

South Dakota

TOURISM

fyi

featuring your industry

2007
Peak Season

PEAK SEASON MARKETING

The 2007 peak season campaign is currently underway. Utilizing new research findings and a three-tiered approach, the Office of Tourism built the peak season marketing around three specific groups of South Dakota visitors.

Tier one markets will see image-based ads that build awareness of South Dakota and entice consumers who haven't been to the state to learn more. Tier two and tier three efforts encourage potential travelers from nearby markets and our own residents to travel in South Dakota for an easy weekend getaway at one of the state's many unique events.

The peak campaign includes traditional media elements such as six fresh, new television ads that promote South Dakota from several angles including outdoors, parks and monuments and family-friendly destinations. The media schedule also contains new radio ads, a direct mail piece and newspaper ads that promote travel specials in South Dakota. The Giant Step Co-op program is also in progress, with a few new niche publications added to the mix. This year, 36 partners will be included in three-page ads running in key publications that reach South Dakota's target markets. The Great Getaways insert has been revamped and will be smaller but inserted three times. Each layout features different partners promoting South Dakota as a close vacation destination. Each piece will have a circulation of 660,000.

In addition, the peak campaign includes new cooperative partnerships and a few new media elements such as a page on MySpace.com and an Internet-based behavioral marketing program. Partnerships were developed with the Black Hills, Badlands & Lakes Association, Deadwood Chamber and Visitors Bureau and Glacial Lakes Association. The Office also welcomes new cooperative partnerships. For more information or to submit a proposal call 773-3301.

TIER 1 MARKETS

Chicago, Illinois
Eau Claire, Green Bay and Milwaukee, Wisconsin
Charleston, West Virginia

TIER 2 MARKETS

Des Moines, Iowa
Mankato and Minneapolis/St. Paul, Minnesota
Omaha, Nebraska

TIER 3 MARKETS

Sioux Falls, South Dakota
Bismarck and Fargo, North Dakota
Sioux City, Iowa

Come mingle with the locals.

Mickelson Trail and Bike

There are no traffic jams on the scenic bike trails of South Dakota. Includes two nights of camping in the Black Hills (in a cabin or cave), horse trailer, two mountain bike rentals and top of the 159-mile George S. Mickelson Trail.

Starting at: **\$229**

Call 1-888-978-2267 or visit: www.TravelSD.com

WWW.TRAVELSD.COM
1-800-8-DAKOTA

South Dakota
UNDISCOVERED ADVENTURES

New Research brings New Approach

As mentioned in the February issue of the FYI, staff from the Office of Tourism and Lawrence & Schiller combined efforts to conduct Focus Groups. Below is a summary of the information we learned. Contact Kirk Hulstein at (605) 773-3301 or kirk.hulstein@state.sd.us for more information.

Top Benefit Statements

- * They like to experience the local flavor and hospitality of their vacation spot.
- * Natural wonders and picturesque locations are important when choosing my vacation destination.
- * It's important to have all the information at their fingertips when planning a vacation.

Key Trends Age Group: 18-34

- * Enjoy outdoor family activities
- * Ample access to child-friendly restaurants, hotels and rest stops were of top priority.

Key Trends Age Group: 35-54

- * They want to experience local flavor of their vacation destination
- * They like water activities...or their kids do!
 - Waterparks
- * Positive response to the sail boat in TV spot
- * Weren't fully aware of water activities available in South Dakota

Key Trends Age Group: 55+

- * Prefer trips where they can stop and stay at various locations
- * Branson is a "model" vacation destination

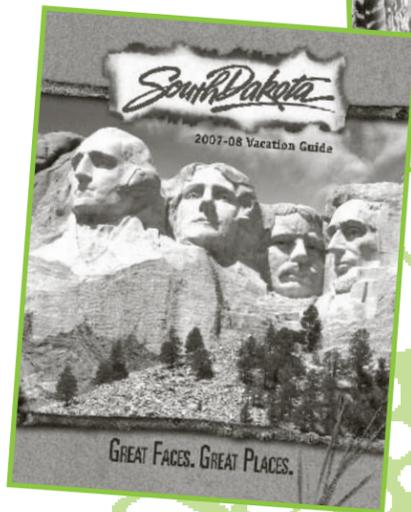
Recommendations

Customizable travel packages provide the opportunity for travelers to craft their own travel package and choose their activities from a list of attractions. Providing an opportunity to do this would be a beneficial tool for consumers in these markets.

Help them see beyond Mount Rushmore. They want and need additional reasons to come back to South Dakota. Participants specifically stated that they feel the core South Dakota attractions should still be advertised, but add lesser known attractions to advertisements.

All groups talked about utilizing more "mini-breaks." Continue to advertise 3-4 day travel packages or specials.

Maximize the effectiveness of the SD vacation guide. They felt that the guide was one of the best vehicles for motivating them to visit the state. Implement a direct mail campaign utilizing CRM to target visitors.



MEDIA TOURS



The Office of Tourism strongly believes in a proactive approach to working with the media, as well as the importance of building relationships with key journalists and media outlets in order to gain publicity for the state. For those reasons, the Media & Public Relations team made their way to the cities of Milwaukee, Denver and Minneapolis to speak with various media professionals about the travel story opportunities across South Dakota.

The team met with a large number of writers consisting of freelance writers, journalists at large publications such as the Star Tribune, Denver Post and NWA World Traveler magazine, and everything in between. Each meeting allowed the team to gain insight into the interests of the writer and his or her readers, offer themselves as a resource for future stories and take the first step in building a successful relationship.

PROMOTING GREAT OUTDOORS

In January, Buddy Seiner, Media & Public Relations Representative, represented the Office of Tourism at the 2007 Pheasant Fest in Des Moines. Pheasant Fest is a trade show open to the public that focuses on wildlife conservation, upland game bird hunting, dog training, and wildlife habitat establishment and restoration.

In addition, Buddy joined members of the Governor's Office of Economic Development in attending the 2007 SHOT Show in Orlando. This is the largest event of the year for the shooting, hunting and outdoor industry. While at the show, Buddy met with key media to pitch South Dakota as an excellent outdoor destination. Meetings included outlets such as Field & Stream, the National Rifle Association, Heartland USA and Upland Almanac.

GREAT EVENTS

As you know, South Dakota has several wonderful community events. The Great Events campaign was created as a marketing tool to promote these events and increase visitation across the state. The program features four events selected by the Office of Tourism based upon certain criteria. The Great Events campaign allows Tourism to promote events to audiences across the country.

Tabor's Czech Days, June 14-16

Mitchell's Corn Palace Stampede Rodeo, July 19-22

Aberdeen's Wheels & Wings, August 25-26

Mickelson Trail Trek, September 14-16

FOOD NETWORK GETS A TASTE OF SOUTH DAKOTA

A producer and camera crew from the Food Network show "Emeril Live" filmed ice fishing and two other segments March 12-15. The first segment, set to air in November, features Black Hills trout fishing on Deerfield Lake, with the help of Keith Wintersteen, assistant superintendent at McNenny Fish hatchery. The crew also filmed a segment on pheasant hunting in South Dakota, as well as a segment on the history of Homestake Mine and its possible future use as an underground lab.

NEW POSTER SERIES

During the 2007 Tourism Conference, the Office of Tourism unveiled two new posters being added to their revised poster series. Tourism photographer Chad Coppess turned his lens toward the Badlands and the Missouri River for the new posters, which feature an elegant border suited perfectly for framing. The posters are \$5 each and can be purchased through the Office of Tourism.

FEATURE FILM TO INCLUDE SOUTH DAKOTA

In early May, the crew of National Treasure: Book of Secrets will film at Mount Rushmore, including Mount Rushmore's Hall of Records, the tunnel carved directly behind the memorial itself. The South Dakota Office of Tourism has been working with members of the crew since November, when they hosted location scouts to the area.

SEE SOUTH DAKOTA WEEK

While those of us in the visitor industry think every week should be Tourism Week, we are given one week a year in which the importance of tourism is recognized nationally. This year's See America Week takes place May 14-18. The Office of Tourism will work with CVBs statewide to spread the message of tourism's benefits the following week, May 21-25. Radio promotions, media and trade sales blitzes as well as media interviews are the backbone of this year's campaign, which incorporates the See America theme, "America's Front Door."

TRADE SALES ON THE ROAD

The Office of Tourism teamed up with the Black Hills, Badlands & Lakes Association, the Rapid City CVB and the Watertown CVB to conduct a trade blitz in Denver March 12-15. Tourism officials and partners met with a total of 20 tour operators and travel agencies to increase knowledge about South Dakota and entice folks to make travel plans to the land of Great Faces and Great Places. The group also coordinated a similar blitz in Minneapolis, March 26-29, with additional CVB partners across the state. Tourism's Trade Sales & Marketing team coordinated the events.



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destination
2010

FROM THE DIRECTOR

On the road to 2010, we must follow the signs of success and be aware of the signs of potential road blocks. As a visitor industry, we have overcome some incredible obstacles, from high fuel prices and summer temperatures to a drought that continues to threaten lower water levels. We can be proud of those successes, and continue to build on them in 2007. With the peak season underway, we have several great marketing and promotional efforts planned that will push us toward another year of increased visitor spending. Let's continue to stare obstacles in the face and push past them for another great season, and another great year in South Dakota's visitor industry.

Best wishes for another successful year,



*Billie Jo Waara, Director
South Dakota Office of Tourism*

