873,432) of the year on Facebook. September holds the highest Reach and Impressions totals for the 2014-2015 year.
- Twitter continues to see steady growth with new followers, mentions, and retweets all increasing from last month's increase and potential impression jumping to 9,886,491, a 163% increase from November.
- Two of last month's top five performing Facebook posts were Fan Faves questions.
- Tuesday, from 10-11am, continues to be a top time for Instagram engagement.

Status of 2014-2015 goals in December:

- New Facebook Fans (50,000): 86%
- New Twitter Followers (3,500): 95%
- 25% Increase in Web Referrals: 24%
- Social Media Engagements (250,000): 149%
- 10% Increase in E-Newsletter and Vacation Guide sign-ups: 27%

International and Domestic Trade Sales

Sent requested information to Jefferson Lines, Minnesota.

Continued working on sections of the 2015-2016 Group Tour Planning Guide.

Completed appointment schedule for 60 tour operators at the National Tour Association (NTA) Annual Travel Exchange, January 17-21, and made direct requests for more leads.

Began making appointments for Go West Summit Tradeshow, February 10-13, in Colorado Springs. Suppliers representing destinations, properties, and attractions from the American West and international tour operators participate in multi-day networking sessions, activities, and familiarization trips to showcase their destination for future tourism business.

Attended Rocky Mountain International (RMI) marketing consortium's mid-year meeting in Minneapolis (a gateway city) and state partners to discuss future marketing, research for trip reports, trade shows, fam tours, etc.

Received shipping information for Australia Expo; the four RMI states developed one video for presentations at the three Expos in Brisbane, Melbourne, and Sydney to target tour operators, travel agents and journalists, February 13-21.

Plan to offer two separate five-day itineraries (following the RMI Roundup) for international tour operator attendees at the Roundup, April 12-15, in Sioux Falls. Itineraries will include all 34 South Dakota suppliers that will be attending RMI Roundup.

Worked with Osamu Hoshino, our Japanese representative, to provide information to a hiking tour company in Japan that is looking for suggestions on where to hike and stay in the Black Hills. Started working on the 2015 Japanese fam with Osamu, set for the second week in May.

Started working on the 2015 Travel Agent Fam planned for the last week in May.

Tourism staff will coordinate attendance for nine entities at the US Travel Association's International PowWow (IPW), May 30-June 3, in Orlando in a triple booth, including Tourism. Began contacting suppliers regarding participation in IPW.

Your Way Holiday tour in India is planning to bring an all Indian motorcycle group to the 2015 Sturgis Motorcycle Rally. Provided information and suggestions on rides and things to see and do while in South Dakota.

Registered for TravMedia program and have been testing it. Waiting for the green light to send itineraries and images.

Spoke with representative from Cvent and sat in on a webinar to learn more about what Cvent is and how it could benefit South Dakota. Cvent modernizes the traditional processes associated with event management. It has an integrated platform so planners can more efficiently find venues, plan events, engage attendees, and measure the impact of their events.

Argus Reisen, Germany, is now promoting a new FIT tour from Billings to Rapid City. This is a ranch tour operator who is also promoting add-on or stand-alone tours.

RMI Reiseteam will be offering motorcycle tours in the four RMI states, and they will be marketing their tours at three shows in German-speaking countries.

Press:

Australia: The Daily Telegraph carried an article by Kari Gislason (2014 Buffalo Roundup fam) in print and online. The article was in a national supplement and has an estimated ad value of \$440,000. The six online sites have an estimated ad value for an additional \$120,000. The total reach, print and online combined, is 2.505 million.

<http://m.dailytelegraph.com.au/travel/saddle-up-for-south-dakota-governor-buffalo-roundup/story-fnjixwc-1227107619522>

Germany: American Journal (circ. 37,500) carried an article written by Margit Brinke and Peter Kranzle, "Der Bison kehrt zuruck," about the history of the bison in South Dakota and North Dakota. Estimated ad value is \$28,250.

Italy: BUFFALO ROUND UP, SD 2014, November 12: broadcast program (audience of 108,000) was 48 minutes dedicated to South Dakota, with sound track music from "Dances with Wolves" and other cultural and heritage music pieces (Wild Horses by Rolling Stones, Music by The Indigenous etc.). Information provided by Gianmario Marras (media fam 2014 Buffalo Roundup 2014). Estimated ad value is \$35,000.

Total estimated ad value for international press is \$623,250.

Outdoors

Finalized details of a December 2-4 Ice Fishing fam with Casey Weismantel of the Aberdeen CVB. One of the participants was Milan P. Fuller producer with Bird Dog Productions from New Hampshire who was filming for Bird Dogs Afield TV; another was journalist Gary Howey from Outdoorsmen Productions from Nebraska.

Posted information, images, and links on the SD Outdoors Twitter and Facebook pages. South Dakota Outdoors Twitter account (@sdoutdoors) has a total of 2,755 tweets and 5,117

followers. South Dakota Outdoors Facebook page has 2,043 fans. Continued promotion of the #HuntInSD program, <https://tagboard.com/HuntInSD>.

Continued planning and organizing for Pheasant Fest, <http://www.pheasantfest.org>, February 20-22, in Des Moines.

Film Office

Updated and approved listings on www.filmsd.com.

Working on inquiries from three production companies and helping them with permit information.

Hospitality

Attended the Governor's Tourism Advisory Board meeting in Pierre and facilitated the selection of the two 2014 George S. Mickelson Great Service Award winners. Forwarded write-ups on suggested award nominees to the Governor for his consideration. Awards will be presented during the banquet on Thursday, January 22.

Updated Great Service Star program deadlines and information on the industry calendar on SDVisit.

Information Centers

Held Information Center wrap-up meeting to discuss any changes for next year and determined priority projects: Update training material and employee handbook, Intercept Study, car count collections, U.S. Travel employee certification, and new rack card displays.

Held Information Center staff year-end party in Spearfish. Attendees visited the Western Heritage Center, Holidazzle Christmas light parade, and Termesphere.

Updated website regarding Interstate Information Center programs.

Pulled together data for yearly Annual Report that included Travel Indicators, BBB Tax Revenue, National Park Visitation, State Park Visitation, Revenue, Airport Data, Information Center Car Counts, Web Traffic and Inquiries, and Budget Data.

Photo/Video

Tourism photography: pheasants; Fezziwig Festival, Hill City; Custer Christmas Light Parade; Main Street Square, Rapid City; wildlife in Custer State Park and Wind Cave National Park; eagles near Fort Pierre; and Capitol Christmas.

Fulfilled photo file loans to *South Dakota Magazine*, Yankton; TDG Communications, Deadwood; Homestake Opera House, Lead; Sioux Falls CVB; KELO-TV, Rapid City CVB, Hisega Lodge, Rapid City; Custer State Park Resorts; Custer Chamber of Commerce; Secretary of State, Pierre; South Dakota Municipal League, Fort Pierre; MMGY Global, Kansas; *Spirit of the West Magazine*, Arizona; and *Delta Sky Magazine*, Minnesota.

Continued editing and inputting photos into Tourism's database; current total is 19,266.

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

Governor's Office photography: 2015 Inaugural.

Travel Market Advertising/Marketing

Met with Benny Spies to discuss 2015 sponsorship/advertising options.

Staff traveled to Las Vegas for the National Finals Rodeo and met with the organizers of Cowboy FanFest for a potential booth presence at the official Cowboy Christmas next year.

Met with L&S regarding peak 2015 creative and Tourism Conference.

Calendar of Events: Took the link to enter events off the industry website until the new industry portal is up and running. In the meantime, Tourism will provide a link when contacted. Helped test the new Industry Portal for the business listings on the new site.

Giant Step co-op program: It is now called the magazine co-op and has been divided into a Peak Magazine Co-op and a Shoulder Magazine Co-op. Partners will receive a one-time insertion in a magazine in Peak for a cost of \$2,000. (Shoulder co-op will be similar.) Worked on gathering and editing all the copy and photos for each partner; worked on magazine allocations so each magazine ad has a destination, attraction, and lodging partner. Sent partner proofs for final approval. First ad ships January 6 for O Magazine.

Great Getaways newspaper insert co-op: Registration forms will be mailed in early February. Approved the markets for Peak Great Getaways; working on printing costs and printer.

Peak 2015 Co-op Campaigns: Met with Spearfish, Deadwood, Watertown, and Hot Springs and presented their marketing plans and creative for Peak 2015. Working on edits to the media calendars and approvals. Will be meeting with Black Hills & Badlands, Custer State Park, and Custer BID to review their Peak plans.

Campaign Co-ops: Waiting to hear from Deadwood on changes, edits, or concerns. Will finalize after they respond. Spearfish – waiting on L&S to provide updated creative with more rugged fonts and waiting on Spearfish for approval of media calendar. Hot Springs – waiting on city's decision on partnering with museums.

Web Development and Digital Marketing

Consumer website – TravelSouthDakot.com: Performed several tests of the Industry Portal and collected issues from team members. Discussed My Trip Planner feature with MMGY in the current site to find a solution for those users who currently hold accounts in the system. Discussed Fan Faves/My Great Places. Sent approvals for the Along For The Ride trailers and revised music beds. Provided MMGY with direction on the Newsroom Press Releases for the new site. MMGY is working with developers on a launch date.

Met with the eCRM team to discuss new creative and content blocks for January and February emails. Reviewed copy for January hunting email.

Held call with Nxtbook to discuss the 2015 e-Vacation Guide.

E-newsletters – Travelsmart, VRM, Travel Professionals: Worked on processing the responses to the Travelsmart and forwarded approximately 40 comments to appropriate Tourism and agency staff.

Assembled the 2014 issue 5 edition of the Travel Professionals E-newsletter and sent via Listrak.com on December 8 to 6,301 list members.

Industry Site - SDVisit.com: Updated Information Center Publications and Poster programs. Worked on updating the Industry Calendar for 2015 and posted.

Created an industry email about the Rachael Ray show in which a child, Ben, dreams of seeing Mount Rushmore; his wish is granted with the Department's help. Emailed to 1,279 list members via Listrak.com and to 2,030 email addresses on Tourism's database on December 3.

Drafted, assembled, and sent the December issue of the eFYI newsletter to 1,278 list members via Listrak.com and to 2,001 e-mail addresses from Tourism's database on December 19.

Tourism Conference - SouthDakotaTourismConference.com: Will update Tourism Conference evaluation via SurveyGizmo.com for 2015 Conference. Continued making various updates and additions to the website as needed. Created and sent the third industry email to 1,281 list members via Listrak.com and to 2,030 email addresses on Tourism's database on December 2.

Research

Reviewed the Y-O-Y comparisons for Hotel Occupancy.

Reviewed IHS Global report for information for the Annual Report. The Governor will update the industry on findings during his speech at the Tourism Conference banquet, January 22.

Fulfillment

Fulfilled six bulk shipments/requests: 1,800 South Dakota highway maps and 90 Vacation Guides. Black Hills Works fulfilled 3,469 domestic requests. Fulfilled 88 international requests via MSI Worldwide Mail Service and 90 Canadian requests were emailed to MSI for fulfillment. Fulfilled 28 special packet requests via regular mail. Reviewed and responded to pertinent 1,684 emails from the Online Request Form.

Travel Shows

Completed details/registrations for the Chicago Travel and Adventure Show, January 17-18.

Tribal Tourism

Replied to a request for contact information for all nine tribes from the National Association of African American Studies organization with a referral to the Department of Tribal Relations.

Forwarded a request from American Indian Alaska Native Tourism Association (AIANTA) to staff photographer for high resolution images of South Dakota tribes to include on their website.

Board on Geographic Names

Attended a public hearing in Pierre. Proofed minutes from the hearing.

Governor's Tourism Advisory Board

The Board met in Pierre to review applications for the George S. Mickelson Great Service Awards and nominations for the Ben Black Elk Award and the A.H. Pankow Award. Recommendations for all awards were sent to the Governor for his consideration.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed the cover and the first 23 pages of the 2015 South Dakota Vacation Guide. Digital files have been uploaded and sent for printing/production; printed guides will be ready for distribution at the end of January.

Will design the 2014 Department of Tourism Annual Report; reports will be delivered in-house by mid-January 16.

For Arts: Designed and routed the first mockup of the 2014 South Dakota Arts Council Annual Report. Printed reports will be delivered in-house in early February.

For GOED: Designed a Legislative Social invitation; invitations will be delivered in-house in mid-January.

Will design a Sponsorship Request postcard and an Award Nominations Request postcard for the GOED Conference in April. Printed postcards will be delivered in-house in early January.

Other: Designed the South Dakota Highway Welcome Signs. The sign shop is preparing a proof to review. These signs will be installed in 2015.

A. Hofmeister:

For Tourism: Working on design/layout of 2015-2016 Group Tour Planning Guide; plan to route mockups of several sections of the guide in January, develop a timeline, and send for bids.

Designed a full-page ad for the inside front cover of the AAA North Central Tourbook and a quarter-page ad. Submitted both ads to the publication the end of December.

Will update the registration letter and form for 2015 Peak Great Getaways newspaper insert co-op and send to approximately 1,600 contacts in the visitor industry.

For GOED: Completed design of a majority of the GOED Annual Report; waiting for year-end numbers. The report is scheduled to be sent to the printer by January 31; expected delivery date is mid-February.

Other: Attended Inaugural subcommittee meetings; designed and coordinated printing for all of the Inaugural way-finding signage and banners that will be used at the Capitol and at the Ramkota on January 10.

A. McCloud:

For Tourism: Designed Tourism Conference program book and sent to printer; expected delivery is early January. Routed signage to Department of Transportation for printing. Conference Notebooks for attendees have arrived. Designed and routed the Legislators invite, banquet ticket, table host, nametag schedule, and Destinations Luncheon sponsorship flyer and sent for printing; expected delivery is mid-January.

Designed two options for a group tour ad and sent final version to staff for placement.

Other: Made tweaks to the chosen license plate and forwarded to committee to take options to the Governor.

M. Ganschow:

For Tourism: Attended internal marketing meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; Brand USA multi-channel spring campaign for Germany (advertorial, banner ads, and email promotion); and co-op campaigns for Black Hills & Badlands, Custer BID, Custer State Park, Deadwood, Hot Springs, Rapid City, Sioux Falls, Spearfish, and Watertown.

Project Review/Proofing: Tourism Conference – program book, schedule insert, nametag, legislative invitation; business card updates; box ad for Groups Today e-Newsletter; Vacation Guide – introductory pages, map, and covers; and e-FYI.

Other: Routed various project or ad requests to appropriate designer. Assisted staff with various hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Updated Roundup and Hunt Word files with final copy edits. Met with GOED staff: GOED Conference 2015 – drafted timeline for creative/print needs. Followed up with the Made in SD vendors that will be exhibiting at the Tourism Conference.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, and assignments to designers. In progress: SD Welcome Signs update, Inaugural Signage, Group Tour Planning Guide, 2015 Tourism Conference, Tourism Annual Report, Made in SD exhibits, Arts Council Annual Report, GOED Legislative Social Invite, GOED Annual Report, GOED Conference, SD License Plate, and Research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Coordinated printing of the 2015 Vacation Guide with Walsworth Publishing in Missouri; files were uploaded on schedule; and signed off on digital proofs. Black Hills & Badlands Tourism will coordinate the remainder of the book with the other three tourism regions. As of December 22, a portion of the guide was already on press; approximate delivery is mid-January. Tourism and the four tourism regions are partners in the Guide.

Journal Books for the Tourism Conference have arrived. Centerpieces are 90% complete with final pieces delivered by Conference – fresh flowers. Details are being finalized on needs for the A/V company.

Upgrades on the iMacs will move along now that we have the Font AgentPro upgrades; plan to wrap this up in early January.

For GOED and Education: Working with staff at Education and GOED on coordinating piggybacked video shoots Tourism will do. Governor will be featured in both.

Inaugural Photography: Working on photo plan for the January 10 event.

Logo and photo requests: Sent snowmobile images to Diane Jo Hiles who is coordinating the International Snowmobile Congress website for the event being held in the Black Hills, June 2016.