

To: Secretary Richard Benda

From: Melissa Bump

Date: 01/08/08

RE: December 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:	November 2007	November 2008	% Change
Deadwood Gaming Tax	\$ 292,724	\$ 284,250	-2.9%
Tourism Promotion Tax	\$ 437,768	\$ 382,125	-12.7%
<b>Total Monthly Deposits</b>	<b>\$ 730,492</b>	<b>\$ 666,375</b>	<b>-8.8%</b>
<b>FY 2008 vs. 2009</b>	<b>\$5,799,366</b>	<b>\$5,966,311</b>	<b>2.9%</b>

**1A. Change the way we market South Dakota.**

- Media Contacts: Media hostings and other contacts netted 61 stories in December on the radio and TV and in print.

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

- Million Dollar Challenge: Office was notified that Primal Quest (PQ) representative and Million Dollar Challenge PQ official have chosen the South Dakota race team that will get their application fee for the race waived. Team South Dakota consists of Paulette Kirby, Lisa Gustin, and Gary Haven from Rapid City and Dan Jensen from Sioux Falls. The local FOX news station has committed to covering the team.

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

- Media Activity Highlights: Compilation of earned media: December estimated ad value is \$24,223 (circ. 1,013,030); and Fiscal Year 2009 estimated ad value is \$181,825 (circ. 6,342,432).
- Hostings: Hosted Paul Smith, Milwaukee Journal Sentinel; Billy Hildebrand, KFAN-AM1130; Tim Eisele, freelance writer & photographer; Dave Carlson and Dave Roll, Northland Adventures; Chris Niskanen, Saint Paul Pioneer Press; Tim Spielman, Outdoor News; Lee Fahrney, The Monroe Times; David Hendee, Omaha World Herald; Jerry Thoms, freelancer; Megan Parker, The Country Today; Bob St. Pierre, Anthony Hauck, Dave Nomsen, and Ben Bigalke, Pheasants Forever; and Mark Kayser, Americana Outdoors TV.

Media and Public Relations		
	Nov-08	FYTD
Circulation	4,823,706	8,561,446
Earned	\$192,083	\$336,772

Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	76,316	1,802
11/07 % Chng	13.1%	1.7%
FYTD	488,669	13,190
Time On Site	-8.4%	-3.0%
Pages/Visit	-5.0%	-6.7%
Email	Emails Sent	Emails Read
Nov-08	246,814	9.6%
FYTD	1,219,810	10.1%

Office of Tourism Indicators					
		Nov-08	Nov-07	% Change	% FYTD
Tax	<b>Tourism Tax</b>	\$382,126	\$437,768	-12.7%	1.4%
	<b>Gaming Handle</b>	\$72,281,883	\$79,997,669	-9.6%	-1.1%
Travel Activity	State Parks	na	187,370	na	
	Natl. Parks	53,227	64,639	-17.7%	
	Traffic Cnts	na	na	na	
	Gas Prices	\$2.10	\$3.06	-31.5%	
	Overnights	295,478	316,304	-6.6%	
	Occupancy	46.60%	51.10%	-8.9%	
	Avg Rates	\$64.17	\$62.64	2.4%	
Inquiries	<b>Total</b>	<b>5,460</b>	<b>7,261</b>	<b>-25%</b>	<b>-4%</b>
	Online	4,299	6,569	-35%	7.3%
	Mail	917	401	129%	80.7%
	Phone	244	291	-16%	-27.2%

### 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates.

### Agritourism

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

Wrote and developed a presentation for the annual Grow Spink banquet in Frankfort.

### Cultural Heritage Tourism

Received the cultural and heritage publication, *South Dakota: Our Culture and Heritage*, a collaboration with the South Dakota Arts Council, South Dakota State Historical Society, and Tourism. This piece will be distributed by the three agencies, by special request, and at the Interstate Information Centers. It is also available as a PDF on [TravelSD.com](http://TravelSD.com).

### Media & Public Relations

Fulfilled requests from the Argus Leader, Mitchell Daily Republic, KJAM-AM/FM, KOTA-AM, *Fedgazette* magazine, KSFY-TV, and several inquiries from MediaSD.com. Interviewed by KOTA-AM about the Southeast Web Marketing Partnership, a Million Dollar Challenge project. Wrote a 400-word article for the Arts Alive newsletter regarding the new culture and heritage publication.

Updated the "Recent News" section of the Travel South Dakota Facebook group.

Media hostings and other contacts netted 31 stories on the radio and TV and in print on a variety of topics.

Notified the 2009 Million Dollar Challenge recipients that, as part of their partnership, they may send information to the Media/Public Relations team for assistance in drafting and distributing a press release about their project.

Press Releases – To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): South Dakota Pheasantennial Event a Success, What is Adventure Racing?, and Web Marketing Partnership to Promote Southeast Region. Posted five industry releases to MediaSD. In Your Own Backyard releases: Christmas at the Capitol and Frontier Christmas. The In Your Own Backyard press release series is now complete. A new series will begin January 7 and focus on some of South Dakota's historical markers.

Media Activity Highlights: Compilation of earned media: December estimated ad value is \$24,223 (circ. 1,013,030); and Fiscal Year 2009 estimated ad value is \$181,825 (circ. 6,342,432).

Presented overview of Office of Tourism efforts at each of three 2010 Initiative meetings, which were held on the campuses of South Dakota State University, South Dakota School of Mines & Technology, and The University of South Dakota.

Designed a 4-page, 2-color piece to announce the fee-based Multimedia Press Release Co-op. Information will be mailed to Tourism's visitor industry database after the Tourism Conference.

Drafted an itinerary for the spring fam and worked with Creative on a Save the Date E-card.

Was notified that Primal Quest (PQ) representative and Million Dollar Challenge PQ official have chosen the South Dakota race team to get their application fee waived. Team South Dakota consists of Paulette Kirby, Lisa Gustin, and Gary Haven from Rapid City and Dan Jensen from Sioux Falls. The local FOX news station has committed to covering the team.

### Industry Relations

Sent e-FYI industry newsletter to 2,447 industry contacts on Tourism's database. Topics included Multimedia Press Release Co-op Opportunity, Information Center Brochure Program, Free Wage and Labor Seminar, International Trade Shows, RMI Roundup, 2009 Governor's Conference on Tourism, Million Dollar Challenge, and Social and Economic Indicators.

Continued working on details for the Governor's Conference on Tourism, January 21-22. Coordinated Made in South Dakota juried exhibit and choose 19 producers to exhibit; received 28 applications. Information on the conference and registration is available on SDVisit.com.

Notified organizers of the Kansas City travel show that Tourism would not be able to attend. Contacted regional tourism directors to see if one of them could take our place at that show.

Sent an email to regions and CVBs to ask them for dates of any meetings or events they would like the VIR team to attend in 2009. Will meet with the Association of CVBs in January and discuss the See America/South Dakota Week schedule for May 9-17.

### Trade Sales Group Tour/International

Sent Issue 11 of the Travel Professionals E-Newsletter to 159 list members – tour operators, travel agents, and meeting and event planners across the country. Plan to place 2008-2009 group tour co-op ad on the Travel Professionals website. Sent email blast to 1,800 tour operators and 551 travel agents on our database to encourage them to sign-up for this monthly e-Newsletter.

Sent email to all CVBs and Chambers about the opportunity to post listings on eventective.com.

Sent requested information to Westlake Tours, Pennsylvania. Provided tour ideas for Native American tourism to Shebby Lee Tours, South Dakota. Sent Group Tour Planning Guide and Meeting/Convention Planner's Guide to a corporate meeting planner for Schwans Foods in Minnesota. Sent materials to travel agent/tour operator in North Dakota

Received American Bus Association (ABA) Marketplace appointments and made additional requests. Sent a list of appointments, a delegate list, and general information to South Dakota delegates who will be attending ABA in January in Charlotte, North Carolina. Developed profile sheet of South Dakota to distribute to tour operators.

Partners with Tourism for TIA Pow Wow in the spring include Rapid City CVB, Hospitality Central, Durst Investments, Regency Management, and Crazy Horse Memorial.

Contacted Rocky Mountain International (RMI) regarding overseas consumer fulfillment possibilities as well as the RMI partner states about how they fulfill their overseas consumer requests. Shipped vacation publications to Reiseliv Trade Show in Oslo, Norway, and the VUSA Sweden Trade show in Stockholm. These shows are coordinated by RMI and will be attended by North Dakota, Montana, and Idaho; they will distribute South Dakota materials. Shipped vacation publications to Bergen, Norway, for the Nordmann-Reiser consumer show in January. An overseas RMI representative plans to attend and give a 30-minute presentation on the RMI region. Shipped materials to Finland for the Matka Nordic Travel Fair 2009, one of the largest travel shows in Scandinavia.

Provided 50-word description on South Dakota for destination listing for International Tourism Bourse (Exhibition) (ITB), Germany.

Approved ad copy for *America Journal*, Germany. An article on bison by Margit Brinke & Peter Kranzle will run with the ad.

Worked on gathering international press clips/articles with circulations and ad values into a report. Will post online when report is complete and notify South Dakota suppliers.

### Outdoors

Hosted 11 writers and four representations from Pheasants Forever at the December Writers Hunt. Besides hunting, the group participated in forums on conservation and the future of pheasant hunting plus what pheasant hunting means to South Dakota's economy. Writers included Paul Smith, Milwaukee Journal Sentinel; Billy Hildebrand, KFAN-AM1130; Tim Eisele, freelance writer & photographer; Dave Carlson and Dave Roll, Northland Adventures; Chris Niskanen, Saint Paul Pioneer Press; Tim Spielman, Outdoor News; Lee Fahrney, The Monroe Times; David Hendee, Omaha World Herald; Jerry Thoms, freelancer; Megan Parker, The Country Today; Bob St. Pierre, Anthony Hauck, Dave Nomsen, and Ben Bigalke, Pheasants Forever; and Mark Kayser, Americana Outdoors TV.

The December Writers Hunt garnered 11 stories posted in December along with 19 other hits/stories from other hostings that included for goose hunts, waterfowl hunts, pheasant hunts, and general hunting information on radio and TV and in print.

Sent outdoors story on Ice fishing to database of 1,400 outdoors editors and writers. Working on an ice fishing fam in February near Mobridge.

### Film Office

Fulfilled 19 requests for information. Distributed 38 film production guides, many of which were sent in a packet with additional information to new legislators.

Posted information on America's Got Talent Casting Call. Submitted information to a production company seeking demolition projects. Submitted a draft itinerary on South Dakota to Jim Bob Duggar and his family with information to be submitted later to the Discovery Channel for a possible show.

Registered for an online Film Fundamentals course through the Association of Film Commissioners International (AFCI). Satisfactory completion of the course is required to retain a full AFCI membership.

### Information Centers

Mailed letter to all 2008 brochure program participants explaining how the process will continue in 2009. Mailed letter to the remaining contacts in the database about the publications program and criteria in order to display/distribute at the Information Centers. Continued to review and approve brochures for display.

Have decided that there will not be an Information Center fam due to budget constraints.

### Hospitality

For 2008, approved 1,037 Governor's Hospitality Certificates, 193 seals, and 21 lapel pins.

For the Great Service Star Program, ordered plaques for new recipients and year tabs for those who already have plaques. Will accept applications for this program until January 31.

Received approval on the Tourism Advisory Board's George S. Mickelson Great Service Award recommendations. Ordered two Mickelson Award plaques. Designed a new certificate to be presented to the ten Mickelson Award finalists.

Verified that co-op money is available for the spring hospitality training program. Drafted letter of notification on this co-op opportunity for a mailing in January to CVBs, chambers, regional tourism associations, and small business development corporations.

Current numbers for the Online Customer Service Training include 886 registered with 732 who've completed the course and 116 managers have registered.

### Tribal Tourism

Worked on details for the Tribal Tourism issue forum for the Tourism Conference.

Worked on developing the agenda for the Tribal Tourism Roundtable discussion, which will be Friday morning, January 23, after the Tourism Conference.

### Photo/Video

Fulfilled requests for photos/slides to State Publishing, Pierre CVB, Department of Game, Fish and Parks, S.D. Department of Agriculture, Merriman Printing, Eagle Creek, Pierre; U.S. Department of Agriculture, Pierre and Sioux Falls; Media One, Argus Leader, Outdoor Campus, Sioux Falls; Lawrence and Schiller, Sioux Falls and Deadwood; Deadwood Chamber & Visitors Bureau; Czech Days Committee, Tabor; Cedar Shore Resort, Chamberlain; Sisseton Chamber of Commerce; Best Western Golden Spike Inn & Suites, Hill City; South Dakota Public TV, Vermillion; *South Dakota* magazine, Yankton; Rapid City Journal and Rapid City Regional Health; Kavanagh Media Research, Colorado; Ozark Mountain Novelties, Missouri; and Rallo Travel & Lifestyle, Italy.

Working with video game developer to create a South Dakota-themed race track for a car racing video game. Will include images of the Black Hills and Mount Rushmore as well as other South Dakota scenery.

Video dubs and loans: Sent flag video to Lawrence and Schiller. Sent Black Hills and stock footage to IMG Media in New York for use in the Rapid City skating show they are producing with NBC. Sent crop and field video to North American Hunter productions for South Dakota hunting videos they are producing. Sent video of the Buffalo Roundup to the producers of Primal Quest to use on their website.

Edited and compressed video of the geese at Capitol Lake, the Buffalo Roundup and the Capitol Christmas display and added them to the YouTube channel. Added a pheasant hunting TV spot to the channel.

### Travel Market Advertising

Finalized and shipped the following for Winter/Deadwood Co-op – TV and radio spots; banner ads for bismarcktribune.com and bismanonline.com; winter snow alert email template; FSI inserts January 4 in Bismarck, Williston, and Dickenson newspapers; and weekly newspaper ads inserted in Bismarck, Casper, Dickenson, Williston, and Sioux Falls. Peak 2009 for Giant Step with following themes, issues, and sale dates: March issues – Rushmore ad for *Guideposts* (1-page ad) on sale February 18; rest are 6-page spreads: March issues – Rushmore ad for *Parents* magazine on sale February 17, Black Hills ad for *Family Circle* on sale February 10, Black Hills ad for *Midwest Living* on sale March 3, and Missouri River ad for *Ladies Home Journal* on sale February 10; and April issues – Sylvan Lake ad for *Ladies Home Journal* on sale March 10, Missouri River ad for *Family Circle* on sale March 24, Rushmore ad for Better Homes & Gardens on sale March 17. Also for Peak: KOA Directory ad and Web banner plus Vacation Brochure File Folder ad.

Drafted copy for 2009 Great Getaways registration flyer for mailing after the Tourism Conference.

Sent the January issue of Travelsmart in December to 244,693 subscribers. It featured South Dakota State Parks – Winter, Head for the Hills Sweepstakes, South Dakota Native American History, and Indoor Waterparks

### Publications

Completed the Tourism Assistance Directory for placement on SDVisit; there will be no hard copies.

An updated Greenhorn's Guide to Archaeology & Paleontology will only be available as a PDF as well, and it will be placed on both TravelSD and SDVisit by May.

Continued working on Tourism's pages (pp. 1-23 plus covers) of the 2009-2010 Vacation Guide. Working with Department of Transportation and Dalaware Publishing on the map insert. Final files are due to the printer by January 16. Black Hills, Badlands & Lakes oversees the printing and gathers and organizes information from the five partners – the four regions and the Office of Tourism.

#### World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,249 entries; and 26 vacation packages are listed for 11 cities/locations. Registered two new hot deals during the month. From November 25 through December 25, 26 e-postcards were sent by consumers. The Travel Community site has 424 active photos, eight videos, and 18 diary entries.

Added "group friendly" and "pet friendly" search functionality to the main Travel Directory search page. As of December 11, there are 200 "group friendly" businesses. Will continue to update additional listings as information is received.

Updated the "Winter Activities" page under Things to Do to include the current *Romancing the Snow* publication as well as the Deer Mountain name-change to Mystic Miner Ski Resort at Deer Mountain.

Worked with Bureau of Telecommunications and ad agency to set up the m.travelsd.com subdomain, which went live on December 29, 2008. It includes an automatic redirect from www.TravelSD.com upon detection of a mobile device.

Submitted write-up on spring hospitality training matching dollars for placement on the hospitality section of SDVisit.com.

#### Research

Working with Global Insights to produce a Tourism Satellite Account, which will give detailed information on the impact tourism has on many South Dakota industry members and the state as a whole.

Working on a survey about niche publications to determine their value to consumers. We plan to gain insight about what consumers find useful and what they expect to find in the publications.

#### Great Events for 2009

Outdoor Expo, Huron – June 13-14: Attended an initial meeting with event organizer to discuss the program and a marketing plan.

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Will attend the first meeting when notified.

South Dakota Walleye Classic, Akaska – August 10-15: Attended a meeting with the committee to discuss a marketing plan and responsibilities of both the committee and the Office of Tourism: design assistance, print materials, and ads.

South Dakota Festival of Books, Deadwood – September 25-27: Will attend a meeting when notified.

Media One Funski, Sioux Falls – January 2010: Will attend the January 2009 event.