



**To:** Governor Daugaard  
**From:** James D. Hagen, Secretary  
Department of Tourism  
**Date:** May 13, 2017  
**RE:** April 2017 Monthly Status Report

## **Global Media and Public Relations**

### **March Domestic Earned Media**

Impressions: 70,782,349  
Ad Value: \$721,032.32  
Number of Clips: 25

### **FY 17 To-Date Domestic Earned Media**

Impressions: 2,354,317,883  
Ad Value: \$2,813,884.50  
Number of Clips: 273

### **March International Earned Media**

Circulation: 2,426,401  
Readership: 5,904,703  
Ad Value: \$1,094,325.69  
Number of Clips: 30

### **FY 17 To-Date International Earned Media**

Circulation: 164,321,182  
Readership: 74,377,611  
Ad Value: \$9,785,686.17  
Number of Clips: 2023

April was spent preparing for the upcoming season of hosting travel writers. The team is working on transitioning all international media requests to the new Global Media & Public Relations team. The transition is going well. There are six different media fam hostings in the works including several individual international hostings and a few larger group hostings. On the domestic side, we are working to host five

family travel writers and invite them to bring along a child to experience the destination first hand. We have done this once before and found success in this method; this hosting will be in late May. Another hosting we are working on is someone from German DPA, which is similar to the AP in the United States.

A major project this month is the National Travel & Tourism Week efforts which will be held the first week in May. From a media perspective, we are working on hosting two press conferences with Governor Dugaard and Secretary Hagen, crafting a press release, and compiling profiles of the "Faces of Travel" across the industry to share with the industry.

We were able to host three outdoor writers on a turkey hunt on Pine Ridge Indian Reservation in April. To date, one journalist published a six piece series on his trip, and another about his "one shot two birds" experience. The final writer's column will be printed in both the June and July issues. There were also two international journalist hosting this month as well, one from Australia and one from London.

### **Industry Outreach and Development**

- Completed PDQ's and wrote job descriptions for the Industry Outreach Manager and Destination Development Director positions.
- Delivered presentation at the South Dakota Specialty Producers meeting in Oacoma on April 7.
- Attended the Lewis and Clark National Historic Trail development meeting facilitated by the National Park System in Billings MT.
- Delivered presentation at the interagency exchange meeting at the Black Hills Badlands Visitor Center on April 13.

### **Fulfillment**

- Shipped 60 bulk requests for literature. This consisted of 10,222 – SD Maps, 2,602 – Vacation Guides, 25 SD Native Guides, and 25 Tribal Lands Brochure.
- 2,643 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 17,499 Domestic Inquiries.
- 305 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 227 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

### **Strategic Partnerships and Events**

- Worked with CVB and Chamber directors from across South Dakota to put together Profile Sheets of some "Faces of Travel".
- Coordinated all aspects of our two press conferences being held on May 8<sup>th</sup>.
- Worked with members of the industry on their NTTW events.
- Attended the North Dakota Tourism Conference where I was able to meet with many of our vendors, attend sessions and work with many counterparts from North Dakota

## Information Centers

- Conducted Interviews and hiring for the 2017 Information Center season.
- Prepared shipments with office supplies and publications for each center.
- Planned 2017 Information Center FAM Tour.

## Global Marketing and Brand Strategy

### Completed Projects:

#### 2017 Peak Marketing

- Attended Deadwood community meeting and TV shoot with L&S for new Peak Deadwood/SDT 2017 co-op campaign. Reviewed, submitted feedback and approved new Peak 2017 media calendar.
- Worked with MMGY to finalize list of influencers and details of all four in prep for hosting in first week of May as part of "Good Times, Great Places" sweepstakes and social media promotion.
- Worked with MMGY to develop trip giveaway for "Good Times, Great Places" social promotion. Reviewed, submitted feedback and approved creative for ads on social media channels and for dedicated email.
- Met with L-S to finalize peak media calendar, reviewed and approved Programmatic Direct Mail proposal as last component. Reviewed and submitted feedback on postcard creative that will be mailed automatically to TravelSouthDakota.com visitors who show interest in traveling to state but do not convert (order a Vacation Guide).
- Reviewed, submitted feedback and approved co-op ads for Custer State Park, Black Hills Badlands, Deadwood, Pierre, Watertown, Sioux Falls and Rapid City.
- Created and broadcast five Instagram Stories on South Dakota Instagram page (Bear Butte and Sturgis, Spearfish/Deadwood, Great Plains Zoo, Children's Museum, and Baby Buffalo in Custer State Park). Instagram Stories live for 24 hours online and are a chance for viewers to follow all the video clips that one compiles and publishes as part of a subject or journey.
- Reviewed, submitted feedback and approved listing and materials for Good Sam RV Travel & Savings Guide.
- Reviewed, submitted feedback and approved creative for billboards in Chicago, Denver, Minneapolis and Madison. Billboards run May through June.
- Reviewed, submitted feedback and approved creative for South Dakota-themed sticker packs for use in iPhone messaging. Submitting to Apple App Store for approval beginning of May with hopes to have available to public mid-May.
- Reviewed, submitted feedback and approved content for German in-language "Travel Book" magazine. South Dakota's inclusion is a bonus and comes from our German Multi-Channel co-op with Brand USA.

### **2017 Fall Shoulder Marketing**

- Designed and sent out applications for 2017 Shoulder/Winter Community Co-op Program.
- Met with L-S for initial planning for Shoulder Great Getaways. Registration will be sent out mid-May.

### **2017 Global Travel and Trade**

- Revised and updated "What's New" piece with a Chinese translation as provided by Haybina Hao.
- Assisted Trade team ordering South Dakota branded promo items for upcoming shows.
- Worked with team on the April issue of the Travel Professionals e-newsletter. Deployed the email on April 6. Also uploaded the NAJ-RTO Summit leads to the subscriber list.

### **2017 Global Media Relations and PR**

- Shot video and photos of first born bison calves in Custer State Park for media pitching.
- Assisted team with several promo giveaway items needed for upcoming hostings. Created and deployed to industry, a survey in regards to webinar series. Compiled and shared the results from the 40 submissions to staff.

### **TravelSouthDakota.com, SDVisit.com & MediaSD.com**

- Created a webpage for the "2017 Request for Proposals for Advertising, Marketing and Public Relations Services" and posted questions and answers as received.
- Worked with MMGY on catching and fixing bugs post-launch of new homepage and updated site navigation.
- Created and/or reviewed, edited, and scheduled five new content pieces for posting in May.
- Posted one department press release and two industry releases on MediaSD.com.

### **Industry Outreach and Development**

- Worked with both Industry Outreach team and Global Media to develop "Faces of Travel" stories highlighting key behind-the-scenes industry members for National Travel and Tourism week to distribute to press and industry. Also worked with L-S to develop "Faces of Travel" templates for industry so they could highlight those in their communities and present it in a well-designed piece to their stakeholders and local press.
- Designed and coordinated printing for the new informational rack card promoting "Dignity" statue. 20,000 were printed at Quality Quick Print in Aberdeen and are now at the warehouse for distribution as needed.
- Worked with team on new Tourism Industry Contacts database.
- Assisted team with various Info Center and FAM tour needs for May trip.
- Designed and coordinated printing of postcards to be used as survey cards at the various information centers.

## Other

- Developed new theme and worked with Industry Outreach team to compile and complete presentation for Tourism Advisory Board meeting.
- Attended Photoshop World Conference in Orlando, April 20-22.
- Photo requests completed:
  - **In-state requests:** South Dakota Magazine, Yankton; Granite Sports, Hill City; Arts South Dakota, Sioux Falls; Grapevine Design, Spearfish; Buffalo Chip; Mile Up Marketing, Lead; Visit Spearfish; Black Hills & Badlands, Rapid City; KOTA-TV, Rapid City; Yankton CVB; KNBN-TV, Rapid City; Custer State Park; Glacial Lakes Tourism, Watertown; Department of Agriculture, Pierre; Schade Vineyard, Volga.
  - **Out-of-state requests:** Family Fun Magazine, IA; Denver Post, CO; BMW Motorcycle Magazine, AZ; HDR Communications, NE; Rocky Mountain International, WY; MMGY, Kansas; True West Magazine, AZ.

## Global Travel and Trade

### **US Travel Association IPW – June 3-7, 2017, Washington DC**

- Completed furnishings, electrical and transportation orders with Freeman Decorating (the official furnishings company for the show).

### **Active America China (AAC)- April 23-24, 2017 Portland, OR**

- The SD Tourism, Rapid City, and Crazy Horse shared a joint sponsorship breakfast presentation, encouraged more companies to schedule appointments with South Dakota attendees. SD Tourism met with over 35 inbound Chinese travel companies. Following the show 3 Chinese Tour operators visited South Dakota on a post FAM for three days!

### **American Bus Association (ABA) Annual Marketplace, Jan. 27-30, 2018, Charlotte, NC**

- Completed registration for this national group tour show.

## FAMs

- Working with RMI and Brand USA to arrange a few group tours that will be happening in 2017. More details to come.

### **Rocky Mountain International IRU Post-FAM, May 6-10, 2017**

- Completed final FAM arrangements, packed gift bags and made final preparations and hosted 11 international tour operators to a South Dakota FAM tour.

### **Brand USA Japanese FAM**

- May 20-23<sup>rd</sup>. Representatives from Madame Fiearo, a Japanese women's lifestyle and travel website and newspaper. Travel.jp a publication that provides tour information and inside tips for Japanese travelers, as well as Hunt magazine which features hiking, camping and fishing, travel and outdoor lifestyle column. Itinerary includes city tours and overnights in Deadwood, Hill City, and Rapid City. Mt Rushmore, Crazy Horse, Custer State Park, Badlands, Wall Drug, and more!

### **Brand USA German FAM**

- 14 Tour operators attending with the leadership of Willy Scharnow Foundation. The group will be touring through South Dakota on May 25-28<sup>th</sup>. The itinerary will be highlighting Rapid City, Custer, Deadwood, as well as various stops throughout the Black Hills.

### **Dirk Rohrbach, Journalist, Germany, September**

- Making arrangements for campsites, park admissions and press passes during the Buffalo Roundup in Custer State Park for Mr. Rohrbach and his charity group.

### **Travalco FAM June 9-11, 2017**

- 3 tour operators based in Scandinavia will be exploring South Dakota following IPW to develop a 2018 tour series that will have 30 departure dates. They will be staying in Rapid City, with tours to Badlands, Wounded Knee, Custer State Park, Mount Rushmore, Crazy Horse, Deadwood and more!

### **Domestic Trade FAM – April 20-25, 2017**

- Hosted three Domestic Trade Representatives on a FAM tour to the Black Hills and Central South Dakota, April 20-25, 2017. Attendees were from MO, PA & TX. Two had never been to the state before.

### **Group Tour Planning Guide**

- Completed proofing of updates. Ann sent to Nxtbook and they have sent back for broken links to be corrected. Reviewed and sent corrections to Angie and team. The 2017-2018 Digital Group Tour Planning Guide is now completed and posted on the Travel Professionals website – [www.toursdakota.com](http://www.toursdakota.com)

## **South Dakota Arts Council**

### **Grants**

- Convened grant panels to review grant applications in March and April. Panels consist of an Arts Council board member as chair, an out-of-state panelist, and at least one in-state panelist with expertise in the art discipline in question (visual, traditional, music, literature, theater, multidisciplinary, etc.). SDAC staff facilitates grant panel meetings, but do not score applications or make funding recommendations. All grants recommended for funding by panels will be presented to the Council for final approval in early May.

### **Poetry Out Loud National Finals**

- After winning South Dakota's Poetry Out Loud state finals in March for a second year in a row, Maddie Lukomski, a senior at Sioux Falls Lincoln High School, made it to the final round of competition during the April 24-26 national finals in Washington, D.C. While Maddie didn't win the national competition, she was among only nine students from across the entire country to make it to the final round of competition, winning \$1,000 for herself and \$500 for her school to buy poetry books. Poetry Out Loud, a national arts education program, is administered in South Dakota by SDAC with help from Arts South Dakota and South Dakota Public Broadcasting.

### Public Relations/Outreach

- Visited five communities April 17-21 for regional arts planning meetings: Pierre, Eagle Butte, Pine Ridge, Rapid City, and Spearfish. SDAC staff is gathering public input from arts organizations, artists, patrons of the arts, and citizens to inform its strategic planning for the next three fiscal years. The final round of meetings, held in conjunction with statewide grassroots nonprofit arts organization Arts South Dakota and with help from local host organizations, will take place in May in the following communities: Aberdeen, Watertown, Yankton, and Sioux Falls.
- Participated in editorial meetings and wrote articles for the summer issue of [Arts Alive](#) to be distributed in late May.

### Pending Events and Projects

- May 2017 – The final SDAC grant panels will convene via telephone conference or in person to score applications and make funding recommendations for SDAC grants for FY18.
- May 9-12 – SDAC will conduct regional arts planning meetings in Aberdeen, Watertown, Yankton, and Sioux Falls.
- May 5 – Arts Council meeting spring grants meeting to be held in Pierre.