

To: Governor Daugaard
 From: James D. Hagen, Secretary
 Department of Tourism
 Date: June 7, 2011
 RE: May 2011 Monthly Status Report

By the Numbers

Media and Public Relations		
	Apr-11	FYTD
Circulation	3,032,718	194,205,067
Earned	\$ 12,201	\$932,504
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	128,064	1,891
4/11 % Chng	-2.2%	-24.6%
FYTD	1,037,201	23,519
Time On Site	-10.2%	1.3%
Pages/Visit	-14.3%	5.0%
Online Trip Itineraries	3,214	NA
Email	Emails Sent	Emails Read
Mar-11	441,344	19.1%
FYTD	3,521,088	16.0%
Digital Revolution		
# of Partners	312	-
% Change over 2010	10.6%	-

Office of Tourism Indicators					
		Apr-11	Apr-10	% Change	% FYTD
Tax	Tourism Tax (1%)	\$289,650	\$264,108	9.7%	7.7%
	Gaming Tax	\$264,832	\$278,223	-4.8%	-0.1%
	Tourism Tax (.5%)	\$97,287	\$88,707	9.7%	35.3%
Travel Activity	State Parks	278,085	308,445	-9.8%	
	Natl. Parks	78,531	82,793	-5.1%	
	Traffic Cnts	155,528	160,325	-3.0%	
	Gas Prices	\$3.85	\$2.90	32.8%	
	Overnights	296,908	292,606	1.5%	
	Occupancy	43.6%	43.1%	1.2%	
	Avg Rates	\$64.23	\$65.29	-1.6%	
Inquiries	Total	22,827	32,992	-30.8%	-26.7%
	Online	14,641	16,737	-12.5%	NA
	Mail	NA	2,802	NA	NA
	Phone	NA	6,217	NA	NA
	Sales	NA	5,541	NA	NA

Media & Public Relations

Fulfilled information requests: Attorney General’s Office regarding 2007-2008 and 2010-2011 South Dakota Vacation Guides; KELO-TV for interview on tourism outlook for 2011; Argus Leader regarding Corn Palace changes and projections for Memorial Day weekend; sent information to Eric Matt in the Lt. Governor’s office for a June speech; *Midwest Living* on new and re-tooled attractions, lodging, and restaurants for 2012 – sent request to all CVBs, Chambers, and tourism regions – and sent information on the new zip line at Rushmore Cave, Deadwood Mountain Grand, and a new event at the Strawbale Winery; and general inquiries from MediaSD.com as well as others.

Media interviews included *Prairie Business* Magazine regarding *National Geographic* “best drives” designation (result of a pitch in April); Argus Leader regarding peak tourism outlook and statistics on national park attendance; Terry Hoffman, Watertown Public Opinion, regarding outlook on tourism, specific to the northeast area; and set up interview for Jim Hagen with Inside KELO-TV.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places series: “M” Hill, Native American Scenic Byway, Czech Days, and Wheel Jam; South Dakota Celebrates See South Dakota Week; and Interstate Information Centers Set to Open. Posted seven visitor industry releases to MediaSD.com. Reviewed four releases for History.

Hosted Karen Auitable, editor with *AAA Journeys* Magazine. Toured the Black Hills, Rapid City, Mount Rushmore National Memorial, Custer State Park, Crazy Horse Memorial, Hill City, Pactola Reservoir, and Deadwood. The feature should air spring 2012.

See South Dakota Week (SSDW) media interviews/appointments for staff included Rapid City (KNBN TV; Hot 93.1, Chase & Buckner; KAT Country, Sam & Kris; KKLS, Derek Stone; and Magic 93.9, Kevin Phillips), Watertown (KDSR, KWAT, and KXLG), Pierre, Aberdeen, and Sioux Falls. Press conference in Sioux Falls was well attended: SD Public Radio, Argus Leader, KDLT-TV, *Sioux Falls*

Business Journal, Associated Press, and Results Radio – followed up with each outlet with a thank you and the “Why Travel Matters” fact sheet – AP also ran a follow-up story the week of May 16. Jim Hagen was the featured speaker at the Sioux Falls CVB luncheon.

Accompanied Jacquie Fuks from Southeast SD Tourism Association on a four-day fam tour for journalist: Sheri Wallace, Road Trips for Families, Arizona; Jennifer Marin, New York; Carla Waldemar, freelancer from Minneapolis; Pamela O’Meara, Lily Suburban Newspapers, St. Paul; and Thea Miller Ryan, freelance writer and also with the Outdoor Campus, Sioux Falls. Jennifer Marin has already written a column on southeast South Dakota and did a radio spot on “Around the World Radio.”

Worked with a writer on a potential trip through South Dakota to cover the Mickelson Trail and a story on the hidden gems of the Black Hills, possibly next spring.

Worked with Erin Mohring who writes a blog titled “At Home With the Boys.” She’s coming to South Dakota for a family vacation and wanted assistance with lodging/attractions. Obtained admissions to Custer State Park, Reptile Gardens, and 1880 Train for family of four. They’ll also visit Wall Drug. In return, Tourism will receive one year ad banner space on her blog, a series of posts about the Black Hills, and posts about eastern South Dakota this fall.

Developed an attractions itinerary for Canadian writer Shel Zolkewich, who is visiting South Dakota in July.

Completed a 5,000 character text about South Dakota for Nordic Insights/Rocky Mountain Institute and selected 15 photos to send.

Worked with ad agency to develop "welcome tabs" on FaceBook; users new to our page will see an animated screen. Another welcome screen with South Dakota imagery will be for individuals who already "like" our page. Both will have links to other social media sites and a link to sign-up for the TravelSmart e-newsletter. Posted a question and photo on FaceBook to help jumpstart a conversation between our followers. Monitoring the social media conversations that are taking place around a set of key words involving South Dakota Tourism. Planning another small campaign to help drive our followers up to 10,000; currently, there are 6,060 fans, up 108 from April. Travel South Dakota Twitter account has 69 new tweets for a total of 1,220 tweets; have 2,683 followers, up 97 from April.

Blog posts included Champagne, cupcakes and more!, Mount Rushmore History Part 2, Native American Scenic Byway, Girlfriend Getaway in Vermillion, Storm Chasing in South Dakota, Tour the Governor’s Mansion, and KELOLAND South Dakota’s “Dorothy.”

Industry Relations

Created the May issue of Tourism’s eFYI newsletter and distributed to 1,297 list members via Listrak.com and to 2,116 on Tourism’s industry database. Topics included: Secretary’s Report, Research and Marketing Meetings, See South Dakota Week Roundup, Spring Hospitality Training, Trade Show Leads Available, 2011 Travel Indications, Important Reminders, and What Our Visitors Are Saying.

Held internal meeting for 2012 Governor’s Conference on Tourism to discuss planning and committee responsibilities. Visited with a speaker who is interested in presenting. Answered inquiries from a speakers’ bureau we use, concerning our timeline for starting our search. Discussed the idea of not having a conference theme this year.

Attended the monthly Pierre CVB hospitality committee meeting. Attended training organized by the Pine Ridge Chamber of Commerce, held at Crazy Horse Memorial.

Trade Sales Group Tour/International

Began discussions and timeline to develop a process that will automate many of the steps needed to produce the Group Tour Planning Guide; plan is for an automated web form that will default to the correct business type and display the needed information for each partner. Process includes coordination with Tourism staff designer.

Fulfilled requests for Vacation Guides to nine AAA offices in Colorado, Iowa, Illinois, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, and Wisconsin for a total of 800 guides. Fulfilled requests for information from tour operators: to Heritage Tours, Kansas; Travel Simplicity, Pennsylvania; Good to go, Oklahoma; and America Tours West, South Dakota.

Sent the 2011 issue 5 edition of the Travel Professionals E-newsletter via Listrak.com to 284 list members. Topics included Changing of the Seasons, Travel Professionals Tip, Featured Itinerary: Glacial Lakes and Prairies Country, Featured Attractions, Featured Events, and What's New?.

Completed registration for American Bus Association (ABA) Annual Convention in January in Grapevine, Texas. Submitted information for ABA Top 100 Events in North America.

Worked with North Dakota to host the 2Nations Tours fam for 17 tour operators in the central and western regions of both states. Participants were from California, Illinois, Iowa, Michigan, Montana, Vermont, Virginia, and Washington D.C. Overnights in South Dakota included Pierre, Rapid City, and Deadwood. Wrote thank you letters to South Dakota fam tour hosts and sent participant list. Completed thank you emails to participants and sent a slide show of their South Dakota visit; added a link to additional images provided by Chad Coppess, staff photographer.

Hosted Gary and Laura Block, Gary Block Tours, Minnesota, to plan group tours to South Dakota.

Attended U.S. Travel Association Pow Wow with five South Dakota partners, promoting South Dakota 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. Researched and set up 38 appointments and added more at the show; came away with 65 tour operator and journalist leads. RMI also attended Pow Wow; Jim Hagen worked with other states in the RMI booth.

Hosted four Japanese tour operators through the Black Hills and Badlands with stops at Wall Drug, Reptile Gardens, Devils Tower, Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, and Rapid City. They all agreed they would be adding South Dakota to their tours.

Completed an itinerary for Carlo Ferrari, United Kingdom, for an article on hiking and biking in South Dakota, includes biking the first two days (June 4 & 5) of the Tour De Kota plus biking and hiking the trails in Pierre, Badlands, Rapid City, Custer State Park, and other parts of the Black Hills.

Met with Keith Blackmore, United Kingdom, in Pierre at the Culture Heritage Center. He is researching a story on the Custer Trail – traveling throughout Montana, South Dakota, and North Dakota. He spent most of his time in South Dakota and commented that he still did not have enough time in South Dakota with everything there is to see and experience.

Escorted Mary Moore Mason, editor of *Essentially America* magazine, United Kingdom, around the Black Hills for her article(s). Met her in Pierre at the Culture Heritage Center to go over her remaining itinerary. She is very interested in our Native American Culture.

Met with TourMappers, United Kingdom, in Rapid City after providing itinerary and arrangements with suppliers; set up site inspections of hotels in Rapid City and Deadwood.

Contacted by Rocky Mountain International (RMI) regarding hosting for two representatives from Swanson's Travel, Sweden, in May. Prepared itinerary and met them to discuss their trip. They currently send tours to South Dakota.

Contacted by Karin Gomes, Inside Travel News, The Netherlands, requesting information for Geert De Weyer, journalist, with whom they work regularly for story ideas around the world; sent information.

Received phone call from journalist Imco Lanting, Amsterdam, regarding a scouting trip for his articles. Contacted The Netherlands RMI office to send press form to Mr. Lanting to complete so we know scope of what he plans to write.

Contacted by RMI regarding hosting for Janne Lindbladh, Jambo Tours, Sweden, in July and August.

Contacted by Fredrik Björksäter, the Scandinavian based representative for Florida Beaches and the Discover America Committee Sweden Board member in charge of the recent revamp of their website. We were contacted to write an overview of South Dakota tourism. They also wanted to focus on two famous attractions in our state. This text along with some photos will be released via e-newsletter in Scandinavian markets.

Worked on itinerary for Ildiko Bayer, Design Destinations, a receptive operator who will be coming to South Dakota to research sites for Scandinavian tours. Will meet with her in mid-June.

Contacted by German RMI office to draft itinerary and make arrangements for Tobias Welck, Germany, for a press trip to South Dakota in June.

Contacted by German RMI office regarding a press trip in May for Heidi and Hans Juergen-Koch, photojournalists interested in learning about the American Bison. Created a 12-day itinerary and arranged meetings with various buffalo herd managers and park staff and obtained complimentary lodging. Met them at the State Game Lodge and met Bad River Ranch to discuss their trip.

Contacted by America 4 You, California, an inbound tour operator who works with the German market. They are working with US Bike Travel, a tour operator from Germany interested in motorcycle routes in the Black Hills and Badlands. Prepared itinerary and secured lodging for their scouting trip to develop itineraries for their clients.

Contacted by Italian RMI office to develop preliminary itinerary/arrangements for *Runners World* magazine in June. They plan to participate in the Black Hills 100 marathon based out of Sturgis.

Contacted by RMI regarding hosting for Will Davies, AAA, Australia, who will be in the RMI region in June. Working on arrangements for the South Dakota portion.

International press:

Italy:

Qui Touring is a monthly consumer magazine with 350,000 subscribers and a readership of 600,000. The 10-page article "A sign of buffalo" was written by Stefano Brambilla and Francesco Tomasinelli for the April 2011 issue and has an estimated ad value of \$450,000. It was a result of the 2010 Buffalo Roundup press trip. The article contained suggestions and a website to help organize a trip to South Dakota.

Turisti Per Caso is a monthly consumer travel magazine of 250,000 subscribers. The two-page article "South Dakota: buffalos and cowboys" was written by Sauro Scagliarini and Gabriella Braidotti for the May 2011 issue and has an estimated ad value of \$48,500. It was a result of the 2010 Buffalo Roundup press trip. The article lists Tourism's website and offers a travel package by Gastaldi 1860 tour operator.

2morrow.it is a web trade magazine with 12,000 contacts; it included information on the Sturgis Motorcycle Rally and was the result of a press release. It has an estimated ad value of \$800.

United Kingdom:

Article "Travel South Dakota" was another result from the Frank Corless trip to South Dakota last year. It appeared in the Western Morning News (circ. 118,605) based in Plymouth, southwest England. It has an estimated ad value of \$5,770.

Outdoors

Sent follow-up information to Greg Breining, freelancer from Minneapolis, on mountain biking, Centennial Trail, Black Elk Wilderness, and archery antelope season. Met him during the Minneapolis media blitz. Sent information to Dennis Anderson from the Minneapolis Star Tribune on waterfowl, dove, prairie chicken, and grouse hunting; Black Hills Roundup Rodeo; Glacial Lakes fishing; and the public lands map link.

Wrote blog posts on free parks pass and fishing weekend in South Dakota, million dollar bird hunt release from Aberdeen, and triathlons in South Dakota this summer; posted links to our social media sites.

Upon request from Karen Kern at Great Lakes Association, updated the SDoutdoors blog so that it included the Great Lakes fishing report under the "Outdoor Resources" tab.

Responded to a variety of inquiries: ATV riding in the Black Hills; guide for fly fishing in Custer State Park; Outdoors Weekly regarding Tourism's online Visitor Services Directory with hunting lodges; outdoor freelance journalist for pictures of children hunting doves, did not have any; Ron Schara productions about advertising on their TV shows in 2011; Mickelson Trail and other biking trails in South Dakota; Great Plains Game and Fish magazine on request to camp and fish in the Black Hills; panning for gold in the Black Hills, referred man to the National Forest Service office in Spearfish; requested 2010 small game licensing numbers from Department of Game, Fish & Parks; and sent pheasant hunting information to man from Indiana who wants to only hunt wild pheasants with his grandsons.

Film Office

Assembled the eighth issue of the Film Office E-Newsletter and sent via Listrak.com to 140 subscribers. Topics included Editor's Note, Hot Topics, Public Relations Efforts, Location: Sylvan Lake, Custer State Park, and Important Dates.

Fulfilled requests for production guides from FilmSD.

The next step in renewing the film office's membership with the Association of Film Commissioners International (AFCI) is the online course "Film Commission Fundamentals," followed by a face-to-face course to be taken at Locations Trade Show in Los Angeles in 2012.

Attended the Black Hills Film Festival (BHFF) in Hill City and at Crazy Horse Memorial. Sixty of 140 films submitted were accepted and played. About 30 filmmakers from across the nation attended the festival. There were multiple seminars: finance and distribution practices for filmmakers, acting classes, and screen and script writing classes. Sean Covel (Producer, Napoleon Dynamite) and Norman Barnett (VP of Production at Warner Brothers Studio) attended the festival; Covel is on the board of directors for BHFF. The two joined Katlyn Richter, Sen. Cooper Garnos, Rep. Chuck Turbiville, Rep. Mike Verchio, Screen Actor's Guild members, and two members of the BHFF board to discuss film incentives and why it's important for South Dakota to implement an incentive to entice filmmakers here.

Worked with Jesus Rodriguez on filming for Telemundo, an NBC affiliate. Episodes for Hot Springs (Mammoth Site and Black Hills Wild Horse Sanctuary) and Badlands National Park have aired.

Working with Andrew Kightlinger and Luke Schuetzel on their new film "Dust of War" with filming to begin in August. They signed actor Doug Jones and are pursuing Ron Perlman. Will help with sending casting call to local media and posting to FilmSD.com. Wrote letter of introduction.

Working with a documentary film crew coming through South Dakota to Canada in June. They hope to film at Wall Drug, Badlands National Park, Mount Rushmore National Memorial, and Deadwood. Working on a pitch to MTV's "The Buried Life." A few of items remain on their bucket list of things to accomplish, such as "smashing a guitar on stage" and "doing a sketch with Will Farrell." Steven Lewis Simpson (Rez-Bomb) has contacted Tourism on a film he'd like to bring to South Dakota. Canada is a competitor for this film because of the cheap locations and tax incentives.

South Dakota Film Office Twitter account has five new tweets for a total of 236 with 490 followers, up 68 from April.

Hospitality

Attended community service and hospitality trainings in Watertown, Miller, Chamberlain, and Rapid City.

Issued approximately 200 certificates for Outstanding Hospitality and letter from the Governor. Visited with representative at Crazy Horse about getting them involved with our hospitality programs, specifically the Great Service Star and the Governor's Hospitality Certificate programs.

Responded to an inquiry from the Ipswich Economic Development office about available programs for customer service training. Worked with three businesses to get them registered to take the Online Customer Service Training

Information Centers

Held meeting for Information Center supervisors. Confirmed arrangements/itinerary with hosts and contacts for the Information Center fam in southeast South Dakota: CVBs/Chambers, lodging properties, restaurants, and attractions. Attended Lit Swaps in Rapid City and Mitchell. Compiled approved brochures into binders for each Center and updated the training handbook. Prepared pallets of Vacation Guides, maps, and supplies for shipments to Centers. Inserted letter from the Governor into 700 travel CDs available at the Centers. Centers opened May 26.

Notified properties that had brochures approved for display at the Centers; there are 445 on display. Sent 2011 letters to participants who need to send this letter with each shipment of brochures to Centers. Sent reminders to poster co-op partners of the Centers at which they purchased poster display space.

Continued notifying businesses of the T-shirt program for travel counselors – businesses can provide T-shirts for travel counselors to wear on designated days during the week.

Worked to fill positions that had opened due to resignations, mostly due to family situations. At this time, one staff position at Valley Springs is unfilled.

Photo/Video

Completed the following on Tourism's photo hit list: 2Nations Fam in the Badlands and Black Hills, prairie wildlife, Bear Butte and area scenics, Akta Lakota Museum, and concert at Corn Palace. Economic Development: GOED Conference speakers, award winners, and Governor's speech. Governor's Office: Governor with Harley-Davidson motorcycle

Opened registration for BH Photo Shootout; 60 signed up in the first week. Will place ads in *Outdoor Photographer* magazine and *South Dakota Magazine*. Coordinating information from instructors. Hoping to bring in a sponsorship from Photomatix software. Updated website information for each session and social. Met with staff to discuss venue details and social activities.

Fulfilled photo requests to *South Dakota Magazine*, *Living Here Magazine*, Yankton; Black Hills Central Reservations, Deadwood; Maverick Publishing, Spearfish; SD Rural Electric Association, Department of Health, Merriman Printing, Department of Transportation, Pierre; MPI Video, Lawrence & Schiller, Outdoor Campus, Good Samaritan Society, KSFY, South Dakota Municipal League, Argus Leader, Sioux Falls; River City Racin', Chamberlain; Artwest, Mitchell Daily Republic, Mitchell CVB, Mitchell; Rapid City CVB; Redlin Art Center, Watertown; South Dakota Public Broadcasting, Vermillion; Harlow Transportation, North Dakota; Montana Electric Cooperatives, Montana; AAA, Nebraska; Rocky Mountain International, Wyoming; *Parade Magazine*, New York; and *Motoring USA*, Pennsylvania.

Video dubs and loans: Sent video of the Rushmore fireworks for use during the 4th of July celebration at a Colorado Rockies baseball game.

Met with L&S and staff to discuss the summer film shoot for our TV commercials.

Fulfilled Logo/Photo requests: sent Mount Rushmore and motorcycle images to Maverick Printing, Sturgis; South Dakota Native American reservation map file to Northern State University; images for Western States Land Commissioners Conference; pheasant images to Julie Bolding; and Black Hills scenic road image to Kendal Haug, Rapid City.

Shot GOED video testimonial interview at Broadwind Energy Services in Howard. Edited a one minute video for GOED staff to place on their new website.

Travel Market Advertising

The following were finalized and shipped for Peak 2011:

South Dakota Tourism (SDT) – Minneapolis Comcast value added spots, Denver Comcast Sweepstakes value add, revised summer countdown banners, and fishing email copy. *Aberdeen/SDT Co-op*: TV spots; landing page; and newspaper ads in Fargo, Grand Forks, and St Cloud. *Black Hills, Badlands, & Lakes/SDT Co-op* – Revised banner ads; newspaper ads in Denver and Regina. *Custer State Park/SDT*

Co-op – Newspaper ads in Fort Collins, Greeley, LaCrosse, Rochester, Sioux Falls, Rapid City, Hot Springs, Hill City, and Custer. *Custer BID/SDT Co-op* – Newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, and the Colorado Newspaper Association. *Deadwood/SDT Co-op* – Deadwood Free Standing Insert (FSI) – inserts May 1 and June 5 in the Bismarck Tribune and Casper Tribune; ad for *605 Magazine*, Sioux Falls, inserts June 1; newspaper ads in Casper and Minneapolis; and web banners. *Rapid City/SDT Co-op* – Newspaper ads in Winnipeg. *Spearfish/SDT Co-op* – Newspaper ads in Bismarck. *Watertown/SDT Co-op* – Newspaper ads in Sioux City and Winnipeg and ad for *Minnesota Monthly* inserts July 1.

Mailed copies of ads/publications to Giant Step peak partners. Sent copies of the peak Great Getaways insert to partners.

SDT – Shoulder Season 2011: Met with ad agency to review shoulder season plans, media schedule, and Giant Step mock-ups. Met internally regarding the Great Getaways timeline and layout; mailed the shoulder registration letter and form to visitor industry members. Contacted 38 Giant Step partners giving them the opportunity to change image and text for the shoulder season co-op. Met with L&S ad agency and Pheasants Forever regarding a partnership. Continued developing elements of Rooster Rush.

Held campaign co-op meeting in Huron to discuss partnership process with Huron CVB and hunting task force. Rescheduled meetings with other campaign co-op partners due to the flooding issues.

Met with Rod Woodruff, Buffalo Chip, and Jeff Androsky, Natural 9 Productions, regarding The Great Ride 2011 partnership and potential for 2012 partnership.

Began reviewing more than 1,080 responses to the June Travelsmart sent in May. Reviewed over 855 responses to the “South Dakota Would Like Your Opinion” email sent in May, and forwarded 79 complaints, comments, requests, or unsubscribes to appropriate staff. Reviewed 101 responses to trip planning and Vacation Guide (VRM) automated emails; forwarded 48 responses to appropriate staff to handle. Reviewed 50 responses to a fishing email sent in May and forwarded five updates, unsubscribes, or comments to appropriate staff to handle.

E-Commerce

On the consumer website - TravelSD.com: 134 vacation packages are listed; added 22 hot deals.

Contacted BIT regarding registering foreign domains.

On Tourism’s Industry Site - SDVisit.com: Created a webpage with online form for the industry to register/RSVP for the five regional Research and Marketing Meetings in June and distributed email to 1,305 list members via Listrak.com and to 2,101 on Tourism’s database. Posted alerts on both the homepage and the top of the meetings page regarding the postponement of the Research and Marketing Meetings on May 29; sent urgent notice to industry regarding postponement of these meetings to 1,294 members via Listrack.com. Continued updating the Spring Hospitality Training schedule. Completed updates to and testing ‘car counts’ webpage/online form, Access database, and the ‘bus reports’ online form for the Information Centers.

Research

Worked with Bureau of Information and Telecommunications to resolve issues about accurately pulling historical data for the Information Centers’ car counts.

Continued to receive and input survey data obtained from peak season visitors to Mount Rushmore National Memorial; that round of collections will end September 30.

Received a list of 110+ events and conventions from Aberdeen to be plugged into our IHS Global Insight Economic Impact Calculator.

Pulled Great Ride Landing Page web stats in Google Analytics for the dates surrounding Tourism's Great Ride TV program segments to see if they had a telling impact on the volume of traffic to TravelSD. Also pulled web stats for the vanity URL used during the segments to see if views are still using vanity URLs.

Designed a Gas Prices Survey to distribute to our TravelSmart e-newsletter database to gain insight into travel plans/are current gas prices affecting decisions. Included questions that would allow us to segment responses by our target audiences; survey closed with 22,830 responses. Will compile a full report.

Our account with Ringlead expired and Tourism is researching DataTrim, a different company to manage our inquiry database, and how their program works within Salesforce. Once issues have been resolved within TravelSD, new cost estimates will be obtained.

Ordered cluster maps from Ruf of the Minneapolis/St Paul area to see how two groups of chosen clusters would show up in advertising markets and to determine the travel propensities in the area. Maps indicated that one group tends to be located more within the suburbs of the Twin Cities while the other group was located within the more downtown/urban area of the Cities. Checking with media buyer to determine if the mapping would actually change the way they purchase media.

Publications

Discussed plan to reprint of the Motorcycling Guide; contacted 12 motorcycle stores/sponsors for updates to their information; one law had changed; and photo of Governor Daugaard for welcome page.

Edited content of the Greenhorn's Guide to Archaeology & Paleontology, fact checked the content, confirmed contact information, made date changes, and added the South Dakota Children's Museum in Brookings. Forwarded to Creative Team for printing copies for Information Center distribution. The Guide will be available as a PDF from TravelSD.com.

Governor's Tourism Advisory Board

Meeting scheduled for May 31 and June 1 in Deadwood was cancelled due to the flooding issues in the Pierre and Fort Pierre areas. Meeting has not been rescheduled. Review of the six new Matching Dollar Challenge applications will be rescheduled, possibly via conference call.

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

Worked with the creative team to get the Hunt logo file ready to be sent to a vendor and created timeline for the event. Researched tour options, venues, and menus for the Roundup.

Creative Consultations/Projects

A. Brassfield:

Received approval from GOED on their business card design; will contact staff to confirm individual information; and sent mock ups of letterhead. Waiting to hear from Historical Society on their letterhead mock-ups. Ordered business cards and letterhead for Arts Council; expect delivery mid-June.

Continued working on Roundup logo designs for print materials, etc.

Designed a rodeo schedule for the website, as requested, in a PDF format that can be opened, printed, or saved online.

Created banner ad for @HomeWithTheBoys blog.

A. Hofmeister:

Designed name badges for the Information Center travel counselors that resemble the creative of Tourism's ads.

Sketched ideas for the logo/branding identity for Fort Sisseton State Historic Park.

For GOED, working on South Dakota Advantage – Education Brochure; printing was put on hold to input changed information.

Designed a 4-page marketing piece to be distributed at the Biotech Trade Show in Washington D.C; will create decals in-house for use on maps that will be distributed at the show.

Received printer quotes from four South Dakota print vendors for the 4-page, full-color finance information pieces; waiting for the updates to the piece.

Working on two mock-ups for the 2011 Pheasant Hunt. Created embroidery files for use on materials.

T. Meise:

Will be working on design of backside of official state highway map; delivered by September 2011.

Before Governor's Golf Classic was cancelled, order copies of event pamphlets and event signage. Was able to cancel signage request.

Developed letterhead and envelopes for South Dakota Development Corporation (SDDC) within the Governor's Office of Economic Development; forwarded artwork logo files for their Annual Report.

For GOED's Firearms Event, printed 250 oversized postcards; will create an email layout that resembles the oversized postcards.