

To: Secretary Richard Benda
 From: Melissa Miller
 Date: 09/07/10
 RE: August 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:	July 2009	July 2010	% Change
Deadwood Gaming Tax	\$ 313,630	\$ 299,683	-4.4%
Tourism Promotion Tax (1%)	\$ 761,611	\$ 799,007	+4.9%
Tourism Promotion Tax (.5%)	\$	\$ 286,367	na
Total Monthly Deposits (w/.5%)	\$1,075,241	\$ 1,385,057	28.8%
FY2010 vs. FY2011 (w/.5%)	\$1,726,475	\$ 2,143,018	24.1%

1A. Change the way we market South Dakota.

- International: Attended the LA Mission and worked with Osamu Hoshino to promote South Dakota to 37 Japanese tour operators. Hosted Annalisa, Rocky Mountain International (RMI) Italy, and nine others from Italy and offered suggestions for the Black Hills and Sturgis Rally during their stay in South Dakota. The last time they were here, it resulted in photos posted to the largest motorcycle website in Italy, plus two articles about Sturgis, the Rally, and the Black Hills.
- Domestic Tour Operators: Met with two tour operators from Agape Travel Services and Agri Travel Services, Colorado, in the Black Hills.
- Domestic Journalists: Completed follow-up to Brian Clark about fall foliage and the Custer State Park/Peter Norbeck Scenic Byway as part of hosting him to activities for an article as a freelance writer on assignment with a CBS affiliate in Madison, Wisconsin. The Body issue of 414 magazine, featuring South Dakota, will be distributed to those who helped with the hosting in June.
- Outdoors: Assisted Chris Keefer, host of Backcountry Quest television, with an archery antelope hunt in Butte and Meade counties. The television show airs on The Sportsman Channel throughout Michigan, Illinois, Ohio, Wisconsin, Minnesota, and Iowa as well as via satellite. Made new outdoors media contacts within the fishing industry: Scott Matheson, CEO of Anglers Insight Marketing (AIM), Wisconsin. Patrick Neu, VP for AIM, runs his own company, New Century Marketing LLC. Tommy Skarlis is a founding fisherman of AIM. Gary Parsons films The Next Bite, which airs on Verses twice a week. Greg Jones is from Midwest Outdoors, a television show in Minneapolis. Cy Dodson works independently with Ron Schara productions as well as other outdoors companies.
- Film Industry: Met with Ron Fella, Sturgis Productions, during his two weeks of filming in the state. He produces the Full Throttle Saloon film each year.

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

- State Fair: Prepared a handout and signage for Travel South Dakota Day at the State Fair, September 3. Partners with Tourism include Pierre CVB, SD National Guard Museum, BW Ramkota Hotel & Conference Center, Aberdeen CVB, Venerts Hotel Management, Southeast SD Tourism Association, Black Hills, Badlands & Lakes Tourism Association, Chamberlain/Oacoma CVB, Grow Spink County, Yankton CVB, SD Innkeepers Association, and Casey Tibbs Rodeo Center, Ft. Pierre.

Media and Public Relations		
	Jul-10	FYTD
Circulation	2,077,772	2,077,772
Earned	\$33,271	\$33,271
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	165,425	2,605
07/10 % Chng	10.8%	-21.4%
FYTD	165,425	2,605
Time On Site	9.6%	-22.1%
Pages/Visit	-5.1%	-9.5%
Online Trip Itineraries	18,198	NA
Email	Emails Sent	Emails Read
Jul-10	275,736	12.8%
FYTD	275,736	12.8%
Digital Revolution		
# of Partners	291	

Office of Tourism Indicators					
		Jul-10	Jul-09	% Change	% FYTD
Tax	Tourism Tax (1%)	\$799,008	\$761,611	4.9%	4.9%
	Gaming Tax	\$299,683	\$313,630	-4.4%	-4.4%
	Tourism Tax (.5%)	\$268,368	NA	NA	NA
Travel Activity	State Parks	1,651,231	1,451,663	13.7%	
	Natl. Parks	969,439	1,064,639	-8.9%	
	Traffic Cnts	245,905	241,651	1.8%	
	Gas Prices	\$2.68	\$2.48	8.1%	
	Overnights	585,172	568,519	2.9%	
	Occupancy	78.2%	78.1%	0.1%	
	Avg Rates	\$82.26	\$80.54	2.1%	
Inquiries	Total	17,534	23,784	-26.3%	NA
	Online	11,978	14,508	-17.4%	NA
	Mail	2,221	4,686	-52.6%	NA
	Phone	784	1,267	-38.1%	NA

2010 Initiative

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

Media & Public Relations

Fulfilled information requests: Freelance writer from California – the Statue of David in Sioux Falls; Steve Miller, Rapid City Journal – Economic impact of the Rally; Beth Harpaz, Travel Editor with AP in New York City – Fact checking and photos; Candy, Todd County Tribune – How SD Tourism has promoted Tourism on the Rosebud; Sarah Reineke, Argus Leader – How did the 2010 tourism season end up?; Jaclyn, SDPB – How did the 2010 tourism season end up?; and general inquiries from MediaSD.com. Gave media interviews to James MacPherson, AP in Bismarck regarding impact of the Sturgis Rally; Sarah Reineke, Argus Leader regarding 2010 tourism season; and Jaclyn, SDPB regarding 2010 tourism season. Sent pitch to Eye on Travel TV regarding South Dakota as a travel destination.

Tracked 48 earned news clips and social media posts through Vocus and the SD Newspaper Association, as of August 31.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web) – South Dakota's Great Faces: Hugh Glass, Mattie Goff Newcombe, Spotted Tail, and Harvey Dunn; and Governor Rounds appoints Baker to Tourism Advisory Board. Posted one industry release to MediaSD.com.

Completed follow-up to Brian Clark about fall foliage and the Custer State Park/Peter Norbeck Scenic Byway as part of hosting him to activities for an article as a freelance writer on assignment with a CBS affiliate in Madison, Wisconsin. 414 magazine has released the Body issue of the magazine featuring South Dakota; will distribute copies to those who helped with the hosting in June.

Sent e-invite to journalists on behalf of Custer State Park for the pre-Roundup herd tours.

Met with Macy's via conference call regarding Media Day on November 16. Worked on South Dakota facts and information for the NBC telecast during the parade.

Attended a Year of Unity meeting with representatives from Tribal Government Relations.

For Social Media, met with ad agency regarding a FaceBook promotion that would involve our fans submitting photos of their dog hunting. The promotion would help build our fan base. The contest would take place before and during pheasant hunting season. Another fan building effort asks current fans to

share our page with others. Once we reach 5,000, all fans would have the opportunity to win 1 of 10 prizes by commenting on a specific message; as of August 27, we have 4,393 fans, up 255 from June. Made blog posts on I-29 Cultural Corridor, Take A Child Outside, Custer National Forest, and Geocaching in South Dakota. Travel South Dakota Twitter had 65 new tweets for a total of 865; have 1,903 followers, up 110 from July.

Industry Relations

Created the August e-fyi newsletter and distributed to 1,332 list members via Listrak.com and to 2,429 on Tourism's visitor industry email list. Topics included Directors Report, Rooster Rush 2010, Travel South Dakota Day at the 2010 State Fair, 2011 Calendar of Events, Digital Revolution Partner coupons to Expire, July 2010 Travel Indicators, 2011 Governor's Conference on Tourism, Great Service Star Submissions Due September 10, Trade Show Leads Available for Download, Important Reminders, and What Our Visitors are Saying.

Updated and coordinated mailing to 580 Made in South Dakota producers inviting them to enter the juried exhibit process for the Tourism Conference booths. Will design registration mailer in September/October; getting session information and speaker bios and photos for mailer. Had conference calls with all speakers to discuss presentations.

Due to the popularity of the Matching Dollar Challenge, funds have been allocated for FY2011. We will begin accepting applications for FY2012 funding beginning on March 1, 2011.

Prepared a 1/3 page handout for Travel South Dakota Day at the State Fair, September 3. Designed and coordinated production of gate and tent signage. Partners with Tourism include Pierre CVB, SD National Guard Museum, BW Ramkota Hotel & Conference Center, Aberdeen CVB, Venerts Hotel Management (Watertown), Southeast SD Tourism Association, Black Hills, Badlands & Lakes Tourism Association, Chamberlain/Oacoma CVB, Grow Spink County, Yankton CVB, SD Innkeepers Association, and Casey Tibbs Rodeo Center, Ft. Pierre.

Trade Sales Group Tour/International

Sent group tour co-op piece to *Courier* and *Bus Tours* magazines; will send to *Destinations* and *Bank Travel Management* magazines in October; and *Group Tour* magazine in November for a total circulation of 43,605. Will order overprint of 4,500 copies to mail in January to group tour operator database.

Fulfilled requests for Vacation Guides to AAA Offices in Colorado, Illinois, Iowa, Minnesota, North Dakota, Ohio, Pennsylvania, and Wisconsin. Sent requested information to Denmark State Bank, Wisconsin; and Alliance Travelers, Nebraska,

Completed follow-up to 32 tour operators from the annual Travel Alliance Partners (TAP) Convention in Branson in June. Completed follow-up to 12 leads from Scandinavian Mission, to 13 tour operators from the Benelux Mission, and to 15 Japanese tour operators from the LA Mission. Completed trade show follow-up to 137 requests from the following trade shows: NAJ, RMI Pow Wow, South Dakota Pow Wow, ITB, BIT, United Kingdom Mission, French Mission, and World Trade Market.

Met with two tour operators from Agape Travel Services and Agri Travel Services, Colorado, in the Black Hills. They are doing site inspections to prepare for their 2011 tours.

Worked with consultant Shonna Du, who added Chinese subtitles to the tourism video produced by Andrew Kightlinger. The video will be used as a promotional DVD and will also be placed on the website for potential Chinese tour operators. Shonna will also be adding copy to the Chinese language website.

Attended the LA Mission in California and worked with Osamu Hoshino to promote South Dakota to 37 Japanese tour operators.

Discussed MLT University details with a representative from the Black Hills Badlands and Lakes Association, who will also attend. There are over 1,600 travel agents from the United States and Canada who attend the three-day trade show in September in Minneapolis.

Completed international press clips report, which included articles printed in Germany, France, Benelux, United Kingdom, and Denmark; FY 2010 press amounted to \$2.1 million in press value in coverage on South Dakota.

Contacted Rapid City and Deadwood regarding post fam itinerary suggestions and ideas for the Rocky Mountain International (RMI) Roundup to be held in Rapid City at the Hotel Alex Johnson in mid-February. Three states will offer post fams – South Dakota, Montana, and Wyoming. The Roundup should bring 35-45 international tour operators and overseas staff to South Dakota.

Created Custer expedition itinerary for the deputy editor at the London Times; the two-day itinerary covers important locations in South Dakota of Lt. Col. George Armstrong Custer and his men.

Met Annalisa, RMI Italy and nine others from Italy, hosted group, and offered suggestions for the Black Hills and Sturgis Rally during their stay in South Dakota. The last time they were here, it resulted in photos posted to the largest motorcycle website in Italy, plus two articles about Sturgis, the Rally, and the Black Hills.

Drafted itinerary for VUSA Travel Planner, Austria, for two days in September; they plan to bring nine tour operators and journalists on the tour, which includes Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Badlands National Park, and Deadwood. Contacted Best Western Four Presidents Lodge in Keystone for Argus Reisen, Germany, regarding fam tour of the region; suggested South Dakota ranches for their offerings. Drafted itineraries for Complete North America, United Kingdom; and Hans Van Alebeek, Netherlands. Assisted with itinerary suggestions and lodging accommodations for four to five tour operators from Comptoir, France, who will be coming to South Dakota in September to do site inspections for their tours.

Have confirmed 13 international journalists for the Buffalo Roundup fam; will cap at 14. In addition to the main itinerary, worked on special itineraries and contacting suppliers for hostings for articles for journalists, including Margit Boeckh from Germany, Arjan Leenhouts and Kim Van Dam from The Netherlands, and Frank Corless from the United Kingdom.

Outdoors

Assisted Chris Keefer, host of Backcountry Quest television, with an archery antelope hunt in Butte and Meade counties. Lined up guide, lodging, food, and airport transportation for the crew. The television show airs on The Sportsman Channel throughout Michigan, Illinois, Ohio, Wisconsin, Minnesota, and Iowa. The show is also available on Dish TV and similar satellite companies.

Attended the South Dakota Walleye Classic and Festival in Akaska to meet with new outdoors media contacts within the fishing industry: Scott Matheson, CEO of Anglers Insight Marketing (AIM). Patrick Neu, VP for AIM, runs his own company, New Century Marketing LLC – great contact for marketing the outdoors. Tommy Skarlis is a founding fisherman of AIM. He is a fan of South Dakota tourism FaceBook and tries to post something once a week. He is probably our biggest fishing advocate located in Wisconsin. Gary Parsons films The Next Bite, which airs on Verses twice a week. His fishing show reaches the most households, nationwide, every week. Greg Jones is from Midwest Outdoors, a television show in Minneapolis; discussed projects in South Dakota and how he could help promote. Cy Dodson works independently with Ron Schara productions as well as many other outdoors companies. He is an award winning photographer and journalist who is interested in doing more work in South Dakota.

Helped Tim Lintz, an outdoor writer from Wisconsin, on a story regarding the affordability of a South Dakota vacation as well as encouraging hunters to bring their families with them when they hunt.

Assisted Dean Bortz, an independent outdoor journalist based in Wisconsin, on planning an upcoming big game hunt in South Dakota.

Posted South Dakota animal of the month story on salmon.

Film Office

Fulfilled requests for three film production guides.

Was interviewed by Watertown radio about film projects and happenings in South Dakota.

Researched advertising options and will place ads in *Locations* magazine and *P3Update*.

Secured locations for John Brookbank for his film "Midwest Monster" that was filmed in the southeast part of the state. They plan to return in the spring for more footage.

Met with Ron Fella, Sturgis Productions, who produces the Full Throttle Saloon film each year. He has plans to make a bigger and better show this season. They filmed for over two weeks.

Assisted a locations scout with a sunflower field – still photography shoot for Hewlett-Packard.

Continued working with South Dakota Film Festival on details of September event: ad on back cover of program, roundtable discussion time/date, and final press release.

Have four new tweets for the Film Office Twitter account for a total of 215; have 271 followers, up 23 from July.

Hospitality

Issued 218 Governor Certificates for Outstanding Hospitality, 17 gold seals for a second recognition, and three gold pins for a third recognition.

Mailed 1,500 applications to the visitor industry for the Great Service Star Program.

Visited with a staff person from Jewel Cave about participation in the Great Service Star program.

Assisted several businesses/attractions with reestablishing lost records of employee Online Customer Service Training when the server, that holds our training records, failed at Black Hills State University.

Information Centers

Compiled car count at the Interstate Information Centers for the month of August; the overall count was up over 2009 by 3.9%; car count for Canadian visitors was up 18.2% over the same time period in 2009; and car count for all other international visitors was down 10%. Of the 110 motorcoaches/buses that stopped at the Information Centers, 28 had international passengers.

For July, use of Travel CD's at the Information Centers was up over July 2009 by 15.7%.

There will not be an end-of-the-year party this year as no community is able to host one.

Closing schedule: September 19 – New Effington, Wilmot, Salem, Vivian, Wasta, and Tilford; Spearfish closes September 28; and Chamberlain, Valley Springs, and Vermillion close October 31.

Designing kids' activity books for distribution at Interstate Information Centers; the 16 pages contain games and South Dakota facts, targeted to grade-school-age children. Will determine quantity as printing quotes are reviewed.

Photo/Video

Completed the following on Tourism's photo hit list: Redlin Art Center Summer Celebration, Watertown; Sturgis Rally; Mount Rushmore National Memorial and Sturgis; several locations in Custer for BID Board use; Badlands National Park; Thunder Road, Watertown; Ingalls Homestead, De Smet; Days of '76 parade and rodeo, Deadwood; family at Mount Rushmore; and Sylvan Lake.

Fulfilled requests for photos/slides to Regency Management, Sioux Falls; *South Dakota* magazine, Yankton; BPro, Department of Agriculture, South Dakota Rural Electric Association, Pierre; Fort Pierre Development Corporation; Sioux Falls CVB, Mind Flame Design, Sioux Falls; TDG Communications, Deadwood; Rapid City CVB; Illinois International Travel, Illinois; *Bus Tours* magazine, New York; *Midwest Living* magazine, Iowa; *Courier* magazine, Kentucky; Associated Press, New York; and USA Today, Virginia.

Continued inputting images into Tourism's digital photo database, which is at 12,739 images.

Completed the following on Tourism's video hit list: Oglala Nation Pow Wow and Rodeo at Pine Ridge, Wounded Knee Cemetery, camping scenes with a family at Farm Island, Days of '76 parade and rodeo in Deadwood, family scenes at Mount Rushmore, scenics of Sylvan Lake, exteriors of the Badger Hole in Custer State Park, overview of Custer and the Custer sign, Spearfish Canyon, and the '76 Trail.

Video dubs and loans: Sent Black Hills video to Michael Callan in Yucca, California, for a Sturgis video he is producing.

Black Hills Photo Shootout: So far, over 110 people have registered for the Black Hills Photo Shootout. Worked on session and venue details, an information booklet for attendees, and food and catering for social events; updated website with registration and session information; toured Meier Hall at Black Hills State University for set-up logistics; secured "Photography Month in South Dakota" proclamation from Governor Rounds for September; and met with Crazy Horse Memorial about classroom and Sunday evening dinner. FaceBook Fan Page has 510 fans. Other details to complete prior to weekend: Finalize registration point logistics, email participants with their session information and updates, work out staffing for ambassadors and session leaders, order signs and banners for sessions, and set up a Flickr account for the weekend.

Travel Market Advertising

Finalized and shipped the following ads:

Peak 2010:

Custer BID/South Dakota Tourism (SDT) Co-op – Newspaper ads in Fort Collins, Greeley, and Loveland.

Peak/Shoulder 2010:

Spearfish/SDT Co-op – Newspaper ad in Bismarck; TV script and image spot; and Web banners.

Aberdeen/SDT Co-op – Newspaper ads in Bismarck, Fargo, Grand Forks, and Jamestown; Hunting TV spot; and Million Dollar Bird contest radio spot.

Shoulder 2010:

SDT: Oprah E-zine copy; Giant Step hunting ad for October issue of *Field & Stream*; Roundup ad for the St. Paul Go Guide, which inserts August 5; newspaper ads in Sioux City, Minneapolis, St Paul, Omaha, Rochester, and Council Bluffs; Rooster Rush industry radio spot; Vikings/Gear Giveaway radio spot; Hunting (Take me Hunting with dog) TV spots; and Fishing email.

Custer State Park/SDT Co-op – Newspaper ads in Fort Collins, Greeley, La Crosse, Rochester, and SW Minnesota Peach; and Roundup ad for Southern Minnesota magazine.

Deadwood/SDT Co-op – Newspaper ads in Bismarck, Gillette, Dickinson, Sioux Falls, and Aberdeen; Deadwood FSI inserts in newspapers on September 8 in Bismarck, Dickinson, Gillette, Fort Collins, and Sioux Falls; and radio spots promoting Deadwood fall events and mobile Blackjack.
Rapid City/SDT Co-op – Weekly newspaper ads in Minneapolis and Incentive banner ad.
Watertown/SDT Co-op – Hunting ad for *Iowa Sportsman* magazine inserts September 20.

Great Getaways dropped in select newspapers the week of August 15 – 561,355 circulation.

Peak 2011 Giant Step will have an online registration option, worked on Web components, and determined the marketing.

For Shoulder and Rooster Rush campaign: Researched option for pheasant mascot for halftime entertainment at the Vikings vs. Cowboys October 17 game, the game at which Tourism is the main sponsor. Corresponded with Vikings regarding the plaza promo tent. Mocked-up tent banners and forwarded those so Vikings could produce the main giveaway banner for tent. Worked on the items and sponsors for the grand prize 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.

Participation by Rooster Rush communities includes options to purchase T-shirts, caps, door clings, banners, and posters. Free posters will be mailed in early September to all requestors.

Held peak planning meeting in Chamberlain to review and plan 2011 Giant Step, online marketing, and ideas for other 2011 campaigns.

Publications

Began to review text from the new Native American travel guide which will be used to update information on TravelSD.com.

World Wide Web/E-Commerce

On TravelSD.com, 65 vacation packages were listed and added 15 Hot Deals. Continued to work on site updates (i.e. broken links, misspellings) as identified by SiteCheck. Contacted Lawrence & Schiller about facilitating the display of Chinese language characters on the site.

Enhancements in progress on TravelSD include administrative functionality, Homepage Newsroom graphic, E-Vacation Guide sign-up revisions, Trip Planner usability upgrades, Adventure Section, Native American Section, Chinese Section, Camping Section, and Hot Deals and Vacation Package feeds. Completed enhancements include tagging features in maintenance area, video search in multimedia now returns results, event listing dates now only show current year, Aberdeen landing page, Rooster Rush landing page, guidelines for industry co-op programs updated on Digital Revolution maintenance forms, Event and Trip Planner are now integrated, enhanced drag/drop features for Trip Planner, missing vacation packages corrected, Custer State Park landing page, and TravelSD.com imagery updated for Shoulder.

On SDVisit.com, updated promotional funds information for Rooster Rush as all funds were allocated, updated the webpage and posted a PDF of the new sponsorship flyer for the Tourism Conference, and organized a sponsorship email reminder to the industry.

For TourSDakota.com (TravelSD.com/TravelProfessionals): Created and posted a PDF of the updated What's New? 2010 document.

Research

Continued working on cleaning visitor database that is necessary to accurately pull reports for inquiry type, country and co-op partner inquiries, and reservations.

Continued working with Xanterra Parks and Resorts to distribute surveys to gather visitor demographics and travel behavior.

Selected winner from the returned Intercept Surveys that were distributed to travelers at the Interstate Information Centers in July. Mailed incentive prize of \$250 gas card.

Provided Global Insight with specs on the event calculator project and timelines for completion.

Logo

Sent South Dakota logo to Ashley Merchant at DigitalDesignsDotCom in Spearfish, Mike Knudson at Sanford Health, and Brian Pellish for a Watertown bike club jersey. Sent photos of geese to Brian Paynter at the Watertown Public Opinion and photos to Kendal Haug related to a Forest Service information panel.

Tribal Tourism

The next Tribal Tourism Roundtable meeting will be in Pierre on October 12.

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

Discussed aspects of both events with the Governor. Committees have been working on sponsors for the events, menus, and print materials, plus tours for guests and itineraries for journalists at the Roundup.

Great Events for 2010

Black Hills Fat Tire Festival, Rapid City – May 28-31: Numbers for the festival surpassed those in 2009 except in the All Festival Pass category. Groups counted in the 2010 festival numbers include the following: All Festival Pass – 84, Hill Climb – 41, Super D – 82, Cross Country – 76, Down Hill – 64, Triathlon – 32, Tour Rides – 320, Trail Run – 58, Geo-caching – 37, Film Festival – 578, Barbeque – 312, VIP Social – 196, Vendor Participants – 23, Volunteers – 152, and Spectators – 1,650. Racers were from Wyoming, Colorado, Montana, Kansas, Indiana, Utah, and Georgia. Organizers figured an increase of 66% over 2009 of out-of-state riders.

South Dakota Outdoor Expo, Huron – June 12-13: Attendance was down 11.4% over 2009 because of rainy weather the week of the event. Because the event is geared to families, they expect the event to grow in attendance and they will continue to add activities to the event.

Ipswich Trail Days, Ipswich – June 11-13: Ticket sales were down 27% over 2009 for the concert and bull riding events. Weather was a factor in the decreased sales and attendance.