



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: January 11, 2017
RE: December 2017 Monthly Status Report

JDH

Global Media and Public Relations

November Domestic Earned Media

Impressions: 163,449,823
Ad Value: \$1,026,186.14
Number of Clips: 279

FY 18 To-Date Domestic Earned Media

Impressions: 958,994,703
Ad Value: \$29,228,014.53
Number of Clips: 649

November International Earned Media*

Circulation: 5,304,977
Readership: 2,753,785
Ad Value: \$329,614.60
Number of Clips: 23

FY 18 To-Date International Earned Media*

Circulation: 1,223,299,880
Readership: 162,017,893
Ad Value: \$23,410,026.31
Number of Clips: 201

- ***(Note** – the international media numbers are dramatically increased due to adding the Chinese media, Japanese media, and other media outside of the Rocky Mountain International contact (European countries + Australia). Asian media markets will be reported every other month. Going forward, the international numbers will be a full picture of all of our international earned media. The team will also keep record of individual countries and markets to see growth and opportunities.)
- The team worked in collaboration with the Macy's Thanksgiving Day Parade team to coordinate float efforts for the parade including the mascots appearing on the float.
- The team has also been working on the communication efforts for the JIC and putting in time researching and developing communication plans for emergency scenarios.
- Big efforts for early 2018 include hosting a Travel Massive event in New York City in February, attending International Media Marketplace in New York City in January, hosting a Des Moines media event at the Meredith Corporation offices, and attending the Midwest Travel Journalist Association meeting in Milwaukee. The team is also beginning preparations for press trips in the spring season.

Industry Outreach and Development

Industry Outreach

- Reviewed Hospitality Programs and explored potential revisions for 2018.
- Worked on webinar topics with Miles Media to be delivered in mid-March.
- Reviewed Economic Impact Report.
- Reviewed Quarterly Reports for the Regional Tourism Association Grants.
- Met with Agritourism Work Group to discuss exhibitor booth and materials for the tourism conference.
- Updating the Industry Outreach team's action steps.
- Contacting Department of Tribal Relations to get schedule of council meetings.
- Working to schedule spring meeting at Rosebud.
- Drafted Minuteman Missile, Black Hills Badlands and Lakes Assoc. and Missouri River Tourism Welcome Center contracts.
- Drafted contracts/agreements for Arrivalist and Destination Analyst research projects.
- Working with BLDG4 on exhibitor plans for the new welcome centers.
- Attended Black Hills and Badlands Tourism Association Board Meeting.
- Reviewed current South Dakota Liability Laws pertaining to Agritourism.

Fulfillment

- Shipped 2 bulk requests for literature. This consisted of 600 – SD Maps, and 600 – Vacation Guides.
- 1,077 emails were reviewed with comments from the Online Request Form and all inquiries were responded to when they had questions or needed specific information.
- BH Workshop fulfilled 3,343 Domestic.

- 74 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 83 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1 – November 30, generated 104,736,709 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 235,614,508 paid impressions, 6,387,533 engagements from January 1 - November 30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 182,756,706 organic impressions and 1,319,590 engagements from January 1 - November 30.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 149,106,441 impressions and 1,574,365 engagements from January 1 - November 30.

2017 Fall Shoulder Marketing

- Reviewed, submitted feedback, identified and secured influencer for co-op with Black Hills and Badlands Tourism Association for winter marketing effort. First time co-op programs have utilized influencers for winter marketing.
- Designed, reviewed, submitted feedback and shipped third installment of videos for promotion with Minnesota Vikings at US Bank Stadium. Updated display videos run throughout the stadium and will run through final home games in December. Also shipped prize collateral for Twitter promotion with a vacation to be given away at December 17 game.
- Reviewed, submitted feedback and approved social posts and winter creative for ongoing co-op campaigns.

TravelSouthDakota.com

- Total web sessions for the calendar year through November total 1.638,249 (up 4.76% over prior year) and unique users are up 5.69%.
- South Dakota Vacation Guide requests from the website through November total 76,685 (up 17.77% over prior year).

2018 Peak Marketing

- Reviewed community co-op applications, awarded funds and held initial meetings with 12 community co-op program partners. Partners for peak 2018 include: Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Rapid City, Sioux Falls, Spearfish, Sturgis, Watertown, and Yankton. Follow-up meetings in December and the first part of January will work through media schedules with all.
- Reviewed, submitted feedback and approved media calendars from agencies for peak traditional, digital, Out-of-Home, and social placements.
- Created and deployed online survey for prior participants of the Magazine and Great Getaway co-

op to seek input on prior performance and gauge future wants/needs.

Other

- Launched SouthDakotaTourismConference.com.
- Attended first 100th Park Anniversary committee meeting with GFP to share promotion ideas for the celebration. Reviewing condensed 'best ideas' before their meeting with Sec. Hepler on Dec. 11. Work will be delegated out in the coming weeks on the different aspects approved.
- Worked with First Lady on design and updates of a new Christmas photo book for Governor and First Lady.
- Photo requests completed:
 - **In-state requests:** Glacial Lakes Tourism, Watertown; South Dakota Rural Electric Association, Pierre; South Dakota Arts Council, Pierre; Strawbale Winery, Renner; Black Hills Cabin Rentals, Lead; Game, Fish & Parks, Pierre; Bureau of Information and Telecommunications, Pierre; South Dakota Magazine, Yankton; Sioux Falls CVB; Catholic Daughters of the Americas, Pierre; South Dakota Missouri River Tourism; BPro, Pierre; South Dakota State Library, Pierre; Governor's Office of Economic Development, Pierre; Bureau of Administration, Pierre; City of Fort Pierre; Dept. of Education, Pierre.
 - **Out-of-state requests:** TravlinGirl.com; USAToday.com; Premier Travel, IL; Travel Channel, MD.

Projects in Progress:

2018 South Dakota Vacation Guide

- Worked with Miles Partnership to finalize 2018 guide with deadline to printer of December 8. Reviewed and submitted feedback on three rounds of proofs for departments pages at front of the guide (remaining book is divided amongst the other four region regional tourism marketing organizations). First shipments scheduled for delivery January 12.

2018 Peak

- Met with Lawrence and Shiller on production needs for upcoming peak concept. New TV and video shots planned for December 10 – 14.
- Met with MMGY to discuss direction for Out of Home, digital and social components. Designed, reviewed, updated and distributed materials for Peak Magazine Co-op. Registration closes Dec. 14. Program is limited to 30 partners and cost to participate is \$2,250.

Pheasant Fest 2018 – Sioux Falls

- Continued coordinating booth details and signups for industry partners plus SD pavilion pieces and giveaway items.

SDVisit.com

- Working with Miles Partnership on look and feel elements for conference site.
- Met with Miles Partnership to review initial content audit of entire SDVisit.com site.
- Working with MMGY and Miles Media on data export process of all content for transition to new site when ready in late spring of 2018.
- Worked with Miles Partnership on industry stakeholder survey and list of members to interview.

Developed and administered site survey to full staff. 15 of 18 industry stakeholder interviews completed and will wrap up rest week of December 4.

2018 Annual Governor's Conference on Tourism

- Working with Industry Outreach team on various design needs and coordination of conference materials including: stage backdrop and décor, signage, awards, welcome packets, conference booklet, shirts for attendees, website updates, and promotional emails.

Other

- Working with Global Travel and Trade team on sponsorship sheet for American Bus Association convention. Designed sponsorship sheet and awaiting approval from ABA.

Global Travel and Trade

RMI Mid-Year Meeting December 11 - 13

- Cole and Wanda headed to Kalispell, MT, to meet with the other 3 states as well as RMI to discuss the program. We looked at future goals of the co-op as well as our regional brand.

Hotel Training December 4 - 5

- Cole Irwin hosted two hotel trainings, one in Rapid City and one in Sioux Falls. The trainings were held to educate hotels on how to work with receptive operators. Currently many operators do not work with our hotels because they do not understand how to, which is causing them to send their clients to other communities and states. This training educated them on the process and how to make connections with Receptive operators. Chris Pilley from RMHT and Mathias Jung from Rocky Mountain International were guest speakers at the event along with South Dakota Tourism's Cole Irwin, Global Travel & Trade Director.

National Tour Association Travel Exchange – San Antonio, TX – December 14 - 18, 2017

- Attended NTA Travel Exchange and met with 35 tour operators to let them know what from South Dakota is available for their tours.

Go West Summit- Salt Lake City, UT January 15 - 19, 2017

- Made appointment requests and have 48 appointments scheduled at this time.

American Bus Association Annual Marketplace – January 26 - 30, 2018 – Charlotte, NC

- We have been working with 14 South Dakota suppliers to do a sponsorship and promotion during the January conference to enhance our presence at the largest motor coach conference in the United States. We will be working with SD suppliers to offer two raffle giveaway trips to two Domestic Group Tour Operators during the show. Making appointment requests for the tradeshow. Packed and arranged shipment of booth materials for the show and ordered furnishings for the booth.

International Guide

- We are working with Miles Partnership to produce multi-language International Guides. The English versions have been delivered to our office and now we are just waiting for the translated pieces. We are also reviewing the e-versions of the guides now.

RMI Rebranding for “Real America”

- Internationally we have chosen to rebrand ourselves. Previously we have marketed together with WY, MT and ND and gone by “The Real America” we have just wrapped up work with BVK and have decided to go with “The Great American West”.

Tour Operator Land- China Ready Website

- Compiled recent Chinese translated materials and itineraries for new site that will be launched through tour operator land online. Launch of the website will be in early 2018.

South Dakota Arts Council

Grants

	December	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	3	126	135
Touring Arts bookings	2	206	206

- Issued a Dec. 11, 2017, [press release](#) announcing the opening of the South Dakota Arts Council’s (SDAC) online system for applying for grants. In addition to the press release, announcement of the opening of grant applications were sent directly to SDAC stakeholders and constituents via direct email as well as through SDAC board members’ networks and nonprofit statewide arts service organization Arts South Dakota, which included the announcement in its weekly arts opportunities/events email blast and posted SDAC grant flyers for both [artist](#) and [organizational](#) applicants. Applications for SDAC grant support for FY19 will remain open until March 1, 2018.
- Submitted SDAC’s Final Descriptive Report for grants in FY17 to the National Endowment for the Arts.

Public Relations/Outreach

- Completed content for SDAC’s annual report for FY17, which will be printed and available for distribution to legislators and constituents by early February.
- Continued the popular “50 Artists to Watch” series through the [SDAC website](#) and [SDAC blog](#) posts. SDAC has now featured more than 20 South Dakota artists since beginning this series in its 50th anniversary year in 2016 and plans to carry forward with it indefinitely as nominations from the public continue to be submitted.
- Participated in editorial meetings and wrote articles for the winter issue of [Arts Alive](#) to be distributed in early February.

Pending Events and Projects

- Now – SDAC **online grant-application system open** for applications for FY19 grants for artists and organizations; application deadline of March 1.
- January 24-25 – SDAC Director Patrick Baker and Arts Program Coordinator Kate Vandell will **attend a summit put on in Minneapolis by regional arts organization Arts Midwest**. Baker will attend the “Executive Director” meetings both days, and both will attend the “State Arts Agency Accessibility” meeting January 25.
- February 8 – **Arts Advocacy Day at the Legislature** will be held at the Capitol in Pierre. This event is held biennially, alternating years with the Governor’s Awards in the Arts. It serves to heighten awareness and appreciation of the arts for legislators and other decision-makers and is attended by board members and staff of both SDAC and Arts South Dakota.