



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: June 8, 2018
RE: May 2018 Monthly Status Report

JDH

Global Media and Public Relations

April Domestic Earned Media

Impressions: 269,295,298
Ad Value: \$1,767,526.32
Number of Clips: 57

FY 18 To-Date Domestic Earned Media

Impressions: 1,981,334,006
Ad Value: \$43,452,424.95
Number of Clips: 1,092

April International Earned Media

Circulation: 2,374,135
Readership: 10,552,385
Ad Value: \$516,099.38
Number of Clips: 12

FY 18 To-Date International Earned Media

Circulation: 1,440,181,399
Readership: 1,519,167,275
Ad Value: \$8,793,106.79
Number of Clips: 421

- In May, the department partnered with Midwest Living Magazine to host a “Road Rally” in South Dakota. The purpose of the trip was to produce a story piece 8-10 pages long in Midwest Living Magazine and their online platforms (June/July issue). The team also hosted 5 journalists in the state for a cultural press trip that included the Pine Ridge Indian Reservation and the Crazy Horse Memorial Volksmarch. The group toured other sites in the Black Hills that are relevant to the culture of Native Americans in the Black Hills. The team is preparing for another group press trip along with a few individual media hostings through the remainder of the summer.
- The team attended the media marketplace at IPW in Denver. IPW is our nation’s largest travel trade show with more than 6,500 attendees from around the world. 40 appointments were held with media from across the globe. Journalists selected for appointments were those that were focused on our main international markets and a few domestic journalists who we wish to continue an ongoing relationship with (or meet face to face for the first time).
- We are working to put together a PR plan for the next fiscal year

Industry Outreach and Development

Industry Outreach

- Prepared for, orchestrated and attended National Travel and Tourism Week activities.
- Began working on elements of the 2019 Governor’s Conference on Tourism. These include team committee assignments, session topics, speaker options and finalizing the look and feel of the conference.
- Finalized more tour components and gifts for the Western Governors Association Annual Meeting.
- Reached out to DOT and GFP counterparts to discuss Tourism attending their commission meetings and improving our communication between our agencies.
- Helped arrange Pine Ridge Fam Tour to educate industry front line staff about Tribal Tourism opportunities on that reservation.
- Met with GOED rep about potentially working together on development initiatives.
- Attended outreach/industry meetings in Sioux Falls, Vermillion, Yankton, Mitchell, Redfield, Watertown, Rapid City, and Deadwood.
- Met with Watertown industry members/city officials and a sports tourism consultant to discuss sports tourism in the community.
- 2,002 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 10,252 Domestic requests.
- Continued revisions of the department’s Online Customer Service Training.
- Attended the Energize Conference on rural community development in De Smet on May 8-9.
- Participated in a Black Hills State University focus group on how to improve their tourism hospitality program.
- Delivered agritourism presentation to the Aberdeen Ag Committee on May 17.
- Interviewed by Mitchel Daily Republic regarding the 2017 performance of our department and the impact of travel in South Dakota.

- Worked on exhibitor concepts and plans for Wilmot, Valley Springs and Vermillion welcome centers.
- Conducted site visits at each of the rest areas with DOT to track any maintenance issues or concerns that need to be addressed.
- Coordinated welcome center staff FAM tour and attended lit swaps in Rapid City and Mitchell.

Global Marketing and Brand Strategy

Completed Projects: 2018 Peak Marketing

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-May 31, generated 69,498,399 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 44,626,920 paid impressions, 1,209,930 engagements from Jan. 1-May 31.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 6,107,810 organic impressions and 478,088 engagements from Jan. 1-May 31.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 69,339,600 impressions and 594,094 engagements from Jan. 1-May 31.
- Hosted five influencers for peak social's "State of Great" campaign. Influencers, departed from Sioux Falls May 12 and through May 16, followed different themed itineraries like "State of Great Culture", "State of Great History", "State of Great Adventure" to showcase the state's variety. "State of Great" campaign also included a daily SoDak quiz on Travel South Dakota Facebook page that launched in April and with 26 questions will carry into May. Quiz and sweepstakes totaled 67,168 entries from 18,855 entrants. Post contest fans messaged Facebook page wanting to continue with daily trivia. Winner was from New York state.
- Worked with Media and PR team hosting Midwest Living Road Rally May 7-11, themed "Chasing Legends on the trail of Monuments and Memorials" in the Black Hills. Four representatives from Midwest Living, including Editor-in-Chief Trevor Meers, traveled to region for what was to be an eight-page Road Rally feature in the July/August edition of Midwest Living but was made 10. Road Rally is part of official year-long partnership with magazine that includes a presence in every 2018 issue plus various push-outs across Meredith Publishing's digital and broadcast channels.
- Reviewed, submitted feedback and approved various print, digital, and social for peak efforts including an in-state mobile compass unit geo-targeting to compliment one targeting OOH efforts in cities like Minneapolis, Chicago, Denver, Madison, Des Moines, Omaha, and Kansas City but for all of South Dakota; community co-op campaign elements, Roadtrippers.com content pieces, and two page spread in *Midwest Living Magazine*.
- Reviewed submitted feedback and approved digital ads for Non-Meandering waters/Open For Fishing effort targeting prior out-of-state license holders from neighboring states.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions through May 31 total 591,454 (up 2.5% over prior year) and new users are up 4.47%.
- South Dakota Vacation Guide requests from the website through May 31 total 60,700 (up 56% over prior year).
- Posted 2017 Annual Report to SDVisit.com along with emailing to industry on May 15, to Senators and Representatives on May 22.
- Updated Privacy Policy plus disabled all cookies, media tracking and web personalization efforts to EU traffic on TravelSouthDakota.com to comply with GDPR on May 25.

2018 Shoulder Marketing

- Reviewed co-op applications and awarded amounts for Shoulder 2018 Community Co-op program.

Other

- Attended Sioux Falls Visitor Industry Luncheon on May 8.
- Attended Missouri River Tourism Association Annual Meeting on May 15.
- Attended multi-department Emergency Management planning meetings.
- Attended events in Yankton and Rapid City as part of National Travel and Tourism Week.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Risk Management, Pierre; South Dakota Historical Society, Pierre; South Dakota Rural Electric Association, Pierre; Dept. of Social Services, Sioux Falls; Bureau of Information and Telecommunications, Pierre; Visit Rapid City; Dept. of Transportation, Pierre; TDG, Deadwood; Game, Fish & Parks, Sioux Falls; Game, Fish & Parks, Pierre; DesignWorks, Pierre; Catholic Diocese, Rapid City; The Lodge at Deadwood.
 - **Out-of-state requests:** Rocky Mountain International, WY; Recreational Boating and Fishing Foundation, DC.

Projects in Progress:

2018 Peak

- Working with MMGY on in-market activation for the upcoming spring/summer in Chicago. Activation set for June 30 at Millennium Park in Chicago.
- Continue meeting and working with Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Yankton on peak co-op creative for launch this spring and summer.
- Working with Brand USA and Miles Partnership on Road Trip video series targeting international audiences through VisittheUSA.com. Shoot is early June in Black Hills and includes partners: Black Hills and Badlands Tourism Assoc., Custer State Park, Crazy Horse Memorial, Visit Rapid City, and Xanterra Mount Rushmore Concessions.

Other

- Working with Miles Partnerships on a new look for the 2018/2019 South Dakota Vacation Guide – will finalize and present to four Regional partners in June. Guide to utilize new Great Faces, Great Places double-exposure creative of Lawrence & Shiller from peak efforts.
- Working with Industry Outreach team on theme and creative for 2019 *Governor's Conference on Tourism*.
- Working with L&S on updated Brand Standards Guide for internal, agency and industry use.

Global Travel and Trade

Trade Show and Mission Follow-up to Tour Operators and Media

- Active America China- March 25-27, 2018 Atlanta, GA

US Travel Association International Powwow (IPW) – Denver, CO – May 19-23, 2018

- Attended the trade show and met with 115 International Travel Professionals from around the globe.
- We had our own 40 foot booth with 8 SD supplier partners.
- Shared an expanded booth in the convention center lobby with ND, MT & WY to promote the region as the Great American West.
- Mount Rushmore Mascots made appearances three days of show for photo opportunities. Incredible response to the mascots!

FAM Tours

- Prepared itineraries for a variety of companies across many markets to plan pre and post FAM tours for IPW which was held in Denver on May 20-23, 2018.
 - Key ones:
 - Canusa- Germany
 - Chinese Trade Fam (5 people, full state FAM tour from Sioux Falls to Denver, CO)
 - SD/ND shared fam to promote region
 - Francios Belloit, France
 - Penta Reizen, Belgium
 - Travalco, Denmark
 - Wildar Jensen-Discover America, Norway
 - Ruck Zuck Urlaub, Germany
 - Le Cercle Des Vacances, France

International Proposal Reviewing and Planning

- Currently looking forward to FY19 and making decisions on marketing activities for our major international markets.
- Working with East-West Marketing and Takako Nambu on China and Japan strategy for 2019.

South Dakota Arts Council

Grants

	May	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	7	69	64
Touring Arts bookings	7	36	48

- At its spring meeting, the South Dakota Arts Council announced initiative and special project funding as well as grant awards totaling nearly \$1.38 million to non-profit organizations, schools, and individual artists for arts projects during Fiscal Year 2019. The Council awarded nearly 100 grants to artists and organizations, funded about 200 weeks of artist residencies in schools and communities, approved funding for 32 artists and groups to tour across the entire state, reserved funds for a number of interim grants that can be applied for throughout the year (Professional Development, Technical Assistance, Arts Opportunity, Excursion, and Educator grants) and also dedicated funds to other special projects and initiatives including the following: Art for State Buildings, Poetry Out Loud, and Folk & Traditional Arts programs as well as initiatives supporting public awareness, arts education, and internal professional development and strategic planning.

Arts-Military Initiative at State Veterans Home

- A roundtable meeting to further develop direction for the [Lieutenant Governor's arts-military initiative at the State Veterans Home](#), being led by the South Dakota Arts Council and statewide nonprofit arts advocacy and service organization Arts South Dakota, was held May 21-22. The meeting took place in



Hot Springs at the at the Michael J. Fitzmaurice State Veterans Home and brought together SDAC and Arts South Dakota staff, as well as representatives of the State Veterans Home, Sanford Health, and the S.D. Humanities Council along with participation from regional artists.

Statewide Arts Conference

- After an interval of five years, South Dakota artists, arts advocates and administrators, art lovers, and community leaders who recognize the value of our cultural heritage joined together in early May for the two-day [South Dakota State Arts Conference](#). For the first time, Sioux Falls played host to the conference, offering attendees the opportunity to witness the artist installation and opening weekend of [SculptureWalk Sioux Falls](#), which has transformed the downtown area in its 15-year history. Arguably an even bigger draw were the powerful voices for the arts in our country who participated as keynote speakers: Jane Chu, Chairman of the National Endowment for the

Arts; Randy Cohen, Vice President of Research and Policy for the national arts advocacy group Americans for the Arts; and Janet Brown, past President and CEO of Grantmakers in the Arts. In addition, the event brought together helpful and practical learning sessions, exciting performances, and other presenters who are leaders in their fields. The conference also offered "The Doctor Is In" one-on-one sessions that allowed attendees to sit down with representatives of different arts organizations including Arts Midwest and the S.D. Arts Council.

- The event was a success, drawing about 200 attendees from across South Dakota as well as from at least four other states, and plans are already being made for another statewide conference, likely to be held in the western side of the state in 2020.