

To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: December 8, 2011
RE: November 2011 Monthly Status Report

By the Numbers

For October 2011 over October 2010:

- Information Requests – up 14.1 %
- Web Traffic – up 51.6% (Google changed the way they track visitors to websites in September)
- Tourism Tax (1%) – down 8.5%
- Tourism Tax (.5%) – down 14.7%
- Gaming Tax – down 13.8%
- Hotel Occupancy – down 0.1%
- Hotel Overnights – up 0.3%
- Hotel Rates – up 2.2%
- Domestic Earned Media – Circulation/Audience: 553,720
Publicity Value: \$3,332
- PR efforts leading up to the Buffalo Roundup and satellite feed:
Audience: 11,883,719
Publicity Value: \$1,254,645
- Macy's Thanksgiving Day Parade - Direct earned media only:
Audience: 271,406,711
Publicity Value: \$862,435
- FY12-to-date (July-Nov. 2011):
Circulation: 302,392,125
Publicity Value: \$2,584,513

(This encompasses the Buffalo Roundup and the Macy's parade.)

Media & Industry Relations

Macy's Thanksgiving Day Parade – Hired Tallgrass PR to help with earned media and social media outreach while in New York City with mascots; decided on Neil Diamond for talent on the Rushmore float; compiled information for partners regarding street team efforts, broadcast time slot, and vacation giveaway information; worked as part of street team from November 19-22 and guided Mount Rushmore presidents/mascots through the streets of New York City; handed out collateral material and talked to people about South Dakota's vacation giveaway and travel opportunities; and posted images/information to social media platforms – photos and videos of the interaction of the Presidents while in New York City.

Fulfilled information requests to Anna Peters, KELO-TV, regarding Macy's float and Neil Diamond; Bryce Gruber, The Luxury Spot website, regarding unique activities in South Dakota for women with higher incomes; Jack Caudill, KEVN-TV, for permission to use Macy's photos from our FaceBook page; Katie Konda, Department of Agriculture, for an online link to Delta Sky article; Chuck Mai, AAA Home & Away South Dakota, about Macy's float sponsors; John Peterson, KOTA-TV, for video of Macy's parade – wasn't able to fulfill; and general inquiries from MediaSD.com and others. Media Interviews/Meetings: gave interview to Jill Callison, Argus Leader, regarding Macy's parade float and Neil Diamond cost; Ben Dunsmoor, KELO-TV, regarding Macy's parade float and Neil Diamond; and Chris Mueller, Mitchell Daily Republic, about Macy's parade float – campaign, costs, etc.

Posted following press releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places: The World's Only Corn Palace, National Music Museum, Goss Opera House, and Verendrye Museum; Neil Diamond to Perform on Mount Rushmore's American Pride; and Mt. Rushmore Presidents Take Trip for 70th Birthday. Posted two visitor industry releases to MediaSD.com – Winter Wonderland at Falls Park and A Hunt of a Different Kind. Sent a release through Cision to South Dakota media contacts regarding a casting call in Sioux Falls on behalf of Brent Clouser and his film "A Prairie Wind" to be filmed in South Dakota. Reviewed two releases for History and one for Arts. Spoke with Argus Leader regarding location marketing for cell phones.

Attended State News Web Site training course with media representatives from other state agencies.

Pitched Events Calendar, Sturgis Bike Rally, and Buffalo Roundup to Chicago Tribune.

Drafted and assembled the November issue of the eFYI newsletter and distributed to 1,283 list members via Listrak.com and to Tourism's list of 2,075. Topics included Secretary's Report, 2012 Governor's Conference on Tourism, New: Events Emails, Rooster Rush Cacklin' Community Award, Macy's Thanksgiving Day Parade, Affordable Opportunity to Meet International Tour Operators, Trade Show Lead Reports, Important Reminders, and What Our Visitors Are Saying.

Mailed Tourism Conference registration flyer to 4,000 people on or visitor industry database and set up online registration and payment at SDVisit.com. Worked on conference booklet: requested logo files from sponsors for the booklet, received speaker information, and will finalize other booklet information. Assigned sponsors to sessions and worked on vendor booths. Will develop a PR plan for the conference; looking at utilizing Twitter this year, last year we introduced FourSquare. Purchased banquet décor; sketched a stage design for banquet and sent to both A/V vendors to have them weigh-in on set-up.

Forwarded files of the branding logo for Fort Sisseton, designed by creative staff, to Katie Ceroll, Fort Sisseton State Historic Site manager, for the Fort Sisseton Commission; next meeting will be in February.

Toured and met staff at the South Dakota Art Museum in Brookings and discussed hospitality programs.

Participated in three conference calls regarding proposals and options for social media campaigns: Gigya, SparkLoft Media, and Think Social Media. Attended a webinar on Google +; will watch this develop.

Monitored social media around a set of key words involving South Dakota Tourism. Reviewed and responded to several blog posts, FaceBook comments, tweets, and forums. Travel South Dakota Twitter account had 255 new tweets for a total of 1,926; there are 3,379 followers, up 169 from October.

Blog posts included Verendrye Museum, Macy's Wrap up, Winter Wonderland, Mount Rushmore History, World's Only Corn Palace, and Mickelson Trail.

South Dakota Tourism FaceBook has 8,783 fans, up 517 from October. Coordinating and managing the Take Me Hunting FaceBook Photo Contest that has had 227 photos submitted; five winners have been selected by FaceBook voting; and winners have come from South Dakota, Minnesota, and Alabama. Launched the Mount Rushmore's American Pride Vacation giveaway photo and tab on FaceBook; entries to the contest were surprisingly low from FaceBook, with the majority of the entries via TravelSD.com, which is where the collateral piece directed them. Over 2,000 entries have been submitted, just two weeks into this contest; will draw for the contest mid-December and giveaway before December 25.

International and Domestic Trade Sales

Requested lodging and restaurant lists from Health Department to prepare addresses for the 2013-2014 Group Tour Planning Guide (GTPG); businesses listed need to accommodate large groups. Drafted letter to mail to all group-friendly businesses; drafted document for regions, Chambers of Commerce, and CVBs to encourage them to inform their members of the update and how to submit application forms at SDVisit.com. No forms will be mailed. Developed itineraries to add to the GTPG and to TravelSD.

Assembled the 2011 issue 11 edition of the Travel Professionals E-newsletter and sent via Listrak.com on November 10 to 3,915 list members. Topics included Stunning Stalactites and Genuine Gold Mines, Travel Professionals Tip, Featured Itinerary: Black Hills Five Day Tour, Featured Attractions, Featured Events, and What's New?.

Made FaceBook posts several times a week, which included sending contest/vacation giveaway details surrounding Macy's Thanksgiving Day Parade to 2,700 tour operators, travel agents, and journalists. Sent email blast to 100 New York tour operators and travel agencies about the South Dakota float and how to sign up for the Vacation Giveaway. Sent two email blasts to 200 tour operators and travel agencies regarding Deadwood Mountain Grand Christmas Show, Capitol Christmas trees, and other winter opportunities in surrounding states to include in their tour offerings.

Fulfilled request for information to Leslie Patterson, Bayouland Tours, Louisiana; and Gary Block Tours, Minnesota. Fulfilled media request to Enchanting Tours and Events, New Mexico.

Drafted 75-word ad for 2Nations Tours for the December issue of *Courier* magazine's shopping section; sent editorial to North Dakota, Minnesota, and Manitoba for review; and sent editorial and logo to magazine for insertion.

Sent appointment schedule, caucus location, and other information to 14 South Dakota suppliers attending National Tour Association (NTA) Annual Convention in Las Vegas in December. Prepared Lead Book, created profile sheets of the state, and completed appointment requests. Submitted 75 tour operator appointment requests for American Bus Association (ABA) Annual Marketplace in Texas in January.

Participated in conference call with Regency Hotel Management, Black Hills, Badlands and Lakes Association, and Rapid City CVB to discuss a bid to host the Travel Alliance Partners (TAP) General Meeting in November 2012. Will meet with TAP officials at the NTA Convention to discuss further.

Have secured the same five partners we had in 2011 to be part of the 2012 U.S. Travel Association Pow Wow booth to market to overseas tour operators and journalists and U.S. receptive operators. Booth partners included Rapid City, Regency properties, Triple Crown properties, Crazy Horse Memorial, and Durst Properties at the show in Los Angeles in April.

Added events to newsletter for Nancy Hall, United Kingdom. Sent motorcycle guides, highway maps, and Black Hills area maps to H-C Travel Ltd., United Kingdom. Printed updated What's New, Motorcycle Sheet, Rodeo Sheet, and Pow Wow Sheet for World Travel Market in London in November.

Helped Corporation for Travel Promotion (CTP) launch Brand USA at press meeting, presented logo at World Travel Market with banners, pens and name badge holders, and hosted a reception in London. For World Travel Market Show, sent emails to journalists and tour operators to invite them to our booth to meet with the South Dakota delegation. RMI partners met with 61 tour operators and journalists at the

booth. Met with three tour operators and provided training on South Dakota and the region for 12 staff members at their offices. A delegation from Rapid City was also in the South Dakota booth.

Working on formatting Rocky Mountain International (RMI) database to add to Travel Professionals E-Newsletter mailing list of approximately 2,500 additional contacts.

Fulfilled requests for information on museums to tour company Bon Voyage, United Kingdom; worked with the Italian office to provide scenic byways links for their website promotion of byways in the RMI states; sent requested maps and Vacation Guides to RMI's United Kingdom office for Independent Traveller; and sent materials to MAKITA Travel Show in Finland for distribution at the show.

Sent Mount Rushmore photo to *Discover America* Norway for issue four of the publication, in which the RMI states will be featured. Worked on finalizing ad for *Essentially America* partnership with Rapid City for January publication to coincide with editor Mary Moore Mason's article on South Dakota.

Sent links to Scott Howard's new video to overseas offices.

Completed travel arrangements for Australian Mission and contacted RMI regarding sales materials, video presentations, and schedule of cities where presentations will be made.

Emailed registration information for RMI Roundup, the spring tour operator marketplace, to 510 South Dakota suppliers

Press:

Australia:

Diana Plater wrote two articles – Deadwood, Wild West, Badlands, etc. that were posted online at Yahoo. She figures they have greater value online than in print because of the availability to a greater number of people, but she uses the print value as the basis for the estimated ad value of \$80,000. She reported that two news portals use Yahoo7, which has 8.2 million users; Mobile has 3 million users; and the TV network has 9.4 million visitors. Twenty-six percent of Yahoo7's audience have travelled overseas by air and 42% have travelled domestically by air in the last 12 months; 54% of Yahoo7's audience are planning a holiday in the next five months, and 72% are planning a holiday in the next 12 months. The newspaper West Australia has a combined readership of 1,039,000; it is the largest newspaper distribution area in the world covers all 2,525,500 square kms of Western Australia.

China:

Qun Chen attended the Buffalo Roundup a few years ago and produced another article on South Dakota; the 2 ½ page story about the Roundup is to be published in December in *Modern Weekly* (circ. 1.5 million), the best known lifestyle weekly pictorial in China. Estimated ad value is \$75,000.

France:

Grands Reportages (circ. 55,000), a lifestyle magazine, is published 12 times a year. Article titled Les USA Dans la Peau d'un Photograph by Patrick Frilet on the Buffalo Roundup was published in September. Estimated ad value was \$4,000.

Germany:

Placed co-op ad in December/January issue of *America Journal*. Magazine will include an article written by Margit Brinke and Peter Kraenzle on the Rocky Mountain International states; both have attended the Buffalo Roundup. South Dakota was also featured in Iwanowski's guidebook (circ. 40,000), which has no advertising, so there is no ad value, written by Brinke and Kraenzle.

Westdeutsche Zeitung, German newspaper (circ. 140,000) carried an article called “In the land of Crazy Horse” written by Liane Rapp, who attended the 2010 press trip to South Dakota. Article describes the annual Buffalo Roundup, the buffalo as an endangered species, the Black Hills (considered “Holy lands” by the Native tribes), Mount Rushmore National Memorial, Crazy Horse Memorial, and Kevin Costner and his Tatanka Story of the Bison. Estimated ad value is \$37,762.

Pferdewoche (circ. 20,000), a Swiss consumer magazine about Horses and Horse culture, published monthly; August issue carried an article written by Walter Kreuzer (photos by Beate Kreuzer) called “Wild hunt across the prairies” about the Buffalo Roundup. The article introduces this event as a fascinating happening, where nature, horses, buffalo and Cowboys come together and visitors get a good glimpse of what the Wild West really is about. The 3-page article has an estimated ad value of \$19,000.

The Netherlands:

Het Parool, a daily magazine (circ. 87,516), carried an article written by Imco Lanting about Crazy Horse Memorial; hosted this summer. The estimated ad value is \$9,546.

Italy:

Mr. Scagliarini and Mrs. Braidotti posted a story on the Roundup, western tradition of Deadwood, and Native American culture on viaggi24.ilsole24ore.com in August from the printed magazine I VIAGGI DEL SOLE; result of a hosting in 2010. E-newsletter was sent to 600,000 users and has an estimated 1.5 million readers. Estimated ad value is \$9,600. Also, the history of the buffalo and the Roundup “On Tatanka Trails” was published in the October issue of AUTO (circ. 90.473), a monthly magazine dedicated to cars. Estimated ad value is \$6,000.

In July on icarusnews.it/video01.php, a website of the TV program SKY, an article was posted on the Black Hills 100 Marathon in which Mr. Venturine participated. It was a 26-minute documentary describing the June marathon. Distribution is 60,000 and it had an estimated ad value of \$3,000. On ICSRUS by SKY TV, the Black Hills 100 Marathon was broadcast twice in July to a weekly audience of 800,000. Estimated ad value is \$163,500.

LA RIVISTA DEL TREKKING (circ. 42,000 with 5,200 subscribers) carried an article “On Sitting Bull trails” in their August issue on the Black Hills area and attractions and Native American culture; itineraries were included. Estimated ad value is \$12,000. In their September issue, they carried another article, “Traveling in SD: biking and hiking”; both articles are by Carlo Ferrari and the result of a press trip in June. Estimated ad value is \$6,000.

MOTOTURISMO (circ. 35,000) is a monthly consumer magazine dedicated to traveling by motorcycle. In their October issue, they carried an article, “TATANKA,” which described a motorcycle tour of the United States; six pages were dedicated to South Dakota. Estimated ad value is \$36,500.

VIAGGIANDO (circ. 60,000) is a monthly consumer traveling magazine that carried an article titled “In South Dakota for Sturgis Motorcycle Rally 2012.” Estimated ad value is \$5,000.

turismo-attalita.it is web trade magazine as a daily newsletter, which is sent to 30,000 users; it has 249,000 visited pages per month. Article was called “Rocky Mountain at EICMA Milan,” the motorcycle exhibition – outcome of a press release. Estimated ad value is \$500.

Estimated ad value for these articles is \$467,408.

Outdoors

Continued correspondence with contacts at Good-Fish on the possibility of a fishing app for South Dakota. They put together a proposal; and Tourism will contact Game, Fish & Parks to determine their interest in the app and help in funding it.

Met with Pierre Mayor Laurie Gill for a brainstorming session on a winter event in Pierre, which includes a Winter Fishing Weekend as the focus.

Contacted journalists to cover the Mobridge Ice Fishing Tournament and the Pierre Winter Fishing Weekend.

Continued researching and contacting the most popular TV hunting shows to film in South Dakota and promote pheasant hunting for the upcoming 2012 season.

Continued preparations for Pheasant Fest Show in Kansas City, February 16-20: promotional poster, aisle banners, ad, and bandannas. Gathered several partners who will participate in the "South Dakota" alley. Attended a meeting in Doland which included discussions on how to increase the number of waterfowl licenses for out-of-state hunters. The Department of Tourism will follow the lead of Game, Fish & Parks.

South Dakota Outdoors Twitter account had 34 new tweets for a total of 385; have 962 followers, up 69 since October.

Film Office

From FilmSD.com, sent two production guides; updated and approved two listings.

Met with Department of Revenue and Regulation and will look into the possibility of taxing movie ticket sales and concessions to help fund a film grant.

Proposed bringing back the original film incentives with some tweaks – only have to spend \$100,000 before receiving 6% rebate and cap at \$5 million spending by any film project.

Consider requiring filmmakers to obtain a film permit from the film office for tracking purposes.

In touch with Steven Lewis Simpson again on the possibility of coming to South Dakota for a locations scouting trip for the film "Neither Wolf Nor Dog"; he is considering coming to South Dakota in the spring. Working with location scouts for the Hugh Glass movie; they are considering a location scout in December. Will meet with Kevin Stocklin and his crew from New York City on location information, permit information, and general South Dakota filming tips for their film "Lakota" in December.

South Dakota Film Office Twitter account has a total of 253 tweets; 605 followers, up 16 from October.

Hospitality

Issued Governor Certificates for Outstanding Hospitality, gold seals, lapel pins, and Governor's letter to the sixty-six 2011 Information Center staff. Began issuing the other 380 certificates from nominations that were sent with the Great Service Star (GSS) applications.

Notified all GSS Program designees by email and attached the GSS logo files for use in their advertising. Forwarded the updated list of 2012 designees to the four regional tourism directors, added the list to SDVisit.com, and sent press release.

Compiled and mailed applications of 15 finalists for the George S. Mickelson Great Service Award to the Governor's Tourism Advisory Board for consideration; they discussed applications during their November meeting in Brookings. The Board made recommendations to the Governor.

Information Centers

Made initial plans for the spring Information Center fam to the northwestern area of the state.

Worked with Department of Transportation and agreed upon steps to take to improve maintenance by contractor at Valley Springs. Completed closing process at final Centers.

Sent Publication/Poster Program guidelines and application to industry members; made program updates and information to SDVisit.com.

Spoke with Dave Sweet, Ramkota Companies, as he donated televisions for Valley Springs and Spearfish Information Centers.

Use by travelers of the 2011 Travel CDs was down 17%.

Continued working on ways/ideas to replace the welcome signs on the Interstate entrances to the state.

Photo/Video

Completed the following on Tourism's photo hit list: Christmas at the Capitol; Christmas decorations, gaming, and Great American Country television special, Deadwood; Custer State Park winter wildlife and scenics; Mount Rushmore winter; Badlands winter scenics; pheasant hunting; and Corn Palace, Mitchell.

Film Office photography: assisted with photo package sent to movie scout.

Began revamping photo gallery on Tourism's website; working to approve and improve captions.

Fulfilled photo requests with loans to *South Dakota Magazine*, Southeast South Dakota Tourism Association, Yankton; South Dakota Newspaper Association, Children's Museum of South Dakota, Brookings; Grapevine Design, Spearfish; Focus Watertown, Glacial Lakes & Prairies, Watertown; Department of Revenue, Great Lakes Association, Governor's Office, Prairie Pages Bookstore, South Dakota Rural Water Association, Pierre; Black Hills Back 40 mountain bike race, Black Hills, Badlands & Lakes, Rapid City; Minerva's Restaurant, Lawrence & Schiller, Sioux Falls; Wagner Chamber of Commerce; Deadwood CVB; Mitchell CVB; *Spirit of the West* magazine, Arizona; *Midwest Living*, Iowa; Jeopardy TV show, California; *Group Tour Magazine*, Michigan; Leisure Group Travel, Illinois; Western Governors Association, Colorado; Tundra Tours, Canada; Hadrian V-Twin Tours, Rocky Mountain International, United Kingdom; and Escape Travel, Sweden.

Continued editing and inputting of digital photos into database with over 13,580 cataloged.

Economic Development photography: photographed Malloy Electric, Dakota Dunes; Backyard Salsa, Sioux Falls; First Manufacturing, Humboldt; Bar-Sto and Corbon, Sturgis; and Black Hills Ammunition and H-S Precision, Rapid City.

Video hit list for Tourism: set up and shot a pheasant hunting group near Pierre.

Continued editing segments of the video for Rocky Mountain International (RMI) project; sent segments to RMI for approval.

Video Dubs and Loans: Sent footage of Mount Rushmore National Memorial and the Black Hills to Lachman Productions in Burbank, California, for a show they are producing for Travel Channel called "America: Caught on Camera." Gathered footage of Custer State Park and dubbed it to a hard drive and sent to Craig Pugsley for their use.

Added video from the Custer State Park Buffalo Roundup to the YouTube channel. Edited a short video using the new aerial footage and added it to the YouTube Channel. Worked with the media team to add a video promoting the Macy's Thanksgiving Day Parade giveaway. YouTube video hits for November were 24,100; October had 25,723 hits.

Received all of the aerial film project footage in-house and transferred it to the new hard drives. For GOED's SHOT Show video project: set up and shot interviews with firearm business owners; shot b-roll video of Black Hills Ammo, Corbon, HS Precision, and Bar-Sto for use in production of the video.

Travel Market Advertising

The following were finalized and shipped: South Dakota Tourism (*SDT*) – *Shoulder/Winter Season 2011-2012/Peak Season 2012: Midwest Living* winter co-op ad with Custer State Park inserts January 3. Peak Giant Step ad mock-ups. Travelsmart. *SDT/Deadwood Co-op – Shoulder/Winter 2011-2012*: Newspaper ads in Dickinson and Williston. Winter TV scripts.

As part of the Rooster Rush efforts, emailed all partners about applying for the Cacklin' Community Award, which will be announced at the Governor's Conference on Tourism.

Filled all 38 spots in the Giant Step magazine insert co-op program; selected magazines and layout of ads for each partner/combination of partners and themes.

Met with West River campaign co-op partners on their peak plans: Deadwood – ideas for marketing to the North Dakota Man Camps; Rapid City – new creative and talent for their new TV spot; Custer BID – new creative discussions; Custer State Park – new creative discussions and approved some ads; Hot Springs – worked with L&S on the 5280 session survey questions that were to sent to the BID Board. Set up meeting in December for Watertown.

Participated on a call with marketing team and Minnesota Twins to discuss a proposal that could include peak and would include shoulder promotions/Rooster Rush.

Responded to Tourism fan mail with hand-written notes and South Dakota promotional items.

E-Commerce

On the consumer website – TravelSD.com: 79 packages are listed. Added new images to reflect the winter season. Made modifications to the homepage to call out the Macy's Parade Promotion, GAC promotion, and Beautiful South Dakota video, edited by Tourism's videographer. Planning to re-skin TravelSD to reflect our new creative before March when our peak advertising ships.

Began testing the new online booking engine being developed to increase the conversion rate for visitors who are ready to book their vacation on TravelSD.com.

Discover Anywhere has provided a test version of our mobile app for review; sent several modifications and suggestions to be implemented in the finished product. The app should be live by mid-January.

Reviewed 790 responses to the November Travelsmart sent October 27; forwarded 25 updates, unsubscribes and/or information requests to appropriate staff to handle. Reviewed 983 responses to the December Travelsmart sent November 22; sent 33 updates, unsubscribes and/or information requests to appropriate staff. Reviewed 81 responses to a hunting email sent November 8, 2011; forwarded 12 replies to appropriate staff. Reviewed 27 responses to three separate survey emails sent November 1, 9, and 15; three were forwarded to appropriate staff. Reviewed 19 responses to Vacation Guide (VRM) automated emails; forwarded 10 to appropriate staff. Reviewed 61 responses to Events VRM emails sent on November 2, 19, and 29; forwarded one to appropriate staff. Reviewed 93 responses to the 2011 issue 11 edition of the Travel Professionals E-newsletter; forwarded one response, processed another 12 unsubscribes or address change requests. Reviewed 12 responses to the first issue of the Travel Insights e-newsletter sent in November to the visitor industry.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Posted the updated Group Tour Co-op ad to the “Group Tours” heading.

Industry Site – SDVisit.com: Posted updates of the Interstate Information Center Publication Program. Completed updates to the online registration form for the Tourism Conference. Continued working with Bureau of Information and Telecommunications (BIT) on the online registration process for the 2013-2014 Group Tour Planning Guide.

Completed review of the redesigned State homepage, per BIT’s request, and submitted Tourism’s feedback. Forwarded Cyber Security messages to staff as requested by BIT regarding phishing, Cyber Monday, and Malware via FaceBook.

Installed email signature blocks for staff with contact information, websites, and social media links.

Research

Sent first Travel Indicators email to the visitor industry; email produced a 22% open rate and a 2% CTR. Received several positive emails from the industry thanking us for the information. It includes data to measure our performance and the health of the travel industry, such as hotel data from Smith Travel Research, web trends, revenue, inquiries, and Information Center counts.

The top 15 pages of TravelSD.com are being evaluated for Search Engine Optimization; setting up A/B testing to look at different designs and content layouts. Also reviewing/testing for visitor behavior – which includes Analyzing Top Five (Most views/Highest Bounce Rate) by looking at Navigation Summary, Entrance Paths, Entrance Sources, and Entrance Keywords.

Looking at ways to improve our current tracking system for ad response as we have too many sources listed and need to develop a better system that easily identifies medium and type.

Assisting the Historical Society on a project to estimate the fiscal impacts of heritage in the state; provided them with several studies that include a breakdown of traveler interest in heritage-related attractions and activities.

Participated in several conference calls and collected data for the Wild West project, a regional effort between North Dakota, Montana, Wyoming, and South Dakota to explore cross-selling opportunities and evaluate the potential for development of heritage and Wild West history.

Completed survey panel recruitment in Minnesota, Wisconsin, and Kansas. Have begun recruitment in Illinois in Quad Cities/Chicago area; the last panel recruitment will be in Denver. Opt-in people will be surveyed to learn how various markets react and respond to South Dakota's marketing. Compiling Brand Personality survey to send.

Signed contract with IHS Global Insight for research, which includes an analysis of the economic impact of visitors on South Dakota's economy. Examples of the type of data analyzed include attraction attendance at state/national parks, taxable sales, hotel occupancy, etc.

Researched travel shows in Minnesota, Missouri, Iowa, Nebraska, Illinois, and Wisconsin.

Publications

Snowmobile Trails Maps were delivered and shipped to Lead and Pierre. Cost was shared by Tourism and Game, Fish & Parks (GF&P) with GF&P paying the greater share.

Tourism is working on refreshing copy for their introductory pages in the Vacation Guide.

Governor's Tourism Advisory Board

Held a Board meeting in Brookings on November 17. Secretary Hagen reviewed the Department's revenue from gaming and the tourism taxes. Staff updated the group on the Buffalo Roundup results, Take Me Hunting photo contest, social media, Macy's Thanksgiving Day Parade and street team efforts, outdoors hostings, Information Centers, Travel Indicator emails, research panels, creative overview, and community involvement in the Rooster Rush campaign. Board reviewed the Matching Dollar Challenge applications; they approved four. Notification letters regarding approval or denial will be sent to all applicants. Board reviewed nominations for the Ben Black Elk Award and the A.H. Pankow Award and balloted on those to recommend to the Governor. Board reviewed 15 applications for the George S. Mickelson Great Service Awards and balloted to recommend two to the Governor. The four award winners will be announced at the Governor's Conference on Tourism in January.

The next Board meeting will be January 16 in Pierre at the Ramkota with presentations on the Department of Tourism's marketing and presentations by each of the four regions on their marketing efforts and plans.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Mailed a direct mail postcard to various visitor industry members.

Updated NTA profile sheet for distribution to tour operators at the annual conference in Las Vegas.

Worked on layout of the 36-page Tourism Conference Schedule booklet; first mock-up is due in early December and will be sent to the printer before Christmas.

For GOED: Completed Finance Sheet – South Dakota WORKS: two-sided sheet will be used as an insert to the existing Finance Piece and also used as a stand-alone piece for the South Dakota WORKS program.

GOED Projects – In Progress: Worked on an eight-page informational trade show piece.

Worked on mock-up of GOED's Annual Report; printed report is due in February.

Completed a project for the Governor and First Lady Linda Daugaard.

A. McCloud:

For Tourism: The Vacation Guide is getting a full update; working on laying out the pages.

Designed ads for regional tourism association guides for peak and placed with Great Lakes, Glacial Lakes & Prairies, and Southeast SD Tourism; waiting to hear from Black Hills, Badlands and Lakes.

For GOED: Ordered business cards for three more staff. Mailing label design was approved for printing; expect delivery in December. Ordered note cards.

For History: Waiting for list of people that work for them to order individual business cards.

Christmas at the Capitol: Designed the castle for the Capitol, decorations for all of the doors, and signs for the trees and other displays.

T. Meise:

For Tourism: Received delivery of the Tourism Conference mailers; 4,000 were mailed to the visitor industry.

Designed Information Centers Publication Poster Program guidelines for online posting. Publications will no longer go through a review/approval process; but they must meet guidelines to be displayed.

Working on redesign/update of piece that explains our cooperative marketing programs – some free and some fee-based. It will be an online piece.

Designed note cards, based on new business card/letterhead design.

Began working on print materials for the 2012 Governor's Conference on Tourism.

Will work on layout/design of the 2013-2014 Group Tour Planning Guide; discussed timeline.

For Arts Council: Began designing their annual report.

For GOED: Ordered 700 business cards for the South Dakota Development Corporation/GOED.

Other: Designing a brand/logo for Great Lakes and Glacial Lakes & Prairies tourism regions; these two regions are working on an itinerary to cross-promote their two regions.

T. Friedeman

Logo/Photo/Map requests: Sent logo script to Kathy Church at Boller Printing in Yankton. Sent Rooster Rush (RR) posters to a hunter from Snowmass, Colorado; and sent additional RR posters to the Mitchell CVB.