

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

### By the Numbers

January 2012 numbers

- Information Requests – up 10.6%
- Web Traffic –up 28.6% (Google changed the way they track visitors to websites in September)
- Tourism Tax (1%) – down 1.3%
- Tourism Tax (.5%) – down 8%
- Gaming Tax – up 3.3%
- Hotel Occupancy – up 4.1%
- Hotel Overnights –up 4.2%
- Hotel Rates – up 1.1%
- Domestic Earned Media – Circulation/Audiences – 2,284,298  
Publicity Value – \$14,151

FY12 To-Date (through January 2012)

Domestic Earned Media – Circulation/Audiences – 310,485,578  
Publicity Value – \$2,603,508

### Media & Industry Relations

Fulfilled information requests: Sarah Reinecke, Sioux Falls Argus Leader, regarding mobile app development and cost; Marion Amberg, freelance writer, regarding small prairie chapels; Lisa Meyers McClintick – looking for the best in the Midwest for *Midwest Living* Magazine – best pizza, best campgrounds, best places to camp in South Dakota that have RV hookups and cabins, and new places to stay, eat and play; freelance travel writer Kristen Kuchar who is looking to write bits about South Dakota on our travel blog – helped with pre-vacation planning tools and suggestions; blogger from Cars Food Travel; and general inquiries from MediaSD.com and others. Media Interviews/Meetings: Sarah Reinecke, Argus Leader, on mobile app development/cost.

Press releases to in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): South Dakota Vendors Filling 14 Booth Spaces at National Trade Show and South Dakota's Great Places: Sertoma Butterfly House & Purdy Marine Cove and South Dakota Hall of Fame. Posted three visitor industry releases to MediaSD.com: Enigma Restaurant, Redlin Art Center Summer Festival Entertainment Announcement, and Prairie Berry Winery Wins Best of Class in San Francisco. Reviewed four releases for History and two releases for Arts Council.

Sent a pitch to South Dakota media regarding South Dakota being ranked as the 4<sup>th</sup> most popular state in a poll by Public Policy Polling.

Distributed February issue of Tourism's eFYI newsletter to 1,281 list members via Listrak.com and to the Tourism industry email list of 2,057 addresses. Topics included Secretary's Message, Spring Hospitality Training Co-op, Information Center Poster Program, Great Getaways Co-op Program, Congratulations to the Mickelson Great Service Award Winners!, Regional Tourism Liaisons, 2012-2013 South Dakota Vacation Guide, Great Service Star Designees, Social Media Coverage, Tourism Joins Pinterest, Google Expands "Hotel Finder," Important Reminders, and U.S. Travel Association Updates.

Met with staff to brainstorm ideas for National Travel & Tourism Week; sent email to all 12 CVBs that information on this year's program will be sent the first week of March. The See South Dakota Week program will be renamed as National Travel and Tourism Week to strengthen national recognition of the importance of travel.

Sent thank you letters to sponsors, vendors, and speakers for the Governor's Conference on Tourism; sent comments from attendees to speaker's bureau. Held wrap-up meeting to begin the process for 2013.

Attended the quarterly meeting of the Commission at Fort Sisseton. Presented a report from the Department of Tourism and participated in discussions of several items, including signage and the new logo developed by Tourism at the Commission's request.

Attended the Pierre CVB Hospitality Committee monthly meeting. Attended the Glacial Lakes & Prairies Tourism Association board meeting in Watertown and reviewed the Tourism Conference and Tourism's marketing campaigns. Attended Tyndall/Tabor/Doland Day at the Legislature and Czech Day at the Legislature with department staff.

On different dates and various venues, spoke to Yankton Chamber, Wall Badlands Chamber, and Aberdeen Chamber and Leadership Aberdeen about what's coming up in 2012 with Tourism; and spoke to students and employers at SDSU's Consumer Sciences Career Day about employment in the hospitality industry.

Travel South Dakota Twitter account had 76 new tweets for a total of 2,095 tweets; have 3,379 followers, up 371 from January.

Sec. Jim Hagen has 120 followers on Twitter; account was set up in January.

On South Dakota Tourism's Facebook page for consumers, there are 9,307 fans, up 211 from January. Blog posts: Fight Higher Fuel Prices with AAA's Gas-Saving Tips, Sertoma Butterfly House, American Pickers in South Dakota, Romantic Weekend – Or Chocolates?, and Museum of the South Dakota State Historical Society. Working on developing a new look for the page with Facebook's new TimeLine. South Dakota Visitor Industry Facebook page has 412 fans.

Set-up a Pinterest account for South Dakota Department of Tourism – [www.pinterest.com/travelsd](http://www.pinterest.com/travelsd). Will continue to populate the boards and begin monitoring this platform in our weekly and monthly social media reports.

#### International and Domestic Trade Sales

Assembled the 2012 issue 2 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 5,601 list members. Topics included Sturgis 2012 – Motor Mania, Travel Professionals Tip, Featured Itinerary: Interstate 90 and the Black Hills, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for Vacation Guides and/or other publications to nine AAA offices in Colorado, Minnesota, Missouri, New York, Ohio, Pennsylvania, and Texas for a total of 355 guides.

Sent requested information to Premier Tour & Travel, Pennsylvania; Globus Family of Brands, Colorado; Paramount Travel, British Columbia; H-C Travel, United Kingdom for motorcycle tours; and Travel Beyond, Germany, with contacts for their 2012 tour on the Pine Ridge Reservation and in the Black Hills.

Made follow-up calls to current partners of the Group Tour Planning Guide who had not submitted listings for the 2013-2014 Guide. Met with Tourism's creative team to discuss timeline, layout, color scheme, and photo selections. Still working through online system functionality.

Logged in information and sent leads from appointments with tour operators from American Bus Association (ABA) Annual Marketplace in Texas in January and National Tour Association (NTA) Annual Convention in Las Vegas in December to South Dakota ABA and NTA members so they can follow up on any potential group tours for their businesses.

Sent suggestions for South Dakota water-themed itineraries to *Itineraries Midwest*, Minnesota.

Worked with Ruth Hill from Meetings Focus to prepare a profile for their website regarding meeting facilities in various communities throughout the state; contacted specific chambers identified by Hill and asked them to help develop summaries/profiles for the website.

Scheduled appointments and met with 40 people at the Bank Travel Conference in Memphis and had 30 appointments at the NAJ Conference in Marina Del Rey. Entered leads from both into Tourism's tour operator database and added them to the e-newsletter subscriber list; sent to South Dakota suppliers. Working on special requests from attendees.

Worked with creative staff to produce "South Dakota's Natural Beauty" DVDs for trade show follow-up.

Working with creative team to produce the e-invite/copy for Save-the-Date e-invite for travel agent fam scheduled for May.

Worked on shipment for Osamu Hoshino and Keiko Takahashi for trade shows in New York and Las Vegas. Created itinerary for Osamu Hoshino for Japanese media fam.

Researched 100 appointment requests for U.S. Travel Association Pow Wow in Los Angeles in April.

Discussed possibility of a fam tour in South Dakota for attendees of the Active America China show in April in Minneapolis.

Compiled list of pow wows and rodeos and sent to Swanson's Travel, Sweden, for their website.

Sent shipments to Norway and Sweden for shows, February 28-March 5 (South Dakota did not attend, RMI will represent us at the shows): Reiseliv and Lillestrom, Norway; Swanson's Travel consumer event in Osby, Sweden; and Discover America Event in Stockholm, Sweden.

Began locking in post-itinerary details (May 2-6) for the RMI Roundup in April in South Dakota for tour operators; have 11 who've signed up so far. Have 13 suppliers from South Dakota who will attend the RMI Roundup marketplace and meet with over 30 international tour operators.

Attended Australia Mission, which was a business-to-business event for RMI consortium; held two training sessions at Adventure World (seven RMI itineraries now), Sydney; held travel agent seminars and had booths to meet agents in Sydney, Adelaide, Melbourne, and Brisbane with an average of 300-350 agents per show; met with Adventure World in Melbourne; RMI Media Event had over 30 attendees; Visit USA Media Marketplace Event had over 50 attendees; and attended Flight Centre Travel Expo, a 2-day consumer event – many major United States operators exhibit and Flight Centre promotes discounts

and on-site bookings for the consumers. In New Zealand, held two travel agent events for more than 50 agents in Tauranga and 350 agents in Auckland. Placed link to leads to SDVisit and to the newsletter list; will send leads suppliers interested in the international market.

New Zealand has a population of just over 4.2 million, and there were over 193,000 who traveled to the United States last year. They are avid travelers and spend an average of four weeks when they travel. Over 1 million Australians now travel yearly to the United States with the average stay being 26 days and visiting 2.5 states per visit; this is the highest average for all countries visiting the United States.

Met with Will Davies, journalist and travel product developer from Australia, who has proposed a history tour as a result of his visits to the United States.

Completed details for the ITB, Germany, and the France Mission; emailed tour operators and journalists who have been to South Dakota and the region to come to the booth at ITB.

In Tourism's e-FYI industry newsletter, added offer from Canusa Bonuscard for South Dakota suppliers about the opportunity to provide a discount or incentive for international travelers in packets Canusa organizers for their clients traveling to our region.

Italian tour operator Naar is promoting the Sturgis Motorcycle Rally for 2012 along with Eaglerider for an escorted nine days/eight nights tour as well as one from Seattle to Denver in July and August 2012 for 16 days/15 nights.

From RMI Germany – staff attended CMT Stuttgart in January with 1,958 exhibitors; 225,000 consumers, trade, and media visited the show. They reported that the quality of the requests were incredible, with many people having definite travel plans to the RMI states. Especially in demand were Yellowstone National Park and the Black Hills of South Dakota.

Requests from International Journalists: Benelux - Lutske Bonsma, a freelance journalist, is interested in the Custer State Park Buffalo Roundup. Jaap van Splunter of America is interested in a fam to Sturgis and Cheyenne and in doing an article about Glacier National Park. Ron Jacobs, a freelance journalist, requested information about cycling trails in our four states. Hubrecht Duijker, a wine journalist, is looking into a possible trip to Minnesota, North Dakota, and South Dakota. Nico van Dijk is interested in winter sports in our region and is responsible for content in an app they feature. Vic Dennis wants to do a fam to Idaho, Wyoming, and South Dakota this summer. France - Olivier Thomas is considering coming back to South Dakota for two projects: The Buffalo Roundup for a film (Thomas is the best seller in Europe for the Roundup); and s ride with the First Nation People in December for a photography exposition and a book. His partner; Béatrice Leproux is a writer and considering coming back for several subjects - The Mustangs, Deadwood and the legend, and Sturgis.

**Press:**

**Australia:**

While in Australia in February for the Mission, another article by Katrine Lobley, who visited South Dakota on a press trip in 2011, appeared in the Sydney Sunday Herald in the Travel Section (circ.480,000) and had an estimated ad value of \$120,000. The article also appeared on several websites.

**Italy:**

Corriere della Sera, a daily newspaper (circ. 830,000), carried an article "The revenge of Crazy Horse." Estimated ad value is \$35,000.

The Netherlands:

The online publication, Tourpress.nl (circ. unknown with an estimated ad value of \$1,275), and Arena, a weekly regional newspaper (circ. 10,000 with an estimated ad value of \$350) carried an article in January about American states about Vakantiebeurs participation. It was written following a press release.

Sweden:

Received an article from journalist/tour operator, Janne Lundbladh, Sweden, as a result of his trip to South Dakota last summer: "South Dakota - much more than magnificent" under his pen name Jan Terje Norden. It was printed in *Check-in* magazine (circ. 42,000). Estimated ad value is \$43,000.

United Kingdom:

*Essentially America* (circ. 50,000), January edition, published 12 pages on the RMI region; seven pages were on South Dakota. It was the result of two press trips. Estimated ad value is \$105,216, (An online synopsis may be found at <http://www.essentiallyamerica.com/current-issue/>).

Total press/ad value is \$304,841 for this report.

### Outdoors

Attended National Pheasant Fest (PF) and Quail Classic in Kansas City; over 22,000 people attended the show. Next year's show will be in Minneapolis. This year, Tourism had a sponsorship with PF and organized South Dakota Pavilion with 12 different South Dakota entities. The show also marked the final days to sign up for the Grand Prize in the Rooster Rush campaign. Winner is from Minnesota; contacted him and handling the waivers, etc.

Participated in the ice fishing fam hosted and organized by the Deadwood Chamber & Visitors Bureau; Tourism was a sponsor of the event. There were five journalists/outdoors photographers along with TV personality Gary Howey with Outdoorsman Adventures; received links/copies of articles published.

Started working with Jacquie Fuks, Southeast SD Tourism, on the 2<sup>nd</sup> annual SD Birding Festival to be held in and around the communities of Lake Andes and Wagner in May. Jacquie would like to do a fam with writers/photographers and tie them in with the festival. Researching the best way to reach out to bird watchers who are willing to write about the festival.

Contacted Department of Game, Fish & Parks about accessing their Pheasant Preserve list so our department could possibly publish a list of hunting outfitters on our website. Will contact them again in May when their list is complete.

Began lining up journalists from *Canoe & Kayak* to cover the South Dakota Missouri River Kayak Challenge in May. Plan a salmon fishing hosting with Gary Howey of Outdoorsman Adventures TV show; and lining up journalists from Outdoor daily community (online magazine) for the Mickelson Trail Marathon.

South Dakota Outdoors Twitter account had 24 new tweets for a total of 436; have 1,171 followers, up 91 since January. Completed five blog posts for the Outdoor Blog, and made daily posts on the outdoor Twitter account.

### Film Office

Sent two production guides, per requests from FilmSD.com; updated and approved three listings on the site. Posted two casting calls and two fundraising releases in the news section.

Designed ads in-house for *Locations* magazine and *P3 Update*. *Locations* magazine will print for the June trade show, and the *P3 Update* ad will be in the March issue.

Finalized arrangements with the Department of Transportation (DOT) to place additional “Films Made in this Area” signs. DOT will work with the National Park Service to place two signs leading to Mount Rushmore for “North by Northwest” and “National Treasure II: Book of Secrets.” There will also be a sign outside of Carthage for “Into the Wild” on state highway 25.

Continued to work with locations scouts for the Hugh Glass movie; South Dakota is still in the running. Continued to stay in contact with Kevin Stocklin from New York City on locations information, permit information, and general South Dakota filming tips for their film “Lakota.” Working with Cheyenne River Indian Reservation to draft filming permissions guidelines to send to this filmmaker.

Met with Andrew Kightlinger regarding his upcoming short film to be filmed in Pierre this March and for updates regarding his “Dust of War” feature length film, which is still in post-production. It will be submitted to the festival circuits. Working with Sean Covell on his “Matt Epic” project that could potentially be filmed in South Dakota; planning a locations scout in early March. Continued working with Matt Jay from Steve Rotfeld Productions on “Awesome Adventures” for a potential shoot for this television show in South Dakota this summer. Received information from Ben Swan, a South Dakota filmmaker looking to produce a short film in Sioux Falls; film is titled “Somewhere in the Night.” Working with South Dakota filmmaker Joe Hubers on securing a location for a film they are producing in the Sioux Falls/Beresford area.

Working on the Black Hills Film Festival locations tour, May 3-4 in the Black Hills area. Working with creative on designing a new ad for the Film Office for the back of the program book.

For social media, working with ad agency to finalize 30 potential Facebook profile images for the South Dakota Tourism account; discussing the potential for creating background imagery for South Dakota on YouTube – will work with videographer on changing the background seasonally; and getting a geofeeder account set-up to monitor all posts that are made in the vicinity of our choice – will look at Mount Rushmore for visitors posting in that radius and respond to their posts.

Monitoring the social media conversations taking place around a set of key words involving South Dakota Tourism; reviewed and responded to several blog posts, Facebook comments, tweets, and forums. Narrowed social media monitoring companies to Radian6 (current provider) and Tracx.

South Dakota Film Office Twitter account had seven new tweets for a total of 265; have 604 followers, up 47 from January.

### Hospitality

Approved three additional designees for 2012 for the Great Service Star (GSS) Program; mailed 12 plaques to first-time GSS designees and 160 of the 2012 year tabs for those approved for renewals. Updated list of the 2012 GSS designees on SDVisit.

Sent letter of congratulations and certificates to the 13 finalists of the annual George S. Mickelson Great Service Award.

Responded to three requests for the ID code to access the Online Customer Service Training program.

Mailed application form and letter to non-profit visitor industry members for spring hospitality training assistance when hiring speakers. Deadline to apply is March 13.

#### Information Centers

Scheduled and began conducting interviews for travel counselors; will complete in March. Will send notification letters in March to all who applied. Have received two motorcoach bids for fam tour in May, which will include Lit Swaps on May 8 in Mitchell and May 9 in Rapid City.

Prepared and sent registration letter and application for the Poster Program at the Interstate Information Centers to visitor industry. Placed information in Tourism's industry eFYI and prepared electronic sign-up form. Program is a first-come, first-served program, based on when payment is received.

#### Photo/Video

Tourism photography: ice fishing, winter scenery, eagles, buffalo, antelope, Capitol with snow, and ice skating at Main Street Square in Rapid City.

Photo hit list: snowmobile shoot, snowshoeing, Wind Cave tours, Schemeckfest in Freeman, and Alex Johnson Hotel lobby.

Fulfilled photo requests with loans to *South Dakota Magazine*, Yankton; Regency Management, Lawrence and Schiller, Sioux Falls; Horsecreek Inn, Hill City; Glacial Lakes and Prairies Tourism Association, Watertown; Rocky Mountain International, Wyoming; *Wild West Magazine*, Virginia; *Country Living Magazine*, New York; and Freedoms Foundation, Florida

Continued editing and inputting photos into database, culled those that are no longer useful. Cataloged over 13,880 photos.

Tourism website photo gallery: continued work on captions and approving images.

For Arts Council: photographed Arts Day at the Legislature.

Video hit list for Tourism: Shoot winter sports as weather allows.

Video dubs and loans: Sent hunting and stock footage to Drawing Pictures Productions in Los Angeles for use in a celebrity hunting spot they are producing. Sent stock footage to Midcontinent Communications in Sioux Falls for use in their productions. Sent buffalo footage to Lawrence and Schiller to use in a Custer State Park spot.

Press kit CD was formatted for staff use on the Australia RMI Mission. Selected shots to be used in the commercial RMI is putting together for Travel Channel in Europe.

The YouTube videos had 20,738 views for the month.

For GOED: Shot video at the Bel Cheese announcement in Brookings; uploaded images to their website. Set up interviews with businesses to be used for the AFCOM show in March. Set up interviews to shoot for the GOED conference in April. Compressed previous interviews for reference for the website.

#### Travel Market Advertising

Finalized and shipped the following ads: South Dakota Tourism (*SDT*) – *current/Peak Season 2012*:

Mobile app redesign; hunting survey; VRM email mockups; Travel Insights Q4 email; Travelsmart; and Peak FSI review/changes for Kansas City and Des Moines, due to printer in early March. *Deadwood/SDT Co-op – Winter 2011-12/Peak 2012*: Full page ad and editorial for *Peaks & Plains* in-flight magazine and website. Peak FSI – reviewed first draft. *Custer BID/SDT Co-op – Peak 2012*: TV spot – final. Wyoming billboard creative. *Rapid City/SDT Co-op – Peak 2012*: TV spot – final.

Attended Pheasant Fest (PF) in Kansas City; polled South Dakota partners about the benefits of being all in one aisle and talked with other South Dakota booths to gauge interest in joining our aisle for PF 2013.

Working with Learfield Sports on possible advertising opportunities with NCAA football teams for our Rooster Rush promotion. Worked on a final proposal from the Minnesota Twins for our Rooster Rush campaign during shoulder season; contacted celebrities to get their interest in working with Tourism on a grand prize giveaway.

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

#### E-Commerce

On the consumer website - TravelSD.com: 46 packages are listed.

Reviewed 1,367 responses to Travelsmart; forwarded 50 responses to appropriate staff. Reviewed 60 responses to a hunting survey email; forwarded 12 responses to appropriate staff. Reviewed 43 responses to Vacation Guide (VRM) automated emails; forwarded 21 responses to appropriate staff. Reviewed 120+ responses to the 2012 issue 2 edition of the Travel Professionals E-newsletter; forwarded various changes/responses to appropriate staff.

On the industry website - SDVisit.com: Developed an online form to collect event data for the Events Calculator developed by IHS Global Insight; took webpage live on February 27. Updated the information, form, and online payment for the peak 2012 Great Getaways co-op program. Updated the Spring Hospitality Training section of the “Hospitality and Customer Service” page, the training schedule page, and the webpage with information about the co-op program and PDF form. Updated the Tourism Conference page to show the 2013 dates, January 16-17. Forwarded 94 online conference evaluations to staff to compile.

#### Research

Compiling responses to a hunting survey, including opinions on various hunting ads.

Reviewed Global Insight’s 2011 Tourism Satellite Account (TSA) report by county to see how the different regions’ taxable sales compared. Since Global Insight only classifies total sales as Lodging, Transportation, Shopping, Food and Entertainment, we looked at the Tourism Taxable Sales numbers gathered by the state. These numbers were closer to what we were expecting with Black Hills, Badlands & Lakes Region representing approximately 53% of the state’s total taxable sales.

Began developing a gas price survey for our survey panelists in Minnesota, Wisconsin, Illinois, and Colorado and will include a table to show how different gas prices affect various trip sizes. We hope to show that some elevation in gas prices may not put a vacation in jeopardy.

#### Governor’s Tourism Advisory Board

The next Board meeting will be April 3-5 in Hot Springs and Rapid City.



## Creative Consultations/Projects

### A. Hofmeister:

For Tourism: Designed registration materials for the Great Getaways (GG) newspaper insert co-op and mailed to 1,700 visitor industry members. Began selecting photos and working on layout and copy and will send partner proofs on March 21. Final piece goes to the printer the end of March; April 29 is scheduled to be the drop date week for newspapers.

Created a PowerPoint template/background to be used by staff for presentations; slide is designed to go along with the "Your American Journey" campaign.

Designed mockup for a new photo book of 28 full-color pages plus cover that showcases South Dakota; it will be used for hostings. Working on getting quotes and print specifications.

For GOED: Coordinated printing of 3,700 annual reports.

Began brainstorming design ideas for Buffalo Roundup invitations and print materials for 2012. Will create a teaser/invite for River City Racin' to be sent to GOED prospects.

### Ashley McCloud:

For Tourism: Made changes to the Annual Report and updated it on SDVisit.

Approved proofs for the Vacation Guide, which has been printed and delivered to partners. Tourism received over 350,000 for fulfillment.

Updated Governor's Certificates for Outstanding Hospitality awards and forms for the 2012 program. Sent changes to appropriate staff.

Designed ads for film office for two different magazines; sent to the respective magazine for placement.

For History: Sent the InDesign file to History; they will be handling new business cards as needed.

For Arts Council: Designed nametags for the Arts Council and the Arts Board – 13 nametags.

For GOED: Designed temporary business cards for GOED representatives for a show they attended.

Designed the e-cards for Save-the-Date for the 2012 Golf Classic.

### T. Meise:

For Tourism: Checking into side-loading boxes with different vendors for mailing the 2013-2014 Group Tour Planning Guide. Waiting for section copy; have selected photos for the inside divider pages.

Waiting to hear from print vendors to re-print 300 Fast Fact Cards by March 30. Waiting to hear back from print vendors to re-print 2,500 business cards by March 30.

For GOED: Designed and coordinated printing of 2,500 copies of the self-mailing conference invite. Waiting for list of conference signage needs.

For Tribal Government Relations: Designed invitations for the State Tribal Relations Day at the Capitol.

T. Friedeman, Creative Strategies Manager

For Tourism: Updated Information Center comment cards; printed and delivered to manager.

Approved and signed contracts for inside cover, full-page ad, and ¼-page ad in 2013 AAA Tourbook.

Worked on photos/design for the hosting photo book; coordinating with GOED as they may want some books, but possibly with a different message in the inside front cover.

For GOED: Finalized AV vendor contract for GOED Conference, April 10-11, in Sioux Falls.

Coordinated contract with ad agency for banquet video production.

Logo/Photo/Map requests:

Emailed the state seal file to Markus Erk at ProPrint in Rapid City per a Stan Adelstein request.