



To: Governor Dugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: February 6, 2018  
RE: January 2018 Monthly Status Report

# JDH

## Global Media and Public Relations

### December Domestic Earned Media

Impressions: 198,290,506  
Ad Value: \$4,068,713.98  
Number of Clips: 120

### FY 18 To-Date Domestic Earned Media

Impressions: 1,157,285,209  
Ad Value: \$33,296,728.51  
Number of Clips: 769

### December International Earned Media\*

Circulation: 6,862,060  
Readership: 40,165,418  
Ad Value: \$487,178.56  
Number of Clips: 24

### FY 18 To-Date International Earned Media\*

Circulation: 1,230,161,940  
Readership: 202,183,311  
Ad Value: \$23,897,204.87  
Number of Clips: 225

The team has been working on the communication efforts for the JIC and putting in time researching and developing communication plans for emergency scenarios.

- In January, the team focused on getting outreach efforts into place including the printed “What’s New” guide for media, an e-newsletter sent to our international media offices that coordinate media efforts, etc.
- Katlyn attended the International Media Marketplace event in NYC which brought in high quality travel journalists from across the United States, and some from international as well. We had “speed dating” type appointments pitching South Dakota, anniversaries, stories, unique angles, etc. Overall the event was a success and our targeted media appointments went well.
- Big efforts for early 2018 include hosting a Travel Massive event in New York City in February, hosting a Des Moines media event at the Meredith Corporation offices, prepping for the Buffalo Roundup media pitching, 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**

Conducted in-house meetings with former Tribal liaisons to learn about our Department’s history with the Native American tribes of South Dakota

- Developed recommendations to revamp our Spring Hospitality, Great Service Star, and online training programs.
- Worked with Miles Partnership to prepare for the next webinar series (Age of the Hyper-Informed Traveler) in mid-March.
- Researched various “Sports Tourism” conferences to attend and met with our first potential member of a sports tourism workgroup
- Coordinated with the PR team to develop a media plan for future community outreach
- Attended community meetings/outreach events in Rapid City, Deadwood, and Mitchell
- Developed tours for the upcoming WGA Conference.
- Met with PinkBike.com to review their services and discuss a partnership to promote and develop Mountain Biking content as part of our outdoor adventure development efforts.
- Met with the Industry Outreach and Development staff members to review our action steps from the strategic plan
- Had a discussion with Arrivalist to discuss implementation procedures for our system that will begin tracking travelers when they arrive and move within South Dakota via their mobile devices.

### **Fulfillment**

- Shipped 67 bulk requests for literature. This consisted of 4,000 – SD Maps, and 3,455 – Vacation Guides.
- 2,451 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 10,322 Domestic.
- 331 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 243 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

	January	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	14	14	126
Touring Arts bookings	3	3	212

- Applications for **South Dakota Arts Council (SDAC) grant support for FY19** will remain open through March 1. Grants are available for individual artists and arts educators as well as for nonprofit organizations and other eligible groups including schools, care facilities, units of government, and churches.

### Legislation

- SDAC staff worked with Tourism leadership, SDAC advisory board members, nonprofit arts service and advocacy organization Arts South Dakota (ASD), and various constituents throughout the state to prepare for the scheduled Feb. 6 House Taxation Committee hearing on [HB 1206](#), an act to decrease the rate of the gross receipts tax imposed on certain visitor-intensive businesses. **SDAC opposes HB 1206**, which would eliminate SDAC’s source of state funding if passed, leaving the future of the state arts agency in jeopardy along with the required matching funds it uses to accept its annual allotment from the National Endowment for the Arts through its state partnership agreement.

In the last decade, this allotment from the NEA has averaged more than \$750,000 annually and is used to fund SDAC’s grants, initiatives, and programs. In FY17, 83% of SDAC’s entire budget went toward grant support of arts organizations, schools, artists, and other nonprofit organizations to support arts projects and programs throughout the state. This investment of \$1.36 million resulted in \$21.22 million in local spending on these same projects and programs.

### Public Relations/Outreach

- Worked with Arts South Dakota to plan for **Arts Day at the Legislature**, which will be held from noon to 1 p.m. on Thursday, Feb. 8, at the Capitol Rotunda 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.
- SDAC Director Patrick Baker spoke to the Pierre-Fort Pierre **Association of Retired Teachers** to provide information about the state arts agency and its grants, programs, and services.

### 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.