

To: Secretary Richard Benda
 From: Melissa Miller
 Date: 11/05/10
 RE: October 2010 - 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 the end of 2010

Tourism Office Funding Update:	September 2009	September 2010	% Change
Deadwood Gaming Tax	\$ 334,321	\$ 348,499	4.2%
Tourism Promotion Tax (1%)	\$ 928,520	\$ 1,232,614	32.8%
Tourism Promotion Tax (.5%)	\$ 311,868	\$ 414,005	32.8%
Total Monthly Deposits	\$1,574,709	\$ 1,995,118	26.7%
FY2010 vs. FY2011	\$5,082,426	\$ 5,792,164	14.0%

1A. Change the way we market South Dakota.

- International Journalists: At the Rocky Mountain International (RMI) Italian Mission in Milan, held reception for Italian media, which included seven trade and six consumer press members. Petra Kistler, Buffalo Roundup 2008 attendee, produced three articles about South Dakota in the Basler Zeitung, a daily Swiss regional newspaper (circ. 88,178.00) and the Rheinischer Merkur, a weekly German regional newspaper in magazine style (circ. 68,600) and their online paper. The estimated ad value for the articles totals \$40,282. Olivier Thomas was at the 2009 Buffalo Roundup 2009, and he and another former Roundup attendee Beatrice Leproux produced an article with an estimated ad value of \$11,012.60.
- International Tour Operators: During the United Kingdom Mission in the Manchester Area, provided training, a video, and map descriptions for 32 area tour operators from eight offices. For the RMI Italian Mission in Milan, gave presentation to eight area tour operators and 15 people attended an evening reception to view a presentation on the region. Other notable trade in attendance included representatives from the US Commercial Service, VUSA Italy, and Lufthansa. A total of 29 leads were produced from the Milan Italian Mission 2010, including eight specifically resulting from appointments with tour operator staff. Met with six companies at the TTG Show RIMINI, Italy. A total of 31 leads were produced at TTG Incontri 2010. RMI feels this event is becoming *the* event for marketing to the Italian market, surpassing the long-standing BIT, Italy.
- International Trade Show: Provided photos and editorial for National Tour Association (NTA) promotion in China. On November 20 during the China International Travel Mart, NTA will officially open the NTA Visit USA Center in Shanghai, China.
- Traditional Marketing Co-ops: Held conference calls with Peak 2011 co-op partners: Deadwood, Rapid City, Spearfish, Custer, Custer State Park, BH Digital Strategy, Black Hills Badlands & Lakes, Aberdeen, Watertown, and Sioux Falls Sports Authority; media to be finalized for each.
- Macy's Thanksgiving Day Parade: Partners in the Macy's promotion, include the Black Hills, Badlands and Lakes Tourism Association, Custer Chamber of Commerce and BID Board, Deadwood Chamber and Visitors Bureau, the Mount Rushmore National Memorial Society, South Dakota Office of Tourism and Visit Spearfish. Macy's estimates there will be 3.5 million spectators on the New York City parade route and over 50 million television viewers nationwide.

Media and Public Relations		
	Sep-10	FYTD
Circulation	53,906,859	73,863,227
Earned	\$493,357	\$555,667
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	118,596	2,346
09/10 % Chng	9.2%	-12.6%
FYTD	429,200	7,513
Time On Site	-6.4%	11.7%
Pages/Visit	-29.0%	-6.0%
Online Trip Itineraries	1,473	NA
Email	Emails Sent	Emails Read
Sep-10	287,799	12.0%
FYTD	832,537	13.2%
Digital Revolution		
# of Partners	293	-

Office of Tourism Indicators					
		Sep-10	Sep-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$1,232,614	\$928,520	32.8%	7.0%
	Gaming Tax	\$348,500	\$334,321	4.2%	1.1%
	Tourism Tax (.5%)	\$414,006	\$311,868	32.8%	9.9%
Travel Activity	State Parks	783,300	683,136	14.7%	
	Natl. Parks	506,510	513,145	-1.3%	
	Traffic Cnts	207,076	198,234	4.5%	
	Gas Prices	\$2.76	\$2.61	5.7%	
	Overnights	118,642	114,232	3.9%	
	Occupancy	66.0%	65.0%	1.5%	
	Avg Rates	\$70.72	\$68.22	3.7%	
Inquiries	Total	NA	NA	NA	NA
	Online	NA	NA	NA	NA
	Mail	NA	NA	NA	NA
	Phone	NA	NA	NA	NA

2010 Initiative

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

Media & Public Relations

Fulfilled information requests to general inquiries from MediaSD.com; had an interview with KELO-TV on the Midwest Travel Writers Association (MTWA) Conference in Rapid City.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Faces: Korczak Ziolkowski, Crazy Horse, and Oscar Howe; MTWA op-ed; Media advisory for Macy's press conference, and Governor Celebrates Year of Unity with Wagner School. Posted one industry release to MediaSD.com.

Attended MTWA writer's conference. Tourism hosted and sponsored the opening reception, helped with transportation for the group, and hosted dinner one night.

Tracked 16 earned news clips and social media posts through Vocus and the SD Newspaper Association, as of October 31.

Completed Buffalo Roundup earned media report. Results are from Vocus, Google, and Universal Information Services for the following categories: Broadcast – 227 news segments with an audience of 12.4 million and \$250,000 in advertising value; Print – 39 print articles with 38 million impressions and \$45,000 in advertising value; and Online – 136 online clips for one million impressions.

For social media, the Travel South Dakota Twitter account had 31 new tweets for a total of 926. There are 2,046 followers, up 60 from September. Blog post included Native American Day. On FaceBook, posted news stories to wall; there are 5,948 fans, up 400 from September. Launched the "Take Me Hunting" photo contest on FaceBook, which is in its fourth week; and 283 photos have been submitted. Since the launch of the contest, 364 people have "liked" our page.

Coordinated press conference with representative from Macy's Thanksgiving Day Parade and Black Hills partners at Mount Rushmore National Memorial regarding the Mount Rushmore float in the parade.

Industry Relations

Distributed the October issue of the industry e-FYI newsletter to 1,329 list members via Listrak.com and to Tourism's industry email list of 2,485. Topics included Director's Report, Rooster Rush 2010, 2011 Great Service Star Designation, 2011 Governor's Conference on Tourism, Tourism Conference Sponsorships, National Tour Association Annual Convention, Active America Travel Show, September

2010 Travel Indicators, RMI Roundup in Rapid City in 2011, Important Reminders, and What Our Visitors Are Saying.

Completed the jury process for Made in South Dakota vendor applications for the Tourism Conference booth exhibits; selected 18 vendors to participate. Mailed acceptance/regret letters. Worked on Conference registration flyer; expect to mail piece by early December. Finalized speakers and sessions.

Worked with Mary Williams, executive secretary of the South Dakota Association of College Career Centers, to compile a list of institutes of higher education that offer courses in hospitality and tourism. The list will appear in an upcoming e-FYI.

Trade Sales Group Tour/International

Continued updating sections of the Group Tour Planning Guide; design and layout continued. Plan to order 4,400 copies of the biennial guide.

Sent the 2010 Issue 8 of the Travel Professionals E-newsletter via Listrak.com to 163 list members. Topics included Beat the heat and plan a spring vacation, City Highlight: De Smet, Travel Professionals Tip, Featured Itinerary: Glacial Lakes and Prairies Country, Featured Attractions, and Featured Events.

Sent four-page group tour co-op ad files to final publications: *Destinations* (circ. 7,250), *Bank Travel Management* (circ. 4,100), and *Group Tour Magazine* (circ. 16,530). Ordered 4,500 copies for mailing in January to group tour operators on Tourism's database.

Sent requested information to Cruise Travel, Illinois; Roxi Seidle, travel agent, Texas; and Go West, Sweden.

Fulfilled requests for Vacation Guides to AAA Offices in Illinois, Washington, and Wisconsin.

Completed registration for US Travel Association International Pow Wow in San Francisco in May. Contacted participants from 2010 to see if they were planning to participate – South Dakota will have a six-person delegation.

Submitted 60 appointment requests for National Tour Association (NTA) Annual Convention in November in Montreal, Canada. Provided three photos and 75 words of editorial for a NTA promotion in China. On November 20 during the China International Travel Mart, NTA will officially open the NTA Visit USA Center in Shanghai, China. The Center, which has the support of the U.S. Department of Commerce, will focus on promoting the United States as a destination to the Chinese travel trade.

Provided images to Swanson's Travel, Sweden, to be considered for their catalog cover. Swanson's Travel is the largest tour operator in Sweden.

Forwarded the 2009 two-state national parks fam itinerary to Lew White Tours, Indiana.

Completed registration for Active America Japan in November. Will meet face-to-face with Japanese tour operators in 15 minutes sessions. Shipped over 60 material packets to Japan for Osamu Hoshino to use at his Japanese Mission.

Worked with Tony Daly of Ranch Rider Vacations, United Kingdom, on itinerary ideas for his website.

Added copy to TravelSD's Chinese pages; waiting for the video to be added. After the video is loaded, will send links to the site to Chinese tour operators.

Sent follow-up information and a South Dakota fall slide show to 43 tour operators who attended the Rocky Mountain International (RMI) Megafam in late September.

For the RMI Italian Mission in Milan, gave presentation to five area tour operators: Chiariva by Vivamondo, Gastaldi 1860, Kuoni Italia Spa, I Grandi Viaggi, and Alidays. At the evening reception, 15 people attended to view a presentation on the region. Other notable trade in attendance included representatives from the US Commercial Service, VUSA Italy, and Lufthansa, a great airline partner for many Italian operators who send visitors to our region. Other presentations were made to Ovet Viaggi e Turismo, Hotelplan Italia, and Naar/Touring Club Italiano. Another reception was held for Italian members of the media, which included seven trade and six consumer press members. Notable Trade Developments: *Alidays, Davide Catania, Angela Quaranta and Stefano Berti* presented their new travel planning application for the iPad which will enable travel agents to use an interactive program to plan and book holidays with consumers. Will send videos, images, etc. to supplement the program.

A representative from *Chiariva by Vivamondo, Silvia Ferrari* will attend the 2011 Roundup. *Gastaldi 1860, Mariangela Candiani, Enrico Paumgardhen, Katia Malavasi* like selling the idea of "The Real America." They are happy with business and report a 75% increase in revenue. *Ovet Viaggi e Vacanze, Chiara Colombo* – Enrico attended Mega Fam 2010 and will be attending the 2011 Roundup. He feels the RMI region is an emerging product and is interested in increasing product. A total of 29 leads were produced from the Italian Mission 2010, including eight specifically resulting from appointments with tour operator staff.

Met with the following at the TTG Show RIMINI, Italy: *Ego Centro, Lorenza D'Anna* – Does not currently offer U.S. product, but is interested in creating tailor-made tours through our region, staff trainings, and fam opportunities. They thought that nature/Native American culture would work well. *Hotelplan Italia, Alberto Alberi* has been working with RMHT's on a South Dakota snowmobiling trip; they are interested in a northern and southern Black Hills snowmobiling fam. *Konrad Travel, Gianluca Sposito* – Gianluca said that he sent almost as many travelers to our region as he did to California. He plans to attend the 2011 Roundup. *Travel Options, Kusma Kopano* wants to offer the RMI region; needs receptive information and ideas. *Viaggi A Pennello, Gemil  Mandegari & Bruno Salerno* – A company representative will attend 2011 Roundup. They are an emerging operator in Rome and will put together a web program for the RMI region. A total of 31 leads were produced at TTG Incontri 2010. RMI feels this event is becoming *the* event for marketing to the Italian market, surpassing the long-standing BIT.

During the United Kingdom Mission in the Manchester Area, provided training, a video, and map descriptions for 32 area tour operators from eight offices.

Sent requested photos and bicycle information to Sauro Scagliarini as well to a bicycle tour operators. Met with the tour operator and Sauro in Rimini at the TTG Show to discuss ideas for tour product for bicycle tours. Hosted him during 2010 Buffalo Roundup.

Sent requested websites and information to Frank Corless, United Kingdom, as a result of a Buffalo Roundup hosting.

Petra Kistler, Buffalo Roundup 2008 attendee, produced three articles about South Dakota: Basler Zeitung, a daily Swiss regional newspaper (circ. 88,178.00), had an article about the Buffalo Roundup in their travel edition. The estimated ad value is \$15,922. Rheinischer Merkur, a weekly German regional newspaper in magazine style (circ. 68,600), had an article about the Buffalo Roundup in their lifestyle section. The ad value is estimated at \$19,565. This newspaper's online edition has online visits of 71,845 a month. The estimated ad value is \$4,795.

Olivier Thomas was at the 2009 Buffalo Roundup 2009 attendee and he and another former Roundup attendee Beatrice Leproux produced another article. It has an estimated ad value of \$11,012.60.

Outdoors

Assisted Dean Bortz, Wisconsin Outdoor News, with deer, antelope, turkey, and pheasant hunting regulations and public hunting areas in South Dakota throughout October/November.

Press Releases and/or articles included October animal of the month article on pheasants, Rooster Rush press release to announce the kickoff of the campaign, pitch about disabled hunting opportunities in South Dakota was sent to outdoor media contacts, rock climbing in South Dakota, the Outdoor Campuses in Sioux Falls and Rapid City, and sent Mobridge ice fishing release to outdoor media contacts.

Working on Mobridge Ice Fishing Tournament media hosting for outdoor writers/TV producers. Working with Ryan Alford, editor of *Snowshoe Magazine*, on a snowshoeing trip in January in the Black Hills. Worked on presentation on pheasant hunting issues for the annual Pheasants Forever Writers' Hunt in Aberdeen in December. Attendees include executive staff from Pheasants Forever, Casey Weismantel with the Aberdeen CVB, and 15 of the top upland game outdoor writers. Discussions will include current issues facing upland game and how they should be addressed.

Upcoming hostings include Steve Smith, with the *Pointing Dog Journal* for a story on late season pheasant hunting in South Dakota.

Attended Great Outdoors Initiative meeting in Fort Pierre to weigh in on South Dakota's hunting and fishing programs as they related to government programs and youth involvement.

Worked with Casey Weismantel of Aberdeen to help promote the million dollar bird contest by sending out his press releases on South Dakota's social networking sites.

Discussed marketing ideas with Jarret Bies for the South Dakota Kayak Challenge event and how the Office of Tourism might be able to help promote the event.

Travis Frank filmed in the Faith area for Destination Polaris and FoxPros Fast and Furious.

Film Office

Fulfilled requests for Film Office Production Guides. Assisted several members of the South Dakota film industry to manage their page information.

Working with a member of South Dakota's film industry on plans for a new film set in the Civil War era. He is hoping to work with several re-enactors from South Dakota's film industry. Would like to keep the project in state.

The Film Office Twitter account had five new tweets for a total of 221. There are 308 followers, up 13 from September.

Hospitality

Continued email notifications to those who met the requirements for the 2011 Great Service Star designation; and contacted others who received the designation last year, but who had not yet applied this year.

Reviewed the George S. Mickelson Great Service Award applications and selected businesses for the Tourism Advisory Board to consider. Two awards will be presented at the Governor's Conference on Tourism.

Worked with Barbara Zwetzig, BHSU College of Business and Technology, regarding the new fee-based, online hospitality training they are offering. Briefed staff and the Tourism Board on the program. They

asked the Office of Tourism to assist them in promoting it as an additional tool to businesses seeking this type of staff training. A link to the College of Business and Technology and this training will be added to SDVisit.com.

Information Centers

Compiled car count for October, which was up 67.1% over 2009; however, there were three Centers open instead of two through October for 2010. The Canadian count was up 40.1% over 2009, and international visitation was up 67.3% over 2009.

Travel tape/CD usage was up 14.9%.

Discussed travel season and staffing with supervisors. Discussed hours of operation with supervisors to prepare for a presentation to the Tourism Advisory Board at their meeting in November.

Photo/Video

Completed the following on Tourism's photo hit list: Minnesota Vikings game promotion, rattlesnakes, and Village People concert at Corn Palace.

Fulfilled requests for photos/slides to *South Dakota Magazine*, Yankton; Fort Pierre Community Youth Involved Center; South Dakota Dental Association, South Dakota Rural Electric Association, Department of Game, Fish & Parks, Pierre; Lawrence & Schiller, Sioux Falls; Glacial Lakes & Prairies, Watertown; Winner Chamber of Commerce; Black Hills State University, Spearfish; South Dakota Association of Rural Water, Madison; Deadwood Gulch Resort, TDG Communications, Deadwood; Black Hills, Badlands & Lakes, Rapid City; and Rocky Mountain International, Wyoming.

Continued inputting images into Tourism's digital photo database, which is at 12,794 images.

Video dubs and loans: Sent goose footage to South Dakota Public Broadcasting for use in a show they are producing. Sent stock footage to Gurney Productions in Los Angeles. Made DVD dubs of the "This is South Dakota" video.

Video Shoots: Shot rattlesnakes in the Grasslands. Taped a show with Oahe TV on the Black Hills Photo Shootout.

Appeared on Oahe TV in Pierre to discuss Black Hills Photo Shootout and future of the event. Planning to meet with interested parties in early November. Worked on follow-up to Shootout.

Travel Market Advertising

Finalized the following ads and shipped: **Shoulder 2010** – *South Dakota Tourism (SDT)*: Newspaper ads in Sioux City, Council Bluffs, Minneapolis, Rochester, and Omaha. Emailed Travelsmart.

Custer State Park/SDT Co-op: Newspaper ads in Fort Collins, Greeley, Loveland, La Crosse, Rochester, and SW Minnesota Peach. *Deadwood/SDT Co-op*: Newspaper ads in Bismarck, Gillette, Dickinson, Sioux Falls, and Aberdeen. *Spearfish/SDT Co-op*: Newspaper ads in Bismarck, Gillette, Greeley, Aberdeen, and Watertown. *Watertown/SDT Co-op*: Newspaper ads in La Crosse and Rochester.

Coordinated materials used in the Vikings plaza tent as part of the Rooster Rush campaign for gear giveaway drawing. Canvassed tailgate lots encouraging people to sign up for the giveaway – Cabela's is on board for sponsoring upland game hunting gear, Pheasants Forever donated a Ruger Red Label shotgun, and Big Shot Pheasant Fields of Mina will host the hunt for the winner and guests. Deadline to sign-up is November 2 and the winner of the package will be drawn around November 5. Attended the game vs. Cowboys and continued the tailgating promotion, encouraging game attendees to sign up for the gear giveaway. Registrations were taken at three games and online via TravelSD. Attended the Vikings/Cowboys as a sponsor and the half-time entertainment featured a game that earned the winner a hunting package at The Cogan House Lodge in Tabor for two people for two days.

Partners in the Macy's Thanksgiving Day Parade promotion, include the Black Hills, Badlands and Lakes Tourism Association, Custer Chamber of Commerce and BID Board, Deadwood Chamber and Visitors Bureau, the Mount Rushmore National Memorial Society, South Dakota Office of Tourism and Visit Spearfish. Macy's estimates there will be 3.5 million spectators on the New York City parade route and over 50 million television viewers nationwide, which will be broadcast on NBC and CBS. The float highlights Mount Rushmore National Memorial, Badlands National Park, and the Black Hills National Forest. Shipped pencils and kid's activity books to preparation arm of Macy's Thanksgiving Day Parade group.

Held conference calls with Peak 2011 co-op partners: Deadwood, Rapid City, Spearfish, Custer, Custer State Park, BH Digital Strategy, Black Hills Badlands & Lakes, Aberdeen, Watertown, and Sioux Falls Sports Authority

World Wide Web/E-Commerce

On TravelSD.com, 59 vacation packages were listed; added 12 Hot Deals.

Received additional Chinese content from consultant and finished creating the Chinese webpages.

Created a landing page to link to the Mount Rushmore Survey in Survey Monkey and took the page live on October 15. Worked with Lawrence & Schiller to make sure the redirect pointed to the URL that was advertised on the handouts (TravelSD.com/survey).

Contacted representative from Virtual States who owns TravelSouthDakota.com domain as he is interested in selling it.

Forwarded 2,434 email addresses in the inquiry batch for September from SD/BH Central Reservations for the Travelsmart subscriber list. Reviewed nearly 640 additional responses from Travelsmart and other Office of Tourism's email alerts; handled specific issues and forwarded others to appropriate staff.

TravelSD Enhancements In progress: Adventure Section, Native American Section, Camping Section improvements, Hot Deals and Vacation Package feeds, second round of Visitor Services Directory cleanup since launch of new site, and Email to Digital Revolution partners advising of enhancements.

Research

For the Visitor Relations Management (VRM) program, identified and completed several data cleanup issues that need to be resolved to accurately pull reports for inquiry type, country, and co-op partner inquiries and reservations.

Finalized online and paper surveys of the Mount Rushmore Survey and shipped to Xanterra Parks and Resorts. It should allow Tourism to gather travel behavior and demographic information from our top travel destination; hoping it will also provide more data on our international travel segment. A survey instrument within Survey Monkey has been created. Cards and surveys were sent to Xanterra Parks and Resorts as they will begin distributing the survey in November.

Worked with Global Insight on the Event Calculator. They will also work on a 2010 Tourism Economic Impact study.

Posted a PDF of the 2010 Intercept Study final report under Reference Tools / Research on SDVisit.

Logo/Photo Requests

Sent modified Rooster Rush logo to Brian Paynter at Watertown Public Opinion.

Tribal Tourism

Discussed the tribal session, Helping Each Other, at the 2011 Tourism Conference. It will be a panel about partnerships. Discussed how Tribal Chamber of Commerce's are funded and who does marketing on the reservations. *Explore Native America* is interested in getting advertisements in their magazines so briefly discussed that magazine and went over the 2010 AIANTA Conference sessions. Plan to travel to Kyle in November to talk about data collection – why it's important and how businesses can do it.

Governor's Invitational Pheasant Hunt

Completed details of the Pheasant Hunt: sponsorships of all aspects, photography assignments, décor, menus, print materials and signage, landowner gifts, teams, tour. and thank you letters.

Miscellaneous

Assisting with Christmas at the Capitol 2010 - theme is "Past, Present, Future" with Christmas Train décor as seen in *The Polar Express* movie. Team member working with this committee will be designing front door coverings, Lighting Ceremony program, tree signs, and directional signage for the Capitol.