

To: Governor Daugaard
 From: Department of Tourism, James D. Hagen
 Date: 04/08/11
 RE: March 2011 Monthly Status Report

By the Numbers

Media and Public Relations		
	Feb-11	FYTD
Circulation	43,406	191,104,033
Earned	\$ 1,146	\$920,064
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	117,451	2,236
2/11 % Chng	27.9%	-2.7%
FYTD	877,056	19,511
Time On Site	-16.8%	21.1%
Pages/Visit	-26.6%	3.3%
Online Trip Itineraries	2,100	NA
Email	Emails Sent	Emails Read
Feb-11	506,760	20.3%
FYTD	2,579,246	14.7%
Digital Revolution		
# of Partners	301	-
% Change over 2010	13.6%	-

Office of Tourism Indicators					
		Feb-11	Feb-10	% Change	% FYTD
Tax	Tourism Tax (1%)	\$260,327	\$243,113	7.1%	7.9%
	Gaming Tax	\$201,346	\$264,646	-23.9%	0.6%
	Tourism Tax (.5%)	\$87,438	\$81,656	7.1%	39.1%
Travel Activity	State Parks	136,126	149,555	-9.0%	
	Natl. Parks	25,525	26,218	-2.6%	
	Traffic Cnts	134,157	134,285	-0.1%	
	Gas Prices	\$3.26	\$2.70	20.7%	
	Overnights	250,317	257,020	-2.6%	
	Occupancy	41.7%	42.4%	-1.7%	
	Avg Rates	\$67.58	\$66.50	1.6%	
	Total	15,035	10,065	49.4%	NA
Inquiries	Online	9,617	10,664	-9.8%	NA
	Mail	NA	NA	NA	NA
	Phone	888	NA	NA	NA
	Sales	NA	NA	NA	NA

Media & Public Relations

Fulfilled information requests to Maya Stanton, *Budget Travel* magazine, to fact-check an article on Mount Rushmore National Memorial; Hill City Prevalier regarding budget cuts and how tourism will be affected – referred her to the Governor’s Office news release archives for the full article on agency cuts; Barbara Soderlin, Rapid City Journal, regarding the new Native American bus tours/itineraries offered by a private and who is working with a tribe and goals for the department; Marge Peterson, *AAA Home & Away*, regarding historic homes and B&Bs; Kameron Keys, SD Public Broadcasting, regarding South Dakota bakeries, specifically pies; fact-checked an article for Minneapolis/St. Paul Magazine on general Black Hills travel; and general inquiries from MediaSD. Recorded interview with Terry Mansfield for collectivetravelradio.com on Wild Bill Days, Stampede Rodeo, JazzFest, Mount Rushmore National Memorial, Corn Palace, Custer State Park, Christmas at the Capitol, and the Journey Museum. Interviewed by Alan VanOrmer, *Prairie Business* magazine, on tourism in general and Mark Walski, Bureau of National Affairs, regarding tourism tax extension.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places: Bramble Park Zoo, Wall, and State Capitol; South Dakota Deploys Traditional and Digital Tools to Build State’s Tourism Industry. Posted three visitor industry releases to MediaSD. Began adding relevant Arts Council and Historical Society press releases to Industry News; plan to add a FaceBook feed and take out the Twitter feed; and incorporate blog posts on the MediaSD homepage.

Tracked eight earned media clips through Vocus and the SD Newspaper Association.

Completed PR software audit; made the decision to switch from Vocus to Cision. Cision offers everything Vocus does, plus they have enhanced broadcast coverage; print clip service (Vocus was online print editions only); more robust social media coverage, including integration of Radian 6, which is what we’re already using to monitor social media; and a more user-friendly interface.

Made media pitch with a letter from the Governor and a gift basket of South Dakota Made products to Jon Stewart at The Daily Show, in response to his interview with January Jones in February. Invited Jon to visit South Dakota to get a better understanding of the state. Sent pitch to South Dakota news media as Schade' Wine is being provided at the Iditarod for the second year. Sent pitch to Washington Post about covering the Scotty Philip Memorial Ride; included caving and Mount Rushmore's 70th Anniversary.

Met with the following writers during a Minneapolis/St. Cloud Media Blitz: freelance writers Greg Breining, Pamela H. O'Meara, and Lisa Meyers McClintick; Star Tribune outdoors writer Dennis Anderson; St. Paul Pioneer Press travel editor Amy Nelson and travel writer Stacey Bush; and Ron Schara Productions with Mitch Petrie and Larry Brenner. Worked on media appointments for the Chicago blitz.

Updated elements of an online industry toolkit on SDVisit for National Travel & Tourism Week/See South Dakota Week (SSDW), May 7-15; assisting Southeast SD Tourism with a press tour the week prior to SSDW; and organized industry media appointments in Rapid City, Pierre, Watertown, and Sioux Falls.

Finalized hosting for Karen Avitable, editor with *AAA Journeys* magazine in May in the Black Hills.

Wrote 3,000-word article highlighting regions of the state for an online group tour website. Developed a two-page profile sheet to be included in the "Marketplace booklet" for 60 writers at the annual meeting of the Midwest Travel Writers Association in Chicago in April.

Monitored social media posts on gas prices; will continue to monitor and respond as necessary. So far, it seems the media is making a bigger deal of gas prices than consumers. The Travel South Dakota Twitter account had 29 new tweets for a total of 1,088; have 2,486 followers, up 215 from February. Blog posts included RV Travel in South Dakota; Museums Tour, Part 2; and guest post – AAA Debunks Gas-Saving Urban Legends, Myths. For FaceBook, posted news stories, blog links, etc. to wall; added welcome screen for new visitors; page to go live in early April. Have 6,796 FaceBook fans, up 186 from February. Sent our social media policy and strategy files to Department of Health per request.

Industry Relations

Reviewed the 2010 See South Dakota Week (SSDW) partner efforts and compiled a list of things communities did to promote SSDW; list will be available to any CVBs upon request. Reviewed National Travel and Tourism Week information as well as materials on the Power of Travel Coalition and the nation-wide efforts of the U.S. Travel and Tourism Association to educate the public on the importance of travel and tourism. Participated in a webinar, *Growing Grassroots in Your Destination*, as part of the Power of Travel Coalition program.

Visited with director of marketing at the Children's Museum of South Dakota in Brookings about including the museum in the 2011 edition of the Archaeology & Paleontology guide. Discussed the Great Service Star program and several other marketing strategies Tourism offers.

Created the March issue of the eFYI newsletter and distributed to 1,306 list members via Listrak.com and 2,177 on Tourism's industry database. Topics included Secretary's Report, National Travel and Tourism Week, See South Dakota Week, South Dakota Road Trips, Spring Hospitality Training, Opportunity to Promote Restaurants and Attractions, Trade Show Leads Available, 2011 Travel Indicators, Important Reminders, and What Our Visitors Are Saying.

Attended monthly meeting of the Pierre CVB hospitality committee.

Trade Sales Group Tour/International

Mailed the 2011-2012 Group Tour Planning Guide to 2,900 tour operators on our database with whom we have worked or who have requested information. Mailed the Guide to 125 tour operators we met at North American Journeys (NAJ) and Bank Travel trade shows. Mailed coupon to 2,000 tour operators on our database whom we not have recently worked and offered the opportunity to order the Guide and other brochures; fulfilled requests to 51 of these companies. Mailed Guide to over 200 South Dakota partners.

Sent the 2011 issue 3 edition of the Travel Professionals E-newsletter via Listrak.com to 289 list members. Topics included An Autumn to Remember, Travel Professionals Tip, Featured Itinerary: Interstate 90 and the Black Hills, Featured Attractions, Featured Events, and What's New?

Fulfilled requests for Vacation Guides to AAA/CAA offices in Colorado, Iowa, Idaho, Illinois, Indiana, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, North Dakota, Ohio, Pennsylvania, and Wisconsin, and Manitoba and Saskatchewan, Canada, for a total of 3,145.

Fulfilled requests for information to FQCC RV Club, Quebec, Canada, for an RV group of 44; Globus Family of Brands/Monograms, Colorado; Gale Westberg, South Dakota, for group of 40 Germans traveling the state in April; and HM Briggs Library, South Dakota.

Contacted by Juven Tours, North Dakota, for itinerary suggestions and information for three bus loads of Norwegian tourists they are taking to the Buffalo Roundup. Contacted by Al Trelstad, TC Travel Tour, Inc., Minnesota, for suggestions in the Pierre area for tour in September on their way to the Roundup; offered suggestions and referred him to Pierre CVB. Owners attended the South Dakota 2010 group tour operator fam. Contacted by Wendt Touring, Ohio, for tour in September; contacted Rapid City CVB.

Sent invitations for travel agent fam, June 2-9, to 150 domestic and Canadian travel agents; itinerary includes stops in the eastern and central parts of the state. Working on itinerary for the Japanese tour operator fam, May 8-12, in the Black Hills area. Prepared and sent 145 packets (vacation guide, Japanese brochure, and map) to Osamu for his upcoming sales missions in New York City and Las Vegas.

Contacted by *Itineraries Midwest* for editorial and photos for their spring issue. South Dakota is to be featured on the cover; sent photos and editorial. Updated introductory page and free banner ad for *Canadian Traveller* magazine.

Worked with North Dakota, Minnesota, and Manitoba on Save-the-Date postcard and sent invite letter to 320 tour operators on database for the SD/ND 2Nations Tours fam of central and western regions of both states, May 16-22, and the Minnesota/Manitoba fam in June. Contacted hosts to request arrangements.

Contacted by Gary Block Tours, Minnesota, to do an escorted fam for them in South Dakota so they can become more familiar with the state for their group tours; working on dates.

Contacted by Rid & Regs, Denmark, a holiday travel agency selling horseback riding holidays throughout the world; included rodeos and national parks in brochures/information sent. They usually book with the Fortune Ranch near Belvidere. Some of the Danish clients rent a car to extend their vacations.

Travalco, receptive tour operator in Florida that works with several international tour companies to make arrangements in the United States, is working to add more South Dakota Native product in their Cowboys & Indians Tour. (They provided a copy of the tour in Chinese to hand out at the Active America China Show in April.)

Completed itinerary for journalist Keith Blackmore, United Kingdom, who is doing a story on the Custer Trail in South Dakota for a newspaper article (circ. 479,107); estimated ad value is \$90,000. He will be spending time in Rapid City, Bear Butte, Deadwood, and Custer and meeting with Paul Horsted regarding his expertise and research on Lt. Col. Custer.

Prepared write-ups for photos submitted to Barbara Stafford, Rocky Mountain International (RMI), for a PowerPoint presentation shown at Swanson's Travel annual consumer event in Osby, Sweden. Fred Walker, North Dakota Tourism, also attended the event and promoted the RMI Region.

Contacted by Barbara Stafford to provide itinerary suggestions for Will Davis, AAA Australia, for a visit to the RMI region this summer. Provided South Dakota section of itinerary.

Motodays Show in Italy was a success and the Italian office handed out brochures to attendees about the RMI region – South Dakota, Wyoming, Montana, and Idaho.

Attended the International Tourism Exhibition (ITB) in Berlin, Germany, and the French Mission in March as part of the Rocky Mountain International (RMI) marketing consortium. Met with 28 tour operators and 14 media at ITB. Mike Derby, Rapid City, also attended and worked out of the IANTA booth in Berlin; helped him work with two U.S. receptive tour operators; he is offering Tatanka Oyate Tours and working closely with the Lakota people. At the French Mission, met with 16 tour operators; eight tour operators/journalists attended the dinner in Nice and 45 attended the dinner in Paris.

RMI-Germany representative attended consumer show, CMT Stuttgart, in January and participated within the Visit USA Pavilion. More than 220,000 consumers, tour operators, and media visited the 9-day show. She was amazed at the quality of the requests and how many had definite travel plans to visit the region.

Sent list of powwows and rodeos to Ranch Rider tour operator, United Kingdom, for self-drive itineraries for their clients staying in the RMI region. Sent information to AMT Promotion, France, for motorcycle tours to the region.

Working on following fams/hostings: Tobias Welck, Germany; journalist Mark Juddery, Australia; from United Kingdom – journalists from Essentially America, Tourmappers, and Newmarket and tour operator Complete North America; and Marjolein Fraanje, RMI The Netherlands office.

Working with *Runner's World Italy* for filming and article, June 19-28, of Sturgis 100 and Black Hills Marathon, June 25. Paolo Venturini is an Italian athlete working for Runner's World and Sky Sport TV satellite channel. This is the very first media fam focusing on marathon running aimed to highlight destinations that would appeal to Italians to attend running events in different parts of the world. The opportunity was developed by RMI Italy in partnership with Melville Tour Operator and a Lufthansa City Center in Reggio Emilia that specializes in running events/travels for their Italian customers.

Working with Carlo Ferrari, Italy, on bicycling articles for Biking and Hiking and editorial for *Ciclismo* monthly consumer biking magazine (44,000 copies; readership 195,000) and *Viaggi e vacanze.info*, a web travel magazine with over two million pages viewed. Ferrari is a freelancer.

International Journalists:

Germany

Spirit of the West Magazine – Sonja Stimmer's first article was published in the March issue, and we bought a co-op ad with Rapid City CVB, Crazy Horse Memorial, and Mike Derby's new Native

American tour offering. Custer State Park purchased an ad also. The magazine was on news stands in Germany and distributed at ITB in Berlin. It has added exposure as an on-board magazine on Condor German Airlines; circulation has grown to 50,000 copies.

United Kingdom

Frank Corless produced articles for the Wolverhampton Express and Star and the Shropshire magazine.

Outdoors

Working with Will Brantly from Realtree Outdoors to line up a spring Black Hills turkey hunt for filming and an article. Set him up with Dakota Outfitters, White River, for the hunt.

Lined up hosting for Durk Stark, marketing director for Prostaff and CommandtheWild.com, in the Black Hills to film spring turkey hunting segments with Rick Hanson of Dakota Archery in Rapid City. Others attending the hunt will be Ron Cormier, Media Relations Manager for Mathews bow, and Laura Francese, professional archery representative for Mathews bows.

Will host Mark Swanson and Editor Ryan Gilligan with North American Fishing magazine with Chad Schilling from Dakota Wings and Walleyes in April.

Working with Mark Kalch, professional explorer, who is planning a trip from the source of the Missouri River to the Gulf of Mexico in May. Sent information on traveling down the Missouri River and discussed ideas about how to promote the trip; will be joining Mark for three to four days and hopefully broadcasting some live video.

Wrote adventure of the month about birding, hiking and camping, and turkey hunting in South Dakota and posted to SDoutdoors, Twitter, and FaceBook.

Sent outdoor advertising RFP to Scott Linden from Wingshooting USA and to Woody Mueller from Bird Hunting America/Featherlite productions in Burnsville, Minnesota.

Film Office

Per requests via FilmSD, fulfilled requests for two production guides.

Met with Andrew Kightlinger, Luke Schuetzle, and Adam Emerson, Pierre, regarding a new film they plan to kick off this spring and shot in South Dakota. They are looking for assistance with media; primarily the film office “backing” their project so they can have an easier time filming. They will announce their project on April 15 after the world premiere of “You Don’t Know Bertha Constantine” at the Washington Pavilion in Sioux Falls at a Reel Dakota event.

Working on renewing membership with Association of Film Commissioners International (AFCI) to keep abreast and trained on the latest “need to know” items with other filmmakers and commissioners.

Spoke with Whitney Green, location scout for Walt Disney Corporation, regarding the new Lone Ranger film. Although South Dakota was not an option for Lone Ranger, invited her to South Dakota for a tour.

In touch with Steven Lewis Simpson (Roaring Fire Film Productions, “Rez-Bomb”) to pitch South Dakota as a location for their newest project. Continue staying in touch with Wes Kobernick who is interested in using South Dakota as the location for a feature film. In touch with “Ride with Larry” film crew as they continue to film and prep for their ride this summer across South Dakota.

Working on updating South Dakota's page on collectivetravelradio.net. Sent 12 photos to be uploaded to their webpage; will continue to update the site with links to receive the e-newsletter, including social media links, videos, interview content, and general information about South Dakota travel.

For the South Dakota Film Office Twitter account, have 422 followers, up 29 from February. This twitter account continues to grow, despite the lack of tweets that are sent from the account; people are interested in hearing news from us.

Hospitality

Forwarded the Great Service Star (GSS) logo files to three businesses upon request. Received the new GSS lapel pins that are given as the third recognition for outstanding hospitality.

Secured complimentary use of the fee-based online customer service training offered by Black Hills State University and began to review to better inform those in the industry about the elements of this program. Information on this training is available via SDVisit. For the free online training, there are 1,920 registered users and 1,632 have completed the training; 254 managers are registered.

Reviewed 15 applications for the spring hospitality training co-op and divided funds between them. Sent email notifications and followed up with additional information about the program and reimbursement. Began compiling details about each of the 15 hospitality training sites for inclusion on SDVisit.com. Responded to requests for a list of customer service speakers and information on the hospitality training.

Information Centers

Completed interviews and sent hire packets to 68 applicants and regret letters to the others. Worked on Information Center fam, May 11-15, which has stops in the southeast region; also attending Lit Swaps in Rapid City on May 11 and in Mitchell on May 12.

For the poster co-op program, 66 businesses are participating; seven spots are still available at Wilmot, three at Wasta EB, and seven at Salem EB.

Corresponded with members of the industry about not staffing the Tilford WB Center this summer; the Center will be open for brochure distributions.

Photo/Video

Completed the following on Tourism's photo hit list: Deadwood gaming, Deadwood architectural details, copy of old film footage for State Archives, buffalo in the snow, Spokane Ghost Town, Mount Rushmore National Memorial with snow, Black Hills scenics, birds at Pierre Arboretum, and Nemo Outhouse Races.

Took part in four days of intense classes and workshops at Photoshop World, largest conference on digital imaging in the world.

Black Hills Photo Shootout: chose new Shootout logo and implemented on website, Café Press store, FaceBook page, etc. Black Hills State University student Jenna Nagel is working with instructors to build schedule of workshop sessions. Discussions are underway with *South Dakota* magazine for editorial feature in summer issue. Next steps include developing sessions for each day and adding them to the website, online registration, location and activities for the social events, and budget layout with Black Hills, Badlands & Lakes' Mike Gussiaas.

Fulfilled photo requests to *South Dakota* Magazine, Yankton; Black Hills Motorcycle Tours, Rapid City CVB, Black Hills, Badlands and Lakes, Rapid City; Mitchell Daily Republic; Great Plains Zoo, author Dee Dee Rapp, Regency Management, Sioux Falls; Mobridge Tribune; Beaver Lake Campground, Custer; Chicken Creek Communications, Spearfish; National Children's Study, Brookings; Britton Chamber of Commerce; TDG Communications, Deadwood; Department of Labor, Governor's Inn, Public Utilities Commission, Governor's Office, South Dakota Highway Patrol, and Department of Game, Fish and Parks, Pierre; St. Paul Pioneer Press, Minnesota; National Sunflower Association, North Dakota; and Rocky Mountain International, Wyoming.

Forwarded logo/photo requests of Black Hills images to Lisa Kupika with Embassy Tours and Falls Park images to Judy Weber at a bank in Tea/Sioux Falls.

Have placed 13,150 digital photos in database; working through Photoshop CS5 guidebook.

Video hit list: Shot video and interviews during the RMI roundup in Rapid City; finalized edits.

Video dubs and loans: Sent video of buffalo and the Buffalo Roundup to the National Geographic channel for a show they are producing on the American bison. Sent stock footage of the state to Natural 9 Productions in Los Angeles; they are producing "The Great Ride" video series. Sent additional footage to the National Arbor Day Foundation in Omaha for PSAs they are producing.

Compressed a new version of the "This is South Dakota" video for the TravelSD website. YouTube views in March totaled 8,105. Added a promo for "The Great Ride" to the YouTube channel.

For GOED Conference in April, will shoot interviews of staff for use in a video presentation; will also assist with A/V for speakers and banquet

Travel Market Advertising

Finalized and shipped the following ads: South Dakota Tourism (*SDT*) *Peak Season 2011* – Direct Mail Piece – value-added opportunity in the Omaha market, mailed to 220,000 Cox Media subscribers late March/early April; static banner ad for April E-Newsletter of *Disney's Family Fun Magazine*; revised fishing TV spot; revised image TV spot. Free Standing Insert (FSI) #2 of Corn Palace image/suitcase design dropped in the following markets in March: Wisconsin – Eau Claire (circ. 31,500), Madison (circ. 145,000), La Crosse (circ. 39,298); Minnesota – Minneapolis (circ. 190,000); and in April: Nebraska – Omaha (circ. 150,000); North Dakota – Fargo (circ. 58,500); Iowa – Sioux City (circ. 39,800); and Canada – Winnipeg (circ. 122,749). FSI #3 of Custer State Park image/suitcase design will drop in the following markets in April: Wisconsin – Eau Claire (circ. 31,500), Madison (circ. 145,000), La Crosse (circ. 39,298); Minnesota – Minneapolis (circ. 190,000); Nebraska – Omaha (circ. 150,000); North Dakota – Fargo (circ. 58,500); Iowa – Sioux City (circ. 39,800); and in May: Canada – Winnipeg (circ. 122,749). Web banners for Trip Advisor and Orbitz. Video banners on SAY media's ad network Fishing ad for *Iowa Sportsman* on sale May 1. Giant Step Badlands ad for May issue of *Travel 50*.

SDT/Black Hills, Badlands & Lakes Co-op: TV image spot. *SDT/Custer State Park Co-op*: Newspaper ads in Fort Collins, Greeley, La Crosse, Rochester, and Sioux Falls. Value-added ad for spring insert in *Midwest Vacation Guide*. Value-added full-page 'Open Road' ad for April issue of *SHE* magazine. Value-added banner for ArgusLeader.com. *SDT/Deadwood Co-op*: TV shoot – new footage shot. Reviewed new radio scripts/spots. *SDT/Rapid City Co-op*: Full page, 4-color ad/insert for March 20 issue of *St. Paul Pioneer Press Go Guide*. FSI insert (front/back) on April 3 in newspapers in Minneapolis, Winnipeg, Denver, and Omaha; this will insert again in Denver and Omaha on May 1. TV image spots.

Ad for April issue of Sioux Falls *Etc. for Her* magazine. *SDT/Spearfish Co-op*: Newspaper ad in March 27 issue of *Bismarck Tribune*. Web banners. TV image spots. *SDT/Watertown Co-op*: Ad shipped March 22 for *Minnesota Monthly* magazine.

Met with staff from the Department of Game, Fish & Parks to develop a fishing campaign for summer. It will include social media and a promotion to require residents and visitors to post photos, videos, and stories about their outdoor adventures for a chance to win a South Dakota Trip.

Attended meetings with Digital Strategy partners to finalize marketing plans for the 2011 travel season. One of the larger components is an incentives program that urges Colorado residents to book travel for a 20% discount and a \$25 Mount Rushmore Visa Card if they book during non-peak timeframes.

E-Commerce

On the consumer website - TravelSD.com: 127 vacation packages are listed. Working on business tagging audit to ensure that they are pulling into correct areas of the site when relevant keywords are used to search site listings.

Renewed the SouthDakota.travel and the TravelSD.travel domain names with Encirca for one more year, each at \$99 per domain.

Added a text link to an MOV (QuickTime) version of the “This is SD” video to the Chinese-language homepage.

Reviewed nearly 1,100 responses to the April Travelsmart sent by L&S on March 24 and 54 responses to trip planning and Vacation Guide (VRM) automated emails. Most of the emails were automatic out-of-office responses; however 77 updates, unsubscribes, comments and/or information requests were forwarded to appropriated staff to resolve.

On Tourism’s Industry Site - SDVisit.com: Posted the lead lists (PDF and XLS) from the 2011 NAJ Summit and ITB (PDF) to the Tour Operator and International Leads List page.

Created a revised homepage (tsd.sd.gov) explaining the reorganization of the department. Worked on creating a “portal” site for the Department of Tourism, including the Arts Council and the State Historical Society (tourism.sd.gov). Prepared to take both new sites live on April 13, 2011.

Research

Expect surveys, distributed at Mount Rushmore National Memorial via concessionaire since last fall, to pick up as the peak travel season nears; have received 242 surveys. From completed surveys, a drawing will be held in April for a \$150 gift credit to Xanterra Parks & Resorts; next drawing will be October 7.

Will study the hour-by-hour car counts at the Interstate Information Centers this summer.

The Ruf analysis is completed; it includes a cluster analysis and profile report of key demographics of the South Dakota visitor. The next step is the Reverse Mapping Project that will provide insight into which markets are the best fit for the audience profiles we select.

For the Visitor Relations Management (VRM) program, tested the messaging for quotes and reservations that should be operational by mid-April. So far, the triggered messaging on inquiries is out-performing

the industry average, considerably. Will work on Dashboards and Reporting once the de-duplication process on inquiries is complete, probably in May.

Gave demonstration of the Event Calculator to the Aberdeen CVB

Creative Consultations/Projects

A. Brassfield:

Business cards have been designed for Tourism, Historical Society, and Arts Council; reviewing quotes. In the process of getting an approved business card design for GOED. Began working on Historical Society and Arts Council letterhead and envelopes.

Designed and routed the History and Archeology poster; ordered 1,300 prints from approved bid to be delivered in early April.

Will send files of Great Getaways to printer in April; have 59 partners in this co-op.

Designed and placed half-page film office ad in *P3 Production Update* magazine.

A. Hofmeister:

Created Black Hills Shootout logo mock-ups for review; one was chosen to be the official logo. It will be used on promotional materials and items to purchase on event materials and their website.

Obtained quotes for the various design options for the Tourism Office business cards; will design letterhead and envelopes once the business card design is chosen.

Made updates to the SD profile sheet for use at the Midwest Travel Writers Association.

GOED projects include: South Dakota Advantage – Education Brochure; mock-up contains South Dakota business rankings and information for leaders in the trust industry to pass on to their clients. Designed invitation and registration piece for the 2011 GOED Conference materials; began working on signage. Updated content and design of the Dakota Seeds brochure; delivered to GOED in March. Researched ideas for designing Biotech print materials – event postcard, marketing piece, map stickers, thank-you notes, vinyl and foamcore posters, and register-to-win cards; due in May.

Designed business cards and letterhead for Department of Tribal Relations.

Nathan Shay, a high school senior, job-shadowed on March 8 for part of the day for graphic design.

T. Meise:

Final logo for Black Hills Photo Shootout is being used for event apparel on Café Press.

Designed final GOED newsletter of 3,500 copies, which was mailed to that database.

Designed mock ups of department business cards and helped gather quotes.

Worked on design layout of graphic elements and images for the Governor's Golf Classic; printing specs for quotes have been requested.

T. Friedeman:

Deadwood Co-op TV Ad Shoot: Traveled to Deadwood with other staff to oversee the filming of four 15 second TV ads. Shot digital video, primarily showing the cameras, rigging and lights used to create a commercial; will eventually edit into some YouTube videos for Deadwood.

Discussed the new photo download site on Black Hills, Badlands & Lakes' website.

GOED Conference, April 26-27: Absolute Productions will be the A/V vendor. Reviewed signage layouts and ordered the Excellence in Economic Development Award and the two Community of the Year awards.

Interns

Hired Danica DesLauriers from Sioux Falls for the Media/Public Relations internship. She is attending the University of South Dakota and majoring in Contemporary Media and Journalism with an emphasis in Public Relations and Advertising. Her minor is Spanish.

Hired Nikki Novak from Pierre for the Information Center internship, starting May 9. She is a senior at the University of South Dakota, majoring in Psychology, Pre-Occupational Therapy. This is her second year with Tourism.

Stephen Nelson from Pierre joins the Trade Sales and Marketing team for a third summer. He attends the University of South Dakota and is majoring in Contemporary Media and Journalism.

Hired Casey Buechler from Pierre as the intern for the Visitor Industry Relations team; he starts May 9. He is a senior at South Dakota State University, majoring in Consumer Affairs.

Governor's Tourism Advisory Board

Tourism Board met on Tuesday, March 29, at the Casey Tibbs South Dakota Rodeo Center in Fort Pierre. Agenda items included discussions of the 13 Matching Dollar Challenge applications. Will notify all applicants.

Met with Governor's Tourism Advisory Board, regional tourism association directors and one of their board members, Michael Pangburn, Jay Vogt, staff from Lawrence & Schiller ad agency, and Tourism staff to brainstorm marketing ideas in Strategic Planning Sessions. Staff will review ideas and develop internal goals from ideas discussed. There were 60 people who attended from across the state.