

Trade Sales & Marketing Team

Utilizing their expertise in business-to-business education and marketing, the Trade Sales & Marketing team informs group tour operators and travel agents of the variety of opportunities for South Dakota visitors. The team also keeps an eye on international tour markets, and reaches out to meeting planners and international journalists.



Vicky Engelhaupt
REPRESENTATIVE

- * Promotes South Dakota to group tour operators
- * Works with Scandinavian market



Maureen Droz
TEAM MANAGER

- * Works with the European market
- * Oversees all areas in regard to trade sales and international media



Alicia Gildemaster
REPRESENTATIVE

- * Works with and educates travel agents on South Dakota's offerings
- * Promotes South Dakota to meetings and conventions planners
- * Works with the Japanese market

Highlights

International press clips this year were at a record high with \$3.9 million in ad value.

Trade Show Postcards

In FY09, the Trade Sales team introduced a new postcard option for trade shows. This card features instructions on how to request or download publications useful to Travel Professionals, and promotes the Travel Professionals e-Newsletter.

FY09 Hostings

Domestic travel agents & tour operators – 20
International press – 17
International group tour counselors – 52

TRIP* Report, RMI States PERCENT OF GROWTH OF PRODUCT

2007-2008 to 2008-2009	0	5	10	15	20	25
Idaho	13%					
Montana	24%					
South Dakota	21%					
Wyoming	7%					

South Dakota TRIP* Report Summary & Analysis OVERNIGHTS OFFERED BY TOUR MARKET

	2007-2008	2008-2009	CHANGE
Benelux	50,729	65,220	29%
France	45,135	59,214	31%
Germany	82,412	99,093	20%
Italy	62,263	91,035	46%
UK	106,621	105,615	-1%
TOTAL	347,160	420,177	21%

*TRIP (Tourism Research Inventory Product)
Source: 2009 Rocky Mountain International Annual Report