



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: February 9, 2016
RE: January 2016 Monthly Status Report

Domestic Earned Media Numbers

December	Impressions: 79,276,417 Ad Value: \$1,503,771 Number of clips: 28
FY16 To-Date	Impressions: 1,615,194,359 Ad Value: \$8,639,176 Number of clips: 282

Media, PR & Industry Relations

The Governor's Conference on Tourism was another success with outstanding speakers, good weather, and record attendance. There were 589 total registrations. Of these, 385 were full registrations, 111 first-timers, and 26 students; the others were complementary. We served 616 at the Gala Dinner. A list of sponsors can be found at www.SDVisit.com. Thank you!

Annual award winners included Joe Muller of The Mammoth Site and Doug Hanson from the Department of Game, Fish & Parks as Ben Black Elk Award winners, Jodi Schwan with the Sioux Falls Business Journal as the A.H. Pankow Award winner, and Children's Museum of South Dakota in Brookings as the Excellence in Tourism Innovation Award winner. The Akta Lakota Museum at Saint Joseph's Indian School in Chamberlain and the ClubHouse Hotel & Suites in Sioux Falls were both recognized with the George S. Mickelson Great Service Award. Aberdeen won the Cacklin' Community Award for Rooster Rush promotions.

Information requests/interviews/meetings: Interview with KCCR in Pierre regarding Tourism Conference theme, goals, objectives, speakers, etc. Provided photos of Roughlock Falls and Spearfish Falls to Dirk Lammers for AP story on the proposed Spearfish Canyon State Park. Worked with Governor's Office to coordinate a press conference to announce results from the study of the impact of visitors to South Dakota's economy. Email interview with Tom Griffith regarding story for the Rapid City Journal. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): Job Openings at Interstate Information Centers, Tourism Advisory Board Elects Officers, South Dakota's Visitor Industry Sets All-time Records for Visitor Spending and Economic Growth in

2015, Top Tourism Leaders Recognized by Gov. Daugaard, and Baker Hired as South Dakota Arts Council Director. Posted four industry news releases to MediaSD.com.

Working with MMGY on two inquiries from travel writers/bloggers who are interested in coming to South Dakota. Will follow the process to see if their demographic aligns with ours and if they have a high enough viewership.

Working to create an editorial calendar that fits into both social and web content goals/needs. The YouTube channel videos had 8,757 views over the last 30 days. Connected staff and MMGY to the DropBox for Instagram videos. Edited videos from the Great 8 piece to be used on Instagram. Approved the February content calendar for Facebook/Twitter/Instagram. South Dakota Tourism Facebook page has ~211,691 fans. Instagram account has 9,369 followers and 835 posts. The Travel South Dakota Twitter account (@southdakota) has 24,100 followers.

Working with Pheasants Forever on giveaways on our social channels for February.

Attended the TrenDigital Summit in Sioux Falls, a one-day meeting for business owners and marketing professionals.

International and Domestic Trade Sales

Fulfilled requests for 2,070 Vacation Guides to AAA offices in 15 states: Alabama, Illinois, Indiana, Kentucky, Michigan, Minnesota, Nebraska, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, and Wisconsin.

Attended America Bus Association (ABA) Marketplace, January 8-11, and met with 36 tour operators in pre-scheduled appointments. Led a caucus with 22 South Dakota supplier delegates where DMOs shared tour operator lead information from appointments.

Met with 26 tour operators in pre-scheduled appointments in Atlanta at the National Tour Association (NTA) Annual Marketplace, January 29-February 3. There were 13 South Dakota suppliers at this show; led a caucus with suppliers where we shared our appointment information on hotels, attractions, and restaurants prior to appointments.

Worked on scheduling appointments for the North American Journeys (NAJ) Travel Trade Show in Los Angeles, February 16-19. Working with other South Dakota suppliers who will be attending the show. NAJ's Summit series was created in 2003. Each Summit opens with the Inbound Symposium, a full day of international inbound trends, market intelligence, and panels that feature tour operators talking about their businesses, offering fresh insights on their booking trends – all designed to make the next day's appointments productive. One-on-one scheduled appointment sessions take place on the second day.

Researched and scheduled appointments with tour operators, travel agents and journalists for the Go West Summit, Anchorage, Alaska, February 21-27. Organized South Dakota suppliers for show: Sioux Falls CVB, Crazy Horse Memorial, Deadwood Gulch, and the Lodge of Deadwood. Tourism has 45 pre-scheduled appointments.

Creating ad (Chinese for tour operators and English for suppliers) with Crazy Horse Memorial and Rapid City to place in the Active America China Show book, March 15-19, in Fort Worth. Edited "This is South Dakota" video for the PowerPoint presentation that partners will be giving for their breakfast sponsorship, and it will include the Black Hills & Badlands Brand USA video in Chinese.

Sent e-Invite reminder to tour operators for the Group Tour Operators fam, April 21-27. There are two tour operators registered so far.

Worked on a presentation with Fred Walker from North Dakota for the Reiseliv Trade Show in Oslo, Norway, January 11-19, for 75 of Nordamann's clients; promoted a full-circle itinerary of North Dakota and South Dakota. Trip also included a booth at the Reiseliv Trade show. Thousands of Norwegian consumers were at the show.

There are 21 South Dakota suppliers signed up for Rocky Mountain (RMI) International for meetings with international tour operators in Cody, Wyoming, in May. Following the Roundup, we will host up to eight tour operators in South Dakota, beginning May 7 with stops at those suppliers who will be at the Roundup.

Approved first routing of a Japanese brochure being developed with our Japanese representative Osamu Hoshino to promote travel to South Dakota. Working with Osamu to host at least eight tour operators on the Japanese fam, May 22-27; drafted itinerary. Working with South Dakota suppliers to arrange the fam.

For the International PowWow (IPW) in June, contacted Sanford Lab Visitor Center, Aberdeen CVB, and Mitchell CVB regarding possible booth partnership for IPW; sent lead information from the 2015 show for them to review to help them in their decision making.

Working with Fluid Travel, Italy, that is putting together the new Alidays tour operator promotion. They will interview someone from each RMI state for a story to place on their website. Provided city links and itinerary ideas; will add itinerary ideas per their request.

Outdoors

Continued working with Casey Weismantel, Outdoor Media Representative/Aberdeen CVB, to plan an Ice Fishing fam in northeastern South Dakota, February 22-25; sent information to potential journalists/guests.

Conducted ice fishing research at Deerfield Lake near Hill City with plans to use the video and images gathered to create a fishing itinerary for TravelSouthDakota.com. Images will also be added to the digital archive for future use.

Continued planning for Pheasant Fest, February 17-22, in Kansas City: finalized booth assignments for partners, rented furniture, organized and prepared promotional material for shipment, and placed orders for additional promotional merchandise.

Created and edited copy for hunting emails. Posted information, images, and links on the SD Outdoors Twitter and Facebook pages. Continued promotion of #HuntInSD and #FishInSD. Developed a social media content calendar for February.

South Dakota Outdoors (@sdoutdoors) Twitter account has 6,792 followers. South Dakota Outdoors Facebook page has 3,042 fans.

Film Office

Continued working on transitioning position duties to Rebecca Cruse with the South Dakota Arts Council, including notifying contacts, sending emails to partners, changing information on websites, etc.

Hospitality

The two winners of the 2015 George S. Mickelson Great Service Award were announced during the banquet of the Governor's Conference on Tourism: Akta Lakota Museum at Saint Joseph's Indian School in Chamberlain and ClubHouse Hotel & Suites in Sioux Falls. This is one component of the Great Service Star (GSS) Program.

Continued working with designer on the GSS Program materials, which included a new Governor's Hospitality Certificate, gold seal, and lapel pin; discussed a timeline for completion. Submitted information about the new GSS Program logo and plaque year tabs for the January eFYI that is sent to visitor industry members. Worked with designer on the new overlay for the plaques. Forwarded the logo file to the vendor.

Provided ID code and information about the Online Customer Service Training to the Cheyenne Eagle Butte High School.

Submitted information about 2016 spring hospitality training for the January eFYI.

Information Centers

Sent press release to announce Information Center job openings; application process opened on January 5. Posted job announcement and application on SDVisit and at state DLR locations.

Informed industry that we will no longer be offering either the poster program or the T-shirt program at the Centers. Opened registration for publication program; sent reminder to industry.

Reached out to cities/CVBs regarding help with hosting the Information Center fam the first week in May: Sioux Falls, Chamberlain, Vermillion, Yankton, Mitchell, Kimball or Murdo, Rapid City, and possibly Custer State Park.

Traveled with engineers from the Department of Transportation (DOT) to review and evaluate needs of the Interstate Information Centers as part of the DOT/Tourism Interstate Rest Area Work Group. One meeting covered the following topics: visitor counts and traffic flow, vending services, caretaker maintenance contracts, Information Center maintenance needs – short term and long term, ADA compliance issues, MOU for Tourism/DOT accountabilities and expectations, possibility of welcome center in Spearfish development and at Minuteman Missile NHS. Will meet again to make recommendations to the Governor.

Another meeting with DOT centered on Information Center staff wages. DOT said they do not have the budget to increase Centers' staff wages for 2016, so pay will stay the same. We will continue discussions to have the contract and pay schedule updated for 2017.

Travel Shows

Attended the Chicago Travel & Adventure Show. There are no attendance numbers for the Chicago show yet, but Show managers said it was a record breaking year and last year there were 21,000 attendees. We received a ton of questions about hiking and biking trails so discussed putting together a publication or placing information on TravelSouthDakota.com, based on the interest we had from the Chicago show.

Prepared pallet of materials for shipment to the Omaha Boat Sports and Travel Show in February. Met with Steve Crawford from WNAX radio station to discuss partnership at the Omaha show. They will do live broadcasts from Tourism's booth and are offering radio spots to tourism regions in attendance.

Photo/Video

Tourism photography: snowshoeing, Farm Island State Recreation Area; Joy Ranch, Dakota Sioux Casino, Watertown; and Governor's Conference on Tourism.

Fulfilled 33 photo requests: *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; South Dakota Rural Electric Association, Dept. of Agriculture, Cultural Heritage Center, South Dakota Retirement System, Corrections Job Fair, M&R Signs, South Dakota Chamber of Commerce, Pierre; Argus Leader, WR Hospitality, Sioux Falls Sculpture Walk, Associated Press, Commercial Interior Décor, Outdoor Campus, Outsound Productions, Sioux Falls; Rapid City CVB, Main Street Square, Rapid City; Custer State Park; The Mammoth Site, Hot Springs; University of South Dakota, South Dakota Public Broadcasting, Vermillion; Children's Museum of South Dakota, Brookings; Rocky Mountain International, Wyoming; American Road Magazine, Wisconsin; MMGY, Kansas; AAA *Home & Away Magazine*, Nebraska; American Bus Association *Destinations Magazine*, Massachusetts; and Fluid Travel, Italy.

Continued editing and inputting photos into Tourism's database; current total is 20,806. Culling outdated imagery.

Tourism's photography hit list: Deadwood Mardi Gras, gaming, Deadwood; snowmobiling.

Economic Development photography: GOED staff portraits.

Monitored A/V needs of presenters during the Tourism Conference, shot live camera for keynotes and banquet presentations, recorded keynote speech of Billy Riggs and uploaded it for him, and helped with set-up, staging, and teardown.

Video Projects: Finished a final cut of the Great 8 video and sent it to staff to use. Started editing a National Parks video. Edited video for the Trade Sales Team to use in the Chinese market. Sent a video to Great Harvest Bread in Rapid City for use in their in-house displays.

Shot a video introduction with the Governor for the Sioux Falls prayer group.

For GOED: Made 25 DVD copies of an economic development piece for press releases.

Video shoots hit list: Start working on ideas and set-ups for winter shoots. Start work on a Deadwood gaming set-up with new games.

Video Projects: Work on editing the National Parks videos. Edit more of the Great 8 videos for use on the Instagram channel and upload them to DropBox. Add cards and annotations to more of the YouTube videos. Work on updating the stock footage in the DropBox files for video loans. Work with GOED staff on video projects for promoting their conference in April.

Travel Market Advertising/Marketing

For the Peak Magazine Co-op, worked on finalizing inserts to ship to the publications. Still need to approve *Martha Stewart Living*, *Real Simple*, *Parents*, and *Everyday with Rachael Ray*. Once we get magazines from each company, a copy will be sent to each partner.

For Peak Great Getaways newspaper co-op, mailed registration materials to visitor industry; co-op is open to 65 partners on a first-come, first-served basis at a cost of \$550. Deadline to submit forms is February 12.

Campaign Co-ops:

- Black Hills & Badlands Tourism Association: Working on Peak 2016 media calendar. Finalized their remarketing banners. Edited and approved *National Parks* ad. Working on direct mail piece; BHB is gathering 16 partners to co-op on the piece and we will be using the same creative (scratch and sniff) as last year with the addition of a panel for more partners.
- Deadwood: Approved Peak 2016 media calendar. Working on finalizing the media calendar for Deadwood's additional \$40,000 in matching funds for marketing in 2016; reviewed the "wish list" and tweaked things based on current media plan. Edited and approved *True West* ad.
- Custer State Park: Edited and approved February social media posts. Working on Peak 2016 media calendar.
- Pierre BID: Approved Peak 2016 media calendar. Edited and approved advertorial for *Midwest Hunting & Fishing* magazine. Approved script for TV spot; L&S will be recording voiceover and working on initial cut. Tourism staff is looking for archive footage of fishing in the Pierre area; if none can be found, the TV spot will consist of photo stills and animation.
- Spearfish: Approved February social posts, Peak 2016 media calendar, and *Backpacker* ad.
- Custer BID: Edited and approved *Yellowstone Journal* advertorial, approved 2016 peak creative direction, and discussed Peak 2016 media recommendations.
- Watertown: Will discuss media direction – cable. Sent December SEM report; waiting to set up call to finalize media calendar.
- Hot Springs: Sent 2016 Peak media recommendation; set up introductory call with new BID board president Kara Hagen. Waiting for feedback from BID board meeting to approve media schedule.
- Custer State Park: Edited and approved February social posts. Worked on getting feedback on Peak 2016 media recommendations.
- Sioux Falls: Met to discuss Peak 2016 creative and media, approved creative direction, and brainstormed PR/social opportunities.

Edited and approved *Scholastic Family* ad and *National Geographic Traveler* ad. Had call with Minnesota Twins baseball and Minnesota Vikings to discuss partnership ideas for Peak efforts. Working with L&S to finalize traditional media calendar.

eCRM: Travelsmart – edited and approved January Travelsmart email; deployed January 14-15. Events – January (March events), edited content; email deployed January 24. Inquiry – edited copy; email deployed January 17. Hunting – worked with Governor's Office on drafting and approving hunting "Thank You" from the Governor; deployed January 21. Fishing – no fishing email in February, back in March; working with MMGY to update fishing creative.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Approved copy and pulled images for pages about Mount Rushmore National Memorial's 75th anniversary and National Park Service's 100th anniversary. For the 30 Great-ful Places pages, approved images and titles and added to the website. For a page on Hockey & Ice Skating, pulled images and approved copy. Overseeing copy edits and selecting photos for the Black Hills National Forest page. Suggested additional video functionality for more placements and options. Met with the MMGY team and discussed options for increasing online booking call-outs. Suggested need for rotating pods and splitting these up into four smaller squares to allow for additional features on the homepage. Gave approval to proceed with the last round of Industry Portal updates sent by MMGY.

Joined several conference calls with MMGY and the GetSmart Content team to begin rolling out our customized content plan, which includes the segmentation of potential visitors. This partnership will allow us to serve up relevant site content based on past user behavior.

Industry Site – SDVisit.com: Posted the 2016 Interstate Information Center job description and application (PDFs). Posted the 2015 Tourism Satellite Account report, 2015 Year in Review video, and a link to the Faces of South Dakota video. Updated the Tourism Advisory Board photos. Added pages for the 2015/16 award winners (Ben Black Elk, A.H. Pankow, George S. Mickelson, and Excellence in Tourism Innovation). Updated the Great Getaways program information for Peak 2016 and worked with Bureau of Information & Telecommunications (BIT) to update the Online Payment System prior to the opening of this year's registration period.

Press Site – MediaSD.com (TravelSouthDakota.com/Newsroom): Posted five press releases for Tourism and four for the industry: Job Openings at Interstate Information Centers, Governor's Tourism Advisory Board Elects Officers, South Dakota's Visitor Industry Sets All-Time Records for Visitor Spending and Economic Growth in 2015, Top Tourism Leaders Recognized by Gov. Dugaard, and Baker Hired as South Dakota Arts Council Director; and Wind Cave National Park Offers Free Tours on Martin Luther King Jr. Day, 'Ventura Highway' Heading Directly to Deadwood - Grammy Award-Winning America to Play Deadwood Mountain Grand, Professional Snowmobilers Will Descend on Historic Deadwood Days of '76 Rodeo Grounds, and Learn About the "Nuclear Heartland" at Minuteman Missile National Historic Site. Approved MMGY's recommendation for an enhanced Newsroom pod that calls out South Dakota articles, news features, or other mentions.

Tourism Conference – SouthDakotaTourismConference.com: Completed updating the online evaluation (via SurveyGizmo.com). Created the fourth industry email and distributed it to 2,600 list members via Listrak.com on January 5. Completed the attendees, first-timers, and thank you emails and distributed them via Outlook.

eFYI e-newsletter – Drafted and assembled the January issue and deployed it to 2,585 list members via Listrak.com on January 13, 2016.

Worked with BIT to complete the purchase and configuration of six additional domain names: MyGreatPlace.com, SouthDakota.tours, TravelSouthDakota.tours, TravelSouthDakota.us, TravelSouthDakota.net, and TravelSouthDakota.org. Worked with MMGY to make sure the new domains were configured on their web servers.

Provided the banner and a list of link updates to Nxtbook to be added/made to the digital version of the 2016 Vacation Guide; current video will be replaced when the 2016 TV spot is ready. Provided the link of the completed guide from Nxtbook to MMGY for email uses. Updated the graphic and the link on the downloads webpage on TravelSouthDakota.com.

Submitted a request to BIT for 20 staff to have Flash Player updated. Requested that BIT make updates to the State of South Dakota website so that the Office of History was no longer listed under Tourism. Met with BIT POC and staff to review Tourism's IT priority projects and to discuss updates to the Interstate Information Center car and bus count online forms.

Research

Compiled statistics for the 2015 Annual Report. Worked with analysts from Tourism Economics to finalize report and presentation. Sent data points and historical reports to supplement their findings.

Provided SMARI with destinations, visitor segments, and points of interest to help build the survey instrument used in the 2015 visitor profile study.

Participated in several meetings and conference calls to plan our data management strategy. This plan will ensure we collect data necessary to assist with campaign measurement and planning, fulfillment tracking, user interactions, and remarketing. The next phase will be to review potential vendors to partner with.

Fulfillment

Fulfilled 55 bulk shipments/requests: 4,320 South Dakota highway maps and 2,880 Vacation Guides. Black Hills Works fulfilled 11,935 domestic requests, which included 2,171 Reader Leads. Fulfilled 262 international requests via MSI Worldwide Mail Service and 517 Canadian requests were emailed to MSI for fulfillment. Fulfilled 44 special packet requests via regular mail. Reviewed 2,623 emails from the Online Request Form and responded to those with specific questions.

Governor's Tourism Advisory Board

The Tourism Board met to elect officers for one year terms: Ted Husted was elected President and Ivan Sorbel was elected Vice President.

The group was given an overview of the Governor's Conference on Tourism, which included speakers and sessions. There were given their Conference assignments.

Board members discussed the proposed increase in entrance fees at Badlands National Park. A few members were going to check with their cities and their elected officials. They plan to report to Secretary Hagen with comments from their contacts.

The Board will be sent options for April meeting dates.

Creative Consultations/Projects

T. Berg:

For Tourism: Updated three staff's business cards with both Japanese and Chinese translations, expect delivery by mid-February.

Designing Tourism's 2015 Annual Report; waiting to receive year-end data. Waiting on printing quotes from our vendors; plan to order 800 copies.

For GOED and Governor's Office: Designing the 2016 Buffalo Roundup Save-the-Date card.

A. Hofmeister:

For Tourism: Designed a full-color, 32-page program booklet covering Conference details; booklets arrived as scheduled. Designed nametag schedule inserts and all the signs, luncheon cards, tickets, menus, punch cards, screen images, and nametags.

Working on converting the Great 8 images into one-color files that can be sent to South Dakota communities to use as icons in their own publications.

For Arts Council: Designed the Arts Council Annual Report, obtained quotes, and sent final files to vendor. Will order 350 reports, which are scheduled for delivery in early February.

For GOED: Designing the Governor's Golf Classic email Save-the-Date message.

A. McCloud:

For Tourism: Received delivery of the Kids Activity Book that will mainly be distributed at the Interstate Information Centers.

Updated the South Dakota profile sheets; Central Duplicating printed them. These are distributed to tour operators and bus companies at NTA and ABA marketplaces.

Designed the letter and the registration form for this year's Great Getaways newspaper co-op.

Continued working on redesigning all pieces of the Great Service Star Program.

Working on designing a banner for Pheasant Fest.

For Arts Council: Designed logo to reflect the 50th anniversary of the Arts Council this year.

For GOED: Continued working on the Annual Report per changes from first routing. The finance numbers and the graph numbers were received and they were inserted; waiting on more information. Sent the specs for bids.

Designed a new logo for the Certified Ready program, but feedback is taking the design in a different direction.

Began layout for the GOED Conference pamphlet.

Will work on the Governor's Invitational Pheasant Hunt Save-the-Date message.

M. Ganschow:

For Tourism: Attended internal marketing update meetings. Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: *AAA Tour Book* – full page ad plus ¼ page ad in SD section, *Good Housekeeping* – Giant Step partner ad, *National Geographic Traveler* ad, *Family Travel Guide* ad, *Family Fun* advertorial, *Scholastic Family Travel Guide* ad, Peak digital ad (adventure), *Quail Forever* hunting ad, 2016 Peak TV spot/script, Travelsmart, BHB Co-op – *National Parks* magazine ad, Custer BID Co-op – advertorial copy, and Pierre BID – copy for *Midwest Hunting & Fishing*.

Project Review/Proofing: Banner ad for digital Vacation Guide, Mount Rushmore pull-up banner, Tourism Conference signage, Arts Council Annual Report, Great Getaways Peak co-op 2016 registration letter and form, Arts Council logo tweak, Pheasant Fest banner, GOED Annual Report, and eFYI.

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 handwritten note and SD promo items.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Tourism Annual Report, Great Getaways Peak 2016, GOED Annual Report, GOED Certified Ready Sites logo, GOED Conference, Pheasant Fest, and Governor's Events Save-the-Dates and event material timelines for Golf Classic, Roundup, and Hunt.

T. Friedeman, Creative Strategies Manager:

For Tourism: For Tourism Conference, coordinated orders for Conference décor, met with Outsound Productions and provided schedules, labeled all boxes and materials with delivery instructions headed for the Ramkota, and directed Buildings & Grounds on set-up of staging. Followed up with all award deliveries. Coordinated return shipments.

Will prepare invoices for the four regional tourism associations for payment of their sections of the 2016 South Dakota Vacation Guide.

Will meet to plan direction and timeline for updating the flip-book at the Lewis & Clark Information Center kiosks.