

To: Secretary Richard Benda

From: Melissa Bump

Date: 08/08/08

RE: August 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**

<b>Tourism Office Funding Update:</b>	June 2007	June 2008	% Change
Deadwood Gaming Tax	\$266,380	\$292,214	9.7%
Tourism Promotion Tax	\$332,987	\$359,969	8.1%
<b>Total Monthly Deposits</b>	<b>\$599,367</b>	<b>\$652,183</b>	<b>8.8%</b>
<b>FY 2008 vs. 2009</b>	<b>\$599,367</b>	<b>\$652,183</b>	<b>8.8%</b>
<b>Tourism Office Funding Update:</b>	July 2007	July 2008	% Change
Deadwood Gaming Tax	\$265,082	\$273,628	3.2%
Tourism Promotion Tax	\$726,626	\$740,171	1.9%
<b>Total Monthly Deposits</b>	<b>\$991,708</b>	<b>\$1,013,799</b>	<b>2.2%</b>
<b>FY 2008 vs. 2009</b>	<b>\$1,591,075</b>	<b>\$1,665,982</b>	<b>4.7%</b>

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

- Media Contacts: Worked with Pheasants Forever on a media hunt from December 1 - 4. Have gotten RSVPs from writers with the Milwaukee Journal Sentinel, KFAN AM 1130, Madison State Journal, Northland Adventures TV, and Detroit Free Press.

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

- Trade Sales Blitz: Contacted South Dakota tourism associations and CVBs regarding participation in a Canadian Trade Blitz in the cities of Winnipeg, Regina, and Saskatoon, October 13-17.
- Great Getaways Co-op: Created a full-color 16-page piece with 36 partners; 521,000 pieces are being printed and shipped to newspapers for insertions beginning September 7 in selected newspapers in Colorado, Wyoming, Nebraska, Iowa, Minnesota, and South Dakota.

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

- Media Activity Highlights: Compilation of earned media: August estimated ad value is \$2,406 (circ. 71,182); and Fiscal Year 2009 – estimated ad value of \$78,951 (circ. 691,298).
- Hostings: Journalist Lon Lauber on a pronghorn hunt for Bowhunting TV and *Bowhunter* Magazine.

Media and Public Relations		
	Jul-08	FYTD
Circulation	350,492	350,492
Earned	\$8,980	\$8,980
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	138,650	3,651
7/07 % Chng	31.5%	22.0%
FYTD	138,650	3,651
Time On Site	-16.8%	-2.2%
Pages/Visit	-21.7%	-3.3%
Email	Emails Sent	Emails Read
Jun-08	245,106	10.7%
FYTD	245,106	10.7%

Office of Tourism Indicators					
		Jul-08	Jul-07	% Change	% FYTD
Tax	<b>Tourism Tax</b>	\$74,615,970	\$73,383,951	1.7%	1.7%
	<b>Gaming Handle</b>	\$110,345,038	\$108,837,534	1.4%	1.4%
Travel Activity	State Parks	1,306,591	1,305,095	-0.10%	
	Natl. Parks	909,290	797,175	-12.30%	
	Traffic Cnts	189,458	180,312	-4.80%	
	Gas Prices	\$2.95	\$4.00	35.8%	
	Overnights	540,883	544,176	0.6%	
	Occupancy	80.30%	78.20%	-2.6%	
	Avg Rates	80.87%	86.50%	7.0%	
	<b>Total</b>	<b>12,851</b>	<b>15,414</b>	<b>-17%</b>	<b>-17%</b>
Inquiries	Online	10,578	12,992	-18.6%	-18.6%
	Mail	1,315	934	40.8%	-40.8%
	Phone	958	1,488	-35.6%	-35.8%

### 2010 Initiative

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

### Agritourism

Sent agritourism information to contact in Deadwood and to three individuals interested in starting an agritourism business. Spoke with Martyn Beeny, Cultural Heritage Center, about the South Dakota wine trail booklet.

### Media & Public Relations

Compilation of earned media: August estimated ad value is \$2,406 (circ. 71,182); and Fiscal Year 2009 – estimated ad value of \$78,951 (circ. 691,298).

Submitted a list of offbeat attractions in the Huron and Mitchell areas for a travel story. Submitted information to a writer with Time.com for a travel piece called Authentic America. Provided photos and edited a South Dakota travel section for Travel Meredith.

Press releases: To in-state media (posted to MediaSD.com and the State News Web): Governor Proclaims August 4 KISS Rock and Roll Day, Annual Tourism Award Nominations Due September 2, and Marketing Efforts Underway for Fall Season. In Your Own Backyard series included: Geddes' Trapping a Piece of the Past, Redfield's Bull Ridin' and Barn Dacin', Sturgis Mustang Rally, Faith's One More Week to see Sue in South Dakota, and South Dakota Walleye Classic (Million Dollar Challenge). Posted three industry releases to MediaSD.com.

Fulfilled requests from *PR Week* magazine, Federal Reserve Bank in Minneapolis, USA Today, *Midwest Living* magazine, and numerous inquiries from MediaSD. Interviewed with South Dakota Public Broadcasting (Tourism numbers/international visitors/travel close to home), Federal Reserve Bank in Minneapolis (Tourism numbers so far), and USA Today (SD's filming history). Presented 2008 and 2009 public relations efforts to the Black Hills Digital Strategy Group.

Media efforts for the Buffalo Roundup are planned at two levels: at one level, we worked with Craig Pugsley at Custer State Park to send invitations to media for the public area – in-state and regional journalists have been invited to a special media viewing area at the Buffalo Roundup. The other part of the media efforts involved invitations for the Buffalo Roundup fam. Contacted Universal to discuss tracking capabilities for the Buffalo Roundup satellite feed. Began working on the satellite feed email(s) that will again be sent through Vocus regarding satellite coordinates, times, etc. of the Roundup itself.

Completed internship evaluation forms for Bureau of Personnel and South Dakota State University.

Finalized preparations for the Travel Media Showcase to be held in Kansas City in September.

Attended Educational Seminar for Tourism Officials (ESTO) Conference in Florida. Attended sessions geared toward public relations professionals. Other attendees from Tourism focused on their areas of management and other tracts related to specific marketing.

### Industry Relations

Worked on database for Tourism Conference mailer specific to sponsorships and booths; mailer will be sent the first week in September. Drafted contracts for seven speakers for the conference.

Completed arrangements and set up Tourism's booth at the State Fair. Organized Tourism staff and travel counselors from the Interstate Information Centers to staff the booth.

Met with Doug Coughlin, South Dakota Highway Patrol, regarding a seven-state meeting of highway patrol chiefs being hosted in Rapid City in October.

Worked with the following Million Dollar Challenge projects: Rapid City Summer on 7<sup>th</sup>, Aberdeen Wheels and Wings, and the South Dakota Film Festival.

Researched kayak racing for a possible upper Missouri River event, "Row the Mo." Contacted race directors in Kansas and Massachusetts about marathon kayak races.

Sent Tourism's eFYI to a list of 1,359 visitor industry subscribers. Topics included Tourism Conference Sponsorships, Tourism Awards Nominations, Shoulder Season, Vacation Packages, Trade Sales Job Opening, 2009 Great Events, Pheasantennial, and Great Service Star.

#### Trade Sales Group Tour/International

Received final partner approvals for the four-color, four-page 2008 Group Tour Co-op ad. Sent ad insert to *Bus Tours Magazine* on August 1 and *Courier* on August 12. Will send to *Destinations* on October 6, *Bank Travel Management* magazine on October 20, and *Group Tour Magazine* on November 1. Total circulation is 42,355. Will order an overprint of 4,500 extra inserts for a mailing in January to tour operators in our database. Sent information/events to *Destinations* magazine for an article.

Fulfilled requests for 525 Vacation Guides from AAA /CAA offices in California, Colorado, Indiana, Minnesota, North Dakota, and Texas, plus Manitoba.

Sent Issue 8 edition of the Travel Professionals E-Newsletter to 149 list members – tour operators, travel agents, and meeting and event planners.

Sent requested information to Jacobsen Travel, Arkansas; and Time Tours, Travelers Motor Club, Oklahoma.

Completed follow-up for Travel Alliance Partners (TAP) Show to 22 tour operators who requested additional information.

Will attend National Tour Association (NTA) marketplace in Pittsburgh in November. Reserved space in the Destination Pavilion for the South Dakota delegation. Sent Pre-Convention Caucus invitation to 75 South Dakota NTA/ABA (American Bus Association) members to be held in Pierre on September 10 with a first-timers session in the morning and the general meeting in the afternoon.

Contacted South Dakota tourism associations and Convention & Visitors Bureaus regarding participation in a Canadian Trade Blitz in the cities of Winnipeg, Regina, and Saskatoon from October 13-17.

Mailed Buffalo Roundup invitation to 50 international journalists and tour operators. Drafted preliminary itinerary and pre-Buffalo Roundup press trip. Notified Custer State Park officials that RTL, a German TV crew, has requested press passes for the Buffalo Roundup.

Met with journalist Luigi di Fronzo, Italy, at Mount Rushmore National Memorial. Met Annalisa Mereghetti, representative for the RMI Italian office, in the Black Hills while she was here for her vacation and an educational tour. After returning home, she posted vacation pictures on the Italian motorcycle blog website which included South Dakota and RMI websites. They reported receiving 600 hits in five days: <http://www.bavatotale.it/South-Dakota%202008.htm>.

New South Dakota DVD, with highlights of each of the four tourism regions, will be added to the program for the Scandinavian Mission, August 30-September 5, in Denmark and Sweden. Other participants include Rocky Mountain International (RMI) staff and tourism officials from North Dakota, Montana, Idaho, and Wyoming.

Wrote a Black Hills itinerary and sent to the RMI United Kingdom office for distribution to tour operators.

Sent contact information/credentials to Poul Hedemann, Denmark, for his press trip to the Black Hills in September. Worked on arrangements and itinerary for September for journalist Stephanie Rafanelli, United Kingdom, who writes for The Guardian newspaper. The main focus of her articles will be Native American culture and buffalo.

### Outdoors

Worked with Pheasants Forever, Casey Weismantel from Aberdeen, and the Glacial Lakes & Prairies Tourism Association for a writers' hunt from December 1-4. Have gotten RSVPs from Paul Smith, Milwaukee Journal Sentinel; Billy Hildebrand, KFAN AM 1130, Minneapolis; Tim Eisele, Madison State Journal; Dave Carlson, Northland Adventures TV; and Eric Sharp, Detroit Free Press. Plan to promote late season hunting and conservation.

Helped organized aspects of the Professional Outdoor Media Conference (POMA) that was held in Sioux Falls, July 30-August 2.

Continued working on details for Pheasantennial – direct mail, press conference, November 15 event, venue, prize registrations and locations, and website.

Currently registered and have stories on Wordpress.com.

Pitched August's story on the Pheasantennial and the online version of the Great Lakes Birding Guide to 1,400 outdoors writers and editors.

Hosted journalist Lon E. Lauber to a pronghorn hunt for Bowhunting TV and *Bowhunter Magazine*.

Worked on upcoming hostings for Gordy Krahn, North American Hunter, September grouse hunt; Dave Carlson, Northland Adventures TV, October pronghorn hunt; Don Steese, Jeff Frischkorn, and Tom Carpenter, pheasant hunt; Ron Schara, Pheasants Forever TV, Pheasantennial Show; Dennis Schardin, waterfowl hunt; and Wayne Vanderwoll, deer hunt.

### Film Office

Updated several location listings on the Reel Scout Website.

Fulfilled requests for eight Film Production Guides via mail and handouts, plus five requests for Tax Refund Information.

Submitted print ads to *DGA* and *PGA*, *Indie Slate*, and *P3 Update*, which includes space on their websites.

Fulfilled requests/film inquiries to a professor at SDSU; drafted letter for The Cobert Report for Canton, South Dakota; assisted Aberdeen woman with screening location for her New York City film; sent press release on the First Night Sioux Falls event – Resolution Film Project; Fusion Productions about filming in Rapid City area August 24-26 as well as contacts; Holy Road for filming and incentives; Discovery Channel – permitting in the Black Hills; *More Magazine* on photo assistants and permitting; Oregon Public Broadcasting for their new PBS series, "Time Team America," slated for national broadcast on PBS in 2009; and Stick Figure Productions for a documentary series on the family farm.

For the South Dakota Film Festival, distributed film festival posters in Rapid City and Pierre, submitted an ad to be placed on the backside of the festival program, and worked on film footage presentation as part of Tourism's sponsorship. Made contacts with in-state media for interviews with festival organizers: WNAX, Yankton; KMSD, Milbank; KSDR, Watertown; SDBP, Vermillion; and KELO AM and KSFY TV, Sioux Falls.

Attended the Artist Ride near Wall; met with key in-state film industry folks who are mostly interested in filming westerns in the state. They provided good advice while offering up their knowledge and services to the film office. Toured Rusty Lytle's Ranch where Custer's Last Stand was filmed. Toured Highway 44 outside of the Badlands to view the open railroad bed.

Scouted locations in the Rapid City and Black Hills areas with the directors of a reality show and representatives from Rapid City and the Rapid City CVB. The show is an environmentally friendly, ten-day, 600-mile adventure race that includes teams of four people who battle nature and time in a variety of disciplines that include trekking, mountain biking, trail running, swimming, paddling, climbing, rappelling, orienteering, and spelunking, to name a few. Will continue to work with the race organizers and will contact in-state people on access and permitting, as needed.

### Information Centers

Compiled car count at the Information Centers for the month of August; the overall count was down from 2007 by 9.1%; Canadian visitation was up 0.5%; and for all other international visitors, it was up 2.7%. Of the 146 motorcoaches/buses that stopped, 22 were international.

Centers closing on September 20 include New Effington, Wilmot, Salem, Vivian, Wasta, and Tilford; those closing on October 31 include Valley Springs, Vermillion, Chamberlain, and Spearfish.

For August, use of Travel CDs at the Information Centers was down over August 2007 by 8.2%.

### Hospitality

Reviewed nominations for Governor's Certificates for outstanding hospitality and issued 179 new certificates, 18 gold seals, and five lapel pins. Year-to-date numbers for each level include: 502 certificates, 29 gold seals, and five lapel pins.

Completed updates to the Great Service Star Program forms and mailed them to 2,600 contacts in the visitor industry database; application deadline is October 3.

Black Hills State University reported that the Online Curriculum Development program had 708 people registered with 570 completing the curriculum.

### Tribal Tourism

The October roundtable will be in Pierre and the agenda will include medial training.

### Photo/Video

Fulfilled requests for photos/slides to State Publishing, Department of Education, Department of Agriculture, Department of Social Services, Department of Game, Fish and Parks, *River Life* magazine, Pierre; Williams & Associates Architects, Spearfish; Southeast South Dakota Tourism, *South Dakota* magazine, Yankton; Four Mile Old West Town, Custer; Strawbale Winery, Renner; Augustana College, Sioux Falls Argus Leader, Media One, Regency Management, Sioux Falls; Rapid City Regional Hospital, Red Canyon Company, Rapid City; River City Racin', Chamberlain/Oacoma; TDG Communications, Deadwood; Mid-America Credit Union, Sundog Advertising, North Dakota; Meredith Travel, Iowa; KISSAsylum.com; KISSMaskWebzine.blogspot.com; KISSOnline.com, KNAC radio, McGhee Entertainment, California; YouMaga Magazine, Washington; Pueblo Chieftain, Colorado; National Cowboy Hall of Fame, Oklahoma; and WKHY radio, Indiana.

Conceived and coordinated Governor's proclamation of "KISS Rock and Roll Day in South Dakota" in conjunction with rock band KISS concert during the Sturgis Motorcycle Rally. Attended and photographed concert and presentation to band by Governor Rounds and Sturgis Mayor Maury LaRue. Media coverage included MTV in Italy; TV in Florida; radio in California, Indiana, Illinois, and North Carolina; plus websites in Brazil, Sweden, Finland, Germany, Italy, France, Mexico, and Canada as well as statewide.

Fulfilled requests for video: Sent stock footage to Voice of America in Washington D.C. for their library. Sent pheasant and grassland video to Bowden Productions in Sioux Falls for a recruitment video they are producing for the city of Martin. Sent Black Hills and stock footage to Florentine Films in New York City for work they are doing on a Ken Burns project on the National Parks. Sent wind turbine footage to Family Focus Productions in Sioux Falls for videos they are doing for the PUC. Sent stock footage to the Rapid City Journal for use in online promotions they are producing.

Produced video to be used in multi-media releases on the Black Hills Pow Wow, the Mickelson Trail Trek, and pheasant hunting. Compressed the video and sent to ad agency for the media releases.

Added pheasant hunting, Black Hills Pow Wow, Mickelson Trail Trek, and Fort Pierre bull riding to the South Dakota Youtube Channel. Sent video of Mount Rushmore National Memorial and 3<sup>rd</sup> of July fireworks to TG Productions in Deadwood.

### Travel Market Advertising

Created a four-color, 16-page Great Getaways co-op piece that has 36 partners; 521,000 pieces are being printed and shipped to selected newspapers for insertions beginning September 7 in Colorado, Iowa, Wyoming, Nebraska, Minnesota, and South Dakota.

Finalized and shipped the following for the 2008 Shoulder Season Ad Campaign: Giant Step (1-page) Pheasant hunting ad for *Outdoor Life* on sale September 23; Giant Step (3-page) Deadwood ad for *Ladies Home Journal* on sale October 19; St Paul Go Guide advertorial inserted on August 10; AAA TourBook ad for 2009 edition; South Dakota Tourism newspaper ads in Sioux Falls, Sioux City, Le Mars, Worthington, and Mankato plus a 2x2 B&W newspaper ad in statewide newspapers for a two week run; Deadwood Co-op newspaper ads in Sioux Falls, Casper, Cheyenne, and Denver; Rapid City Co-op newspaper ads in Sioux Falls, Chicago, and Minneapolis; Custer State Park Co-op newspaper ads in Fort Collins and Greeley; Deadwood FSI inserts on September 5 in Denver, Sioux Falls, Casper, and Cheyenne; Deadwood radio spots; Rapid City FSI inserts on September 4 in Chicago; Hunting Direct Mail postcard; Pheasantennial – CRM emails, radio spots, landing page, contest rules, and Cabela's in-store poster for contest entry boxes; and Travelsmart.

Tested the online promotion registration form for the Pheasantennial, which went live the end of August along with related Web pages for the promotion. Completed updates to TravelSD for Giant Step based on the magazine ads, which included new homepage photos and updates to partner content.

Completed moving the existing HuntInSD.com site into the full TravelSD.com navigation, as well as researched and added appropriate Game, Fish & Parks links, which included pheasant history content.

Sent the July issue of Travelsmart to 240,386 subscribers. It featured the 2008 Buffalo Roundup, South Dakota Pheasantennial, Fall Foliage, Gaming, and Art Galleries.

Received final shipment of the full logo lapel pins.

### Publications

Received 46,200 copies of the motorcycle guide. Piece will be distributed by partners, per special requests, at travel shows, and at Interstate Information Centers.

Updated the printing specs for the state map and sent them to the Department of Transportation for bid letting; plan to print 1,250,000 maps. Redesigned the back with new copy and photos.

Worked on updates to the trails on the Snowmobile Trails Map, a partnership with the Department of Game, Fish & Parks. Planned delivery of the maps is the end of October. Distribution includes a variety of winter businesses, trail heads, special requests, and travel shows.

Continued working on updates and design for the Native South Dakota guide and the South Dakota Treasures, Cultural & Heritage publication.

#### World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,225 entries; and 81 vacation packages are listed for 19 cities/locations. Listed 14 hot deals during the month. From July 29 to August 27, 34 e-postcards were sent by consumers. The Travel Community site has 301 active photos, five videos and nine diary entries. Added pdf of the new motorcycle guide.

Updated the Buffalo Roundup information for 2008 in the Newsroom, linked from the South Dakota Attractions page.

#### Logo Usage

Sent logos and buffalo clipart to Officer Doug Coughlin with the South Dakota Highway Patrol.

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

Continued working on print materials and other details for the two events.

Reserved the satellite truck for the Buffalo Roundup.

#### Great Events

Czech Days, Tabor – June 19-21: Organizers reported visitors from Canada, England, and the Czech Republic, and from the states of California, Colorado, Florida, Georgia, Illinois, Iowa, Minnesota, Missouri, Nebraska, New York, North Dakota, Oregon, Rhode Island, South Carolina, Texas, Virginia, Washington, Wisconsin, Wyoming, and South Dakota. They felt gas prices didn't keep people away as attendance was about the same as last year.

Oahe Days, Pierre – June 20-22: Organizers reported a 30% increase in attendance; however, they were not set up to track visitation by place of origin.

Festival of Presidents, Rapid City – June 27-28: Organizers estimated an increase in attendance at the parade and concerts by 10 to 30%. They reported visitors from California, Colorado, Montana, North Dakota, Utah, Wisconsin, and Wyoming, plus Saskatchewan.

Mickelson Trail Trek, Black Hills – September 19-21: Will send multi-media press release in early September. To date, there are 507 registered riders; registrations are down from last year at this time.

Hill City Western Heritage Festival, Hill City – September 20-21: Newspaper ads were placed August 18.