



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: April 9, 2015
RE: March 2015 Monthly Status Report

Domestic Earned Media Numbers

February:	Impressions: 461,371 Ad Value: \$27,815 Number of clips: 10
FY15 To-Date:	Impressions: 942,942,650 Ad Value: \$2,262,266 Number of clips: 260

Media, PR & Industry Relations

Information requests/interviews/meetings: Sent Kris Bevill, *Prairie Business Magazine*, information and comments regarding adventure tourism in South Dakota. Provided contacts and basic information on Deadwood history to travel feature writer with the Denver Post. Sent information to freelance writer Elaine Glusac on what's new in family travel for peak 2015 for an article for the New York Times. Sent information and photos to freelance writer Lisa Meyers-McClintick for piece in USA Today's *Go Escape* magazine on De Smet and the Laura Ingalls Wilder history. Provided information and photos to freelance writer Annette Thompson for a feature on great drives in America for USA Today's *Go Escape*; it will include Crazy Horse, Mount Rushmore National Memorial, Custer State Park, and Badlands National Park. Worked with staff to send photos of some Black Hills attractions to Patti Nickell at a Lexington, Kentucky, newspaper for a feature on the Black Hills. Interviewed with university student from Iowa regarding our tourism statistics. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: Reviewed five releases for History and one release for Arts.

Domestic press:

- Connie Reed, travel writer, MidwestWanderer.com (UVPM: N/A): "Wall Drug: From Free Ice Water to Free Fun" ran on February 3. Result of a deskside meeting in April 2014 and her attendance at the 2014 Buffalo Roundup.
- Donna Bozzo, freelance travel writer, LadywiththeAlligatorpurse.com (UVPM: 39,205): Press trip to South Dakota in July 2014 resulted in three different posts with videos of her experiences at Mount Rushmore, Badlands National Park, and Custer State Park; posts ran on February 19.
- Erica Lamberg, freelance travel writer, Triplogoy.com (UVPM: 39,944): MMGY worked with Lamberg on the story "Unexpected Destinations for Family Vacations," several

South Dakota attractions, including Mount Rushmore, the Badlands, and the Mickelson Trail were featured; story ran on February 27.

- Kathy Berardi, freelance travel writer, *Trailer Life* magazine, (circ: 221,753/UVPM: 35,982): As a result of MMGY's ongoing outreach, "Adventures in History" about historical hot spots for RV travelers and a stunning photo of the Memorial; story ran in the March 2015 issue.

President's Day with the Mount Rushmore Mascots on The Weather Channel's "Wake Up With Al" segment was cancelled due to the winter storm on the East Coast.

Provided flight options for a potential hosting for Ted Floyd, *Birding* magazine, to travel to South Dakota for the birding festival at Fort Randall, May 1 -3.

Planning a media blitz in Minneapolis, April 21-24; and in June, MMGY has explored Tourism as being a sponsor of "Travel Massive," a media event in New York City.

Continued planning for a fam with Katherine Belarmino of Travel the World (katherinebelarmino.com) and Passports & Cocktails (passportsandcocktails.com).

Gathered information and images for Aline Pageaut, a French author working on a book on towns with French first names; will send additional photos as her project develops.

Report from US Travel regarding Destination Capitol Hill: More than 300 travel advocates from 40 states, D.C., and the U.S. Virgin Islands attended more than 280 meetings with their lawmakers. The purpose of Destination Capitol Hill is to educate policymakers about the importance of travel as an economic driver and to make them aware of specific legislation related to the travel industry. The event combines a legislative day on Capitol Hill with advocacy training, guest speakers, and peer-to-peer networking. The South Dakota delegation met with Senator Thune, and staffers from Senator Rounds' and Congresswoman Noem's offices to talk about the importance of travel. South Dakota attendees included Tourism's Secretary Jim Hagen and Deputy Secretary Wanda Goodman, Teri Schmidt and Mattie Burnham from the Sioux Falls CVB, Julie Schmitz-Jensen and Lisa Storms from the Rapid City CVB, and Randy Grimsley from the Children's Museum of South Dakota.

Worked with staff and MMGY to produce a new vanity URL for our Chinese website for use in the 2015 Brand USA Inspiration Guide.

Updated information for National Travel and Tourism Week (NTTW), May 2-11, and emailed to the CVB directors. Posted updates on SDVisit.com.

Traveled to Sioux Falls to help with the Rushmore mascots at the NCAA Women's Division II Elite Eight pre-tournament banquet. They posed for pictures with the eight teams, NCAA dignitaries, and Make-A-Wish kids. Followed up with emails thanking the event organizer and the four actors who wore the mascot costumes.

Distributed the February eFYI newsletter to 1,325 list members via Listrak.com and to 2,185 email addresses on Tourism's database on March 23. Topics included Secretary's Message, Interstate Information Center Programs, Congratulations to the 2015 Tourism Award Winners, Spring Hospitality Training, Trade Show Leads Available, Custer State Park in the running for Best State Park, Media Coverage, South Dakota Arts Council News, South Dakota State

Historical Society News, Important Reminders, Did You Know?, The Rapid Pace of Innovation in Travel (Skift), New Trends Report: The Future of Hotel In-Room Technology (Skift), and U.S. Travel Association Updates.

For Tourism Conference, responded to a follow-up questionnaire from InCharged, the company from which we rented the device charging station. Reviewed potential speakers for 2016.

Promoted voting for Custer State Park in USA Today's 10 Best Readers' Choice contest. Promoted voting for Pierre in Monopoly's "Here and Now" contest; Pierre took first place in the contest and will appear on the new game board.

Reviewed the April content calendar for Facebook and Twitter. Working with MMGY social team on the peak season campaign for 2015 – #TheGreat8 – on content, creative, and the prize kit. Working with South Dakota vendors for unique road trip snacks.

Drafted blog entry on hiking Harney Peak. Instagram account has 2,952 followers and 550 posts. Travel South Dakota Twitter account (@southdakota) has a total of 8,990 tweets and 18,500+ followers. Tourism's Facebook page has ~159,309 fans. The YouTube channel videos had 10,980 views over the last 30 days.

International and Domestic Trade Sales

Continued proofing sections of the 2015-2016 Group Tour Planning Guide, revamped the four-state itinerary, revised map, and reworked the airline section.

Have begun receiving Group Tour Co-op coupons with requests for information from earlier mailing to 4,800 travel professionals on Tourism's database.

There will be 10-11 suppliers and 3-4 Tourism staff in the 40-foot booth at U.S. Travel Association's International PowWow (IPW) show, May 30-June 3, in Orlando. Staff will attend the Media Marketplace on Monday. Researching tour companies; and so far, we have requested 67 of 200 possible appointments. More than 1,000 U.S. travel organizations from every region of the country and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel.

Finalized all details for the Rocky Mountain International (RMI) Roundup, April 12-15, in Sioux Falls. Participants are targeted tour operators from Europe, Nordic Region, Australia, and New Zealand who want to learn more about what the RMI partners (Montana, Wyoming, South Dakota, and North Dakota) have to offer.

Participated in the Nordic Mission in Denmark and Sweden with RMI representatives and the other state partners, February 25-March 3. Attended Swanson's Travel, Sweden, consumer event: handed out materials and presented information on South Dakota at the destination presentations. Attended FDM Travel USA event in Copenhagen and Denmark: provided materials to consumers and participated in three RMI region presentations; the event was attended by approximately 4,000 consumers. (FDM is a sister organization to AAA in the Danish market.) Participated in RMI presentations to four staff at Nyhavn Rejser office in Copenhagen. RMI hosted a lunch with Icelandair (4), Nyhavn Rejser (1), USA Rejser (2), Profil Rejser (1), FDM (1), and Risskov (2) in Copenhagen. Attended Discover America Denmark event in Copenhagen, the largest USA event ever organized for the travel industry in

Scandinavia. The event was attended by more than 300 travel agents and media from Denmark, Sweden, and Norway.

Contacted communities to request lodging for the two nights the 12-14 participants on the Discover America Norway fam, May 19-26, will be in South Dakota. Transportation will be provided by Avis of Norway.

Sent information on an agricultural tour and a few attractions in South Dakota for group of 20 from Denmark to Gary Schluter, Rocky Mountain Holiday Tours, Colorado; Gary is planning their itinerary.

Sent scenic byway information for drive tours, What's New, events, and contact for photos to Driveaway Tours, Australia. They will be adding a new Real America section to their offerings.

International Journalists:

America As You Like It, United Kingdom, is considering sending a journalist to South Dakota in August (after request from RMI) after Sturgis Rally. Journalist plans to write about family vacations, adventure activities, etc.

Outdoors

Participated in conference call with Scott Linden of Wingshooting USA TV about a potential partnership.

Assisted in the search for writers/participants for a turkey hunt in Pine Ridge in April; however, after researching, it was determined that next year would be better for a hunt like this.

Fielded a request from Shane Simpson of CallingAllTurkeys.com and Curtis Goettsch of Victory Outdoors regarding a potential hosting.

Connected interested parties from Pheasant Fest with Tourism's marketing director. Met with Pheasants Forever about future projects.

Spoke with Carla Sanderson from Hidden Hill Lodge about marketing.

Updated the images on the South Dakota Outdoors Facebook and Twitter pages; images now highlight fishing in South Dakota and the #FishInSD. Created and edited copy for fishing emails. Continued promotion of the #HuntInSD program, <https://tagboard.com/HuntInSD>. Developed a social media content calendar for April. South Dakota Outdoors (@sdoutdoors) Twitter account has a total of 2,998 tweets and 5,482 followers. South Dakota Outdoors Facebook page has 2,392 fans.

Film Office

Updated and approved listings on FilmSD.com. Continued making improvements, adjustments, and updates. Will be working with Department of Public Safety on information for the website for filming on highways and Interstates.

Working with people in Lemmon regarding upcoming film, The Revenant. Working with several small independent films that are coming to South Dakota in the coming months.

Attended a week-long Governor's Leadership Development program class in Vermillion.

Information Centers

Completed interview process and sent hiring packets to 82 travel counselors for Information Centers along I-90 and I-29 during the 2015 summer travel season. Working on agenda for the supervisors' meeting, April 18. Fam for traveler counselors will be May 1-6; 51 are able to attend. All stops have been confirmed: Aberdeen, Fort Sisseton, Sisseton, Mitchell, Watertown, Brookings, Minuteman NHS Visitor Center, and Rapid City.

Overseeing registrations for various Information Center programs.

Discussed preparations for possible increase in visitation during the Sturgis Motorcycle Rally anniversary.

Working with Pheasantland Industries to have new display racks built at the Spearfish Information Center.

Hospitality

Issued 133 certificates for recognition of hospitality with Governor's Certificates for Outstanding Hospitality, 76 gold seals, and 56 lapel pins. 2014 totals: 860 certificates, 483 gold seals, and 392 lapel pins.

Forwarded information to two inquiries about the Great Service Star program. Replaced a lost Great Service Star plaque for a lodging property.

Supplied the ID code to three businesses for the Online Customer Service Training.

Reviewed applications for funding for the Spring Training Program; emailed notification letters.

Photo/Video

Attended National Geographic Traveler photography workshop.

Participated in new website review team meetings. Rewrote some copy, drafted Scenic Drives copy, helped choose new photos, and assembled photo essays.

Tourism photography: geocaching.

Economic Development photography: GOED photo week in Sioux Falls area, March 30-April 2.

Fulfilled requests for photos to *South Dakota Magazine*, Yankton; BPro, SD Board of Regents, Cultural Heritage Center, Pierre; *Visitor Magazine*, Rapid City CVB, *Black Hills Parents* magazine, Rapid City; Garretson Commercial Club; Bullock Hotel, Deadwood; Pheasants Forever, Minnesota; *MyOh! Omaha* magazine, Nebraska; MMGY, New York; *Spirit of the West* magazine, Arizona; and APL Media, United Kingdom.

Continued to edit and input photos into Tourism's database and culling outdated imagery; current total is 19,382

In progress: Presentation to Aberdeen "Through The Lens" Photo Club. Assembling summer photo hit list.

GOED photography hit list: workforce development photography; GOED Conference.

Video Dubs and Loans: Sent stock footage to Trafalgar Tours in China for promotions they are producing. Sent Badlands and Mount Rushmore video to MMGY to use on the new website. Sent Days of '76 Rodeo footage to the Deadwood Chamber.

Video Projects: Made a DVD from a PowerPoint presentation for the Department of Corrections. Updated the Dropbox stock footage library with new clips and new file-downs for people to download for use. Archived remaining footage shot over the last few months. Worked on a new aerial video and a Badlands video for use on the YouTube channel.

Updated the YouTube channel page and added videos to the Adventure and Sturgis Rally playlists. Added content to the Instagram account. Will help coordinate social media content for the upcoming season.

Met with staff to discuss contracts and releases for our TV models and shoots; updated release forms.

In progress: GOED Conference in April to assist speakers with A/V presentations and needs. Set up and shoot live camera when needed for the conference and banquet.

Video Hit list: Work on updating schedule and summer and spring hit list. Work with staff to determine video needs for social media and the new website.

Travel Market Advertising/Marketing

Deployed Travelsmart for April on March 11, "Enjoy Springtime in South Dakota" to consumers. Events email for May events: chose new photos and deployed March 19. Deployed Inquiry email on March 11. Met with staff to discuss fishing email strategy for peak 2015.

Have 59 partners for Peak Great Getaways newspaper co-op. Sent final files to printer on March 31 for May 2 placements.

Plan to meet with L&S the first week in April to review timeline for Fall Magazine Co-op registration and recommended magazines.

Peak 2015 Co-ops:

- Watertown: Worked on edits and photo changes to remarketing and event banner ads. Attended BID board meeting and presented options and finalized media calendar. Waiting on L&S for production. Discussed campaign elements and initial Shoulder 2015 markets and message; working with CVB on shoulder season planning. Photographer will be taking new photos of the KidZoo and Ottertown exhibits.
- Spearfish: Received peak digital units, revised, and approved. Approved TV spot; waiting for approval on pre-roll spots. Approved April Facebook and Twitter posts. Edited and approved Travel Guides free copy. Discussed shoulder season marketing.
- Custer BID: Approved RoadRunner ad, revised media calendar, April's social media posts, and peak TV; waiting on L&S for finished product. Edited TV event donuts and approved. Waiting to approve scripts for CBID event TV spots. Sent digital ad units to Custer; waiting on edits/approval.

- Hot Springs: Approved pre-roll scripts and April's social media posts. Working on revising digital banners. Waiting on feedback/approval on pre-roll videos and remarketing banner ads.
- Deadwood: Approved Outdoor Heir ad, Deadwood or Bust direct mail piece, April paid social media posts, value added opportunity in Minneapolis, script and recorded event radio spot for the Forks, Corks and Kegs event, Deadwood's digital elements, TV spot, and pre-roll video. Discussed Shoulder/Winter 2015 markets and ideas.
- Custer State Park: Approved pre-roll video, 30-second TV spot, two rounds of newspaper ads for Eau Claire and La Crosse, April's social media posts, value added page takeover for the Denver market, and all digital media. Discussed initial Shoulder/Winter 2015 markets and ideas.
- Black Hills & Badlands: Approved pre-roll videos, TV spot, value added opportunity in Denver, digital elements, and April's social media posts. Will be meeting to review Free Standing Insert (FSI) creative.

Set up meetings with Rapid City, Deadwood, Spearfish, and Custer State Park to begin and/or continue shoulder season planning.

Shipped 100 Rooster Rush bandannas to Jon Solum in Watertown to use at a late March sports show in Minneapolis.

Discussed designing a new poster for Rooster Rush with Creative Director for 2015 promotions and working on this program earlier in the calendar year than previously.

Met with members of the Bad River Museum Association regarding their upcoming summer promotions and ways that they can optimize the use of social media during those campaigns.

Reviewed the existing mobile app developed by Discover Anywhere and recommended that we continue with the app. We will extend the app for an additional six months and monitor usage.

Contacted Trip Advisor regarding their content integration guidelines and sent mockup for their review.

Web Development and Digital Marketing

Consumer website – TravelSouthDakota.com: Monitored business accounts and user requests in the Industry Portal; followed up with user account requests. Joined conference call to discuss need for editing functionality within the Industry Portal. Provided suggestions and usability improvements to the portal. Performed QA testing of forms for the travel professionals, request vacation guide, and events submission pages. Completed a road journal and I-90 itinerary for the website; Pierre-in-a-Day will be on it soon for TravelSouthDakota.com.

The redesigned website was launched on Monday, March 30. Provided the DNS and IP information that MMGY had supplied to Bureau of Information & Telecommunications (BIT) so that all the domains were ready to go for the transition. BIT had things in place and ready to go.

Reviewed the Dakotalapse video and license agreement and shared with the web team for consideration.

Held conference call with MMGY and Black Hills Vacations to discuss the fulfillment process and testing of the daily download process via FTP.

Industry Site – SDVisit.com: Completed two additions to the Great Service Star 2015 designees list.

Research

Met with staff and Black Hills State University to discuss the Visitor Intercept Study. Tourism would like to improve the Intercept Study by including a wider range of attractions, activities, and locations in addition to expanding the timeframe of data collection.

Compiled monthly statistics for the monthly indicator Dashboard. Pulled ad effectiveness studies by SMARI and shared with team. Compiled shoulder season demographic data for the Rapid City CVB. Pulled National Park Service visitor traffic YTD and sent to team.

Reviewed the CenStates sponsorship benefits and recommended that Tourism be a sponsor for the 2015 conference. (Staff member is on their Board of Directors.) The CenStates organization has agreed to bring their conference to South Dakota in 2016. Followed up with Dean Runyan Associates and confirmed their sponsorship for bronze level in 2015. Made content updates to the CenStates Website.

Publications

Met with staff to discuss content of the Native American packet offered on the website. Proofed the Native American content for the Group Tour Planner. Visited with two visitor centers about our policy on distribution of the *Native South Dakota: A Travel Guide to Tribal Lands* piece.

Fulfillment

Fulfilled 63 bulk shipments/requests: 8,890 South Dakota highway maps, 2,885 Vacation Guides, 1,686 South Dakota Native Guides, and 2,306 Tribal Lands brochures. Black Hills Works fulfilled 13,557 domestic requests. Fulfilled 191 international requests via MSI Worldwide Mail Service and 340 Canadian requests were emailed to MSI for fulfillment. Fulfilled 86 special packet requests via regular mail. Reviewed and responded to 3,451 emails from the Online Request Form.

Board on Geographic Names

Continued reviewing comments regarding a proposed name change for Harney Peak in the Black Hills in preparation for the April meetings for public comments. On their website, sdbgn.sd.gov, posted several documents related to the proposed renaming of Harney Peak, including the Public Comment Notice, Public Comment Form, Pennington County Reference Map, two press releases related to the March 31 meeting, meeting announcement and agenda, the original name change request, and five documents with public comments.

Fort Sisseton Commission

Reviewed the minutes of the February commission meeting.

Tribal Tourism

Attended the Tribal Relations Day at the Legislature ceremony. Met the new tribal chairs from Crow Creek and Sisseton Wahpeton.

Met with Department of Tribal Relations staff person David Reiss to discuss Tourism's plans for summer visits to the tribes and to visit about continuing to work with the Tribal Relations staff on outreach to the tribes. Set up a meeting between Tribal Relations Secretary, Steve Emery, and Department of Tourism's secretary, Jim Hagen, along with other staff from the two departments. Will accompany Tribal Relations on a visit to the Sisseton Wahpeton tribe.

Visited with the Sisseton Wahpeton Oyate tourism director Elias Mendoza about Tourism's marketing on behalf of the tribes.

Visited with Marcella Hurley, regional director of the Small Business Development Center, concerning her request that Tourism purchase an exhibitor booth or sponsor the biennial South Dakota Indian Business Conference; Tourism will consider for the next conference.

Completed content copy on the nine tribes for the new website.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed an 8.5"x11", black and white ad for Active America that was translated into Chinese for the file print piece.

Designed Tourism social media artwork profile cover images for Facebook, Twitter, Instagram, Pinterest, Google+, Flickr, and YouTube.

Designed the Tourism staff business cards to reflect the new office email and brand design.

Designed a large format banner for an upcoming trade show.

For GOED: Made copy updates on the previous Finance Piece and reprinted.

Designing the 2015 GOED Conference booklet, signage and nametags.

Designing a 2015 SDDC Annual Meeting postcard invitation for the Annual Meeting.

For the Governor: Designed the Save-the-Date postcard for the 2015 Governor's Invitational Pheasant Hunt.

A. Hofmeister:

For Tourism: Rerouted the Group Tour Planning Guide. Sent print specs to procurement – they are currently putting the specifications on the system for bids; will send final files to the winning print vendor by April 2 with final books delivered by May 14. We will be printing 3,500 books.

Have completed design and routing of the 2015 Peak Great Getaways newspaper insert. The piece will be distributed in newspapers on May 3.

A. McCloud:

For Tourism: Received 30,000 copies of the Motorcycle Guide/Map; 10,000 were sent to Rapid City and 20,000 were sent to the warehouse in Pierre.

Designed a mock-up and laid out the final of the lens cloth that will be ordered for gifts.

Plan to redesign the Great Service Star logo.

For Arts Council: Reordered letterhead.

For Governor: Will meet with the Governor and order all the materials that are necessary for the Governor's Golf Classic, June 24-25.

M. Ganschow:

For Tourism: Attended internal marketing/ad campaign meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: e-Target email; Events email; Travelsmart; Great Getaways partner copy; Fishing email #1; Travel Professionals E-Newsletter; BHB Co-op – engagement banners and pre-roll; CSP Co-op – banner ads and pre-roll; Deadwood Co-op – banner ads, pre-roll, TV spot, and Inspiration Guide; Hot Springs Co-op – Travel Guide copy; and Spearfish Co-op – ads, TV spot, and Travel Guide copy.

Project Review/Proofing: Golf Classic – timeline, logo, invitation; Active America ad in English and Chinese; Motorcycle Guide; GOED Finance Piece; Social Media creative; Artwork for microfiber lens cloth; GOED Conference – awards copy and schedule booklet; Great Getaways; e-FYI; GOED Finance EDFA Annual Meeting Invite; and Group Tour Planning Guide.

Other: Routed various project or ad requests to appropriate designer. Assisted staff with hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending handwritten note and promotional items. Drafted timeline for Governor's Golf Classic creative needs. Timelines for Roundup and Hunt creative needs are in progress. Researched and ordered microfiber lens cloths for hostings/giveaways. Researched and ordered fleece throws for giveaways. Compiled list of SD Made food and drink companies and sent to Izaak Walton National Convention coordinator; convention will be in Pierre this summer. Attended March 26 Hunt committee meeting.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns; Tourism/GOED projects – planning, timelines, creative, assignments to designers. In progress: Group Tour Planning Guide, Great Getaways newspaper insert, Governor's Buffalo Roundup, GOED Conference, Governor's Hunt, and Governor's Golf Classic; and giveaway items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Redesigned the layout for shoulder 2015 and peak 2016 community cooperative marketing applications.

Prepped several images with Jimmy Fallon's head inserted to hopefully prompt him to be interested in visiting South Dakota after some recent comments in his monologue.

For GOED: Finalized plans with Outsound Productions on A/V needs for GOED Conference. Working with staff on coordination of table décor and A/V lighting.

For the Governor: Finished the agency contracts for the Governor events (Golf Classic, Buffalo Roundup & Pheasant Hunt).

Other: Met with Jean Person, Kelsey Baker, and Tom Valentine on video usage before and during their upcoming Midwestern State Alliance of Tax Administrators, in Rapid City in August.

Logo and photo requests

Sent full logo files to Betsy Cooper with Active America China. Sent hunting images to David Peterson, Realtor/Owner of United Country Specialty Properties. Sent Mount Rushmore images to Susan Johnson for BH Air Taskforce promotion to Atlanta. Sent photos to Lisa Meyers-McClintick, travel writer and photographer from St. Cloud, Minnesota. Sent photos to Annette Thompson, Birmingham, Alabama, for a USA Today story. Sent photos to Patti McNichol, Lexington, Kentucky. Sent folder of scenic images to David Schwieter, John Thune's office.