

To: Secretary Richard Benda

From: Melissa Bump

Date: 01/06/10

RE: December 2009 - 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 2008	November 2009	% Change
Deadwood Gaming Tax	\$ 284,250	\$ 248,167	-12.7%
Tourism Promotion Tax (1%)	\$ 382,126	\$ 409,357	7.13
Tourism Promotion Tax (.5%)	\$	\$ 137,493	na
Total Monthly Deposits (w/.5%)	\$ 666,376	\$ 795,017	19.3%
FY2009 vs. FY2010 (w/.5%)	\$5,966,312	\$7,210,971	20.9%

Media and Public Relations			Office of Tourism Indicators					
	Nov-09	FYTD		Nov-09	Nov-08	% Change	% FYTD	
Circulation	107,861	24,945,290	Tax	Tourism Tax (1%)	\$409,357	\$382,126	7.1%	2.5%
Earned	\$2,587	\$755,106		Gaming Tax	\$248,167	\$284,250	-12.7%	-2.8%
				Tourism Tax (.5%)	\$137,493	NA	NA	NA
Online Marketing			Travel Activity	State Parks	NA	192,742	NA	
Websites	Travelsd.com	Sdvisit.com		Natl. Parks	70,859	53,229	33.1%	
Visitors	72,512	1,941		Traffic Cnts	182,156	171,970	5.9%	
11/09 % Chng	-5.0%	7.7%		Gas Prices	\$2.61	\$2.10	24.5%	
FYTD	552,842	13,251		Overnights	284,410	292,715	-2.8%	
Time On Site	-0.7%	-3.7%		Occupancy	43.5%	46.1%	-5.7%	
Pages/Visit	4.3%	0.1%		Avg Rates	\$63.92	\$64.30	-0.1%	
Email	Emails Sent	Emails Read	Inquiries	Total	4,808	5,461	-12%	-13%
Nov-09	257,978	8.5%		Online	4,808	NA	NA	NA
FYTD	1,525,096	9.2%		Mail	0	NA	NA	NA
				Phone	0	NA	NA	NA

2010 Initiative

Attended 2010 Initiative progress report meetings in Aberdeen, Chamberlain/Oacoma, Madison, Yankton, Lead, Mobridge, Sturgis, and Sioux Falls. Gave updates on Goal 1 of the Initiative; comments from attendees were positive. Please refer to the website at 2010initiative.com for updates.

Media & Public Relations

Fulfilled information requests from Lisa McClintick (freelance writer), the Argus Leader, and several inquiries from MediaSD.com. Interviewed by Family Radio Network on snowmobiling and ice fishing and by South Dakota Public Broadcasting on winter activities.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): Reality TV Star to Keynote Governor's Conference on Tourism and Multimedia press release (MMPR) on Winter Sports, also sent via Vocus. Marks of History releases included The Lone Tree and Mentor Graham Home. Posted three industry releases to MediaSD.com.

Worked on mailer/sign-up form for the Multi Media Press Release (MMPR) co-op program; plan to send to the visitor industry in early January.

Completed the January and February message mapping that includes a combination of press releases, social media posts, and media pitches.

Made weekly posts and updates to the South Dakota Tourism FaceBook fan page and began a "photo of the week" entry; have over 2,459 fans. Made daily updates and posts to Tourism's Twitter account; had up to 1,223 followers as of December 29. Sent Tweet and blog posts on the snowmobile trails being opened by the Department of Game, Fish & Parks; Pheasant Hunting in the Cold December Snow; Outdoor Women of South Dakota: Outdoor Survival Event; Recess is for Ringnecks — Check out this Story; The Lone Tree; and The Rez Provides Great Opportunities for Whitetails. Other efforts included SDoutdoors and TravelSD.com blogs, YouTube, Flickr, and monitoring of external posts about South Dakota.

Gathered FishinSD.com statistics and fishing license historical data to review for peak season sponsorship and promotion.

Committed to sponsoring the opening reception and helping with transportation needs for the fall conference of the Midwest Travel Writers Association being hosted by Rapid City.

Update on impact of Primal Quest: 130 athletes and their families from around the world were in the Black Hills area; to date, earned media exposure is estimated to be around the million dollar mark in advertising value equivalency. (In 2007, Utah hosted the race and their ad equivalency was more than \$4.5 million; in comparison, South Dakota had more online and international media exposure than Utah.) The average Primal Quest athlete spends approximately \$900 on site. Primal Quest spent about \$87,200 for in-state expenses while in South Dakota in 2009; their total expenditures were approximately \$445,000.

Industry Relations

Distributed December issue of eFYI industry newsletter to 1,317 list members via Listrak.com and 2,434 visitor industry members on Tourism's database. Topics included Director's Report, Tourism Conference Registration, Group Tour Planning Guide, 2009 Intercept Study, Peak 2010 Vacation Packages, Cacklin' Community Award, 2010 Great Service Star, and 2010 Calendar of Events.

For Tourism Conference, confirmed three industry members to be part of a panel on social media; social media during the conference includes daily updates via the industry FaceBook fan page; signed contract with Block Productions; worked on video segments; worked on Tourism's Show and Tell project boards; selected two panelists for the brainstorming session on workforce development; sent confirmation email to all vendors; sent confirmation emails to partners of the AAA Luncheon tables and banquet tables; and assembled and sent speaker packets.

Met with Candi Hettinger about South Dakota Day at State Fair; met with Tommy Tibbitts about how Tourism can help promote agritourism experiences; met with Kevin Franker about his new winery and co-op marketing programs; met with Silvia Christen from South Dakota Cattlemen's Association to discuss how to assist agritourism businesses; discussed an agritourism business class being offered in 2010; and attended meetings with two representatives from the Department of Agriculture about a proposed liability bill.

Trade Sales Group Tour/International

Sent Travel Professionals E-newsletter to 179 list members via Listrak. Stories included Start the Summer off Right in South Dakota, City Highlight: Garretson, Travel Professionals Tip, Featured Itinerary: Southeast Region, and Featured Attractions and Events.

For the 2011-2012 Group Tour Planning Guide, reviewed Department of Health list of restaurants and accommodations. Mailed sign-up forms to 3,000 visitor industry members (Chambers, CVBs, cities, gift

shops, attractions, gaming, accommodations, restaurants, and receptive operators) on database that can accommodate groups, offering them the opportunity to participate in the guide.

Sent leads from National Tour Association (NTA) convention to South Dakota delegates who attended.

Received schedule of appointments for American Bus Association (ABA) Annual Marketplace to be held in January in Maryland. Drafted document with appointment schedule/information and a list of South Dakota delegates and sent to South Dakota ABA delegates who will be attending marketplace. Updated online profile for GroupConnect, an affiliate of American Bus Association.

Sent full-page ad to *Destinations* magazine to be placed in the January/February issue (which is the ABA Annual Convention issue) – result of winning the ad through an Advertiser Survey sweepstakes.

Contacted by *Courier* magazine requesting information for article to be published in the February issue.

Developed a full-page autumn ad, in-house, for *Packaged Travel Insider* (PTI) magazine to be placed in the March issue and wrote a 250-word editorial. Produced a digital Box ad to run in quarterly issues (February, April, July, and September) of the PTI e-news, which is sent to 5,000 travel planners. The ads are compensation since the magazine ran the Group Tour Co-op ad incorrectly in the November/December issue.

Will attend Bank Travel Show in February in Milwaukee. This is a group leader show and there will be three to four South Dakota participants taking appointments. Wrote requested 40-word description on sales materials available for bank travel participants.

Plan to attend North American Journeys (NAJ) Show, an inbound tour operator show to be held in Los Angeles in February; Rapid City will also attend. Wrote 50-word description for program book.

Responded to information requests from Singapore and Hong Kong.

Worked with Osamu Hoshino from the U.S. Western States Tourism Office to plan for the Japanese Group Tour Operators fam.

Contacted by Jakob Volver, Denmark, who requested Buffalo Roundup information for article; Volver was a guest at the 2009 Buffalo Roundup.

Sent South Dakota slide show to Rocky Mountain International (RMI) Megafam participants, websites, and newsletter information.

Participated in conference call with RMI states to determine marketing of a regional map that can be used to promote the four RMI states in the international market. This map will be used to map routes, show locations, etc. and be distributed at trainings and tour operator sessions. Discussed the Real America Guide, the four-state promotional piece for the international market.

Sent tour ideas and websites to tour operator Marcelleti, Italy, for June tour. Emailed tour information and Web links to Good Shepherd Tours, India.

Was notified that the new Ranch Rider, United Kingdom, brochure includes the Fortune Ranch and the Crow Creek Guest Ranch – emailed a copy of the brochure to Crow Creek Guest Ranch.

Sent Canusa, Germany, bonus card opportunities to all suppliers (563) on Tourism's international database. This tour operator is one of the largest producers of FIT (individuals) business to our region. They would like to feature restaurants and attractions in the coupon book to encourage visitors to extend their length of stay.

Received a copy of Bleu Claire Productions, France, upcoming documentary "Buffalo Blues," a 55-minute documentary on the buffalo in South Dakota. VRT Belgium sent a sample of filming they have produced for us to review as we work with Wyoming to plan their June filming trip to both states.

Outdoors

Drafted list for upcoming 2010 animal of the month series to feature South Dakota's wildlife and where to spot them.

Attended the Pheasant's Forever Writers Hunt in December at the Grand Ceil Lodge and presented a slideshow – South Dakota Pheasant hunting "excited about orange."

Film Office

Assembled and sent the third issue of the Film Office E-Newsletter via Listrak on December 21 to 109 subscribers. Topics included AFCI Locations Trade Show, Featured Location: 777 Buffalo Ranch, Featured Person: Duane Lammers, and What's New in the Film Office.

Hidden Heritage is a new show with stories about Native Americans. It premiered in September on RFD-TV. As founder of the award-winning contemporary Native American group, Brulé and AIRO (American Indian Rock Opera), Paul LaRoche and his family traveled across the heartland performing their unique blend of music and gathering stories. The episodes cover a variety of themes: humor, important historical elements, and some with musical components from their journey.

Continued working with Black Hills Film Festival. Conducted a live broadcast on WithOutABox for online film submissions. Will send four email blasts to 255,000 subscriber/filmmakers on the festival. Student scholarship to film school is funded and there is an interested party considering funding the Screen Writing contest. Planning a film fam tour during the festival. Worked on Save-the-Date and invitation copy to be sent electronically.

Made 34 new tweets for a total of 153 to South Dakota film office's Twitter account; have 161 followers, up 14 from November.

Hospitality

Reviewed and approved two Great Service Star (GSS) applications; ordered 75 new GSS designee plaques for 2010; and ordered 120 of the year 2010 tabs for those businesses, attractions and organizations that received a plaque in previous years.

Ordered the two George S. Mickelson Great Service Award plaques; each winner will also receive a certificate valued at \$1,000 to be used in Tourism's co-op marketing programs. Will send certificates for the Mickelson Award finalists after the Tourism Conference.

Current numbers for the Online Customer Service Training: 1,361 registered and 1,141 completed; and 194 managers registered.

Photo/Video

Completed the following on Tourism's photo hit list: downtown Sioux Falls with snow, sledding at Tuthill Park in Sioux Falls, eagles, and backyard birds.

Fulfilled requests for photos/slides to *South Dakota* Magazine, Southeast South Dakota Tourism Association, Yankton; Absolutely Aberdeen, Aberdeen Chamber of Commerce, McQuillen Creative, Aberdeen; Black Hills Special Services Co-op, The Outdoor Campus West, South Dakota School of Mines, Rapid City; Integrity Companies, Timber Lodge Retreats, Hill City; Watertown Public Opinion, Glacial Lakes & Prairies, Watertown; The Wild Burro Bookstore, Hot Springs; Department of Game, Fish and Parks, Department of Agriculture, State Library, Black Hills Special Services Co-op, Pierre;

Lawrence & Schiller, Sioux Falls; MotoringUSA.com; WingshootingDestinations.com; and Sen. Johnson's Office, Washington, DC.

Fulfilled video footage requests: Sent Pow Wow footage to TDG in Deadwood to help promote the new Native market coming to Rapid City.

Input several locations into Reel Scout database (film office locations database).

Posted video of the Capitol Christmas display on the ftp servers for the media to use.

For Black Hills Photo Shootout: researched a keynote speaker for the event; continued working with committee on workshops and photo opportunities; will work with each city to develop a plan; will develop webpage and schedule for the events; purchased advertising in *Outdoor Photographer* magazine; and contacted several potential session instructors.

Added a Capitol Christmas video to the YouTube Channel; added a winter sports video to the YouTube Channel; and posted winter sports updates on the Tourism blog and FaceBook page.

Travel Market Advertising

Finalized and shipped the following ads: *South Dakota Tourism – Peak Season 2010*: Giant Step – Missouri River ad for March issues of *Guideposts* on sale February 14 and *Better Homes & Gardens* on sale February 17; Rushmore ad for March issue of *Family Circle* on sale February 9 and April issue of *O Magazine* on sale March 13; camping ad for March issue of *Parents* on sale February 16 and April issue of *Family Circle* on sale February 23; Badlands ad for March issue of *Midwest Living* on sale March 2 and April issue of *Better Homes and Gardens* on sale March 6; Falls Park ad for March issue of *Ladies Home Journal* on sale February 9 and February issue of *Travel 50+* on sale February 22; and Mickelson Trail ad for April issue of *Ladies Home Journal* on sale March 9. One-page Rushmore/National Parks package ad for spring edition of *CAA Manitoba* magazine on sale February 11.

South Dakota Tourism – Shoulder Season 2009: North American Hunter email #4 sent December 9. December Hunting CRM. Sent December Travelsmart to 263,188 subscribers; topics included Winter Vacation, Fishing-Year Round Sport, and Winter Camping in South Dakota. For Rooster Rush promotion with Vikings, contacted Erik Larson, the winner of the halftime game at the Vikings October 18 game, with details about the upcoming Chad Greenway hunt and dates for the hunt. As of December 30, received 12,012 unique leads by text and Web submissions.

Deadwood/SDT Co-op – Winter 2009-2010: newspaper ads in Sioux Falls, Williston, Bismarck, Casper, Scottsbluff, Chadron, and Dickinson; Deadwood FSI; Minnesota Snowmobiling Magazine ad; and TV.

Recorded over 33,000 page views in December for the Digital Vacation Guide with the average visitor viewing over 50 pages.

Publications

For the Wyoming Vacation Guide Postcard co-op, ordered 150,000 copies and will ship to Wyoming distribution center in February for inserting in their Vacation Guide packets. The postcards give consumers the opportunity to order the South Dakota Vacation Guide; South Dakota does the same for Wyoming.

Coordinated copy of print version of Vacation Guide's Calendar of Events. Coordinated approval of new Crazy Horse Memorial images for use on the back cover.

World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,884 entries, and 46 vacation packages were listed for 12 cities/locations. Registered 16 hot deals for December. From November 30 to December 30, 65

e-postcards were sent by consumers via the Photo Gallery. In the Travel Community site, 508 photos, nine videos, and 22 diary entries are active. In the Sportsmen Community, 61 photos, two videos, and one diary entry are active. To date, have input 631 events into the statewide Calendar of Events; submission form and criteria are available on SDVisit.com.

Have completed the following for Digital Revolution co-op: Content Management System (CMS) research and process flows, administrative access to new users, wire framing and internal page mockups, booking portal access to new users, Visitor Services Directory listings for new CMS software, triggered emails for partners to upload their content, amenity options for lodging properties, and homepage flash. First round of review has begun on functioning Web site. To date, we have 234 Digital Revolution Partners.

Research

Initial coding for Web tracking has been added to all major partner sites for the Visitor Relations Management (VRM) Program. Continued development with Sales Force and Webtrends; integration will take place between January and March.

Will attend three sessions in each of three cities for the 2010 Focus Groups: Des Moines and Quad Cities, Iowa; and Chicago, January 9 – 11. Completed recruiting for the sessions.

Attended meeting to discuss the Motorcycle Tourism Alliance study and initial plans for marketing.

Completed review of the economic impact studies produced by IHS Global Insight and Dr. Michael Madden; 2009 visitor spending information will be presented to the industry, media, and legislators.

Logo Usage

Sent script to Angela Hermann with Black Hills Special Services Cooperative, a Department of Health project; and sent script to Corporate Gifts and Incentives for a PUC order.

Governor's Tourism Advisory Board

Notified Million Dollar Challenge applicants of the status of their proposals the Board reviewed at their meeting in November. Those that received approval for their projects include Spirit Amphitheater project, Hill City; Oglala Dakota Voices, Pine Ridge Chamber of Commerce; 2010 Corn Palace Festival, Mitchell; Mitchell CVB's Events and Meeting facilities promotions; and Sisseton Promotion Board.

Great Events for 2009

South Dakota Festival of Books, Deadwood – October 2-4: Organizers reported a cumulative attendance of 5,400, 1,200 more than the 2008 event. Attendees were from Wyoming, Montana, North Dakota, and South Dakota. Attendee surveys showed that 35% had never been to the Festival, and 62% gave the festival an exceptional rating for overall satisfaction and 34% rated it the next highest rating under exceptional. Humanities Council focused their marketing dollars online.

Media One FunSki, Sioux Falls – January 29-30, 2010: Designed and placed black/white newspaper ad in Marshall Independent, Sioux City Journal, NW Iowa Shopper, Norfolk Daily News, and The Free Press.

Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Met with organizers.

Huron Outdoor Expo, Huron – June 11-12: Met with organizers

Ipswich Trail Days, Ipswich – June 11-13: Contacted organizers to set up a meeting.

River City Racin', Chamberlain/Oacoma – June 19-20: Contacted organizers to set up a meeting.