TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: December 7, 2012
RE: November 2012 Monthly Status Report

By the Numbers
October 2012

- Information Requests – up 8.1%
- Unique Web Visitors – down 14.8%
- Tourism Tax (1%) – up 9.4%
- Tourism Tax (.5%) – up 9.4%
- Gaming Tax – up 4.3%
- Hotel Occupancy – down 1.8%
- Hotel Overnights – down 0.2 %
- Hotel Rates – up 2.7%

Media & Industry Relations
Fulfilled information requests to Douglas Gladstone, *Black Hills Faces* Magazine, regarding Dave Geisler/Pioneer Auto and general inquiries from MediaSD.com and others.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): Don McLean to Perform on 'Mount Rushmore's American Pride' Float, S.D. Businesses Recognized for Outstanding Customer Service, Presidential Mascots to Hit the Streets of New York City, and 2013 Governor's Conference on Tourism: Registration Open. Reviewed five releases for History.

Distributed Tourism's eFYI e-newsletter to 1,255 list members via Listrak.com and to 2,249 email addresses on Tourism's database. Topics included Secretary's Message; Tourism Conference Registration and Sponsorships; Workshop: ADA for the Hospitality Industry; Macy's Thanksgiving Day Parade; Rooster Rush Cacklin/ Community Award; Most Americans to Vacation Newt Year, According to AAA; 2013 Travel Shows; 2013 Pheasant Fest; Trade Sales Updates; South Dakota Arts Council News; South Dakota State Historical Society News; Important Reminders; What Our Visitors are Saying; and U.S. Travel Association Updates.

For the January 16 & 17 Governor's Conference on Tourism, continued working on print materials, décor, a series of email notices to the visitor industry, sponsorships, logistics meeting with Ramkota staff, and updates to SDVisit.com that included sponsor logos.

Working with Gloria Gale, a travel writer from Kansas who writes for Sunflower Publishing specifically in Hutchinson Magazine and Manhattan Magazine. She is working on a 48 hours in South Dakota piece for spring travel.

Media reporting highlights: Keywords related specifically to the Macy's efforts gathered 642 mentions on social media, with more than 72% coming from Twitter and 17% from Facebook. The #RushmoreMascots hash tag and mentions of Don McLean were the top two most mentioned keywords throughout the Macy's efforts. The Facebook page gained 424 new likes throughout the effort. The promotion garnered 929 unique contest entries. Traffic to this year's vacation giveaway page showed 1,300 page views. New York had the third highest amount of traffic to the page, followed by South Dakota and Minnesota. New Yorkers also spent the most

time on the page, at 1:59 minutes. From November 16-26, Facebook garnered 865,000 total impressions and Twitter garnered 827,000 total impressions. Referrals from Facebook and Twitter to TravelSD.com were up over last year by 77% and 762% respectively.

For Macy's Thanksgiving Day Parade efforts, coordinated social media efforts with the help of MMGY. They ran a "Where are the president mascots in South Dakota?" while we were in New York City with the mascots. Photo-shopped the presidents in front of South Dakota landmarks asking our fans to name the attraction or location. Working to notify the random winner from the contest.

SOUTH DAKOTA DEPARTMENT OF TOURISM

Social Media Report

2012 Executive Summary

Social Reach	Sep	Oct	Nov	Dec	Total
Facebook Impressions	4,003,039	3,945,215			7,948,254
Twitter Impressions	321,403	905,177			1,226,580
Social Keyword Mentions	4,373	5,460			9,833

Channel Insights	Sep	Oct	Nov	Dec	Total
Facebook Fans	20,495	21,889			21,889
Twitter Followers	4,811	4,997			4,997
Foursquare Followers*	n/a	n/a			n/a
YouTube Views	743,596	770,168			770,168
Google+ Circles	0	12			12
Pinterest Followers	298	345			345

Website Analytics	Sep	Oct	Nov	Dec	Total
Social Media Referrals	373	1,162			1,535
Facebook Referrals	321	839			1,160
Twitter Referrals	10	244			254
YouTube Referrals	2	7			9
Foursquare Referrals	0	0			0
Pinterest Referrals	40	68			108
Google+ Referrals	0	4			4

South Dakota Tourism's consumer Facebook page has 23,291 fans. Sponsored stories with L&S have been completed. MMGY will be proposing a new Facebook ad campaign. Take Me Hunting Photo Contest on Facebook has ended; Tourism awarded five additional photos the "best in category" prizes. South Dakota Visitor Industry Facebook page has 468 fans; will ramp

up efforts on this page for the Tourism Conference with announcements of speakers, call for sponsorships, etc. Blog posts included Christmas at the Capitol, Main Street Square Ice Rink, and Holiday Tours offered at Governor's Mansion. Continued to populate Pinterest boards. Travel South Dakota Twitter has a total of 3,055 tweets and 5,623 followers. Sec. Jim Hagen as 378 followers on his Twitter account.

Presented marketing information and 2012 statistics (occupancy, tax collections, etc. at the Best Western Hotels of South Dakota and North Dakota Regional meeting.

International and Domestic Trade Sales

Sent requested group information to First State Bank, Iowa; Lisa Wilt, Muncie, Indiana; School District of Marion, Wisconsin; Baystown Bus Line, Pennsylvania; World View Travel, Texas; Everett Roots, Illinois; and Irene Bergstraesser, Germany. Forwarded information requests to overseas offices from Travelhome, The Netherlands, and Bay Farm Tours, United Kingdom.

Assembled the 2012 issue 11 edition of the Travel Professionals E-newsletter via Listrak.com on November 19 to 5,915 list members. Topics included Explore South Dakota's Geologic Wonders, Travel Professionals Tip, Featured Itinerary: I-29 Cultural Corridor, Featured Attractions, Featured Events, and What's New?.

Continued to tabulate requests for the new Group Tour Planning Guide and tour information from mailings sent to 5,000 domestic tour operators and travel agencies on our database.

Submitted 75 appointment requests for American Bus Association (ABA) Marketplace, January 5-9 in Charlotte, North Carolina, and continued to monitor tour operator requests.

Updated appointment requests on National Tour Association website for that conference in January.

Contacted *Courier* Magazine to notify them that the December issue had the wrong placement for the South Dakota Group Tour Co-op ad; we approved their offer of a make-good ad in the February issue.

Assisted Nadine Mihaljevic regarding a group she is bringing to South Dakota; result from a meeting with her at the Bank Travel Conference last February.

Sent photos of attractions and events in Huron to Cindy Reed from the Wally Byum Caravan Club; they are holding their international rally in Huron this summer.

Provided an itinerary and information for Aerocompass Travels, Nigeria, for upcoming tours that include South Dakota.

Contacted by Matt Carroll, United Kingdom journalist, interested in visiting South Dakota in January to do a story on a Jaguar road trip.

Wrote 500-word article for Rocky Mounty International's (RMI) Real America website.

Active America China: Shonna Du has completed follow-up in Chinese to the tour operators with whom we met; she directed them to our Chinese website. She has also been contacted by eight of the tour operators who are interested in South Dakota; and Shonna has invited them to a fam tour in South Dakota, planned for June 2013.

Met with staff to produce one-, two-, and three-minute videos for overseas marketing. The next RMI Mission is Australia, February. Staff also sent photos from the Real America Guide and other unique scenery and adventure photos for the new RMI Australia website

RMI Italy staff and RMI office staff from Cheyenne attended TTG Italy in October on behalf of the partner states of Idaho, Montana, Wyoming, and South Dakota. They met with 28 tour operators and journalist; most operators were interested in building tailor-made tours that included new ideas, motorcycle tours, and more niche product.
Attended World Travel Market Show, November 2-11, with RMI states and our United Kingdom office where we met with 46 tour operators and journalists in appointment settings for specific interests. Conducted training for six tour operator companies. Posted leads to SDVisit for South Dakota suppliers to follow-up.

Rian Blok, USA Fieststours, Netherlands, has added four bicycle tours in South Dakota as a result of RMI Roundup.

Will attend international Go West Tours show for the first time with a booth and appointments schedule. Gathering information for a tab page in the program, profile, collateral for bags, introduction and overview of South Dakota as an introductory partner. There are 46 international and receptive operators signed up to attend so far.

International Press:
Benelux:
An online travel magazine featured the three most beautiful Native American tours in South Dakota, North Dakota, Wyoming and Montana. Approximate value is $1,400.

Germany:
Stern Magazine Online about the Black Hills and Mount Rushmore. Estimated ad value is $500.

France:
The article in *Le Monde* Magazine covered a road trip between South Dakota and California and featured South Dakota's and Wyoming's national parks and monuments. Estimated ad value is $470,000. An article in *Freeway* magazine about a motorcycle trip through our region covered all four states. Estimated ad value is $10,800.

Italy:
Autoroute 4x4 published an 8-page article on their trip to South Dakota in June (circ. 22,000). Journalists traveled across South Dakota on I-90 and visited the Black Hills as well. Estimated ad value is $21,000.

United Kingdom:
A regional print and online newspaper published an article by Godfrey Hall in October about the Buffalo Roundup. Estimated ad value is $4,400. An article about North Dakota and South Dakota road trips, that appeared in the Guardian and online, has an estimated ad value of $35,000. (RMI will send copies of the articles.)

Essentially America Magazine, a Brand USA promotional piece, featured the Mount Rushmore National Memorial on the cover, a South Dakota co-op ad, an RMI ad, and a 6-page article on South Dakota. 100,000 copies of this publication were distributed in the Daily Mail in the United Kingdom. The publication also included a paragraph on each state.

Participated in RMI conference call regarding Gateway City Program.

Outdoors
Corresponded with the Mayor of Winner on a Highway 18 tourism project he would like to present to Tourism in January.

Assisted in the filming of our new hunting commercial for next shoulder season. Did a small video/photo shoot at Steffen Brother Adventures
Finalized our sponsorship with Benny Spies and his show Gun-It, which will air on the Sportsmen Channel starting in the fall of 2013.

Attended the three-day Pheasants Forever Media Hunt in Aberdeen. There were 12 writers from around the country representing different outdoors magazines, newspapers, or TV shows. Tourism was a sponsor of the event. Articles are already being produced.

Working on writer appointments for SHOT Show in Las Vegas, January 14-18. Finalizing details for vendors and Tourism's booth at Pheasant Fest in Minneapolis, February 14-18.

Fall hosting schedule included Jeff Fuller with Sporting Dog Adventures TV Show.

South Dakota Outdoors Twitter account has 819 tweets and 1,933 followers. Made daily Twitter posts for our SDOutdoors handle.

Film Office
Updated and approved five listings on FilmSD.com.

Worked with scouts from Paramount Productions for the "Nebraska" movie. Touched base with the Highway Patrol to find assistance in Rapid City as the crew was filming along I-90; they also filmed at the Stardust Hotel and Mount Rushmore National Memorial. South Dakota was their last destination before wrapping filming.

In conversation with Julie Anderson Friesen regarding Cinema Falls and their film events; they possibly will be hosting a new film festival if Reel Dakota does not follow through with their festival.

Update on Coach Meyer movie – still moving forward. Need to keep pushing ahead as Coach's health is dwindling. Producers are busy with some other tasks, but it's still alive.

JJ Hook has been in contact with Homestake Mine regarding potential for a Paramount Pictures movie to be done there.

Dalton Coffey is working with our office and Dell Rapids community leaders on securing downtown Dell Rapids for a spring 2013 shoot for a period film.

Black Hills Film Festival continues to plan for May 2013 festival. Tourism will be sponsoring again.

Working with designer on an ad for *Indie Slate* Magazine due December 6.

For social media relations, working with MMGY Global on continuing to develop our social platforms. Will be moving from @TravelSD to @SouthDakota soon, potentially at the end of

December. This should continue to grow our fan base with the popular handle title. Have implemented a Twitter ad campaign that began mid-November and will run through mid-February. The Thanksgiving promotion garnered 49,028 impressions, 774 clicks, and 19 re-tweets. five replies, and 1.63% engagement rate. On the Twitter promoted account, we had 101,638 impressions, 295 new followers, 353 profile views, and 0.29% follow rate.

The South Dakota Film Office Twitter account had 289 tweets and 793 followers.

Hospitality

Worked with staff on the annual press release announcing the Great Service Star designees for 2013; list was added to SDVisit.

Sent 14 finalists' applications for George S. Mickelson Great Service Award to the Tourism Board to review before the December meeting.

Exchanged access to Online Customer Service Training with Phil Bruno, a consultant/speaker from St. Louis. He developed an online customer service training program for the city of Philadelphia. We evaluated each other's programs and shared our thoughts. Mr. Bruno's assumption was that his is the only existing free online customer service training program in the country. Looked at his website for a possible spring hospitality training speaker. Forwarded the website address to all Chambers of Commerce, CVBs, and regional tourism associations for their consideration as a spring hospitality speaker.

Publications

Visited with Mandy Lemmel about updating and reprinting of the Chamberlain Lewis and Clark Information Center brochure.

Information Centers

Compiled full season car count numbers, May-October: Total cars were up 3.1%; domestic counts were up 3.4%; Canada was down 1.2%; and foreign counts were down 5.7%. Missouri was up 33.2%, Kansas was up 40.4%, and Minnesota was up 1.5%. Colorado, Iowa and Wisconsin were *down* 0.9%, 4.4% and 3.5%, respectively. When looking at these numbers, it should be noted that Chamberlain had road construction all season.

Sent 2012 Information Center Newsletter to travel counselors. Finalized plans for year-end party with travel counselors; it is being hosted by the Chamberlain/Oacoma Chamber of Commerce at the AmericInn, Akta Lakota Museum, and the S.D. Hall of Fame.

The first meeting for the Department of Transportation Rest Area Study was November 7; reviewed the RFP and made changes. Will meet December 5 to review SOIs and the final RFP.

Photo/Video

Tourism photography: pheasant hunting, snow geese migration, Capitol Christmas, and elk and coyotes in Wind Cave National Park.

Governor's Office photography: had three large canvas prints made for Governor's Residence Christmas display.

Gave slide show/presentation to Black Hills Photography Club.

Continually editing and inputting photos into Tourism' image database, currently have 15,452.

Fulfilled requests for photos to *South Dakota* Magazine, Yankton; Regency Management, Lawrence & Schiller, Sioux Falls; South Dakota Public Broadcasting, Vermillion; Rapid City CVB; Game, Fish & Parks, South Dakota Rural Electric Association, Oahe Federal Credit Union, Pierre; Glacial Lakes & Prairies Tourism Association, Watertown; Grapevine Design, Spearfish; TDG Communications, Deadwood; BrandUSA, Florida; Embassy of Sweden, Washington DC; Shenandoah Tours, Virginia; and MMGY, Kansas.

Tourism photography hit list/chores: aggressive editing on image database, Aberdeen Living Christmas Tree, geese migration, photography club appearances in Aberdeen and Sioux Falls, and winter hit list planning.

Helped organize and set up a shoot for a fall TV pheasant hunting spot. Shot video and assisted crew in production of the shoot.

Video Dubs and Loans: Sent Black Hills footage to the Deadwood Chamber for a presentation video they are working on. Sent stock footage to Fox News for a travel series they are producing.

Social Media: YouTube channel videos had 22,300 hits for the month of November. Added a Capitol Christmas video to the YouTube channel and passed it on to the media team.

Video Archiving: Worked on digitizing and archiving video files from last year's shoots. Started organizing beta video files for transfer to the State Archives.

<u>Travel Market Advertising/Marketing</u>
Finalized and shipped the following ads: *Shoulder/Winter* – South Dakota Tourism (*SDT)* – Macy's Parade – landing page final. Hunting TV spot. Travelsmart. Events email. Holiday greeting email from the First Family.

SDT – Peak/Shoulder 2013: Reviewed revised Giant Step ads (revisions still in progress). Reviewed American Journey 2013 60/30 TV spots (revisions in progress).

Aberdeen/SDT Co-op: Hunting TV donut. *Deadwood/SDT Co-op*: Deadwood SDSU/USD Football Game digital board graphic. Deadwood University landing page frame options. Winter TV spots. Winter remarketing banners. *Custer State Park/SDT Co-op*: Third-page full-color winter/buffalo ad in *Midwest Living*, January/February winter getaway section. *Huron/SDT Co-op*: Hunting TV donut. *Rapid City/SDT Co-op*: Winter remarketing banners. *Spearfish/SDT Co-op*: Winter radio. Winter web banners. *Watertown/SDT Co-op*: Hunting TV donut.

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

For Rooster Rush, sent an email reminder to all community partners about the submission deadline for consideration for the Cacklin' Community Award, which will be presented at the Governor's Conference on Tourism.

Street team efforts in New York City prior to the Macy's parade included: Family Fun Day at Macy's Herald Square store where staff handed out mascot "masks" and had children take their picture with the mascots; took the mascots to various places in the city over two days: Bryant Park, Times Square, Rockefeller Center, Brooklyn Bridge, FAO Schwarz toy store, City Hall,

and others. Distributed collateral piece that encouraged people to go to TravelSD to register for a trip giveaway

Web and Email Development and Management
Consumer website - TravelSD.com: 63 vacation packages are listed.

Industry Site - SDVisit.com: Posted the list of 2013 Great Service Star designees. Worked with Bureau of Information & Telecommunications (BIT) to finalize the Online Payment System for the Tourism Conference as well as the live "Connect" webpage that has the list of Conference attendees.

E-newsletters – Travelsmart, VRM, Travel Professionals: Reviewed more than 1,310 responses to Travelsmart sent by L&S on November 20; forwarded 49 responses to appropriate staff. Reviewed 11 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded five to appropriate staff. Reviewed 63 responses to a hunting email sent by L&S on November 28; forwarded one response. Reviewed 147 responses to the 2012 issue 11 edition of the Travel Professionals E-newsletter; forwarded two responses. Reviewed 230+ automatic responses to the November eFYI; none needed to be forwarded. Reviewed 13 responses to the Travel Insights e-newsletter sent November 13; forwarded one.

Sent Tourism Conference email #1 to 1,253 industry list members via Listrak.com and 2,240 on Tourism's list on November 28. Reviewed the 230 automatic responses and forwarded two.

Fulfillment
Bulk shipments from Tourism included eight requests for 1,800 highway maps, 300 Vacation Guides, and 50 Snowmobile Trails Maps. Sent 163 international requests via MSI Worldwide Mail Service, 294 Canadian requests to MSI, and 24 special packet requests from the office. Black Hills Workshop fulfilled 6,698 packet requests.

The snowmobile report started November 30.

Research
Expect ROI study by Longwoods International in mid-December.

Working on research for state tourism tax performance comparisons.

De-duplicating program with DataTrim is an on-going project; different reports are set to run every night of the week.

Travel indicators were collected and analyzed over last year's data; sent the latest quarterly report in November to the industry. Travel indicators include state and national park visitation, hotel data, fulfillment, tax data, revenue, web traffic and Central Reservations bookings.

Continued correcting VRM errors, an on-going project. This may include leads with demographic errors, such as missing last names or invalid email addresses.

Continued working on various aspects of Tourism's email marketing efforts: Travelsmart, Month of Travel, Events, and VRM. This includes working with both ad agencies and the South Dakota BIT to ensure all necessary email settings are in place.
Met with digital strategy team to discuss 2012 results and rollout of 2013 plan with MMGY Global. Provided MMGY with historical PPC reports and strategy documents to assist them with

development of 2013 plan. Met with Shaun Aukland to discuss verification process for Google + and also talk about transition needs for paid search. Worked on transition needs for Exact Target and Salesforce.

Met with MMGY team to discuss direction of brand assessment project for 2013. We are tentatively planning three market focus groups and 10-20 stakeholder interviews.

Met with Great Lakes to discuss strategy and options for new site development.

Tribal Tourism

Secretary Hagen has appointed Department of Tourism staff member Eileen Bertsch as Tribal Liaison for our Department. She recently attended another meeting of the Pine Ridge Chamber of Commerce Partners at Mount Rushmore National Memorial. Details for the May 2013 front-line training were finalized. The partners include superintendents from Mount Rushmore National Memorial, Badlands National Park, Wind Cave National Park, Jewel Cave National Monument, and the Agate Fields in Nebraska, and representatives from Crazy Horse Memorial and the Department of Tourism.

Attended a two-day workshop, *Working in Indian Country*, at Wakpa Sica Reconciliation Place in Ft. Pierre.

Visited with Great Lakes Tourism Association Director, Karen Kern, about the Pine Ridge Partners and about other tribal tourism related items.

Set up a meeting with Tribal Relations Intergovernmental Relations Liaison, Andrea Rosenburg, for December.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: For the 2013 Tourism Conference, designed and ordered 650 notepads for distribution to attendees along with other conference materials; name badge, and a 6-panel "Why Travel Matters" fold-out "Fast Facts" card to be placed on the tables at the banquet. Will design legislative invitations for the banquet. Will compile signage list for printing. Received registration Conference mailer, and mailed in early November.

Designed and routed an updated half-page horizontal Film Office ad for *Indie Slate*, due to the publication on December 6.

For Arts Council: Will work on upcoming annual report; the full-color, 24-page report is to be completed in January.

For Tribal Relations: Created a new business card for Andrea Rosenburg.

For GOED: Will be updating the GOED image piece; waiting for details.

Other:

Christmas at the Capitol: Completed signage and print materials requested from the Christmas at the Capitol Committee. Designed the lighting ceremony programs.

A. McCloud:
For Tourism: Met with staff on Vacation Guide details/pages/content that Tourism coordinates. Will complete and send to Black Hills, Badlands & Lakes for sending files to the printer.

Met with staff regarding details of the Tourism Program Book for the Conference, which needs to be back from the printer by January 13; will order 650 copies. Will design a condensed Conference schedule.

Designed cards for a winter mailing to the industry.

For GOED: Ordered GOED letterhead and envelopes and business cards for five staff.

For the Governor's Office: Designed the Governor and First Lady's Annual Winter book.

Met with GOED staff on their annual report. Began lay out for first part; the second part will be ready on January 14.

T. Meise:
For Tourism: Sent files of the Group Tour Planning Guide to printer. Expect delivery in mid-December. Delivered business cards for four new members of the Governor's Tourism Advisory Board.

Coordinated printing of 5,300 copies of the four-page group tour co-op ad to be mailed in March or April to Tourism's tour operator database.

Working on Tourism's Annual Report, which will be a digital PDF file on the website. This needs to be completed by January 13 as the conference begins that week.

Designing ½ page ad for *Courier* Magazine; placement is due on December 15.

For GOED: Designing three banners and one table-top banner to complement GOED's new trade show booth. Final files will be sent to company for production in early December.

M. Ganschow:
For Tourism: Worked with sales representative on padfilio and pen options for Tourism Conference attendee giveaways. Ordered samples of name badges and lanyards.

Attended meeting regarding the Vacation Guide update. Contacted GF&P for updates to the state parks & recreational areas and campground section and routed to designer.

For Arts Council: Attended meeting for the Arts Council's Annual Report.

For GOED: Attended Roundup 2012 wrap-up/Roundup 2013 planning meeting, compiled meeting notes and distributed to committee members.

Attended 2012 Governor's Hunt wrap-up meeting, offered suggestions for next year.

Met with GOED staff regarding upcoming projects; will draft timelines for the 2013 GOED Conference and the 2013 Governor's special events.

Thad Friedeman, Creative Strategies Manager
For Tourism: Worked with Tourism team, L&S, and MMGY Global staff for street team efforts with Rushmore Mascots: canvased parts of middle and lower Manhattan in New York City from November 18-20. Mascots made appearances at Macy's Family Fun Day, FAO Schwarz, Grand Central Station, Times Square, Bryant Park, World Trade Center area, the Brooklyn Bridge, City Hall area, and many other outdoor areas. Distributed collateral piece, encouraging people to sign up for the vacation giveaway prize.

Pulled winter images from Tourism's database for TravelSD.com and sent approved images to L&S to download into rotation on homepage.

Contacted vendors for quotes for giveaways for Pheasant Fest. Met with Media team to discuss ideas for their main booth and how to bring some branding consistency throughout the two aisles being occupied by South Dakota companies.

Researched options and pricing for center pieces at the Tourism Conference; working with Block Productions on staging, screens, podiums and overall banquet design; and working to finalize new award designs.

Assisted in bid process for printing the 2013-2014 Vacation Guide, which was awarded to Midstates in Aberdeen. Tourism staff graphic designer is working on a few interior pages and the back cover design.