

To: Secretary Richard Benda
 From: Melissa Miller
 Date: 12/07/10
 RE: November 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:	October 2009	October 2010	% Change
Deadwood Gaming Tax	\$ 313,495	\$ 353,269	12.7%
Tourism Promotion Tax (1%)	\$ 649,492	\$ 672,904	3.6%
Tourism Promotion Tax (.5%)	\$ 218,149	\$ 226,012	3.6%
Total Monthly Deposits	\$1,181,136	\$ 1,252,185	3.9%
FY2010 vs. FY2011	\$6,263,562	\$ 7,026,353	12.2%

1A. Change the way we market South Dakota.

- International Journalists: Hostings of writers from Germany, Austria, Italy, and Benelux have resulted in an estimated ad value of \$2,041,090 of articles in newspapers and magazines and radio broadcasts as well as millions in page impressions on various Web sties.
- Domestic Tour Operators: At the National Tour Association (NTA) Convention in Montreal, Canada, met with 25 tour operators in pre-scheduled appointments. Attended Active America Japan and met with 32 Japanese tour operators.

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

- Macy's Thanksgiving Day Parade: Partners in the Macy's promotion included 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. Earned media will be in the December report, but Macy's estimated 3.5 million spectators on the New York City parade route and over 50 million television viewers nationwide.
- Traditional Co-ops: Met with Black Hills Digital Strategy partners, Black Hills Badlands & Lakes Association, Custer, Custer State Park, Deadwood, Rapid City, and Spearfish. Scheduled meetings with Watertown and Aberdeen in December.

Media and Public Relations		
	Oct-10	FYTD
Circulation	9,704,056	83,567,283
Earned	\$11,403	\$567,070
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	88,527	1,910
09/10 % Chng	-6.4%	-9.0%
FYTD	517,727	9,423
Time On Site	14.1%	15.5%
Pages/Visit	-18.2%	-6.6%
Online Trip Itineraries	NA	NA
Email	Emails Sent	Emails Read
	Oct-10	12.0%
	FYTD	1,115,918
		12.9%
Digital Revolution		
# of Partners	293	-

Office of Tourism Indicators					
		Oct-10	Oct-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$672,904	\$649,492	3.6%	6.4%
	Gaming Tax	\$353,269	\$313,495	12.7%	3.4%
	Tourism Tax (.5%)	\$226,012	\$218,149	3.6%	8.4%
Travel Activity	State Parks	420,899	321,884	30.8%	
	Natl. Parks	156,927	137,612	14.0%	
	Traffic Cnts	194,618	180,807	7.6%	
	Gas Prices	\$2.85	\$2.61	9.2%	
	Overnights	106,093	97,509	8.8%	
	Occupancy	62.2%	58.2%	6.9%	
	Avg Rates	\$71.42	\$70.04	2.0%	
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 Lisa Metheny, freelance outdoors writer; forwarded inquiry from Cision public relations software to Lawrence & Schiller as they are conducting an audit of public relations software options; *Parents* magazine regarding ideas for throwback destinations; KELO-TV regarding Macy's float; *Midwest Living* magazine regarding photo of new Corn Palace murals; National Tour Association's *Courier* magazine regarding photos of Jewel Cave; New York University (NYU) journalism student regarding Macy's float; Frommers.com on average costs of goods and services in Pierre; the Chicago Star Tribune on Buffalo Roundup and the Sturgis Motorcycle Rally as two of South Dakota's must-see events; and general inquiries from MediaSD.com. Had media interviews with Rapid City Journal, NYU newspaper, and Black Hills State University newspaper regarding Macy's Thanksgiving Day Parade float; and KJAM radio regarding Great Service Star awards.

Pitched Travelsmart and Hot Deals/Vacation Packages to *Shop Smart* magazine, published 10 times a year by Consumer Reports, for the February/March issue with the focus on spring break.

Tracked 10 earned news clips and social media posts through Vocus and the SD Newspaper Association.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Faces: Ben Black Elk, Governor Richard Kneip, and D.C. Booth; Great Service Star Recipients – S.D. Businesses Recognized for Outstanding Customer Service; and 2011 Governor's Conference on Tourism: Registration Open. Posted four visitor industry releases to MediaSD.com.

Sent South Dakota pictures to Barb Anderson at South Dakota State University, who is in the process of updating the children's study website.

Social Media Relations: Take Me Hunting photo contest on Facebook began October 4; about 400 photos have been submitted. Made several Macy's Thanksgiving Day Parade blog posts, following the announcement that there is a Mount Rushmore float in the parade, about news stations with trivia questions on the float, parade, and Mount Rushmore. Posted Holiday Things to Do, news stories, and blog links; have 6,133 fans. Travel South Dakota Twitter had 37 new tweets for a total of 963; and 2,106 followers, up 60 from October.

Industry Relations

Distributed the eFYI newsletter to 1,327 list members via Listrak.com and to 2,477 visitor industry e-mail addresses. Topics included Director's Report, 2011 Governor's Conference on Tourism, Tourism Conference Sponsorships, Rooster Rush Cacklin' Community Award, Trade Show Leads Available for download, Macy's Thanksgiving Day Parade, Important Reminders, and What Our Visitors Are Saying.

Sent registration flyer for the Governor's Conference on Tourism to the printer; ordered 4,250 pieces to be mailed in early December; registration and payment are available online at SDVisit.com. Early registration is \$150. The Annual Report and Cooperative Marketing Kit will be distributed at the Conference, available by request, and distributed at industry meetings throughout the year. Continued to add sponsors to the database for acknowledgements and assignments to sessions. Worked on booth placement of the juried vendor booths.

Attended the monthly meeting of the Pierre CVB hospitality committee and reported on current and up-coming Tourism programs. Supplied the Pierre CVB with a list of possible hospitality training speakers for their May 2011 See South Dakota Week workshop.

Worked with a representative from the Council of State Governments concerning their annual conference luncheon honoring Governor Rounds as the out-going president of that organization.

Provided Social Services contact information for cities in the Black Hills regarding a regional meeting.

Took part in a conference call with Black Hills organizations that are trying to work together on marketing.

Presented co-op program information/opportunities at the Specialty Crops Workshop in Mitchell.

Trade Sales Group Tour/International

Completed partner sections of the Group Tour Planning Guide and sent to about 200 partners to review. Categories include: Cities, Attractions and Entertainment, Gaming, Accommodations, Restaurants, Receptive Operator, and Transportation.

Fulfilled requests for Vacation Guides to AAA Offices in Illinois, Mississippi, and Texas.

Sent the 2010 issue 9 edition of the Travel Professionals E-newsletter via Listrak.com to 163 list members. Topics included City Highlight: Belle Fourche, Travel Professionals Tips, Featured Attractions, Featured Events, and What's New. Plan to capture more sign-ups from professional trade shows.

At the National Tour Association (NTA) Convention in Montreal, Canada, met with 25 tour operators in pre-scheduled appointments, organized and conducted caucus for 16 South Dakota delegates attending the convention to share leads, organized and worked convention floor booth, and attended educational seminars. Researched and submitted 75 tour operator appointment requests for American Bus Association (ABA) Annual Marketplace to be held January 8-13 in Philadelphia.

Attended Active America Japan and met with 32 Japanese tour operators.

Worked with Creative staff to develop an e-invite for a travel agent familiarization tour in the spring.

Sent information to the five South Dakota partners who will share a booth with Tourism at the US Travel Association Pow Wow in San Francisco in May.

Received confirmation from Rapid City, Deadwood, and Hot Springs that they will provide lodging for 15 tour operators who will attend the RMI Roundup and post fam in February in Rapid City. RMI Roundup is a regional meeting where suppliers from the four RMI states come together in one location to meet with approximately 35 overseas European tour operators and inbound tour operators based in the United States. Tour operators who plan to attend are from Germany, Italy, France, and Norway. Emailed sign-up information to South Dakota suppliers.

Posted leads from RMI Sales Mission in Italy, TTG Incontri Show in Italy, and United Kingdom Mission on SDVisit and emailed access information to over 450 South Dakota suppliers interested in the international market.

Contacted North American Journeys (NAJ) regarding South Dakota Web portal for tour operators, upcoming NAJ Summit Show to meet with inbound receptive tour operators, Active America China Show, and Active America Japan Show.

Results of hosting international journalists to South Dakota:

Germany –

TIP Magazine, Austrian trade magazine (circ. 10,500) distributed to travel agencies. Article and photo; result of the VUSA Austria fam in the RMI region. Estimated ad value is \$2,379.

Kurier – Reise Supplement, an Austrian daily newspaper (circ. 350,000 and a readership of 650,000).

Detailed introduction about the RMI region with travel tips. Article is a result of hosting the VUSA Austria fam in the RMI region. Estimated ad value is \$78,886.

FTI Austria Newsletter, Austrian Tour Operator Newsletter, is sent via email to approximately 9,000 Austrian travel agencies. Klaus Tichler, participant of the RMI VUSA Austria fam, published a detailed travel report on the RMI region. The article was also published online in the FTI Austria Travel platform. Estimated ad value is not available.

NDR Website, German public radio channel: story on the Buffalo Roundup with the title "Wild hunt in South Dakota;" result of 2009 Roundup hosting. Estimated ad value not available as there is no advertising. And NDR 90,3 – regional radio channel, most radio segments about Buffalo Roundup were aired during this Sunday morning travel show called "Reise! Reise!" in northern Germany; result of 2009 Roundup hosting. Estimated ad value is \$150,000.

Tanja Weimer, journalist, was hosted at the 2009 Buffalo Roundup. This is the second article that she has written as a result of her trip – Berliner Morgenpost. Page impressions were 24,409, 236. Another Roundup article was in the German newspaper, Welt online. Page impressions were 194,629,489.

Italy –

Film producers Chiara Cetorelli and Andrea Montevechhi were hosted at the 2010 Buffalo Roundup. Documentary about South Dakota will be aired on Rai Tre during a program called "Alle Falde del Kilimangiaro." Viewership is 4.5 million. Estimated ad value is \$1.8 million.

A-Motore.com consumer Web magazine is a consumer magazine dedicated to motorcycles, cars, and boats that has 100,000 visitors monthly. Article was on snowmobiling in South Dakota. The estimated ad value is \$800,000.

Benelux –

FD Persoonlijk is a weekly magazine (circ. 70,500) had an article on the buffalo; result of a press trip in 2010. Estimated ad value is \$9,825.

Sent photos of Mount Rushmore and Crazy Horse to journalist Frank Corless; hosted at the 2010 Buffalo Roundup.

Outdoors

Worked with Scott Linden from *Wingshooting USA* on a potential episode featuring prairie chicken hunting in South Dakota.

Contacted the winner of the Rooster Rush Big Shot Gear Giveaway to inform him of his prizes. Worked with the winner, Cabela's, and George Kessler of Big Shot Pheasant Fields to arrange details of the hunt and distribution of prizes. Contacted winner of the Vikings halftime promotion to line up his hunt at the Cogan House Lodge near Yankton.

Prepared a presentation on the pheasant marketing efforts of the Office of Tourism to be given to 15 of the top outdoors writers in the nation during the Pheasants Forever Writers Hunt, November 30-December 3.

Wrote and posted the animal of the month release as well as one on the rifle deer season opening in South Dakota to SDoutdoors, FaceBook and Twitter accounts. Sent six South Dakota outdoor story ideas to Carrie Havranek with *Frommer's Travel USA*.

Working on getting outdoors writers/TV productions to the Mobridge Ice Fishing Tournament. So far, freelance writer Matt Straw and photographer Rick Hammer plan to attend. Waiting to hear final details from *Family Fish & Game* in Iowa. Working on a snowshoeing trip in January for Ryan Alford, editor of *Snowshoe Magazine*. Plan to host Steve Smith, *Pointing Dog Journal*, for a story on late season pheasant hunting in South Dakota in December.

Interviewed with Yoko Noge, Nikkea, Japan, a travel correspondent who is working on promoting South Dakota pheasant hunting to corporate markets in Japan.

Started planning the first annual South Dakota bike summit to be held in Ft. Pierre on January 21-22.

Plan to attend the National Pheasant Fest to be held in Omaha, Nebraska, and host a booth. Set up meeting with staff and Brad Heidel, business director for Pheasant Forever, to discuss promotional opportunities.

Film Office

Sent production guides to three people who requested information from FilmSD.com. Assisted members of the South Dakota film industry to help manage their page information and keep it up to date.

Discussed potential changes to FilmSD, including costs, film permit contact information, and possibly a registration form for filmmakers.

Working with a member of South Dakota's film industry on plans for a new film. It is set in the Civil War era, and he is looking to work with several re-enactors from South Dakota's film industry.

Put together information for a film company bidding for an AT&T commercial at Mount Rushmore National Memorial on helicopters, grips, location scouts, gaffers, etc. The company ended up losing the bid and they will not be coming to South Dakota.

Working with an independent filmmaker on a project he is looking to shoot in the Watertown area. Looking for pyrotechnic and production manager contact information.

Sent the October 2010 issue of the Film Office E-Newsletter via Listrak.com to 136 subscribers. Topics included Round Table at the South Dakota Film Festival, Public Relations Efforts, Location: Badlands National Park, and Important Dates.

For the Twitter account, had two new tweets for a total of 223; have 326 followers, up 18 from October.

Hospitality

Issued 65 Hospitality Certificates to the Interstate Information Center staff.

Announced the 138 (to date) recipients of the Great Service Star designation for 2011. Properties have a January 31, 2011, deadline for submission of applications for the 2011 season.

Attended the Governor's Tourism Advisory Board meeting and led the discussions on the selection of the two George S. Mickelson Great Service Award winners for the 2010 season. The Board chose two to recommend to the Governor. Winners will be announced at the Tourism Conference in January.

Placed a link from SDVisit.com to Black Hills State University for their new fee-based customer service training program.

Information Centers

Car count for the 2010 season was up 8.5% from 2009. Canadian car count was up 19.9% from 2009; car count for International visitors was down .9% from 2009. For the 2010 season, there were 496 motorcoaches/buses that stopped at the Information Centers.

For the year, 2,548 Travel CD's were used by travelers; this is up from 2009 by 16.35%.

The top 20 states for visitation at the Information Centers for 2010 in order were: South Dakota, Minnesota, Iowa, Wisconsin, Illinois, Nebraska, Wyoming, Michigan, Washington, Missouri, North Dakota, Ohio, California, Indiana, Florida, Texas, Pennsylvania, Montana, Colorado, and Kansas. The top twenty states list is very similar to previous years.

Researched salary history and hours of operation costs for a presentation to the Governor's Tourism Advisory Board. The Board suggested a review of hours at each Center to determine hours of operation for each. They also agreed the Tilford Westbound could just be open but not staffed. The Board also showed interest in bringing more technology and or kiosks to the Centers; will research equipment and costs and consult Department of Transportation.

Reviewed application process for Interstate Information Center travel counselors. Will work with the Career Centers and possibly place want ads.

Photo/Video

Black Hills Photo Shootout is in the hands of Black Hills State University. They are hoping to hire a half-time person to coordinate the event with assistance from Tourism. Also working with Black Hills Photo Club and Black Hills, Badlands & Lakes to continue support of the event. Worked on finalizing all financial aspects.

Completed photography on Tourism's hit list: pheasant hunting (with both a model set-up and images from the Governor's Hunt), Cultural Heritage Center museum and archives for their promotional use as well as the Tourism files, and mule deer.

Fulfilled requests for photos to *South Dakota Magazine*, *Living Here* magazine, Yankton; South Dakota Education Association, South Dakota Historical Society, Department of Transportation, Department of Game, Fish and Parks, Department of Agriculture, Department of Social Services, Pierre; Watertown Public Opinion, Glacial Lakes & Prairies Tourism Association, Watertown; Lawrence & Schiller, Outdoor Campus, Mailway Printers, Regency Management, Henkin Schultz, Sioux Falls; South Dakota Public Broadcasting, Vermillion; Dex Yellow Pages, Aberdeen; Black Hills, Badlands & Lakes, Rapid City; TDG Communications, Deadwood; Sisseton Courier; South Dakota Newspaper Association, Brookings; Custer State Park Resorts, Custer; Prairie Berry Winery, Hill City; *Family Fish and Game* magazine, Iowa; Western Writers of America Association, New Mexico; Xanterra, Colorado; and National Tour Association, Kentucky.

Have entered nearly 13,000 digital photos in the database.

For the video hit list, set up and shot pheasant hunting at Oahe Downstream Recreation Area for video of different hunter set-ups and assisted in shooting still photographs.

Made video dubs and loans: stock footage to the FFA of South Dakota for a conference video they are producing. Made 15 dubs of the "This is South Dakota" video for Richard Benda for his use to promote the state. Worked with South Dakota Public Broadcasting to convert video for Custer State Park that was shot for them by National Geographic crews last summer.

Gathered videos of speakers who will present at the Tourism Conference and converted them to be used on the visitor industry website. Converted a version of the "This is South Dakota" video and placed it on the Tourism YouTube channel.

Compiled BetaSP tape from about 1998-2003 and sent it to the State Archives; included lists and descriptions of each tape. Consolidated and archived current video stock.

Travel Market Advertising

Finalized and shipped the following ads: *Shoulder Season 2010*: South Dakota Tourism (SDT)– Giant Step Badlands for December issue of *Travel 50 +*, Take me Hunting ad for *Kingdom* magazine on sale early December and hunting Web banners, Take me Hunting ad for Pheasant Fest (January event) program booklet, and Travelsmart.

For Winter 2010-2011: *Deadwood/SDT Co-op* – Newspaper ads in Chadron, Bismarck, Dickinson, Sioux Falls, Casper, Cheyenne, Scottsbluff, and Williston; winter TV and radio spots; and winter Web banners. *Spearfish/SDT Co-op* – Winter radio spot.

For *Peak Season 2011: SDT* – Reviewed seven Peak Giant Step ad layouts. Finalized and shipped Giant Step Rushmore 2-page ad for March 2011 issue of *O Magazine*.

Reviewed five responses to the November Travelsmart and forwarded to appropriate staff for a reply. Reviewed 360 of the 760 responses to the December Travelsmart; most were automatic out-of-office responses. Reviewed two responses to Travel Deals and Vacation Guide automated emails; forwarded to appropriate staff for a reply.

Began updating copy on Tourism's pages for the 2011 South Dakota Vacation Guide as well as the covers and a few photos. The Great Events listing and map in the Vacation Guide will be discontinued. Sent current Vacation Guide campground listing to the Department of Game, Fish & Parks for updates as it will be in the 2011 Vacation Guide.

Worked with the 38 Giant Step partners on their copy. Worked with ad agency on the mockup designs for the online pages for the partners. The goal is to be able to determine ROI better with this program. Leads from Reader Services will be forwarded to Tourism first and then routed to partners.

Met with Black Hills Digital Strategy partners and heard marketing proposals from L&S and TDG ad agencies regarding 2011 marketing plans; discussed with group how to move forward. Met with 2011 co-op partners: Black Hills Badlands & Lakes Association, Custer, Custer State Park, Deadwood, Rapid City, and Spearfish.

Partners in the Macy's Thanksgiving Day Parade promotion included 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. Earned media will be in the December report, but Macy's estimated 3.5 million spectators on the New York City parade route and over 50 million television viewers nationwide. Approved telecast script for parade day and attended parade to act as point of contact for our office.

Publications

Received 34,000 Snowmobile Trails Maps. Most will be distributed by the Department of Game, Fish & Parks at trail heads and per requests.

World Wide Web/E-Commerce

On TravelSD.com, 66 vacation packages were listed; added nine Hot Deals.

Contacted by the current owner of TravelSouthDakota.com who was interested in selling the domain. Determined it was unlikely we would use a separate domain in our general marketing, so declined his offer.

Enhancements In progress: Adventure Section and Native American Section, each will have a designated URL; Event Search improvement; Giant Step magazine ad landing pages; Video Player improvement for Chinese section; Trip Advisor reviews – will try to include ratings and reviews; Booking widget – will work to improve the conversion rate; Hot Deals and Vacation Package feeds; and Visitor Services Directory – contracted with Teleservices to contact travel directory to get correct information.

Completed enhancements to TravelSD: Camping Section improvements, Chinese Section, Regional Page enhancements, Trip Planner usability upgrades, E-Vacation Guide sign up form revisions, improved keyword search, tagging features in maintenance area, Video Search in multimedia now returns results, Event listing dates now only shows current year, Guidelines for Industry Co-op programs

updated on DR maintenance forms, Event and Trip planner are integrated, Enhanced drag/drop features for Trip Planner, Homepage Newsroom graphic, and Administration Usability.

On Industry Site – SDVisit, updated Tourism Conference registration and schedule information and added speaker videos and worked with BIT to update the Online Payment System.

Posted two lists (PDFs) from the shows in Italy and the one for the United Kingdom sales mission to the Tour Operator and International Leads List page.

Posted updated information and form for the 2011 publications program at the Interstate Information Centers.

Research

For the Visitor Relations Management (VRM) Program, data has been cleansed and imported into Sales Force. The next step is to format new triggered messaging, based on which purchase stage the consumer is in (planning, purchasing, pre-trip or post trip). Will develop standard Dashboards that will be used for reporting on both Tourism's and partners' performances.

Received 141 completed surveys for the visitor research being conducted at Mount Rushmore National Memorial by Xanterra Parks and Resorts and Tourism. Visitors have the option to go online or complete the survey via hard copy.

Reviewed Global Insight's Event Calculator via a demo. The Event Calculator can be used for feasibility studies or to report on the fiscal impact of events within the state. The Calculator will have the ability to measure impact at a local level, adjusted to measure state level impacts, and reflect the return on investment.

Provided a Travel Indicator update and synopsis to Bureau of Finance & Management that summarized our travel activity year-to-date.

Developed survey within SurveyMonkey to deploy to hunters in our TravelSmart database of approximately 30,000 to try and learn more about their hunting traveling experiences.

Reviewed proposal from Clash Media regarding a pay-per-lead program. Made the decision to pass due to several concerns with the proposal.

Reviewed RFP from Aero GP. This is a large scale air show that draws international visitation; it will be forwarded to the CVBs for consideration.

Presented a PowerPoint about data collection methods at Pine Ridge.

Logo/Photo Requests

Sent South Dakota logo to Brainstorm Marketing. Sent State Seal digital file to John Nesladek at Emergency Management.

Governor's Tourism Advisory Board

Held a Governor's Tourism Advisory Board Meeting in Pierre. Items on the agenda included Digital Revolution, Web usability study, travel indicators; revenue, Black Hills Photo Shootout, marketing, Buffalo Roundup earned media, social media, Take Me Hunting photo contest, Governor's Conference on Tourism, hospitality, Macy's Thanksgiving Day Parade, and Interstate Information Centers. The group toured the Casey Tibbs SD Rodeo Center. In Executive Session, the Board discussed the finalists for the George S. Mickelson Great Service Awards and recommended two to the Governor. The next meeting will be Tuesday, January 18, at the Ramkota in Pierre.