

To: Secretary Richard Benda

From: Melissa Bump

Date: 12/08/08

RE: November 2008 - 2010 Summary

Accomplishing the 2010 Initiative will take the Office of Tourism, the visitor industry, and the State of South Dakota to a whole new level. Feedback and suggestions regarding this summary report are encouraged.

GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010

Tourism Office Funding Update:	October 2007	October 2008	% Change
Deadwood Gaming Tax	\$ 298,281	\$ 318,865	6.9%
Tourism Promotion Tax	\$ 621,162	\$ 640,450	3.1%
Total Monthly Deposits	\$ 919,443	\$ 959,315	4.3%
FY 2008 vs. 2009	\$5,068,874	\$5,299,936	4.6%

1A. Change the way we market South Dakota.

- Media Contacts: International journalists who were hosted at the 2008 Roundup, 2005 Hunt, and/or general hostings published stories in the October issue of *Kidweek*; *Quest* and *National Geographic Junior* magazines; *Fuldaer Zeitung* (German newspaper); *Tours Magazine*; *On The Road* magazine; web magazine www.quotidianoviaggi.it; *Gente Viaggi* magazine; and *ARMI & TIRO* magazine.
- Tour operators: During the November trade mission, representatives of the Rocky Mountain International (RMI) marketing consortium met with 108 tour operators and journalists at World Travel Market in London; Visit USA Showcase, Italy; the Benelux Mission; The Netherlands; and the Dutch. New product from Italian tour operators: Hotelplan Italia created two itineraries for the RMI region – one is for 15 nights in Idaho, Montana, Wyoming, and South Dakota; and the other is a 13-night tour through Wyoming, South Dakota, and Montana. They also plan to feature winter packages in the RMI region. Alidays created a seven-day package through South Dakota. Universal Turismo is promoting the RMI region as a wedding/honeymoon destination. Met with 22 domestic tour operators at the National Tour Association (NTA) Convention.

1C. . . . greater use of partnerships and cooperative efforts.

- Million Dollar Challenge Partners: The Governor's Tourism Advisory Board approved six new projects: Four Bands Community Fund/Native Discovery, Eagle Butte; Casey Tibbs Foundation – Casey Tibbs South Dakota Rodeo Center Grand Opening, Fort Pierre; Mitchell's Web Marketing project, Mitchell; Sisseton Promotion Board, Sisseton; The Goss Gallery's King Tut Exhibit, Watertown; and Motongator Joe's Country Music Festival, Madison.
- Giant Step Co-op: There are 38 partners in the 2009 co-op. Ads will be in *Better Homes and Gardens*, *Budget Travel*, *Cookie*, *Family Circle*, *Guideposts*, *Ladies Home Journal*, *Midwest Living*, *Parents*, and *Travel 50 and Beyond* from February through June for a total circulation of 15,562,362.
- Pheasantennial: Hosted the featured event at Cabela's in Mitchell. There were 10 finalists eligible for the dream hunt or a commemorative firearm. Tom Keegan, Salmon, Idaho, was the winner of the dream hunt with Ron Schara; and Stacey Schaffer, Black Hawk, South Dakota, took home the firearm.

1E. Capitalize on the existing outdoors opportunities in our state.

- Media Activity Highlights: Compilation of earned media: November estimated ad value is \$29,996 (circ. 2,524,331); and Fiscal Year 2009 – estimated ad value is \$157,601 (circ. 5,329,402).
- Hostings: Hosted journalists Dennis Schardin to a waterfowl hunt and Wayne VanZwoll to deer hunting and a pheasant hunt.

Media and Public Relations		
	Oct-08	FYTD
Circulation	1,729,605	3,737,740
Earned	\$42,409	\$144,689

Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	79,576	2,280
10/07 % Chng	15.1%	45.2%
FYTD	412,353	11,388
Time On Site	-9.3%	-6.0%
Pages/Visit	-6.9%	-9.0%
Email	Emails Sent	Emails Read
Oct-08	237,992	9.3%
FYTD	973,015	10.2%

Office of Tourism Indicators					
		Oct-08	Oct-07	% Change	% FYTD
Tax	Tourism Tax	\$640,450	\$621,162	3.1%	3.8%
	Gaming Handle	\$97,566,911	\$100,346,971	-2.8%	0.5%
Travel Activity	State Parks	na	349,588	na	
	Natl. Parks	148,278	168,090	-11.9%	
	Traffic Cnts	187,222	188,962	-2.9%	
	Gas Prices	\$3.01	\$2.79	28.2%	
	Overnights	410,251	417,920	-1.8%	
	Occupancy	59.20%	62.20%	-1.2%	
	Avg Rates	\$67.95	\$64.76	4.9%	
Inquiries	Total	10,764	8,633	25%	-6%
	Online	7,825	6,573	19%	-4.5%
	Mail	2,620	1,628	61%	58.3%
	Phone	319	432	-26%	-33.0%

2010 Initiative

Please refer to the website at 2010initiative.com for updates.

Agritourism

Continued working on an online version of an agritourism resource directory.

Cultural Heritage Tourism

Received the cultural and heritage publication, South Dakota: Our Culture and Heritage, which was a collaboration between the South Dakota Arts Council, South Dakota State Historical Society, and Tourism. This piece will be distributed by request and at the Interstate Information Centers. It is also available as a PDF on TravelSD.com.

Media & Public Relations

Fulfilled requests from TravelTidingsUSA.com, Smithsonian Channel, *Reader's Digest* magazine, *Family Circle* magazine, Mitchell Daily Republic, and freelance writer for *AAA Home & Away Magazine*. Interviewed by Mitchell Daily Republic about the Great Service Star Recipients.

Posted press releases: To in-state media (posted to www.MediaSD.com and the State News Web): 2009 Governor's Conference on Tourism: Making the Connection, Primal Quest: Elements of the Past, South Dakota Office of Tourism Announces Great Events for 2009, S.D. Businesses Recognized for Outstanding Customer Service, and New Million Dollar Challenge Partners Announced. In Your Own Backyard releases: "The Barn" Bed and Breakfast, Take the "Plunge" Into a Natural Hot Spring, Free Museum Honoring South Dakotans, and House and Museum bring Deadwood History to Life. Posted two industry releases to MediaSD.com.

Compilation of earned media: November estimated ad value is \$29,996 (circ. 2,524,331); and Fiscal Year 2009 – estimated ad value is \$157,601 (circ. 5,329,402).

Industry Relations

Sent information packets to speakers for the Governor's Conference on Tourism, January 21 & 22. Worked on other details of conference. Coordinated Made in South Dakota jury to choose 18 producers to exhibit at the Tourism Conference; received 27 applications.

Set up initial meetings with coordinators for the five 2009 Great Events.

Attended the annual NBC Travel Expo in Chicago as part of an effort to try a new show each year and make recommendations to the industry; and at this time, we recommend not attending again.

Contacted the South Dakota Canoe Association to set up a meeting for Row the Mo event.

Sent the November eFYI newsletter to 1,252 list members in Tourism's visitor industry database. Topics included New Publications: Culture and Heritage, Snowmobile Trails map; 2009 Governors Conference on Tourism; International Trade Shows; RMI Roundup; NTA Convention; Million Dollar Challenge; Campground Listing Opportunity; Vacation Packages; and September Travel Indicators.

Developed timeline and plan to review partner websites for Black Hills Digital Strategy Million Dollar Challenge project. Discussed and approved a public relations partnership proposal. Met with the Southeast Digital Strategy Group to review proposals for their web project; Click Rain was chosen.

Trade Sales Group Tour/International

Sent Issue 10 of the Travel Professionals E-Newsletter to 155 list members – tour operators, travel agents, and meeting and event planners across the country.

Ordered 4,500 copies of the group tour co-op piece for a mailing to the group tour operators on Tourism's database. The 4-page co-op has 18 partners and was inserted in selected magazines as well.

Sent requested information to Terrell Travel, Texas.

Met with 22 tour operators in pre-scheduled seven minute appointments at the National Tour Association (NTA) Convention in Pittsburgh. Met with additional tour operators during meetings, meals, and networking functions. Coordinated a state caucus during the convention to provide leads to the 21 South Dakota suppliers prior to their appointments. Worked the Destination Pavilion and offered regional and multi-state itinerary suggestions to tour operators for the Mountain West Region: North Dakota, Wyoming, Montana, Idaho, Utah, Colorado, and South Dakota. Attended educational seminars.

Researched and submitted appointment requests (66) for American Bus Association (ABA) Annual Marketplace to be held in Charlotte, North Carolina, January 7-12, 2009.

Faxed insertion order for Group Tour Media Banner Ad. Ad for the Brochure File Folder co-op will include the cover of the 2009/2010 Vacation Guide; brochure is sent to group tour operators in the United States and Canada. Directed AAA in Minneapolis to MediaSD.com for images to display on their advertisements (print and LCD TV/Billboards) for their new Black Hills tour.

Worked on follow-up for the RMI Megafam and sent information to 54 South Dakota supplier hosts

During the November trade mission, held training session for tour operators in London on how to sell the Rocky Mountain International (RMI) region of South Dakota, Wyoming, Montana and Idaho. Met with 65 tour operators and journalists at World Travel Market in London. Met with 23 tour operators and travel agents at the RMI booth at the Visit USA Showcase, Italy. At the Benelux Mission, provided training to 10 tour operator companies and staff in Belgium for 10 tour operator companies and staff in The Netherlands. The four RMI states hosted three Dutch journalists to meetings and dinner.

Product update for Italian overseas tour operators: Hotelplan Italia created two itineraries for the RMI region – one originating in Salt Lake City and finishing in Denver with 15 nights throughout Idaho, Montana, Wyoming, and South Dakota. The other itinerary begins in Denver and includes a 13-night tour through Wyoming, South Dakota, and Montana and finishing in Salt Lake City. They also plan to feature a much larger section of winter packages in the RMI region. Alidays has created a seven-day package through South Dakota, focusing on the Black Hills and snowmobiling. Universal Turismo is promoting the RMI region as a wedding/honeymoon destination, which is quite successful in Italy.

International Press: Journalist Sander Koenen, Benelux, had a story and photos published in the October issue of *Kidsweek* on Big Thunder Goldmine and Dino bones in the Badlands; and he wrote stories for *Quest* and *National Geographic Junior* magazines on dino bones, 2008 Buffalo Roundup. Journalist Walter Kruzer, Germany, published a story in the September issue of *Fuldaer Zeitung* (newspaper) (circ.

59,769; estimated ad value of \$12,331), result of trip this summer. Journalist Dirk Rohrbach, Germany, wrote an article for the September/October issue of *Tours Magazine*, bimonthly publication, Lakota language school on the Pine Ridge Reservation (circ. 24,000; estimated ad value of \$15,442). RMI Italy submitted a story for the September issue of *On The Road*, a monthly magazine, (circ. 10,000; estimated ad value of \$817) "Tatanka are Coming," Buffalo Roundup. An article on the Roundup was picked up for the September web magazine, a weekly newsletter, www.quotidianoviaggi.it, dedicated to tourism, art, events, culture, and shopping (154,000 visitors to the site; estimated ad value of \$289). An article in the September issue of *Gente Viaggi*, monthly travel magazine (circ. 117,139; estimated ad value of \$4,081), focused on bike nights in Sioux Falls. The September issue of *ARMI & TIRO*, monthly magazine dedicated to hunting, (circ. 51,000; estimated ad value of \$57,829) had a four-page story and pheasant photos written by Matteo Brogi, 2005 Governor's Hunt.

Outdoors

Hosted the Pheasantennial featured event at Cabela's in Mitchell. The eight finalists, who were drawn from a pool of nearly 20,000 registrations, were in attendance. There were about 500 people at the Mitchell event who registered for the dream hunt and a commemorative firearm; the two final spots were drawn from this group. Tom Keegan, Salmon, Idaho, was the winner of the dream hunt with Ron Schara; and Stacey Schaffer, Black Hawk, South Dakota, took home the firearm. Other finalists were from Iowa, Wyoming, Minnesota, and Wisconsin. Industry partners also participated with information booths: Pierre CVB, Corn Palace CVB, Aberdeen CVB, and Glacial Lakes & Prairies Tourism.

For the December Pheasants Forever Media Hunt, lined up hunting opportunities on both public and private CRP land. Presentations and forums will be conducted to discuss conservation and CRP.

Hosted journalists Dennis Schardin to a waterfowl hunt and Wayne VanZwoll to deer hunting and a pheasant hunt.

Film Office

Fulfilled requests for seven production guides.

Fulfilled requests for information for an upcoming Roundup article in *P3Update Magazine*; Hollywood Reporter Made In America Issue: online article about filming in South Dakota; *Locations Magazine* Interview on National Treasure: Book of Secrets; *411 Variety Magazine*: information on incentives, staff, website, projects, and filming in South Dakota; Primal Quest Press Releases, media contacts and other related work; and South Dakota Public Broadcasting – The Badlands: Nature's Time Capsule.

Fulfilled video footage requests from Discovery Channel for footage of aerial views of Mount Rushmore National Memorial and Primal Quest for Roundup footage for their website.

Scouted southeast South Dakota for locations photos/sites. Made several photo additions to Reel Scout

Met with several film contacts in the Pine Ridge, Rapid City, Hill City, and Hot Springs areas.

Information Centers

For the year, rented a total of 2,518 Travel CD's at the Information Centers; up from 2007 by 2.07%.

Final top 20 states for visitation at the Information Centers for 2008 were 1. South Dakota, 2. Minnesota, 3. Iowa, 4. Wisconsin, 5. Nebraska, 6. Illinois, 7. Wyoming, 8. Missouri, 9. North Dakota, 10. Michigan, 11. Washington, 12. Ohio, 13. California, 14. Indiana, 15. Florida, 16. Texas, 17. Colorado, 18. Montana, 19. Pennsylvania, 20. Kansas.

Hospitality

Issued 422 new certificates for the Governor's Hospitality program.

Notified the 109 businesses that were approved for the 2009 Great Service Star Program designation; sent list to regional tourism offices. Sent press release to local newspapers. Met with regional tourism directors at board meeting to discuss timing and deadlines on this award for 2009.

Prepared information on 10 finalists for the George S. Mickelson Great Service Award and presented to the Tourism Board for review and selection. Designed a new certificate that will be presented to the finalists, on direction from Governor's Tourism Advisory Board. For the Online Curriculum Development program, 843 have registered and 692 have completed the program; and 111 managers registered.

Tribal Tourism

Attended Tribal Tourism Roundtable meeting and led discussion on changes to upcoming Native American guide. Sent updated work plan to those in attendance as well as to those who were absent.

Photo/Video

Fulfilled requests for photos/slides to State Publishing, Game, Fish and Parks, South Dakota Historic Preservation, Department of Agriculture, South Dakota Heritage Foundation, PEO, Pierre; *South Dakota* magazine, Yankton; Custer Chamber of Commerce; Native Discoveries, Faith; Pioneer Auto Show, Murdo; Black Hills Central Reservations, Deadwood; SCCI, Rapid City; Lawrence & Schiller, Outdoor Campus, Sioux Falls; Glacial Lakes and Prairies Tourism Association, Watertown; High Country Guest Ranch, Hill City; St. Joseph Indian School, Chamberlain; Rand McNally, Illinois; Wild River Press, Washington; *American Lifestyle* magazine, Pennsylvania; and World Travel Guide, United Kingdom.

Donated old slides to State Archives after scanning. Sorted and cataloged raw video and master tapes and sent them to the State Archives. Sent a ¾ inch tape machine to archives.

Video dubs and loans: Sent Rapid City and Sioux Falls video to McQuillen Associates in Aberdeen. Sent Black Hills aerial footage to Tower Productions in Chicago for a Discovery Channel show. Sent Black Hills footage to the Grand Gateway Hotel in Rapid City for a promotional video they are producing.

Edited an image video for use with Wyoming Tourism Department for the Sundance Film Festival.

Spoke to Sioux Falls Camera Club about photography and tourism; promoted summer internship.

Continued to add South Dakota content to websites and forums: added a Badlands hike suggestion and photos to <http://www.hikr.org/tour/post9777.html>, which will potentially be used in a blog gadget that shows "pictures of the day" from the site; two photos to Delta Dental's www.10,000smilesproject.com. Participated in discussions about South Dakota at several "Old West" forums and the American Road Magazine forum. Continued to publish www.dakotagraph.com.

Travel Market Advertising

Finalized and shipped/approved the following: Shoulder Season 2008 – final copy for items for Pheasantennial, hunting CRM email, and Travelsmart. Winter 2008-09 – Deadwood Co-op TV and radio spots, Deadwood Co-op banner ads for bismarcktribune.com and bismanonline.com; Deadwood Winter newspaper ad inserts in Bismarck, Casper, Dickenson, Williston, and Sioux Falls. Peak 2009 – Giant Step 'Crazy Horse Spirit' ad for *Parents* magazine on sale January 13, Giant Step 'Sylvan Lake Retreat' ad for *Better Homes and Gardens* on sale January 20, Sylvan Lake half-page ad for *O* magazine on sale February 13. As part of the Oprah buy, received a 200 word listing on www.vacationfun.com. As part of the 2009 *Trailer Life* directory contract, received our logo, web banner, two photos, and online copy on www.trailerlifedirectory.com.

There are 38 partners in the Giant Step co-op this year. Ads will appear in *Better Homes and Gardens*, *Budget Travel*, *Cookie*, *Family Circle*, *Guideposts*, *Ladies Home Journal*, *Midwest Living*, *Parents*, and *Travel 50 and Beyond* from February through June. The total circulation is 15,562,362 with estimated impressions at 66,675,600.

Sent Travelsmart to 245,555 subscribers; featured stories included South Dakota National and State Parks – Winter, South Dakota Museums, South Dakota Wineries, and Snowmobiling.

Publications

Discussed changes to the Native American guide with various tribal leaders and representatives. Made presentation to Tourism Advisory Board on planned layout of new guide.

Updated the Tourism Assistance Directory (TAD); which will only be available as a PDF on SDVisit.com.

Designed Tourism's pages (p. 1-23 + covers) of the 2009-2010 Vacation Guide. Contacted Department of Transportation about updating the pull-out map that is inserted in the guide. Files are due to the printer by January 16; Black Hills, Badlands & Lakes arranges the printing for the five partners.

World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,246 entries; and 58 vacation packages are listed for 19 cities/locations. Registered seven new hot deals during the month. From October 30 through November 24, 30 e-postcards were sent by consumers. The Travel Community site has 422 active photos, seven videos, and 16 diary entries.

Added a graphic of the new 2008-09 Snowmobile Trails Map cover to the request page on TravelSD.com as well as a graphic of the cover of the new "Our Culture & Heritage" publication along with a full PDF.

Created a homepage and individual pages for the five events in the 2009 Great Events campaign; will go live when each event has created a marketing plan.

Research

Participated in several website usability testing sessions; and findings and recommendations will be reviewed by Tourism.

Logo Usage

Fulfilled Logo/Photo requests: Logo to Carola Kolmann, RMI; script to Karen Witt, Watertown CVB, and Jim Myer, Quarq Inc. in Spearfish; and Pheasantennial logo to Kris Olson and to Western's Gifts & Apparel in Rapid City.

Governor's Tourism Advisory Board

The Tourism Board met in Mitchell and approved six new projects from nine applications submitted: Four Bands Community Fund/Native Discovery for three new markets, Eagle Butte; Casey Tibbs Foundation – Casey Tibbs South Dakota Rodeo Center Grand Opening August 14-16, Fort Pierre; Mitchell's Web Marketing project to attract visitors to the city's site using the Corn Palace as the brand, Mitchell; Sisseton Promotion Board's project to promote the area, Sisseton; The Goss Gallery's King Tut Exhibit, November 2008 through September 2009, Watertown; and Motongator Joe's Country Music Festival, June 26-28, Madison.

Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Completed follow-up and participated in wrap-up meetings with recommendations for 2009 events.

Great Events

Hill City Western Heritage Festival, Hill City – September 20-21: Sent evaluation forms to the event organizers; will compile comments.

Great Events for 2009

Redlin Art Center's Annual Summer Celebration, Watertown; South Dakota Walleye Classic, Akaska; South Dakota Festival of Books, Deadwood; Media One Funski, Sioux Falls; and Outdoor Expo, Huron.