

TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: March 7, 2014
RE: February 2014 Monthly Status Report

By the Numbers

January Numbers

- Unique Web Visitors: down 17%
- Tourism Tax (1%): \$378,603, down 3.3%
- Tourism Tax (.5%): \$118,606, down 3.3%
- Gaming Tax: \$205,425, down 11.2%
- Hotel Occupancy: down 3.2%
- Hotel Overnights (Demand): down 0.8%
- Hotel Rates (ADR): up 3.6%

Media & Industry Relations

January Domestic Earned Media Numbers:

Impressions: 25,470,194
Ad Value: \$103,279
Number of clips: 25

FY14 to date (does not include Macy's numbers):

Impressions: 150,154,442
Ad Value: \$3,798,563
Number of clips: 171

Of the 615 who registered for the 2014 Governor's Conference on Tourism, 108 were First-Time attendees. We served 673 at the Thursday Gala Banquet. As a follow-up to the Conference, the Annual Report was mailed to attendees and city and civic leaders not able to attend.

Information requests/interviews/meetings: Sent requested information to *Midwest Living* about restored movie houses in South Dakota – they're working on a story for 2015. Interview with a media group writer with Dakotafire, a network of weekly newspapers in northeastern South Dakota, regarding rural tourism. Interview with Black Hills Pioneer regarding tourism in the Black Hills – numbers from 2013 and new attractions and events in 2014. Sent information to KOTA-TV on hotel occupancy numbers from September 2013-January 2014. Worked with MMGY's PR team on inquiries and media pitches.

Press Releases: Posted three visitor industry releases to MediaSD.com. Reviewed five releases for History.

Had a call with KXLG, Watertown, to discuss ideas for a radio/bus tour in May. Met with South Dakota Public Broadcasting to discuss ideas for new "Being South Dakotan" project. Met with group from the South Dakota Craft Brewers Guild/Association. Presented to group from Yankton for the Yankton Day at the Legislature – economic impact for 2013, 2014 marketing plans and creative, how we select our markets, and trends in the visitor industry.

Finalized copy for the Interstate Information Center panels, which included adding location and titles to the copy. Working with Department of Transportation regarding steps for placements.

Will send information from U.S. Travel Association information on this year's National Travel and Tourism Week, May 3-11, to Convention & Visitors Bureaus and Chambers of Commerce. It includes staging local rallies and conducting media outreach in an effort to put a spotlight on the benefits and economic impact of travel at the local level as well as state-wide. Tourism has typically conducted the Information Center fam tour during this week, which includes stops at Lit Swaps in Mitchell and Rapid City. Tourism usually schedules media interviews in several cities to put an additional spotlight on how a community benefits from our visitors.

Attended the Glacial Lakes & Prairies Board meeting in Doland and gave a report on several of Tourism's programs. Attended the monthly meeting of the Pierre CVB hospitality committee.

Launched the Monumental Love video on Facebook, Twitter, and TravelSD.com leading up to and on Valentine's Day. The four presidents (Mascots) were each trying to win the love of Lady Liberty. Initial results, as of February 17: YouTube views – 3,549; Facebook views – 6,994; Total views – 10,543; Facebook post reach – 120,512; Facebook likes – 1,093; and Facebook shares – 401.

For social media, approved March content calendar for Facebook and Twitter; will get new spring imagery produced. Finalized and confirmed the winner, from Iowa, of the Family Get Together sweepstakes promoted through Facebook. They are already planning their trip through Black Hills Vacations. South Dakota Tourism's Facebook page has 95,189 fans, up 5,943. Travel South Dakota Twitter (@southdakota) account has a total of 6,348 tweets with 12,486 followers, up 260 from last month. Made blog post on the Atka Lakota Museum.

Sec. Jim Hagen's Twitter account has 847 followers.

International and Domestic Trade Sales

Sent requested information to Hillyer Tours, Nevada; Gotta Go Tours By Patti, Texas; Lodestar Bus Lines & Tours, Pennsylvania; St. Louis Group Travel, Missouri; Globus Family of Brands, Colorado; Megard Tours, South Dakota; Voyages FQCC, Canada; and Eduardo Camargo, Canada Turismo, Brazil.

Fulfilled requests for 1,545 Vacation Guides to AAA offices in 15 states: Illinois, Indiana, Kentucky, Michigan, Minnesota, Nebraska, New Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Virginia, and Wisconsin.

Met with staff to review/update/test current online forms for the 2015-2016 Group Tour Planning Guide (GTPG). Mailed 2,657 letters to South Dakota group-friendly businesses regarding participation. Reviewed information for the digital version of the 2013-2014 GTPG; it will go online soon and will also be incorporated in a flash drive.

Attended North American Journeys (NAJ RTO) Summit West Tradeshow, February 4-7, in Marina del Rey, California; met with 23 tour operators. Attended National Tour Association Annual Travel Exchange in Los Angeles, February 15-20. Met with 25 tour operators in pre-scheduled appointments, attended educational seminars, conducted caucus meeting for South Dakota delegates, attended networking functions.

Attended the Go West Summit with Rapid City Convention & Visitors Bureau, Crazy Horse Memorial, Lodge at Deadwood, and Deadwood Gulch Resort, February 23-28, in Tacoma/Seattle. We had 46 pre-scheduled appointments. Gave 10-minute presentation on South Dakota at beginning of seminar day.

Emailed second and final invite for Travel Agent fam, May 12-19. Working on draft itinerary and began contacting South Dakota suppliers as possible hosts.

Sent photo for participation in call-out and email to Chinese tour operators for Active America China show, March 11-13. Other attendees include Rapid City CVB and Crazy Horse Memorial; the three will co-sponsor a breakfast, which includes a 10-minute presentation, logo in the book and on all materials, an ad in Chinese for the operators and in English for all other attendees, and an opportunity to have open book appointments with the Chinese tour operators.

Submitted itinerary to Brand USA fam. Contacted Rapid City and Cedar Pass Lodge regarding arrangements. There will be 15 tour operators and agents from the United Kingdom. The tour will arrive in Badlands National Park on May 19 with an overnight. The next day includes Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, and an overnight in Rapid City. They depart South Dakota on May 21.

Participated in Black Hills Rocky Mountain International (RMI) webinar along with RMI staff and six Black Hills businesses.

Sent materials for Swanson's Travel America Day, Sweden; and Discover America Workshop in Copenhagen, Denmark, to be held in early March. Our RMI representative will represent the five partner states at these two shows.

Researched Scandinavian and Japanese companies attending International Pow Wow (IPW) in Chicago in April. Along with appointment requests from these two countries, made 150 requests overall.

So far, there will be 12 South Dakota suppliers at the RMI Roundup Tour Operator Show in late April/early May in Missoula, Montana.

International Press/Journalists:

Germany:

America Journal – Margit Brinke and Peter Kraenzle wrote on the Black Hills – the Hills belong to the mist, legendary landscapes of the USA and home to national icons, called Zeit des Erwachens (Time of Waking Up). Estimated ad value of \$150,772.

Italy:

Marco Berchi, Il Messaggero (circ. 192,571 and 1.6 million readers), winter in region. Estimated ad value of \$70,000.

Total estimated ad value for January is \$220,772.

Outdoors

Justin Larson, Outdoors Media & Industry Relations, has resigned his position to take a job in the private sector. This opening will be posted in early March.

South Dakota Outdoors Twitter account has a total of 2,365 tweets and 3,901 followers; 115 are new this month.

South Dakota Outdoors Facebook has 1,426 fans.

Film Office

On FilmSD, updated and approved listings; posted one press release. Staff determined that we would gradually update pages and consider a production guide. Have pulled photos from the database that could be used for the guide.

Film Office denied an opportunity with Producers Guild of America to place an ad in their program book highlighting award winning films – “Nebraska” is nominated, so they suggested we place a congratulatory ad.

Had a call with Justin Koehler regarding his new film on Casey Tibbs. He asked how/if Tourism could partner with him after the success of Buffalo King.

Film Office Twitter account has a total of 302 tweets with 1,008 followers.

Hospitality

Issued 633 Governor’s certificates to recognize outstanding hospitality. Totals for 2013: Governor’s Certificates - 1,012; Gold Seals - 605; and Lapel Pins - 417.

Visited with an officer of the Bed & Breakfast Innkeepers Association of South Dakota about their association applying for Great Service Star designation.

Ordered plaques for nine new properties and 2014 year tabs for 142 designees for the Great Service Star (GSS) program; will send plaques and 2014 year tabs to existing plaque owners. Entered the 2014 designees into the historical database for GSS recipients. Sent certificates and congratulations letter to the finalists for the 2013 George S. Mickelson Great Service Award. Had Mickelson Award tabs made for the award recipients from 2008 thru 2013, which will be attached to each property’s Great Service Star plaque.

Supplied the ID code to three businesses for the Online Customer Service Training program. Visited with a University of South Dakota resident assistant about the training for their front desk staff. Forwarded the ID code and step-by-step instructions for registering for the training.

Sent letter and application for Tourism’s state-wide spring hospitality training co-op to CVBs, Chambers, tribal tourism offices, and economic development offices state-wide. Placed updated application on SDVisit.com. Sent a list of suggested hospitality training speakers to two Chambers upon request.

Information Centers

Extended job announcement with newspaper ad for Wilmot and New Effington travel counselors. Reviewed list of applications and selected candidates to interview; traveled to Rapid City, Sioux Falls and Watertown to complete interviews for new staff. Conducted phone interviews for returning staff.

Continued reviewing Travel CDs to identify changes/updates.

Finalized itinerary for Information Center fam, May 2-8. Drafted emails to CVBs to coordinate event and discuss meals and hotel stays. Drafted and sent bids to bus companies. Met with Black Hills & Badlands and Southeast SD Tourism to coordinate stops at each lit swap.

Photo/Video

Tourism photography: snowmobiling, Nemo 500 Outhouse Races, Spearfish Canyon winter scenics, Deadwood Main Street with snow, and Eagles and Bagels Walk in the Park.

For Arts Council: Arts Day at the Legislature.

Edited Sturgis Rally photo for the Information Center panels.

Fulfilled photo requests to *South Dakota Magazine*, Yankton; Lawrence & Schiller, *Wholesome Magazine*, Sioux Falls Curling Club, Mind Flame Design, Sioux Falls; Pierre Chamber of Commerce, South Dakota Missouri River Tourism, Pierre; Black Hills Central Reservations, Deadwood; Rapid City CVB, Mount Rushmore National Memorial Society, Rapid City; Rocky Mountain International, Wyoming; *American Road Magazine*, Wisconsin; MMGY, Missouri; Fort Stevenson State Park, North Dakota; and 1001 Walks book, Australia.

Continued editing and inputting photos into Tourism's digital photo database, current total is 17,691.

Tourism's hit list: Deadwood TV shoot, which includes gaming, restaurants, hotels, and Adams and Days of '76 Museums.

Travel Market Advertising/Marketing

Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: February Inquiry email and Travelsmart; Tourism Conference follow-up email; value-added copy for *Yellowstone Journal* and *National Parks* magazine plus ads for each; *Quail Forever* ad; *Oh, Ranger* ads; SD Wine Trail Video; lead generation copy; winter photos; PBS story ideas; Monumental Love video – social media Valentine's Day promotion; Great Getaways partner copy; digital banners for Peak; Orbitz – rich media; DreamPlanGo copy; SD Vacation Guide – e-guide and banner ad on TravelSD.com; Active America China ad; Travel Professionals E-newsletter; Trip Advisor – SD vacation copy; GFGP flash banners; Events email; Black Hills and Badlands Co-op – TV script, ad for *5280 Magazine* – travel issue; Custer BID Co-op – billboards, ad for *Yellowstone Journal*, Travel Guide copy, and TV script; Custer State Park Co-op – TV script; Deadwood Co-op – remarketing banners; Hot Springs Co-op – ½ page magazine spread ad and full-page magazine ad, digital proposal, Travel Guides Free material; Spearfish Co-op – ads for *Outside & Sioux Falls Woman* magazines, digital elements, Travel Guide copy, and TV script; and Watertown Co-op – approved digital proposal.

Contacted Matching Dollar Challenge (MDC) grant recipients regarding marketing budgets. Sent letters with maximum dollar amount for each; 20 applications were approved. Approved ads for Sturgis Camaro Rally.

Spoke with SD Kayak Challenge and brainstormed ways to help them promote their event.

Attended Black Hills Central Reservations Annual Meeting; worked with L&S on a presentation on our marketing overview, co-op strategy, and new technology.

Renewed Rooster Rush mark with the Secretary of State's Office.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 65 vacation packages were listed.

Met with MMGY and our web team to review the revised sitemap and discuss the newsroom, itineraries, travel professionals, and outdoors sections. Met with internal team to discuss the strategy for Monumental Love graphics on the TravelSD.com homepage and email schedule.

Research

Provided Black Hills State University with Smith Travel Research, the Intercept Study, and our IHS Global Tourism Satellite Account Report.

Followed up with our contact at DK Shifflet and Associates regarding the 2013 contract and our need for an updated visitor profile.

Scheduled call with MMGY and L&S to discuss the new dashboard and monthly data feed. Also discussed the issues regarding our storage limit and errors within the Salesforce system.

Publications

Routed copy for the update of the Motorcycling Guide to team managers and several staff. Discussed the future of the guide with the marketing team. Will meet with a sub-committee to discuss further.

Reviewed the “Native South Dakota – A Travel Guide to Tribal Lands” booklet prior to ordering a re-print. Some sections will be condensed, but most information will remain; began making updates. Have received quotes from three printers and will print 25,250 booklets.

Fulfillment

Fulfilled 48 bulk shipments/requests: 2,706 South Dakota highway maps, 2,505 Vacation Guides, and 80 Native South Dakota guides. Black Hills Works fulfilled 12,398 domestic requests. Fulfilled 336 international requests via MSI Worldwide Mail Service and 406 Canadian requests were emailed to MSI for fulfillment. Fulfilled 63 special packet requests via regular mail. Reviewed 3,141 emails from the Online Request Form.

Tribal Tourism

Provided information about the annual Wounded Knee Motorcycle Ride for a *True West Magazine* writer.

Drafted a summary of the two Tribal Tourism Roundtable sessions for posting on the Conference website.

Fort Sisseton Commission

Attended the commission meeting in Britton with three Game, Fish & Parks staff.

Board on Geographic Names

Attended the House Ag Committee hearing for the SB119 testimony by board member, Joe Nadenicek.

Travel Shows

Comments/observations from two staff who attended the Minneapolis/St. Paul RV, Vacation and Camping Show, February 6-9: literature bags would be very helpful; orange ones from the Wisconsin booth really stood out as people were carrying them all over the convention center. Minnesotans **LOVE** South Dakota. “Presidents on Rushmore – George Washington, Thomas Jefferson, Abraham Lincoln and Michael Jackson” (from an eight-year-old). “Can we move the

Black Hills east?" Lots and lots of questions about ATV trails; might be something to think about having more information on.

Will attend the Wisconsin Sport Show in Eau Claire, March 16-19.

Began working on database of year-over-year attendance for travel shows we have attended and shows we plan on attending.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: May do a re-print of the Kids' Activity Book; waiting to find out if a cover re-design is necessary as the current cover correlates to the design of the inside pages. Will print a quantity of 40,000 for the Information Centers; will get printer quotes after details are finalized.

Have received three printer quotes for the Native South Dakota update; will print 25,250 booklets. Staff is working on revisions.

Discussed ways to improve the process for updating the Group Tour Planning Guide, which is basically a new guide every two years as all information is newly obtained and/or verified.

For GOED: Designed the registration piece for the GOED Conference in April. Will also design a conference booklet, a fast-fact card, and signage.

Designing a new image piece for GOED.

A. McCloud:

For Tourism: Completed designs for the Interstate Information Center panels; uploaded the files for review. After corrections are made, will send some panels for trial printing.

Received partner information for Peak Great Getaways newspaper co-op; will route after regional copy is received.

For Arts Council: Assisted with photography at Arts Day at the Capitol.

For GOED: Received the information for the third fast fact sheet; routed to staff.

T. Meise:

For Tourism: Emailed Wounded Knee photos/event ideas to Stuart Rosebrook at *True West* magazine.

Updated Tourism's ad for the Black Hills Film Festival booklet and sent to print.

Updated last year's Active America China ad with new typography and higher contrast black and white imagery; sent to print. It will circulate later this year.

Designed/presented artwork for the state welcome signs; sent files to Pheasantland Industries for test printing; and waiting for further direction.

For Arts Council: Photographed art students with their local legislators. The student made works of art specifically for them; these photos will be sent to the student's local newspaper.

For GOED: Sent final digital files to printer for the GOED Annual Report; delivered the end of February.

Designed the digital Save-the-Date information for email distribution for the Governor's Golf Classic. Will design invitation.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings. Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: February Inquiry email and Travelsmart; Tourism Conference follow-up email; value-added copy and ads for *Yellowstone Journal* and *National Parks* magazine; *Quail Forever* ad; *Oh, Ranger* ads; SD Wine Trail video; lead generation copy; winter photos; PBS story ideas; Monumental Love video – social media Valentine's Day promotion; Great Getaways partner copy; digital banners for Peak; Orbitz – rich media; DreamPlanGo copy; SD Vacation Guide – e-guide and banner ad on TravelSD.com; Active America China ad; Travel Professionals E-newsletter; Trip Advisor – SD vacation copy; GFPG flash banners; Events email; BHB Co-op – TV script, ad for *5280* Magazine – travel issue; Custer BID – Co-op – ad for *Yellowstone Journal*, Travel Guide copy, and TV script; Custer State Park Co-op – TV script; Deadwood Co-op – remarketing banners; Hot Springs Co-op – ½ page magazine spread ad and full-page magazine ad; Spearfish Co-op – ads for *Outside & Sioux Falls Woman* magazines, Travel Guide copy, and TV script.

Project Review/Proofing: GOED Conference Mailer; ad for Black Hills Film Festival directory; Travel Agent fam Save-the-Date e-invite #2; Save-the-Date e-cards for Governor's Events – Golf, Roundup, and Hunt and Golf logo and Roundup logo; and e-FYI Newsletter.

Other: Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Attended planning meeting for the GOED Conference. Drafted timeline for Governor's Golf Classic. Attended meeting regarding Motorcycling Guide update; staff decided to drop this piece and replace with a Scenic Drives piece.

In Progress/Upcoming Projects: South Dakota Tourism and Co-op ad marketing campaigns; Tourism/GOED projects – planning, timelines, creative needs, and assignments to designers (in progress: Information Center panel design/copy, SD Welcome Signs design, Peak Great Getaways, GOED Conference, GOED Image Piece, Governor's Events planning and materials – Golf, Roundup, and Hunt); assist Trade Sales team with projects – Tech Tours update; and research/order giveaway promotional items.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Reviewed flash media from MMGY for Peak digital promotions.

Met with craft beer folks from the Black Hills area regarding marketing options.

Projects in Preparation/Ongoing: Scouted Deadwood for co-op TV ad shoot with Great Plains Film Co., L&S, and other staff. Filming will be executed on February 28-March 1 with new ad release slated for late March.

Assist with Street Team marketing planning in Milwaukee and Chicago for April with tourism team.

Will follow-up with Outsound Productions for the April GOED Conference in Sioux Falls.

Monthly Buffalo Roundup committee meeting and planning continues.

Logo and Photo: Sent South Dakota logos to ESTO planning group; provided South Dakota script with slogan for Camaro Rally co-op; pulled photos of Lake Kampeska for Watertown CVB for a magazine article; pulled large group of photos for Embassy Tours out of Winnipeg; sent full logo to Liz Porter at Active America China; and sent logo files to Stacie Granum at Rapid City CVB for use by their ad agency.