

To: Secretary Richard Benda

From: Melissa Bump

Date: 09/08/09

RE: August 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:	July 2008	July 2009	% Change
Deadwood Gaming Tax	\$ 273,627	\$ 313,629	14.6%
Tourism Promotion Tax	\$ 740,172	\$ 761,610	2.9%
<b>Total Monthly Deposits</b>	<b>\$1,013,799</b>	<b>\$1,075,239</b>	<b>6.0%</b>
<b>FY 2009 vs. 2010</b>	<b>\$1,665,983</b>	<b>\$1,726,472</b>	<b>3.6%</b>

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

- International journalists: Met with Claire and Thierry Legoupil of Bleu Claire Productions, France, during filming for two documentaries. Assisted journalist Chen Qun, Global Times, China, (circ. 2 million). He is writing about Custer State Park, Crazy Horse Memorial, and Badlands National Park.
- Tour Operators: Attended Los Angeles Mission for Japanese Market with 80 participants from various Japanese Tour Companies, which included Jalpak, JTB, ITS, and Trans Orbit/Navi Tour from the Los Angeles and Las Vegas areas.

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

- MultiMedia Press Release Co-op: Missouri River release was sent August 18 and it had an open rate of 38.12% from Tourism's list of 522 outlets.
- Rooster Rush: Offered shoulder campaign opportunities to South Dakota communities/non-profits to help promote pheasant hunting at the local level. Received 23 applications for the \$500 grants on a first-come, first-served basis. Sent 20 toolbox CDs with promotional aids/templates, per requests.
- Digital Revolution: Have processed 67 applications for this program.

Media and Public Relations		
	Jul-09	FYTD
Circulation	1,575,103	1,575,103
Earned	\$49,829	\$49,829
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	149,350	3,000
7/08 % Chng	7.7%	-17.8%
FYTD	149,350	3,000
Time On Site	19.5%	37.2%
Pages/Visit	39.6%	11.6%
<b>Email</b>	Emails Sent	Emails Read
Jul-09	256,273	12.0%
FYTD	256,273	12.0%

Office of Tourism Indicators					
		Jul-09	Jul-08	% Change	% FYTD
Tax	<b>Tourism Tax</b>	\$761,611	\$740,172	2.9%	2.9%
	<b>Gaming Tax</b>	\$313,630	\$273,628	14.6%	14.6%
Travel Activity	State Parks	na	na	na	
	Natl. Parks	1,092,561	886,172	23.0%	
	Traffic Cnts	246,277	232,010	6.1%	
	Gas Prices	\$2.48	\$4.00	-38.1%	
	Overnights	567,283	550,331	3.1%	
	Occupancy	80.5%	78.3%	2.8%	
	Avg Rates	\$88.27	\$87.01	1.4%	
Inquiries	<b>Total</b>	<b>18,394</b>	<b>12,624</b>	<b>46%</b>	<b>46%</b>
	Online	12,924	9,826	32%	32.0%
	Mail	4,426	1,876	136%	136.0%
	Phone	1,044	922	13%	13.0%

## 2010 Initiative

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

## Cultural and Heritage Tourism

Worked with the South Dakota Arts Council and South Dakotans for the Arts on Tourism's presentation at regional arts days in selected communities in September.

## Media & Public Relations

Fulfilled information requests from SD AAA 2010 Tour Book, *Travel & Leisure* magazine, *Midwest Living*, [Resortsandlodges.com](http://Resortsandlodges.com), Missouri Film Office, and Business Development Program. Was interviewed by Butte County Post about Best of America by Horseback; South Dakota Public Radio on the Film Industry in South Dakota; KEVN Fox News about Primal Quest; and Family Radio Network on the South Dakota Film Festival, Buffalo Roundup, and Fall Foliage at Sica Hollow.

Developed itinerary/helped host Steven Kaplan with *Talent in Motion* magazine, which is distributed by all Barnes and Noble Superstores. Kaplan is writing a piece on South Dakota for the Winter '09 issue.

Assisted in planning trip for Ted Landphair with Voice of America. He is writing an article about I-90 roadside attractions in South Dakota.

Hosted freelance photographer Ron Bennett, Type J Writing, with lodging and some transportation for coverage of Best of America by Horseback.

Posted following press releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Rooster Rush is Coming, Rooster Rush is Here, Missouri River Recreation Flourishing, South Dakotans Invited to Experience Primal Quest Event, and South Dakota Walleye Classic and Festival to Feature Great Entertainment. Marks of History releases: Historic Deadwood, KELO-land Centennial Gold Rush, Jedediah Smith - Missionary Explorer, Battleship X - USS South Dakota, and The Mellette House. Posted eight industry releases to [MediaSD.com](http://MediaSD.com).

Multimedia Press Release (MMPR) Co-op Program: Missouri River release was sent August 18 and had an open rate of 38.12% on Tourism's list of 522 outlets.

For social media, reviewed 114 blog posts and responded to 36. South Dakota Outdoors' Twitter account has eight new tweets and 367 followers. Blog posts – South Dakota Tourism's - History: *Battleship X – USS South Dakota* and *Outdoor/Rooster Rush: It's a...Family Tradition*. To date, we have over 1,735 Facebook fans. Other efforts include, [SDoutdoors.com](http://SDoutdoors.com) and [TravelSD.com](http://TravelSD.com) blogs, Youtube, Flickr, and monitoring of external posts about South Dakota.

## Industry Relations

Sent e-FYI August newsletter to 1,326 list members via [Listrak.com](http://Listrak.com) and to 2,361 people on Tourism's visitor industry database. Topics included Director's Report, Digital Revolution, Rooster Rush, Online Customer Service Training Numbers Rise, 2010 Governor's Conference on Tourism, Recent Hostings, and Important Reminders - Tourism Awards, Great Service Star, Great Events, and What our Visitors are Saying.

Mailed information and application form to 600 Made in South Dakota producers for possible exhibits at the 2010 Governor's Conference on Tourism in January; product samples are due to Tourism by September 28 for the judging process. Continued to work on details of speakers and sessions, sponsorships and booth requests, and décor options.

Worked with Million Dollar Challenge project coordinators on their marketing plans and/or processed invoices.

### Trade Sales Group Tour/International

Sent Travel Professionals E-newsletter to 184 list members via Listrak. Topics included Experience Fall in South Dakota!, City Highlight: Sisseton, Travel Professionals Tip, Featured Itinerary: Scenic Highway 10, Featured Attractions and Events, and What's New – Casey Tibbs South Dakota Rodeo Center.

Fulfilled requests for Vacation Guides to AAA/CAA Offices in Colorado, Indiana, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, and Wisconsin, plus Manitoba, Canada.

Attended South Dakota Association of CVBs meeting in Chamberlain to discuss a meetings co-op. The group wants Tourism to research Internet and guidebook advertising. They feel monthly magazines do not have a long enough shelf life for their purposes.

Sent requested information to Gunther Tours & Charters, Maryland; Bank of Luxemburg, Wisconsin; and Mikaela Salker, North Dakota. Contacted by Linda Sherr, Action Tours, Wisconsin, for itinerary helps for student group tour planned for spring 2010. Action Tours attended the South Dakota spring tour operators fam.

Sent letter to 72 South Dakota National Tour Association (NTA) and American Bus Association (ABA) members inviting them to attend a pre-convention caucus in Pierre on September 9 to help prepare them for the upcoming conventions.

Contacted by *Destinations* magazine regarding information for a feature on South Dakota in the December issue. Provided itinerary information, special events for 2010, what's new, etc. Contacted by *Itineraries Midwest* to provide a list of South Dakota shopping venues for their fall issue.

Updated complimentary listing in Group Travel Directory.

Sent advertising agreement and provided 25 word description and contact information to Church Executive Magazine to be listed in their 2010 Annual Buyer's Guide.

Attended Los Angeles Mission for Japanese Market with 80 participants from various Japanese Tour Companies, which included Jalpak, JTB, ITS, and Trans Orbit/Navi Tour. All participants were from the Los Angeles and Las Vegas areas. Gathered information for a participant of the Japanese fam about South Dakota for sister cities, Japanese companies, and South Dakota's role in major films.

Followed up with Adolf Lanz, tour operator with Canadian Travel Partners, for requested contact information for the hotels and attractions that hosted him. He has begun planning tours for his clients.

Continued working on itinerary for Poul Husted and Lottie Malmgren, a husband/wife journalist team from Denmark, for a press trip in September. They will be visiting De Smet, Badlands National Park, Cedar Pass Lodge, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, and Deadwood to gather information for articles for the travel section of Politiken (the Danish version of the New York Times, circ. 110,000 daily and 150,000 for the Sunday edition).

Continued to make arrangements for Rocky Mountain International (RMI) MegaFam in South Dakota, October 7-12, for up to 50 tour operators and representatives from Germany, France, Italy, The Netherlands, and the United Kingdom.

Approved ad for RMI partners in *Selling Long Haul* (circ. 16,500) which reaches the entire United Kingdom and Irish travel trades through which the vast majority of long distance travel from the United Kingdom is booked. It has sections dedicated to travel agent training. The United Kingdom is by far the largest overseas travel market to the USA.

Provided photos, copy, and itineraries for the South Dakota section of the Real America Guide, which is used as the fulfillment piece by RMI overseas offices for tour operators, travel agents, and general requests by travelers.

Made arrangements for Dirk Rohrbach, Tours Magazine, and group from Germany in Custer State Park and Wall. They plan to attend Buffalo Roundup and visit the Pine Ridge Indian Reservation. Rohrbach gives presentations at benefits for the Lakota Sioux Indians all over Europe to raise money to build schools on reservations and buy Lakota translated textbooks.

Contacted Rapid City on overnights and other requests for the Hollywood to Broadway Tour, ATI, from Los Angeles in September. This tour is a launch of Chinese tours to the United States.

Coordinated invitations to international journalists to the Buffalo Roundup; we have 12 participants and can take 14.

Sent letter to Christian and Regula Heeb (Thomas Jeier & Christian Heeb, Germany, hosting) regarding their additional trip to South Dakota in September for more photography for two books: *The Wild West* by Ueberreuter Publishing and a book called *American West* by Motorhome for Stuert Publications (circulations for the books are estimated to be up to 20,000). They are also taking photos for an article for *America Journal* called *Wild West* (circulation 40,000) and selling stories and photos to other publications.

Met with Claire and Thierry Legoupil of Bleu Claire Productions, France, during filming for two documentaries.

Assisted journalist Chen Qun, *Global Times*, China, (circ. 2 million) with lodging. He is writing about Custer State Park, Crazy Horse Memorial, and Badlands National Park.

Worked with Deadwood on lodging for journalist Mr. Bolck from Germany.

Received ½ page free listing from USA Travel Planner, United Kingdom – company name, Web address, 200 words of copy, State Secret, Don't Miss, and Facts about South Dakota.

### Outdoors

Met with Byers Media, Michigan; worked on information for licenses and transportation for two hunts in October and November on the Rosebud Reservation. Worked with Rosebud Tribal President and Rosebud Game, Fish and Parks.

Met with John Hight of Crooked Creek Outfitters. He is representing the state at a lodge outside of Buffalo for an antelope archery challenge to air on the Outdoor Channel.

Worked with Jerry Thoms, a freelance writer from Brookings; he writes for over 20 outdoors publications. He is on assignment for Ducks Unlimited to cover a story at the DU Banquet in Watertown on the three federal duck stamp past winners. Emailed recent stories printed in *Gun Dog* magazine that will be posted to social media sites.

Pitched Rooster Rush campaign to Jerry Thoms.

### Film Office

Projects in the works include: History Channel – *Life After People*; they will be filming in Capa, but production dates are still pending. Placed ad in the South Dakota Film Festival booklet for the September event; plan to attend. Will organize and present at the Film Office Roundtable on the second day of the festival; 40 film industry representatives will be invited.

Attended Primal Quest (PQ) Media Briefing on August 13 in Rapid City and the start of the race on the 14. Will compile a media report after major publications run their stories. Team South Dakota came in 17<sup>th</sup> place, and they are the only host team to ever finish a PQ race.

The South Dakota Film Office Twitter account has 18 new tweets and 91 followers.

### Information Centers

Car count at the Information Centers for August was down from 2008 by 8.9%; car count for Canadian visitors was down 20.4% over the same time period; and car count for all other international visitors was down 20.9%. Of the 88 motorcoaches/buses that stopped at the Information Centers, 22 were international.

For August, use of Travel CD's at the Information Centers was down 9.1%.

### Hospitality

Issued 148 Governor's Certificates for Outstanding Hospitality.

Mailed information and application form to 2,000 visitor industry businesses/organizations for the Great Service Star Program, which allows approved applicants the use of the Star symbol in their promotions. Have received 23 applications; deadline is September 11. These applications were also reviewed for consideration of the George S. Mickelson Great Service Award that is announced at the annual Governor's Conference on Tourism in January in Pierre.

For the Online Customer Service Training, 1,281 people have registered and 1,074 have completed the curriculum; 184 managers are registered.

### Photo/Video

Completed the following on Tourism's photo hit list: aerials of Crazy Horse Memorial, Pactola Lake, Spearfish Canyon, boating and jet skiing at Pierre, Sturgis Rally, Buffalo Chip concerts at Sturgis, Prairie Village at Madison, Redlin Art Center Celebration at Watertown, Laura Ingalls Wilder home and homestead at De Smet, Sioux Empire Fair at Sioux Falls, boating on Missouri River and the USD campus at Vermillion, Deadwood Main Street and re-enactors, Keystone Main Street, Iron Mountain Road tunnels, and pigtail bridges.

Entered photos into Reel Scout database for the film office: USD campus in Vermillion, Prairie Village in Madison, and the Sinclair Station in Watertown.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; AAA-SD, Small Business Administration, Lawrence & Schiller, Sioux Falls; Department of Game, Fish and Parks, Department of Agriculture/Forestry, South Dakota Rural Electric Association, Cultural Heritage Center store, South Dakota Historical Society, Great Lakes Tourism Association, State Publishing, Pierre; Black Hills, Badlands and Lakes, South Dakota School of Mines and Technology, Rapid City; Redlin Art Center, Watertown; South Dakota Newspaper Association, Brookings; Aberdeen American News; Meredith Publishing, Iowa; and Splitrock Studios, Minnesota.

Fulfilled requests for video dubs and loans: Sent Black Hills footage to Black Hills State University for use in class presentations. Sent the image video to the U.S. Embassy in Indonesia.

Continued to update files with High-Definition footage. Shot the following locations and events for the video hit list: Sturgis Rally – street shots and bikes near Bear Butte; Redlin Art Center in Watertown for their summer outdoor concert; rock climbing in the Needles, buffalo herd, and antelope in Custer State Park; driving in Iron Mountain Road tunnels and on the pigtail bridges; downtown Keystone; downtown Deadwood in afternoon and evening and gunfighters; and Mount Rushmore standard faces shots.

Black Hills Photo Shootout: Met with Steve Babbitt and Corinne Hansen from Black Hills State University (BHSU) and Mike Gussiass from Black Hills, Badlands and Lakes (BHB&L). BHSU will do website for event, will provide manpower and facilities for registration, and may offer workshops/classes/tours. BHB&L will offer assistance with advertising and revenue. Working to form committee of BHB&L industry members to spread work on event between several entities; compiled suggestions for individual events during Shootout from feedback forms; contacted potential speaker for event; and inquired about pricing. Worked on a meeting agenda for the committee and list of tasks to move the event forward.

Uploaded and labeled photos into Flickr Map site; created iGoogle theme headers for Black Hills Photo Shootout; and posted several wildlife photos on Tourism blog.

### Tribal Tourism

Worked on agenda for the next Tribal Tourism Roundtable in October in Rosebud.

### Travel Market Advertising

Worked on elements in support of the Peak 2009 Campaign: Continued forwarding leads to Nancy Krumm, Aberdeen CVB, from /Aberdeen (now deactivated) and those from /HuntAberdeen webpages. Through August 17, there were 79 requests for Aberdeen guides and through August 24, there have been 171 requests for Aberdeen hunting guides. From /Aberdeen, there were four requests for the South Dakota Vacation Guide only, 16 for the Aberdeen guide only, and 57 for both guides.

Finalized and shipped the following ads: *Tourism – Shoulder Season*: Weekly newspaper ads in Minneapolis, St Paul, Sioux City, Omaha, and Rochester; Rushmore ad for St Paul Pioneer Press Go Guide inserts August 16; Pheasant hunting ads for *Cabela's Outfitter Journal* for September/October issue on sale September 1; *Gun Dog* magazine for October issue on sale September 8; *Pheasants Forever* for Fall issue on sale August 21; *North American Hunter* for September issue on sale August 19; and *Sticks and Stones Outdoor Adventure* magazine for Summer issue inserts August 18 and September 1. Hunting CRM email from the Governor. (Processed approximately 90 and 40 responses, respectively, to the first two CRM emails (August 6 message from Governor and August 27 general message). Hunting Web banners. Rooster Rush radio, press release, direct mail, and landing page. Chad Greenway Vikings TV spots, email, web banners, and text message flow. Vikings Press Box signage at Metrodome. Shoulder 2009 homepage copy for TravelSD.com. Digital Revolution homepage mockups, brochure, coupon, registration information, and program registration form. Travelsmart, September issue. Camping ads for *Trailer Life Camping Directory*, *Woodalls Camping Directory*, and Woodalls CD Rom. North American Hunter email banners.

*Giant Step Co-op* – Pheasant Hunting ad for *Field & Stream* magazine for October issue on sale September 22 and Badlands ad for *Travel 50+* for winter issue on sale November 22.

*Custer State Park Co-op* – Weekly newspaper ads in Loveland, Ft Collins, Greeley, SW Minnesota Peach, and Sioux Falls. Placed ads in *Southern Minnesota* magazine on sale August 20; *Minnesota Monthly* magazine's fall foliage section on sale September 17; *Minnesota Monthly* magazine's regular issue on sale September 17; and *Good Life* magazine, Sioux Falls.

*Deadwood Co-op* – Weekly newspaper ads in Loveland, Ft Collins, Greeley, Cheyenne, Cody, Dickenson, Gillette, Bismarck, and Sioux Falls; radio spots; and Deadwood FSI inserts in Bismarck, Dickenson, Gillette, and Cody on September 13.

*Rapid City Co-op* – Weekly newspaper ads in Sioux Falls and Minneapolis and ad for *Good Life* magazine, Sioux Falls.

Placed 530,000 copies of Great Getaways co-op in 30 selected regional newspapers.

Designed Giant Step co-op mailer for the 2010 peak and shoulder campaigns. Will be mailed in early September to 2,300 visitor industry members on Tourism's database.

Sent the September issue of Travelsmart in August to 254,970 subscribers. Topics included Buffalo Roundup, Salmon Fishing, Peter Norbeck Scenic Byway, and Fall Foliage.

Fulfilled cap, T-shirt, poster, and banner orders from communities and businesses as part of the Rooster Rush co-op promotion; designed promotional banners for display in the Metrodome for Vikings football games; mailed 20 toolkit CDs with sample promotional ad and press release templates and suggestions for activities; and have received 23 applications from communities for assistance with promotional funding up to \$500 on a first-come, first-served basis for a total commitment of \$25,000. Funding is limited to regional tourism associations, CVBs, Chambers of Commerce, economic development corporations, downtown organizations, and other non-profits. Updated HuntInSD.com homepage with Rooster Rush content, entry form, prize details, rules of the Chad Greenway hunting giveaway, and began working on the mobile-friendly webpages needed for the text promotion for the giveaway. Promotion has produced 7,044 unique visits to the landing page and just over 3,200 total entries thus far.

Gave presentations on the Digital Revolution co-op at meetings in Sioux Falls, Aberdeen, Pierre, Rapid City, and Deadwood; 237 people attended. Have 67 partners registered, to date. Other projects related to Digital Revolution include: completion of Navigation testing, review and approval of homepage mockups, and online payment and registration; and those in progress include CRM research and process flows, requirements and standards list, administration access to new users, wire framing internal pages, and booking portal access to new users.

Mailed notification letters to the vendors who responded to the marketing RFP. Lawrence & Schiller of Sioux Falls was awarded the marketing contract.

#### Publications

Updated Lewis and Clark Trail Guide brochure for printing; ordered 50,000 copies.

Completed the nine tribal write-ups for the Native American guide and routed to contacts on each of the reservations for review.

Reviewed number of Web visits by the visitor industry to the PDF of the Tourism Assistance Directory to determine if updating is needed and/or whether this piece has outlived its usefulness.

Met with Ryan Raynor, Department of Game, Fish & Parks, to discuss eastern trail changes for the Snowmobile Trails Map. Forwarded new PDF of the Coteau de Prairie Trail to Raynor for use in a meeting. Will request printing quotes and begin working on trail directory and new photos/border layout; map will be due at Tourism in early November. Piece is distributed by both agencies.

#### World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 4,854 entries, and 99 vacation packages are listed for 18 cities/locations. Registered 51 hot deals for August. From July 28 – August 26, 45 e-postcards were sent by consumers. The Travel Community site has 501 active photos, nine videos, and 22 diary entries. The Sportsmen Community has 55 photos, two videos, and one diary entry that are active.

For MediaSD, updated the Custer State Park Buffalo Roundup information (including the fact sheet and the satellite feed). Updated the media alert email for the Roundup and provided Media Team with a TXT file so it could be sent via Vocus. Worked with Bureau of Information and Telecommunications to renew the www.MediaSD.com domain for another three years. It will expire in 2012, as will Tourism's other domain names, except for SouthDakota.travel and TravelSD.travel which are renewed annually.

For SDVisit, updated the two Giant Step program webpages per the registration flyer PDF. Created a program registration form and program guidelines for Digital Revolution. For Rooster Rush 2009, posted guidelines on logo usage, ad templates, promo materials, toolkit, funding, and community award.

## Research

Completed encoding 1,723 Intercept Survey questionnaires returned by travelers who picked them up at Interstate Information Centers in July.

Worked on Publication Survey posted in SurveyMonkey.com on usability of selected publications. As of August 27, there were 2,045 completed surveys, with 1,505 being responses to the Vacation Guide.

Continued to review vendors that will assist with development of a new CRM system, which will need to be fully integrated to provide fulfillment, email distribution, travel indicators, media plan automation, etc.

Received approval to fill the vacant research position; updated the position description and posted.

## Logo Usage

Sent logo to Max Carlson at Black Hills Corporation and to Lois Beckner with N.E. Celtic Faire, a Million Dollar Challenge project. Sent state seal to Tracy Burggraff for Representative Noel Hamiel of Mitchell.

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

Committees continued to work on aspects of both events – invitations, meals, décor, guest lists, print materials, activities, and logistics; plus fams for domestic and international journalists for the Roundup.

## Great Events for 2009

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Attended event. Sent evaluation forms to organizers.

South Dakota Walleye Classic, Akaska – August 10-15: Attended event. Sent evaluation forms to organizers.

South Dakota Festival of Books, Deadwood – September 25-27: Created online ads for DickinsonPress.com and the GilletteNewsRecord.com. Placed print ads in Dickinson, Gillette, and Sioux Falls newspapers for September. Wrote and placed radio spots at KDIX in Dickinson, North Dakota; and KAML and KIML in Gillette, Wyoming. Placed ad in *Nebraska Life*.

Media One FunSki, Sioux Falls – January 2010: Will meet with committee when they begin planning for the 2010 event.