

To: Governor Daugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: November 8, 2012  
RE: October 2012 Monthly Status Report

### By the Numbers

September 2012

- Information Requests – up 2.5%
- Unique Web Visitors – down 35.7%
- Tourism Tax (1%) – up 3.5%
- Tourism Tax (.5%) – up 3.5%
- Gaming Tax – up 9.2%
- Hotel Occupancy – down 2.4%
- Hotel Overnights – down 1.2%
- Hotel Rates – up 3.7%

### Media & Industry Relations

Provided Tourism's industry profile to speakers for the Governor's Conference on Tourism, prepared speaker contracts for Gold Stars Speakers Bureau, and added information to SDVisit.com. Contacted potential sponsors. Registration flyers will be mailed by mid-November. Through an application and jury process, selected 14 Made in South Dakota vendors to exhibit at the 2013 Conference; mailed acceptance and regret letters.

Distributed Tourism's eFYI e-newsletter to 1,256 list members via Listrak.com and to 2,040 email addresses on Tourism's database. Topics included Secretary's Message, Department Wins In-HOWse Design Award, Mount Rushmore vs. Yellowstone, *TravelThink* by MMGY Global, Conference Sponsorship Opportunities and Registration and Lodging, Workshop: ADA for the Hospitality Industry, Radio and Video Highlights, Information Center Info, Day Change for 2013 Buffalo Roundup, Important Reminders, and U.S. Travel Association Updates.

Upon request from Glacial Lakes & Prairies director, prepared reports on peak season numbers for her region and on fall outdoors promotions; attended meeting and presented information. Followed up on several items with emails to their board.

Registered for the two-day conference, *Working in Indian Country*, November 27-28 at Wapka Sica Place of Reconciliation in Fort Pierre.

### International and Domestic Trade Sales

Wrapped up proofing of 2013-2014 Group Tour Planning Guide (GTPG) and made final edits. Will have all sections to printer by early November.

Will mail coupon in November to more than 5,000 companies on Tourism's database; coupon provides an easy way order the 2013-2014 GTPG.

Assembled the 2012 issue 10 edition of the Travel Professionals E-newsletter and sent on October 22 via Listrak.com to 5,398 list members. Topics included Get Outdoors and Enjoy a Spectacular South Dakota Spring, Travel Professionals Tip, Featured Itinerary: The Black and Yellow Trail, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for group travel information to World Travel, Eufala, Oklahoma; Lodestar Tours, Pennsylvania; AAA, Illinois; USA Travel Consultants, Brussels; Yves Chande, France; and Marlin Travel, Canada. Sent links for Powwows and Native American attractions and contacts plus itinerary ideas to Bon Voyage, United Kingdom. Fulfilled requests for 325 Vacation Guides and/or other publications to AAA offices in Illinois, Michigan, Mississippi, North Dakota, New York, Ohio, and Wisconsin.

Attended Itineraries Midwest Trade Show in Rapid City and met with 16 companies in seven minute appointments to discuss what South Dakota has available for their group tours. The participants also did a fam tour of South Dakota with stops in Sioux Falls, Mitchell, Chamberlain, Rapid City, Mount Rushmore National Memorial, Wall, and Badlands National Park.

Sent Buffalo Roundup day-change information to tour operators to let them know of the change for their already scheduled tours and for future planning.

Called U.S. Travel Association International Pow Wow to gather information on adding another booth space for the South Dakota delegation.

Fulfilled information requests to 27 contacts from MLT University in Minneapolis. Added contacts to Travel Professionals E-newsletter subscriber list.

Had a conference call with Shonna Du, consultant in China, regarding seminars, follow-up to Active America China Show, and possible Chinese hosting for tour operators in the spring 2013 time frame.

Provided information on winter activities and unique sports in South Dakota during winter for *Men's Health* Magazine, United Kingdom.

Sent Buffalo Roundup and Spearfish Canyon fall videos to Marco Polo TV, Italy. Marco Polo TV attended the Buffalo Roundup and requested the videos.

Contacted suppliers asking them to provide information regarding new businesses and attractions in their areas – updated “What's New?,” “Pow Wow,” “Rodeo,” “Ranch,” and “Motorcycling” sheets. Sent to Rocky Mountain International (RMI) to use for the World Travel Market in London and other trade shows.

Finalized arrangements for World Travel Market, London, for November, along with other RMI partners 2012. Worked with staff to update presentation materials and develop 1-minute, 2-minute and 3-minute videos for presentations, trainings, and trade shows in the international market. The 3-minute video will also be used as a handout DVD at tradeshow.

Had conference call with RMI to review the video needs for the Scandinavian Mission and the Australia Mission. Worked on drafting 4,500-word article for Australia's RMI website.

Provided photos for Brand USA/Discover America program and magazine, which includes the South Dakota ad, the RMI ad, and cover; magazine will be inserted into *Essentially America* in the United Kingdom market. BrandUSA magazine will be used to promote the United States around the world.

#### Press:

Germany: *Spirit of the West* (circ. 15,000) is a German consumer magazine for tourists who are interested in the wild west of the USA. They published a six-page article written by Walter Kreuzer in the August issue called "Corn Palace." He has written several articles on our region. (No ad value available.)

*Tourenfahrer* (circ. 74,000) is a German consumer magazine with emphasis on bikes and motorcycles. They published an eight-page article, written by Martin Lietz, in their August 2012 issue called "The Time-Zone-Tour." It is about a reader's trip through the USA and Canada. The estimated ad value is \$185,790.

#### Outdoors

Wrote and made daily twitter posts for the SDOutdoors handle.

Hosted John Pattillo with OutdoorCommunityDaily.com at this year's Governor's Invitational Pheasant Hunt. He will be doing two to three stories focused on South Dakota pheasant hunting.

Did a radio interview with Lynn Jurrens, Watertown Outdoor Radio Show, about the upcoming pheasant opener and the new proposed walleye limit on Lake Oahe.

Prepared invoices for our partners at the 2013 Pheasant Fest Trade Show in Minneapolis in February; have begun receiving payments.

Completed deal with the Cabela's Master Walleye Circuit to bring three tournaments to South Dakota over the next three years.

Continued working with Benny Spies on a possible sponsorship for his new show that will air on the Sportsman Channel in 2013.

Fall hosting schedule includes Bird Hunting America (currently working on dates); Willie Schmidt with PURE Hunting (archery deer hunt near Belvidere); Pheasants Forever Press Trip (sponsorship with Aberdeen CVB) with 15 writers attending this year; and Rooster Rush sweepstakes winner hunt at R&R Pheasant Hunting in December.

#### Hospitality

Issued 15 Governor's Certificates for Outstanding Hospitality, three gold seals, and one lapel pin to Watertown businesses for the CVB's quarterly presentation.

Selected 15 finalists for consideration of the George S. Mickelson Great Service Award. Copies of those applications will be mailed to the Governor's Tourism Advisory Board who will review and recommend winners to the Governor for presentations at the Governor's Conference on Tourism in January.

Visited with Laura Schoen Carbonneau, Pierre CVB, about ideas she has for using the Online Customer Service Training in Pierre.

Businesses in South Dakota that have participated in the online training in 2012: Belle Fourche Chamber of Commerce, Black Hills Central Reservations, Black Hills Trails, Best Western Kelly Inn in Yankton, Cedar Shore Resort, Cheyenne River Chamber of Commerce, Comfort Inn I-90, Comfort Suites Hotel and Convention Center, Crazy Horse Memorial, Dairy Queen in Belle Fourche, Great Plains Zoo, Governor's Inn in Pierre, Heritage Center in Pine Ridge, Microtel Inn and Suites, Mineral Palace Hotel & Gaming, Mount Rushmore National Memorial Society, The Outdoor Campus West, Palace Express Hotel, Pierre Area Chamber of Commerce, Rapid City Convention & Visitors Bureau, Royal River Casino, Rushmore Cave, South Dakota Art Museum, South Dakota Game, Fish & Parks, and Super 8 Aberdeen.

Reviewed applications for the Great Service Star (GSS) program; sent notification letter to 120 properties along with the electronic version of the GSS logo for use in their promotions. Returned three applications and asked senders to complete the form.

#### Information Centers

Compiled year-to-date car counts through September: counts for domestic were up 4.5%, Canadian counts were down 0.6%, and foreign counts were down 4.7%. Missouri was up 35.8%, Kansas was up 45.4%, and Minnesota was up 1.9%. Colorado, Iowa, and Wisconsin were down 0.5%, 3.2% and 2.4%, respectively.

Closed Centers at the final three locations: Vermillion, Valley Springs, and Chamberlain.

Plans for the 2013 season include replacing computers at the Centers from surplus, updating Travel CDs, and purchasing point of sale terminals.

#### Photo/Video

Tourism photography: completed pheasant heating shoot.

Tourism photography hit list: aggressive editing on digital image database; pheasant hunting; photography club appearances in Rapid City, Aberdeen and Sioux Falls; and winter hit list planning.

Fulfilled 35 requests with loans to *South Dakota Magazine*, Southeast SD Tourism, Yankton; Ross Johnson Design, Rapid City CVB, ProPrint, Robert Sharp & Associates, Comfort Inn, Rapid City; Regency Management, Midstates Media, Lawrence & Schiller, Outdoor Campus, Sioux Falls; 1880 Train, Hill City; PryntComm, Dept. of Agriculture,

Game, Fish and Parks, Cultural Heritage Center, Pierre; Brookings Economic Development; TDG Communications, Deadwood; Glacial Lakes & Prairies Association, Watertown; Custer State Park; Trailblazer Corp., Texas; McNeill Media, Pennsylvania; *AAA Home & Away Magazine*, Nebraska; *Spirit of the West Magazine*, Arizona; CityScapes Books, Kansas; and Rocky Mountain International, Wyoming and Australia.

Continued editing and inputting digital photos into database; currently have 15,260 images.

For Economic Development: Governor's Hunt activities, staff portraits.

For Governor's Office: Governor's Hunt activities.

Video hit list for Tourism: Completed pheasant hunting shoot with fall colors near Pierre.

Video hit list: Met with staff to discuss ideas and logistics for a fall pheasant hunting commercial shoot.

Video loans and dubs: Sent a copy of the "This is South Dakota" video to the U.S. Consulate General in China to promote travel to South Dakota. Sent Buffalo Roundup footage to Cremo Licensing in South Korea for a promotional video they are producing.

Social Media: Added Buffalo Roundup footage and a vintage pheasant hunting video to the YouTube Channel; videos had 28,916 views for the month of October.

RMI Project: Edited videos of three different lengths to be used by staff at the World Trade Market. Made DVDs of the 3-minute version for use in Australia.

Completed for GOED: Assembled the video and interviews for the Export video and the Hunt and sent them to Lawrence and Schiller.

Set up cameras and shot video at the Hunt banquets. Shot photos in the field for the faces slide show.

#### Travel Market Advertising/Marketing

Finalized and shipped the following ads: *Shoulder* – South Dakota Tourism (*SDT*) – Newspaper ads in Des Moines, Omaha, Minneapolis, St. Paul, LaCrosse, Eau Claire, Rochester, and Kansas City. Travelsmart. Hunting VRM. Macy's Parade – Street Team Collateral and Landing Page. *Deadwood/SDT Co-op*: Newspaper ads in Bismarck, Dickinson, Gillette, Williston, and Sioux Falls. SDSU/USD Game, November 17 – Street Team Collateral and Landing Page. Winter TV scripts. *Spearfish/SDT Co-op*: Newspaper ads in Bismarck and Sioux Falls. Winter TV scripts.

*SDT – Peak/Shoulder 2013*: AAA Regional TourBook ads – "Your American Journey" full-page and ¼-page ads. Met with L&S and Tourism marketing teams regarding Giant Step, co-ops, markets, and media schedule. Reviewed Giant Step ad mock-ups –

version #1 and revised version #2. Met with Tourism marketing team regarding Shoulder 2013 campaign/hunting promotion.

Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items.

#### Web and Email Development and Management

Consumer website - TravelSD.com: 48 vacation packages are listed. Met with Trade Sales team to discuss social media icons for site. Re-posted the Benny Spies Rooster Rush video to the HuntInSD.com homepage.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Posted the 2012-13 Group Tour co-op ad to the Group Tours page.

Industry Site – SDVisit.com: Posted an updated PDF of the Governor’s Conference on Tourism sponsorship flyer. Began providing Conference information to Bureau of Information and Telecommunications (BIT) programmer on updates and additions to the Online Payment System and the “Connect” webpage. Sent a Tourism Conference sponsorship email to 1,251 industry list members via Listrak.com and to Tourism’s email database of 2,037 addresses. Updated the program information for the 2013 Giant Step co-op. Researched and updated the Industry Calendar.

E-newsletters – Travelsmart, VRM, Travel Professionals: Reviewed more than 900 responses to Travelsmart sent by L&S, October 25; forwarded 32 unsubscribes, updates, and/or information requests to appropriate staff. Reviewed six responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded four responses. Reviewed 22 responses to an Events VRM email sent on October 13 and 81 responses to a hunting email sent by L&S, October 6; none needed to be forwarded. Reviewed 52 responses to a hunting email sent by L&S, October 16; forwarded one response. Reviewed 150 responses to the 2012 issue 10 edition of the Travel Professionals E-newsletter; processed five unsubscribe, address change or information requests and forwarded to appropriate staff; there were 49 invalid addresses. Reviewed 200 responses to the October eFYI.

Worked on transition needs for ExactTarget and Salesforce. Scheduled conference call with BIT, MMGY Global, ExactTarget, and L&S regarding Tourism’s mass emails and the website transition from L&S to MMGY in early November.

For digital marketing, reviewed 2013 plan for pay-per-click (PPC) and Search Strategy.

#### Fulfillment

Bulk shipments from Tourism included 39 requests for 8,740 highway maps, 1,210 Vacation Guides, and 600 of the “Our Cultural Heritage.” Also sent 206 Canadian requests via MSI for fulfillment; 178 international requests were sent to MSI Worldwide Mail Service for fulfillment; and fulfilled 40 special packet requests from the office. Black Hills Workshop fulfilled 7,085 packets.

## Research

Reviewed the "Portrait of American Travelers" profile and questionnaire as MMGY Global will develop one for South Dakota; made recommendations for subsets.

Participated on a conference call to discuss visitor modeling and media channel recommendation by MMGY.

The Longwoods ROI study is underway. This study will be used to reflect the return on our marketing spends. (Sent creative examples and media spreadsheet to Longwoods and provided direction on markets and questionnaire.)

Reviewed previous research for the Quad Cities market. Sent a summary of focus group sessions, survey data, travel indicators and our team's recommendations to ad agencies.

Signed contracts for both the DK Shifflet visitor profile and the Tourism Satellite Account (TSA) study. Reviewed past studies and recommended changes for 2013.

Responded to various information requests: community, regional and state hotel numbers, economic impacts, Black Hills tourist numbers, South Dakota tourist numbers, Wall Drug demographic, and Sturgis Rally information.

Developed presentation for Media and Industry Relations team leader to give at South East Hotel Alliance meeting in Sioux Falls: new peak marketing ads and new markets and update on how the peak season performed, which includes hotel numbers, BBB numbers, Lodging Tax numbers, national and state park numbers, and taxable sales.

Worked on updating the Travel Insights email for Q3 2012, tentatively set to be sent to the visitor industry early in November.

## Governor's Invitational Pheasant Hunt

Tourism staff assisted in all phases of the event.

## Governor's Tourism Advisory Board

Held orientation for three of the four new Board members: Ted Husted, Wall; Mark Schilling, Mitchell; and Ivan Sorbel, Kyle. Kristi Wagner, Whitewood, will visit the Tourism Office in early December to review the same materials. Staff gave overviews of their teams and projects.

The next Board meeting is December 5 and 6 in Pierre.

## Creative Consultations/Projects

A. Hofmeister:

For Tourism: Designed and sent files to printer for the 2013 Tourism Conference Registration Mailer. Expect delivery of 3,500 flyers, which includes VIA luncheon information, by mid-November for mailing to industry.

For GOED: Designed a program for the Oil & Gas Roundtable.

Other: Attended a meeting to discuss Christmas at the Capitol; working on tree signs, door and display signs, and will be working on programs and other print materials as needed and requested by the committee.

A. McCloud:

For Tourism: Designed and placed ads for the National Tour Association (NTA) website. Updated Tourism's profile sheet for upcoming trade shows.

Updated the co-op coupon for mailing to group tour operators to request the 2013-2014 Group Tour Planning Guide.

Designed and placed two ads for the AAA Magazine.

Turned two Giant Step files into PDFs to send to Giant step participants.

For GOED: Ordered business cards for four members of GOED.

Designed newspaper ad for the Artists Showcase at the Hunt. Designed an 11x17" sign for the Showcase.

For the Governor and First Lady: Designed Halloween Candy wrapper for Halloween.

T. Meise:

For Tourism: Placed the group tour co-op ads in the last of the six magazines contracted for insertions.

Sent the Cover, Introduction, and Divider Tabs for the Group Tour Planning Guide to the printer. Will finish proofing the inside pages and send final files to the printer on November 10.

Ordered business cards for the four new Tourism Advisory Board members.

For GOED: Completed everything "print" related to the 2012 Governor's Invitational Pheasant Hunt.

M. Ganschow:

For GOED: Finalized minutes from the September 12 Roundup committee meeting.

Compiled copy for the Hunt program book and assisted in layout. Worked with committee members to gather information/updates.

Thad Friedeman, Creative Strategies Manager

For Tourism:

For GOED: Coordinated photography plan for Faces Show at the Governor's Invitational



Pheasant Hunt and assigned team members to team photos stations. Worked with contracted A/V vendor to add ceiling spot lights for team photo stations.

Attended Buffalo Roundup committee meetings to finalize Creative's projects.

Assisted on two shoots for a pine beetle Black Hills Forest video for the Governor.

Directed delivery of 34,000 Snowmobile Trails Map to warehouse in Pierre and GF&P Office in Lead. GF&P pays the greater share of printing the maps. Tourism designs and coordinates the printing and helps distribute them.

Completed office door signage for reception and back door; will send files to a decal/sign maker to produce white, etched-look signage.

Sent Block Productions some details on Tourism Conference needs and banquet direction for research. Will begin piecing plan together for banquet décor.