

*South Dakota*

**TOURISM**

**fyi**

Shoulder Season 2006

featuring your industry

## september

**Aug. 31-Sept. 4**

South Dakota State Fair, Huron

**6-7**

Governor's Tourism Advisory Board meeting, Watertown

**11-14**

Association of Great Lakes Outdoor Writers Conference, Sioux Falls

**26-30**

International journalist Buffalo Roundup hosting, Black Hills

**TBA**

Scandinavian Fam, Black Hills Region

## october

**1-3**

International journalist Buffalo Roundup hosting, Black Hills

**2**

Buffalo Roundup Satellite Feed, Custer State Park

**10-11**

National Conference for Attraction Professionals, Boca Raton, FL

**26-27**

Association of Film Commissioners International (AFCI) Film Commissioner's Fundamentals 2006, Pasadena, CA

**28-30**

AFCI Cineposium 2006, Pasadena, CA

## november

**3-7**

National Tour Association (NTA) Annual Convention, Salt Lake City, VT

**8-9**

Agricultural Heritage Tourism Conference, Sioux Falls



Fall is quickly approaching, and South Dakota Tourism is geared up to support our visitor industry business owners and managers for a great shoulder season! From hunts and roundups to familiarization tours and conferences, Tourism's numerous projects and programs are ready to help you entice travelers to South Dakota's Great Faces and Great Places.

Tourism's aggressive 2006 shoulder season campaign will bring the visitor industry closer to reaching the goals of the 2010 Initiative. The 2010 Initiative changes the way tourism in South Dakota is marketed, particularly by focusing new energy and investment in expanding the shoulder season.

## Hunters, Anglers, Enticed by TV and Magazine Ads

Hunters make a significant impact on South Dakota's economy. So, when the outdoor colors turn to amber, yellow and orange, South Dakotans roll out the red carpet to welcome the plethora of outdoor enthusiasts. Tourism presents a variety of promotional efforts to entice these folks to bring their dollars here.

**Television** - Commercials of South Dakota hunters and anglers in action will air during episodes of ESPN Outdoors, Fox Sports Net North, Pheasants Forever TV and on The Outdoor Channel.

**Print** - A direct mailing will invite hunters from surrounding states back to South Dakota this season. Ads promoting hunting travel specials will be advertised in a number of America's most popular outdoor magazines, including Cabela's Outfitter Journal, Ducks Unlimited, Field & Stream, Outdoor Life and Pheasants Forever.

# strategy

## Regional

**Outdoor Magazine** Cabela's Outfitter Journal, Ducks Unlimited, Field & Stream, Outdoor Life, Pheasants Forever Magazine

**Giant Step Magazine** Aurther Frommers Budget Travel, Better Homes and Gardens, Child Magazine, Ladies' Home Journal, Midwest Living, Parents Magazine, T + L Family Magazine (Launch Issue), Travel 50 and Beyond

**Direct Mail** Pheasant hunter postcards

**Television** ESPN Outdoor OAOA, Fox Sports Net North, Pheasants Forever TV, The Outdoor Channel

## Target Market

**Bismarck** Bismarck Tribune (Great Getaways)

**Casper/Gillette** Radio, Casper Star Tribune, Gillette News Record, caspertribune.com

**Cheyenne/Laramie** Radio, Laramie Boomerang, Wyoming Tribune-Eagle

**Denver** Denver radio, Denver Post/Rocky Mountain News, denverpost.com, rockymountainnews.com

**Des Moines** Des Moines Register (Great Getaways)

**Minneapolis/St. Paul** Twin Cities Cable Interconnect, Minneapolis Star Tribune, St. Paul Pioneer Press

**Omaha** Cox Cable Interconnect, Omaha World Herald (Ads & Great Getaways)

**Sioux City** Cable One, Sioux City Journal (Ads & Great Getaways)

**Sioux Falls** Midcontinent Cable, Sioux Falls Argus Leader (Ads & Great Getaways)

**Northwest Iowa** Ames Daily Tribune (Ads & Great Getaways), Fort Dodge Messenger (Ads & Great Getaways), LeMars Daily Sentinel (Ads & Great Getaways), Mason City Globe Gazette (Ads & Great Getaways), Spencer Daily Reporter (Ads & Great Getaways), Council Bluffs Nonpareil (Ads & Great Getaways), Sheldon Mail (Great Getaways), Sheldon NW IA Review (Ads & Great Getaways)

**Southwest Minnesota** Albert Lea Tribune (Ads & Great Getaways), Marshall Independent (Ads & Great Getaways), Willmar/West Central Tribune, West Central Reminder (Great Getaways), Rochester Post-Bulletin, Worthington Daily Globe (Ads & Great Getaways)

## Giant Step Expands to the Outdoors

The Giant Step magazine ad has been extended to the fall issues of Ducks Unlimited, Field & Stream, Outdoor Life and Pheasants Forever in an effort to reach out to sporting enthusiasts.



## Print Inserts & Ads

South Dakota Tourism's message will be spread throughout the pages of several magazines and many newspapers this fall. **Giant Step and Great Getaways:** Two pillars of Tourism's shoulder season campaign, the Giant Step magazine ad and the Great Getaways newspaper insert hold the theme that South Dakota is a close-by, peaceful and scenic fall destination for families and empty nesters. Both inserts and ads feature co-op partners. Giant Step promotes the entire state and is placed in fall issues of Aurther Frommers Budget Travel, Better Homes & Gardens, Child Magazine, Ladies' Home Journal, Midwest Living, Parents Magazine, T + L Family Magazine and Travel 50 & Beyond with a combined circulation of 2.6 million. Great Getaways is inserted in 17 target market newspapers in August and September. Tourism has expanded the Great Getaways newspaper insert, which promotes South Dakota as a great vacation destination just a short drive away, to the following publications: Sheldon Mail, Le Mars Daily Sentinel, Ames Daily Tribune, Council Bluffs Nonpareil, Fort Dodge Messenger, Mason City Globe Gazette, Sheldon NW Iowa Review and Spencer Daily Reporter. Great Getaways promotes the Great Lakes, Glacial Lakes and Prairies, and Southeast regions and has a total circulation of 714, 750.

## Great Service Star Program

The Great Service STAR Program recognizes businesses that have completed a set of hospitality training criteria for their employees. Participants completing the four steps of the program are awarded a Service Trained Associates Reward (STAR) symbol to display their commitment to "Great Service" in the marketing of their business.

Visit [www.sdvisit.com/programs/service/index.asp](http://www.sdvisit.com/programs/service/index.asp) for more information. Submit applications by Oct. 6, 2006. Contact Eileen Bertsch at (605) 773-3301 or [eileen.bertsch@state.sd.us](mailto:eileen.bertsch@state.sd.us).

## Destination 2010 Tourism Conference

Mark your calendars! The 2007 Governor's Conference on Tourism is Jan. 17-18, 2007, in Pierre. Loaded with the latest trends and training techniques, as well as tips on how to network and share ideas, the conference is a great way to gather news and get focused for the coming year.

Watch for a tourism conference mailer regarding conference sponsorships soon after Labor Day. We hope you will consider a sponsorship for the upcoming conference. Sponsors help bring in top-notch speakers and host festive receptions as well as get their name out to members of the industry. Contact Arline Hammer at (605) 773-3301 or [arline.hammer@state.sd.us](mailto:arline.hammer@state.sd.us) if you have questions about being a conference sponsor.

## Great Events Campaign Promotes State Events

The Office of Tourism is dedicated to promoting events to audiences across South Dakota and America. The Great Events campaign is a marketing tool used to promote events and increase visitation statewide. Each year, the program features four South Dakota events selected by the Office of Tourism. Each event must be based upon certain criteria.

Designated events are supported through promotional efforts designed to boost visitor spending and increase the economic impact in host communities. Be sure to submit applications for the 2007 Great Events campaign by Oct. 1, 2006.

Visit [www.sdvisit.com/programs/coop/greatevents/index.asp](http://www.sdvisit.com/programs/coop/greatevents/index.asp) for a listing of qualifying criteria and to download an application. Contact Nicole Gall at (605) 773-3301 or [nicole.gall@state.sd.us](mailto:nicole.gall@state.sd.us) for more information.



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destination  
**2010**

## *Travel Specials* *Shoulder and Winter Seasons*

What is the best and most affordable place to promote South Dakota travel specials? Why, South Dakota Tourism's Web site, TravelSD.com. For just \$35, you can promote a travel special on TravelSD.com for up to one year. Each travel special must include lodging and at least one activity, as well as starting and ending dates. To promote a travel special, simply put it together, price it, handle the inquiries and make the sale. Find the variety of travel specials currently available at [www.travelsd.com/travelspecials/index.asp](http://www.travelsd.com/travelspecials/index.asp).

Travel specials listed on TravelSD.com will be promoted as part of Tourism's expanded Shoulder and Winter Season Campaigns.

To become a partner in the South Dakota Online Travel Special Co-op, complete the registration at [sdvisit.com/programs/coop/travelspecials/index.asp](http://sdvisit.com/programs/coop/travelspecials/index.asp) and mail with payment to the Office of Tourism. Contact Melissa Bump at (605) 773-3301 or [melissa.bump@state.sd.us](mailto:melissa.bump@state.sd.us) for more information.

### KEEPING CURRENT: **INFORMATION**

Please help us keep our mailing list current by e-mailing your complete contact information to [SDTourism@state.sd.us](mailto:SDTourism@state.sd.us). Contact information must include your name, business name, complete mailing address, telephone and fax numbers, Web site address and e-mail address.

## *Director's Corner*



As we enter another fall season, our summer concludes with solid indicators that the visitor industry is alive and well in South Dakota. In fact, it seems that businesses across the state are continuing to build upon the momentum created through the goals of the 2010

Initiative. We may very well see 2006 as another year of growth for our industry. Through key partnerships, collaborative marketing and innovative thinking, we have capitalized on the Great Faces. Great Places. that make South Dakota a top visitor destination. The Office of Tourism's shoulder season marketing plans are designed to help you, the visitor industry, move forward to achieve greater recognition and market share in the days ahead. To learn more, or to "Get on Board" with Destination 2010, visit our industry Web site at [SDVisit.com](http://SDVisit.com) or e-mail me at [billiejo.waara@state.sd.us](mailto:billiejo.waara@state.sd.us).

Billie Jo Waara, Director  
South Dakota Office of Tourism