



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: July 10, 2017
RE: June 2017 Monthly Status Report

Global Media and Public Relations

May Domestic Earned Media

Impressions: 240,326,785
Ad Value: \$890,589.76
Number of Clips: 106

FY 17 To-Date Domestic Earned Media

Impressions: 2,926,698,183
Ad Value: \$5,152,649.92
Number of Clips: 434

May International Earned Media

Circulation: 1,263,927
Readership: 3,682,375
Ad Value: \$86,226.18
Number of Clips: 10

FY 17 To-Date International Earned Media

Circulation: 166,735,134
Readership: 88,124,937
Ad Value: \$7,262,807.47
Number of Clips: 226

- The media team has been busy preparing and organizing dozens of itineraries for travel writers both international and domestic who are coming to South Dakota to experience the destination for themselves before producing articles on the state.
- There are at least 12 different media fam hostings in the works including several individual international hostings and a few larger group hostings.

- In June, we hosted 5 outdoor focused travel writers on a trip through the Black Hills exploring Badlands National Park, hiking Black Elk Peak, fly fishing in Spearfish and ATV riding in Deadwood and more. The writers were impressed by the diversity of South Dakota's landscape and recreational opportunities.
- In June, a media team member attended IPW, the U.S.'s premier travel and trade show put on by U.S. Travel, with the Global Travel & Trade team.
- The media team was able to meet with 60+ journalists, both through the show appointment scheduling and outside media appointments that were arranged.
- All were very successful and productive meetings which generated great interest in South Dakota as a travel destination.

Industry Outreach and Development

- Reviewed resumes and scheduled interviews for the Industry Outreach and Development Rep positions.
- Attended the Travel and Tourism Research Association International Conference in Quebec City, Canada June 20-23.
- Attended the Port Yankton Legislative meeting on June 7.
- Organized and attended the L&C Historic Trail Stakeholder Meeting on June 29.

Information Centers

- Continued to work with H2R Market Research on the Information Center ROI study.
- Reviewed Architecture proposals and concepts for the Homestead Rest Area and Welcome Center.
- Drafted and posted welcome center exhibits RFP.
- Conducted inspections of all operational welcome centers with Mark King from DOT.
- Held design development meeting with architects for the Vermillion Welcome Center.
- Continue to collect survey entry forms for Welcome Center ROI study.
- To date, we've sold over 400 SD shirts at the welcome centers during the 2017 season.

Fulfillment

- Shipped 65 bulk requests for literature. This consisted of 13,732 – SD Maps, 3,035 – Vacation Guides, 80 – Native South Dakota Travel Guides.
- 2,387 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 17,943 Domestic
- 2264 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 263 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Traditional efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) have generated 77,239,529 impressions from Jan.1-Jun. 30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 120,371,178 impressions and 686,565 engagements from Jan.1-Jun. 30.
- Met with MMGY on early findings of new research project called Terminal that cross references current database names with Experian credit bureau info - which includes 95% of American homes - and DK Shifflet research data. Info gives us much clearer picture on those who've expressed interest in travel to South Dakota like what they're into, what they own and spending habits. This allows us to target like audiences in future efforts. Reviewed, submitted feedback and approved updated digital creative for personas utilizing early findings for first test.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 74,148,974 impressions and 413,712 engagements from Jan. 1 – Jun.30.
- Reviewed, submitted feedback and approved co-op ads for Custer State Park, Black Hills Badlands, Deadwood, Pierre, Watertown, Sioux Falls and Rapid City.
- Coordinated and held first-ever South Dakota Tourism Instameet at Deerfield Lake on 6/23 and had another scheduled for Good Earth State Park on 6/29 that got rained out. Instameets are a chance for active Instagrammers to get meet in person and explore a location. First meet was well received and more are planned bi-monthly.
- Coordinated and held Facebook Live from CH Patisserie in Sioux Falls on 6/29. 16:21 minute video reached 46,191 and had 22,150 views.
- Reviewed, submitted feedback and approved creative for special South Dakota Great Fireworks Displays map and Fourth of July social posts in prep for upcoming holiday. Interactive lives on TravelSouthDakota.com and received promotion through web, a dedicated email targeting South Dakota and neighboring state subscribers, and social promotion.
- South Dakota themed sticker pack for iPhone text messaging was released in Apple Store on 6/19. Stickers allow people to incorporate a little SoDak spirit into their text messages. One can find by searching "South Dakota Tourism" on the Apple Store.

2017 Fall Shoulder Marketing

- Compiled and edited industry partner copy and photos for 2017 Shoulder/Winter Great Getaways Co-op Program. This year's program will be a high-impact direct mailer that South Dakota businesses can buy space on. Proofs out to partners.
- Reviewed Shoulder Community Co-op applications from seven interested communities/regional partners, awarded match amounts and informed partners for upcoming shoulder season.

TravelSouthDakota.com

- Total web sessions for the calendar year through June total 937,807, up 5.10% over prior year and unique users are up 6.61%.
- Minneapolis visitors counted for most of the domestic audience followed closely by Chicago, each accounting for over 9% of the total sessions. Canada was the largest origin of international web traffic by almost 6 to 1 v. the next country, the United Kingdom.

Pheasant Fest 2018 – Sioux Falls

- Signed sponsorship agreement with Pheasant's Forever for 2018 which includes added booth space for Sioux Falls event. Previously, we had 26 booths as part of our South Dakota Pavilion, and for 2018, we will have 41. New extra space also includes entryway to show. We already have 17 officially reserved partners confirmed with 21 booth spaces used. 22 potential partners have not responded as of 6/30.
- Research and planning for increased booth décor and activities underway.

Other

- Met with Brand USA representatives in Washington, D.C. to discuss new and all opportunities for South Dakota to promote to international audiences.

Photo requests completed:

- **In-state requests:** South Dakota Magazine, Yankton; South Dakota Rural Electric Association, Pierre; Dept. of Health, Pierre; Mitchell CVB; American Bagger Magazine, Spearfish; Grapevine Design, Spearfish; Bad River Ranches, Pierre; Fort Pierre Bicentennial Committee; Bureau of Information and Technology, Pierre; Bureau of Human Resources, Pierre; Yankton CVB; Signs Now, Rapid City; Ramkota Hotel, Pierre; Pierre CVB.
- **Out-of-state requests:** American Motorcycle Association, OH; True West magazine, AZ; Far Country Press, MT; Michelin Guide, FR.

Projects in Progress:

Industry Outreach and Development

- Making minor edits to the existing highway map file (Tourism side) and Thad is working on the print specs for bids. Finished files will be sent to printer by July 21.

2017 Fall Shoulder Marketing

- Planning Community Co-op strategy with agency and are beginning to coordinate initial planning meetings with partners for mid-July.
- Reviewing and approving Great Getaways direct-mailer, due to printer 7/16 for August delivery to 135,000 targeted homes. This year's piece has 38 participating industry partners.

2018 Peak

- Meeting with vendors and will dive into planning strategy and placements with respective agencies once Marketing RFP #935 is complete.

Global Travel and Trade

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

- Attended US Travel Association IPW along with 10 South Dakota suppliers. Met with 120 tour operators in prescheduled appointments and drop-ins and attended various international receptions. Also had shared booth with North Dakota, Montana and Wyoming outside of the event hall to promote our region to international press and tour operators since IPW will be in Denver in 2018.

FAMs

Travalco FAM - June 9-11, 2017

- Three tour operators based in Scandinavia explored South Dakota following IPW to develop 2018 tours.!

Audley Travel FAM – June 26-29, 2017

- UK based operators that sells a lot of tours to SD

Kyodo News- July 13-15, 2017

- Japanese Journalist Akio Nozawa will be visiting South Dakota cover Laura Ingalls Wilder.

South Dakota Mega FAM- September 7-14, 2017

- Ten tour operators from the UK, Australia, Germany, France, Italy and Benelux Region will be attending the FAM Tour.

Group Tour Co-op

- This is a 4-page ad inserted into six group tour publications with space available for up to 18 partners. Currently working on registering SD suppliers

RMI Contract

- RMI will continue to be our international representation for our European markets as well as Australia/ New Zealand.

Japanese Contract

- In FY18 we are looking to continue our efforts in the Japanese market with FieldStar International.

EastWest Marketing Contract

- FY18 will begin with a new partnership with East West Marketing. The company will be representing South Dakota in the Chinese market.

Taipei International Travel Fair (ITF)

- Partnering with the Wyoming office of Tourism for a booth at ITF October 27-30, 2017. Currently drafting materials that will be translated for the show. In 2016 over 361,000 visitors from the Asia Pacific region of Taiwan attended the Travel Fair.

South Dakota Arts Council

Grants

	June	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	5	68	71
Touring Arts bookings	28	86	92

- Arts Program Coordinator Kate Vandell and SDAC Director Patrick Baker worked with Tourism Administrative Director Travis Dovre to be early adopters of the Uniform Grant Guidance Workgroup's uniform grant template for state agencies. The template was modified slightly to work for the vast majority of SDAC grant agreements and will be used in State Fiscal Year 2018 for all SDAC grants except those under the Artists in Schools & Communities program; the AISC program will begin using a grant agreement based on the uniform template for FY19.
- Artist applications for SDAC's [Artists in Schools and Communities \(AISC\)](#) and [Touring Arts](#) programs opened June 1 with an application deadline of Sept. 1.
- Conducted more than a half-dozen calls with FY18 grant applicants to provide panel feedback as a service to try to improve future grant applications.

Arts and Labor

- Arranged a conference call among directors of the Rapid City Arts Council/Dahl Art Center, the Department of Labor and Regulation, and SDAC to discuss the impact of unemployment insurance on nonprofit arts organizations regarding temporary contract workers. The hour-long discussion helped clarify the difference between employees and contract workers, providing helpful resource information for both the local and statewide arts councils to use going forward.

Public Relations/Outreach

- SDAC is co-sponsoring the summer-long [Black Hills Bounty folklife festival](#) at the Dahl Arts Center in Rapid City. Baker attended the opening reception June 2 as well as opening-weekend demonstrations from many regional artists June 3. The Black Hills Bounty traditional arts exhibit was guest curated by SDAC folklorist Andrea Graham.
- SDAC Deputy Director Rebecca Cruse attended the Americans for the Arts 2017 Annual Convention in San Francisco June 16-18 and National Assembly of State Arts Agencies Community Development Coordinators annual gathering in Oakland, Calif., June 19-20. In addition to the central conferences, Cruse was involved in pre-conference sessions through her leadership role with the AFTA Arts Education Council.

Pending Events and Projects

- July 14 – SDAC summer board meeting to take place at the Dahl Arts Center in Rapid City.
- June 2017 – Baker continued talks with Pierre's Short Grass Arts Council to help them plan for the two-year Arts Midwest's World Fest program, which will bring international music groups to the capital city for four one-week residencies from 2017-19. Plans are in place for the director of the World Fest program to make a site visit to Pierre in July to meet community partners and help plan for the residencies.