



South Dakota

Department of Tourism
711 East Wells Avenue, Pierre, SD 57501

TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: July 7, 2015
RE: June 2015 Monthly Status Report

Domestic Earned Media Numbers

May	Impressions: 95,980,046 Ad Value: \$2,087,517 Number of clips: 38
FY15 To-Date	Impressions: 1,292,264,615 Ad Value: \$5,848,221 Number of clips: 326

Media, PR & Industry Relations

Information requests/interviews/meetings: Provided information on traveling through South Dakota to Donna Pierce, Black America Cooks. Had phone call with Jodi Butler, who is on assignment for *Family Fun* Magazine, to discuss options and tips for her family's road trip to South Dakota in late August. Provided suggested stops and passes to Mount Rushmore National Memorial and Badlands National Park to Jessica Bowers, blogger for suitcasesandsippycups.com. Worked with MMGY's PR team on various other inquiries and media pitches. Responded to general inquiries from MediaSD.com and others.

Press Releases: Posted four industry releases.

Organized appearance of Rushmore Presidential mascots June 14 in Yankton for the closing ceremonies at the World Archery Championship.

Participated in Travel Massive media event in New York City where roughly 130 travel writers, bloggers, and industry members attended. Arranged for Rushmore Presidential Mascots to be on site for pictures and for Chris Hanmer of CH Patisserie in Sioux Falls to hand out his baked macaroons during the Department of Tourism's sponsored Monday evening reception. Social engagement during the event was up significantly. Will follow up with attendees, per requests.

Reviewed Brand USA Great Outdoors Initiative with their representatives and ad agency.

Continued reviewing potential speakers' videos for the 2016 Governor's Conference on Tourism, January 19-21, in Pierre. Drafted copy for Save-the-Date press release and conference theme. Reviewed initial design ideas from creative team.

Met with Sara Casper, government records archivist from the State Historical Society, to review two boxes of Lewis and Clark printed materials that Tourism had accumulated; Sara took what was relevant for the Archives.

Staff member wrote a travel journal entry for TravelSouthDakota.com about a day trip with her two grandchildren.

Attended public meeting in Interior regarding potential closure of Badlands Loop Road.

Met with Pierre artist Jim Pollock about an idea a few South Dakota artists have about painting scenes around the state and posting them on our website.

Worked with MMGY for invitations to the Influencer Fam that Tourism hosted, June 14-19, for eight. The primary focus of the trip was to document, share, and expose The Great 8 to the guests' followers on social media. Requirements for the trip (number of social media posts, images to be obtained by the department, and blog posts written) must be completed by August.

Working on July content calendar for Facebook/Twitter/Instagram with more in-depth planning for Instagram for July. Added video and photo to the Instagram account; plan to add video on a regular basis. The last week in June is the final week of the #TheGreat8 campaign. Prize packages will be awarded and report will be completed in July. Instagram account has 4,139 followers and 627 posts; account name changed from @TravelSouthDakota to @SouthDakota this month. Travel South Dakota Twitter (@southdakota) account has 9,457 tweets and 21,000+ followers. South Dakota Tourism's Facebook page has ~175,854 fans. The YouTube channel had 12,900 views over the last 30 days.

Social report for May from MMGY Global: We have surpassed our year-end goal for fan acquisition with 115% completion, totaling 172,838 Page Likes. Facebook engagement and page growth was highest on the day of and following various Great 8 posts. The highest peak was from May 18-19 after the Custer State Park posts. On Facebook, Great 8 boosted posts generated 502,763 impressions. Twitter account growth was highest on May 19-20, coinciding with our most engaged tweet (The Great 8 – Custer State Park) of the month with 330 RTs. On Instagram, our most engaged post of the month was The Great 8 featuring Deadwood.

International and Domestic Trade Sales

Fulfilled requests for 1,370 South Dakota Vacation Guides to AAA offices in 11 states: Colorado, Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, and Wisconsin.

Sent requested information to Jefferson Lines, Minnesota; Vagabond, Illinois; and Carroll Little, Maryland.

Nxtbook will be creating the digital version of the 2016-2017 Group Tour Planning Guide (GTPG), and it will include tab dividers, a video, and a banner ad to sign up for the Travel Professionals E-Newsletter. Mailed 2,200 GTPG to tour operators with whom we've worked, met at trade shows, or have requested information. (Mailed 250 guides to South Dakota businesses that participated.) Sent a coupon to another group of tour operators inviting them to request the Guide.

Coordinated meeting to discuss design and timeline for the Group Tour Co-op magazine ad for shoulder; it has room for 18 partners in a 4-color, 4-page piece inserted into group tour

magazines: September/October issue of *Groups Today* (circ. 10,000); November/December issues of *Destinations Magazine* (circ. 7,325), *Select Traveler* (circ. 5,000), and *Group Travel Leader* (circ. 20,000); and December issues of *Leisure Group Travel* (circ. 20,000) and *Courier Magazine* (circ. 6,000). Sent registration forms to American Bus Association (ABA) and National Tour Association (NTA) members along with the current 4-page piece for review. Sent email to partners we have not heard from yet and making follow-up calls to South Dakota group-friendly businesses to see if they are interested in participating.

Finalized and sent Travel Professionals E-Newsletter for June; it focused on events in December. Discussed redesign of e-newsletter with more photos and links, changing layout/design, and other copy ideas.

Traveled to the Black Hills for meetings in Hot Springs and Lead and toured several area businesses. Traveled to Rapid City to meet with Emma Jenkins from Audley Travel in the United Kingdom about the trip to South Dakota for tours and site inspections in the Black Hills.

Submitted registration for National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta. Updated South Dakota information for the Go West website. Contacted North American Journeys (NAJ) show representatives regarding budget for 2016 show and web portal. Contacted partners regarding sponsorship.

Contacted by *Bus Tours Magazine* offering a front, inside cover ad placed in the July/August issue for a reduced rate; designer submitted ad to magazine. Submitted 400-word editorial and photos to the magazine as a bonus for placing a full-page ad. Submitted 350-word listing/information and photos for the Supplier On-line Directory for South Dakota Tourism.

Sent information to Beatrice Leproux, France, for a new Buffalo Roundup article, which included web links, events, and Buffalo Roundup photos. Leproux attended the Buffalo Roundup many years ago and is still writing about the area.

Douglas Schapiro was hosted in 2014 from JacTravel, Canada; he has two groups booked for spring and fall 2016 thus far, with two nights in Rapid City and one in Deadwood.

Worked with communities and Jackie Fuks from the Southeast SD Tourism Association to host Alexei Demitriev, June 17-28. Visited about providing the itinerary to Russian tour operators who have high-end clients.

Continued working with Romeo Dublin to organize his trip to South Dakota in August. He won a guided fam tour of South Dakota during last year's LA Mission. Dublin is a VP of NTA in Torrance, California.

Reviewed 55 leads from the Active America China show; sent follow-up emails to 40+ contacts from the show per requests. Uploaded 140 leads from the U.S. Travel Association's International PowWow (IPW) from appointments with journalists, tour operators, travel agents, and airlines; began setting up follow-up emails to those contacts/leads. Sorted/organized Nordic Mission leads, NAJ, Go West, VUSA, and Australian appointments/leads.

Reviewed scripts for partner videos for Brand USA; provided edits to German translation of South Dakota's information. Met with John and Jolica DeLeva from Miles Media, Brand USA's agency of record, regarding our projects with Brand USA.

Sent press release on National Music Museum to overseas Rocky Mountain International (RMI) offices. Australia and the United Kingdom offices reported that they will be adding this to their newsletter sent to tour operators and media. Sent high-resolution images of Buffalo Roundup and the Sturgis Rally to overseas offices for media.

Sent rough draft of itinerary and Save-the-Date card for Buffalo Roundup to overseas RMI offices for invitations to 14 journalists; worked with offices to vet various journalists; three journalists are on the waiting list.

Worked with communities and RMI to help host two Italian journalists on the Sciacqua-Benazzi Fam from June 23-26 in Mobridge, Pierre, Chamberlain, Mitchell, and Sioux Falls. They are writing about travel, golf, and wellness for their magazine articles.

Met with Camilla with USA Rejser, Denmark, in Custer on June 25 during an RMI regional press trip, June 24-26, for site inspections. Provided materials, an itinerary, and attractions passes.

Brainstormed on the itinerary and activities and developed a rough draft for the RMI MegaFam that will be in North Dakota and South Dakota, September 9-17, for 11 tour operators from RMI overseas markets plus one RMI representative. They will tour 3 ½ days in each state. Journalist Imco Lanting, The Netherlands, began a RMI region press trip, June 13-July 10, with the South Dakota portion from June 17-21 and June 27-29; he also spent free time in South Dakota from June 22-26: Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Jewel Cave National Monument, Museum @ Black Hills Institute, Deadwood (Wild Bill Days festival), Badlands National Park, Pine Ridge, and Fort Pierre.

South Dakota delegation (three staff and 11 suppliers) met with 94 tour operators and journalists in scheduled appointments and an additional 45 journalists who were at the U.S. Travel Association's International PowWow (IPW), May 30-June 4, in Orlando. Worked with Osamu Hoshino, our Japanese representative, who joined us in our booth for 17 Japanese appointments. Distributed 140 flash drives for the show for tour operators and journalists. Researched journalists to target during afternoon media marketplace session. Attended Benelux, Germany, Scandinavia, and Australia Visit USA receptions. Helped host RMI's Buckle Club event with the other partner states of Montana, Wyoming, and North Dakota; the 100 attendees included invited tour operators and journalists. Sent South Dakota appointment list to overseas offices and RMI receptive operators so they can follow up.

Finalized fam for Australian journalist, Julie Miller, and worked with RMI on her itinerary. Continued working on itinerary for British journalist, David Rose.

Drafted itinerary and activities for RMI MegaFam with North Dakota, September 9-17, that will include 11 tour operators from the RMI markets, one overseas RMI representative, and three drivers from the state offices. The tour will spend 3 ½ days in each state.

International Press:

Australia: Article on Pine Ridge appeared in The Saturday Paper (circ. 40,000 print and 200,000 digital), Australia, written by Diana Plater, Australia; she attended the 2014 Buffalo Roundup as one of our hosted international journalists and who stayed on afterwards to tour more of South Dakota. Ad value is placed at \$90,000 for all the coverage.

<http://www.thesaturdaypaper.com.au/2015/05/30/the-pine-ridge-reservation-south-dakota/14329080001924#.VWxhSVxVhHw>

Outdoors

South Dakota Outdoors (@sdoutdoors) Twitter account has 3,266 tweets and 5,812 followers. Outdoors Facebook account has 2,528 fans.

Film Office

Updated and approved listings on www.filmsd.com.

Attended the "Songs my Brother Taught Me" showing at Cinema Falls in Sioux Falls. Met with filmmaker Joe Hubers in Sioux Falls to talk about the status of the film industry in South Dakota and potential ideas for moving forward; will continue to stay in touch with Joe.

Sent information to two production companies looking for South Dakota imagery. Spoke with five different companies regarding film permits and location information.

Continued to brainstorm ideas for local promotions of "The Revenant" film that will be released in December; it is the Hugh Glass story.

Attended classes in Sioux Falls for the Governor's Leadership Development program.

Information Centers

Worked with creative team on signage for display areas for the T-shirt sales at Salem and Chamberlain Information Centers. So far this year, these two Centers have sold 80 T-shirts and the Centers together have sold more than 270 travel CD sets and 100 "Over South Dakota" DVDs.

Car count through June 24 was up 1.9% over 2014. Top states showing an increase in visitor registrations: Colorado 4%, Iowa 6.8%, Illinois 13.2%, Minnesota 5.8%, Nebraska 4.6%, and Wyoming 10.2%; and those showing a decrease are Missouri 11.3% and North Dakota 9.3%. Foreign registrations are up 18.4%.

Hospitality

Submitted a reminder about the Governor's Certificates for Outstanding Hospitality program in the June eFYI.

Visited with the creative team about a redesign of the Great Service Star logo.

Provided the ID Code to three businesses/organizations for the Online Customer Service Training.

There were 16 sites with 2,400 people who attended spring hospitality training sessions; Tourism assisted with speaker fees.

Photo/Video

Co-hosted and photographed Instagram Influencers Fam tour.

Tourism Website: photographed, edited, and wrote introduction for Sioux Falls Sculpture Walk photo essay.

Tourism photography: Mount Rushmore National Memorial maintenance; Black Hills Aerial Adventures; ATV riding and Stratobowl Overlook in the Black Hills; Art Alley, Dinosaur Park, Main Street Square, Lakota Ways dancers, Rapid City; Spearfish Canyon hiking; Wild Horse

Sanctuary; Custer State Park Jeep Safaris; Circle View Guest Ranch; Badlands National Park; Deadwood Main Street, stagecoach, gunfights, Mindblown Glass, Mount Roosevelt, and Mount Moriah, Deadwood; Stockade Lake; Wounded Knee Museum and Wall Drug, Wall; and Spirit Mound.

Fulfilled photo requests to *South Dakota Magazine*, Yankton; Mobridge Chamber of Commerce; Black Hills & Badlands Tourism Association, Mount Rushmore National Memorial Society, Rapid City; Brotherhood Arms, Watertown; South Dakota Retirement, South Dakota Telecommunications Association, Black Hills Federal Credit Union, Pierre; Sturgis Gran Fondo bicycle race; Key Media Solutions, Sioux Falls; Outdoor Forum, Aberdeen; and *True West Magazine* and *Spirit of the West Magazine*, Arizona.

Continued editing and inputting photos into Tourism's database and culling outdated imagery; current total is 19,632.

Tourism photography hit list: Sisseton Wahpeton Oyate Wacipi; Sica Hollow; Bramble Park Zoo, Watertown; Pierre area recreation; hiking, etc. in Black Hills; and Bad River Music Series, Fort Pierre.

For GOED: Governor's Golf Classic teams and activities.

Shot video of dock fishing at Marindahl Lake and Lake Herman near Madison; fly fishing in Spearfish Creek, Hanna Creek, and Whitewood Creek near Deadwood; maintenance work being done on Mount Rushmore; guides and fishing at Clear Lake near Lake City; and Bitter Lake and Oakwood Lakes in northeastern South Dakota.

Video Dubs and Loans: Sent stock footage of the Black Hills to the Rapid City CVB; KOTA-TV in Rapid City; and Indigo Productions for a series they for the Discovery Channel.

Continued to update the Dropbox stock footage library with new clips and new file downs. Met with staff to discuss video projects for the summer: set up and shoot locations for a Great 8 video and set up fishing and water recreation in the Pierre area.

Worked on editing a fishing video and a Great 8 video for the YouTube channel and social media. Work with staff on an outdoors cooking show.

Travel Market Advertising/Marketing

Participated in call with Fox Searchlight regarding "The Revenant" film.

Discussed new brand with outdoors TV personality/host Benny Spies and how to integrate it into Tourism's shoulder contract with him.

Working with marketing team regarding the distribution of the #TheGreat8 stickers at the Interstate Information Centers.

Web Development and Digital Marketing

Held conference call with Watertown CVB to assist with TravelSouthDakota.com and the Industry Portal.

Compiled list of improvements that need to be made to TravelSouthDakota.com.

Held call with MMGY to discuss duplications of events listings on TravelSouthDakota.com.

Set up a subscription within Google Play so that we can offer our South Dakota App on the Android platform.

eCRM: Met with staff and the eCRM team at MMGY to discuss the data flow issues we've identified with our fulfillment process. Reviewed the four week follow-up and the vacation guide request confirmation email and provided suggested edits. Met with staff and the MMGY team to find solutions to daily download Issues. (We were receiving several replies, to our confirmation email, stating that they had not received their vacation guide.)

Research

Joined a Salesforce call with MMGY to discuss our usage of the product and changes we'd like made in the future.

Met with our Marketing Research Group to explore audience recommendations for Peak 2016.

Discussed transition from IHS Global to Tourism Economics, change in vendor to produce a study on the impact tourism has on the state's economy.

Met with MMGY to review proposed Dashboard of travel indicators; requested several changes.

Other

Met with Bureau of Information & Telecommunications to review software licensing compliance issues. Worked with BIT to set up a WiFi hotspot for the Influencer Fam tour.

Met with ACT users for Tourism to discuss upgrade to new server and ACT system.

Fulfillment

Fulfilled 79 bulk shipments/requests: 5,075 South Dakota highway maps, 3,365 Vacation Guides, 160 South Dakota Native Guides, 1,150 Motorcycling Guides, and 450 Tribal Lands brochures. Black Hills Works fulfilled 14,177 domestic requests, which included 3,307 Reader Leads. Fulfilled 157 international requests via MSI Worldwide Mail Service and 372 Canadian requests were emailed to MSI for fulfillment. Fulfilled 108 special packet requests via regular mail. Reviewed 3,030 emails from the Online Request Form and responded to those with specific questions.

Board on Geographic Names

Reviewed comments on the renaming of Harney Peak as they were received.

Tribal Tourism

Registered for the American Indian Alaska Native Tourism Association's (AIANTA) annual Native American Tourism Conference, September 13-17, in Ignacio, Colorado. Coordinated registrations with the tribal members who are attending.

Sent a case of the Tribal Lands brochure to the Sisseton-Wahpeton Oyate for distribution at their tribal offices and casinos.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed new letterhead.

Rescaled an 8.5" x 11" ad for *Bus Tour Magazine*.

A redesigned 3.5" x 4.5" South Dakota Vacation Guide request card was delivered.

Designed, printed, and mounted four 14" x 10" signs for CH Patisserie for use at Travel Massive event in New York City during the South Dakota Tourism-sponsored social.

Updated the Travel Professionals Facebook profile picture with the new South Dakota script.

Researched the original design files of the exhibit area for the Lewis & Clark Information Center near Chamberlain. Contacted Split Rock Studios in Minnesota, but they did not have digital or any other files. Working on creating a new file for the Center.

For GOED: Designed a flyer for Dakota Seeds.

For GOED/Governor's Office: Working on designing the invitation for the 2015 Governor's Pheasant Hunt.

A. Hofmeister:

For Tourism: Designed a Save-the-Date postcard for the Tourism Conference; obtained printer quotes; and expected delivery is early July. Other print projects include the sponsorship mailer to be sent in August, and the registration piece is expected back in early October.

Working on design/layout for the shoulder Great Getaways newspaper co-op insert. Sent printer proofs to partners for review/approval. A quantity of 760,866 will be inserted.

For Governor: Designed and obtained print quotes for this year's Buffalo Roundup invitation, RSVP, ambassador cards, thank you cards, and mailing boxes. Mock-up was presented to Governor Dugaard for approval. Sent files to printer; expect to mail invitations in August. Will be designing a printed itinerary piece for travel writers to be given when they arrive for the event. Will design other pieces: program thank you cards, program books, license plates, signage, menu cards, tickets, gift tags, and nametags.

A. McCloud:

For Tourism: Designed the Group Tour Co-op; registration forms were sent to visitor industry members.

Working on redesign of the Great Service logo for Tourism's hospitality program.

For GOED: Ordered business cards for five staff.

For the Governor/GOED: Designed the program book, a fast fact card, and the signage for the Golf Classic.

Worked on requested changes to the State Highway Map.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Travelsmart, Nature Conservancy – full page and 1/3 page ads, Great 8 newspaper strip ads, *Budget Travel* – digital free full page ad for July/August, *Bus Tour* magazine ad, Shoulder Hunting ad options from

L&S, Travel Professional E-newsletter, review of photos from Bas Van Oort, state highway map, Great Getaways copy, and Fishing email #4.

Project Review/Proofing: *Bus Tour* Magazine ad; state highway map update; Governor's Golf Classic – program, signage, and fast fact card; Vacation Guide – regional services directory updates and city ad mock-ups; GOED Dakota Seeds handout; CH Patisserie signage for New York City event; Great Getaways; Governor's Buffalo Roundup – invite, RSVP, ambassador letter, prospect invite, and gift tag; Tourism Photo/Video Release Form; and Digital Group Tour Planning Guide – checking links.

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. Assisted with the Group Tour Planning Guide mailing. Attended June 10 Hunt committee meeting; compiled meeting minutes and routed to committee. Compiled copy updates for Hunt invitation and routed for final copy. Finalized timeline for Governor's Pheasant Hunt creative needs and routed to appropriate staff. Ordered three more Information Center name badges. Attended Group Tour Co-op meeting.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Governor's Buffalo Roundup, Governor's Hunt, Hunt Art Show materials, state highway map update, Shoulder Great Getaways, Tourism Conference print materials, Great Service Star logo update, Group Tour Co-op magazine ad, and Vacation Guide updates. Research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Reviewed mock-ups of Tourism's pages in the Vacation Guide. Researching options for improving cover and the associated costs that come with those changes.

Reviewed photos from Bas van Oort for possible purchase by Tourism, pricing of Great 8 vinyl sticker, and state highway map design.

Participated in phone call for MMGY and L&S creative peak 2016 proposals.

A wooden wedge podium was commissioned from Pheasantland Industries for displaying the Ben Black Elk bust in the Department of Tourism's main hallway.

For Governor: Attended Hunt committee meeting and brainstormed on Hunt backdrops. Governor reviewed Roundup invite design.

Other: Reviewed three bids for printing the state highway map and selected options and printer; one million will be printed with expected delivery in mid-August. The Department of Transportation pays for the printing.

Logo and Photo Requests

Sent a Dropbox link with more than 45 images to journalist Ulrich Pfaffenberger from Germany; request was via an IPW 2015 appointment.

Sent script approval to Julie Brookbank in Mitchell for a layout for a new statewide leadership training session.