

To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: April 9, 2012
RE: March 2012 Monthly Status Report

By the Numbers

February 2012 numbers

- Information Requests – up 25.8%
- Web Traffic –up 33.5% (Google changed the way they track visitors to websites in September 2011)
- Tourism Tax (1%) – down 1.7%
- Tourism Tax (.5%) – down 8.3%
- Gaming Tax – up 17.2%
- Hotel Occupancy – up 7.2%
- Hotel Overnights –up 7.3%
- Hotel Rates – up 1.9%

Media & Industry Relations

Fulfilled information requests: Kristi Eaton, Sioux Falls AP regarding tribal tourism – sent her tribal tourism contacts (with permission from those contacts); Marge Peterson, *AAA Home & Away Magazine*, regarding fact-checking two upcoming articles; Joe Cillo, www.forallevnts.info and FunofTravel, regarding a South Dakota feature story and spoke with him about a farm; Elissa Richard, freelance travel writer and editor who contributes to Yahoo! Travel, regarding South Dakota's best scenic drives – pitched Peter Norbeck Scenic Byway and Badlands Loop Road; Pat McCloud, blog writer, regarding how many visitors come to South Dakota each year; and general inquiries from MediaSD.com and others. Media interviews/meetings included: *Twin Cities Business Magazine* regarding marketing to Minnesotans (scheduled to publish in April or May).

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): Great Places series for South Dakota Hall of Fame and Oahe Dam, and State Tourism Takes Dramatically Different Approach in 2012. Posted five visitor industry releases to MediaSD.com: South Dakota 2nd Annual Birding Festival, AAA Plan to Spend 7% More on Fuel for Spring Break Drive, Mount Rushmore National Memorial News Release (economic impact), Groucho coming to Sioux Falls, and Badlands National Park = Visitors, Money and Jobs. Reviewed two releases for History and two releases for Arts Council.

Met with Tourism staff to discuss communication preparations for potential fire dangers.

Reached out to the Southeast Tourism director and the Black Hills, Badlands & Lakes tourism region regarding coordination of a Travel Rally Day during their lit swap programs on May 8 and 9 during National Travel & Tourism Week (NTTW), May 7-14. Several other activities are being arranged, including financial support for promotions coordinated with various CVBs. Per request, will tour the Oak Tree Lodge near Clark during National Travel and Tourism Week. Details can also be found on SDVisit.com.

Nominated Wall Drug for consideration as wackiest roadside attraction for a contest the Huffington Post is conducting in conjunction with National Travel & Tourism Week. Researched and wrote an essay to accompany the nomination.

Coordinated “Your American Journey” launch with meetings in Sioux Falls: CVB, Associated Press, SF Business Journal, Argus Leader, KSFY-TV, and KELO-TV; Aberdeen: CVB and Aberdeen American News; Watertown: CVB, Glacial Lakes & Prairies Association, Senator Holien, Watertown Public Opinion, and KXLG radio; and Rapid City: Black Hills co-op partners, KEVN-TV, and Rapid City Journal. Total audience was 45,808,419; publicity value was estimated at \$17,192; and there were 52 news clips.

Distributed March issue of Tourism’s eFYI newsletter to 1,275 list members via Listrak.com and to the Tourism industry email list of 2,074 addresses. Topics included Secretary’s Message, National Travel & Tourism Week, South Dakota Efforts, Media Blitz, 2012 Literature Swaps, Spring Hospitality Training, Economic Impact Events Calculator, Media Coverage, Trade Show Leads Available, Information Center Poster Program, Opportunity to Promote Restaurants and Attractions, Important Reminders, and U.S. Travel Association Updates.

Assisted Tribal Relations Office with their event at the Capital Building on March 19.

Attended the Department of Transportation Commission meeting on March 22 regarding discussions on tourist-oriented directional signs.

Will attend the Midwest Travel Writers Association Conference in North Carolina, April 25-29.

Submitted application for a vendor space at the State Fair, August 30-September 3.

Met with staff to begin planning the itinerary for the pre- and post-Buffalo Roundup media hostings in September.

Began to research and review possible speakers for the 2013 Governor’s Conference on Tourism, January 16-17, in Pierre.

Travel South Dakota Twitter account had 77 new tweets for a total of 2,172 tweets; have 3,882 followers, up 503 from February. Sec. Jim Hagen’s Twitter account has 120 followers.

On South Dakota Tourism’s Facebook page for consumers, we have 9,307 fans, up 211 from February. Working on developing a new look for the page with the new timeline and options for cover photos. South Dakota’s Facebook page for the visitor industry has 412 fans. Blog posts included Oahe Dam, 2nd Annual Birding Festival, and Family Fun in South Dakota on a Budget.

Working with ad agency on getting a Geofeedr account set-up to monitor all posts that were made in the vicinity of our choice – will look at Mount Rushmore for visitors posting in that radius and respond to their posts. Waiting for response from Geofeedr on prices.

Continued to populate boards on Pinterest. Working on a strategic plan to upload a photo a week to the multimedia gallery on TravelSD.com and then upload three to four photos from industry websites or other pertinent sites.

Working with Creative team on ideas for YouTube content; will develop a content schedule and obtain video from across the state.

International and Domestic Trade Sales

Routed sections of the 2013-2014 Group Tour Planning Guide within the office for proofing; will send hard copy of each listing to respective partners for their review and edits in April.

Sent requested information to Pat's Travel, Wisconsin; Julia Wilkinson, AAA Alliance, Ohio; Dorothy Lee Akin, Savvy Suitcase, New York; and Bonotel Exclusive Travel, Nevada.

Fulfilled requests for Vacation Guides and/or other publications to 17 AAA offices in Alabama, Colorado, Indiana, Massachusetts, Michigan, Minnesota, New Jersey, Ohio, Pennsylvania, Tennessee, Wisconsin, and West Virginia for a total of 1,110 guides.

Attended North American Journey (NAJ) Summit in California. Completed follow-up to 27 contacts from NAJ. Shared notes from NAJ on international market trends. Fulfilled Bank Travel follow-up to 43 with information packets. Notified suppliers that lead reports from Bank Travel, NAJ, and the Australian/New Zealand trade shows were available.

Assembled the 2012 issue 3 edition of the Travel Professionals E-newsletter and via Listrak.com on March 9 to 5,365 list members. Topics included An Autumn Like No Other, Travel Professionals Tip, Featured Itinerary: Southeast Region, Featured Attractions, Featured Events, and What's New?.

Worked with creative to develop invitation for travel agent fam and mailed 414 invitations for the August fam.

Sent 156 information travel packets to New York City and Las Vegas for Japanese Sales Missions.

Posted "The Beauty of South Dakota" video to South Dakota Travel Professionals Facebook page and emailed it to contacts from both the NAJ and Bank Travel shows.

Sent email to suppliers asking them to "Like" the SD Travel Professionals page in hopes of initiating constructive conversation for tour operators and travel agents.

Mailed invitations for the spring group tour operator familiarization tour to South Dakota, May 17-23, to 750 tour operators on our database who have requested a fam tour of South Dakota; will be across the state from east to west and back.

Contacted Shonna Du about working with Tourism during the Active America China show in Minneapolis, May 22-24, to present in Chinese and assist with appointments in the Chinese language. South Dakota will give a 10-minute presentation during a luncheon.

Contact by Go West Tours, an inbound U.S. tour operator company, regarding and upcoming July/August Native American tour through South Dakota; began researching possibilities.

Met with Cathy Donahue, Collette Vacations, New Jersey, on a site inspection visit to the Black Hills.

Attended ITB, Germany and France Mission, March 5-15, with other Rocky Mountain International (RMI) states of Idaho, Wyoming, and Montana. Met with 39 tour operators and journalists during the ITB trip (12 first time contacts). The booth was open to consumers on the weekend. Bookings to the United States by tour operators are reported to be up four to nine percent during the first quarter of 2012. Conducted six appointments/trainings each day during the France Mission, March 12-13, with product managers at tour companies, and in some

cases, staff trainings as well. Hosted VIP dinner on Tuesday evening; forty invitations were sent to journalists and tour operators by the French RMI Office and there were forty-one attendees. Researched appointments and requested 100 for U.S. Travel Association Pow Wow in Los Angeles, April 21-25.

Planning itinerary for Anders Persson, Swanson's Travel, Sweden, April 25-27, in the Black Hills area before the RMI Roundup in Buffalo, Wyoming, April 30-May 1. Working on separate itinerary for the Black Hills for Tony and Ruth Daly, Ranch Rider, United Kingdom, for May 2-5, following the RMI Roundup. In addition, there are 11 tour operators signed up for the general post-fam, May 2-6. Thirteen South Dakota suppliers are confirmed for Roundup marketplace and they have the opportunity to meet with over 30 international tour operators.

Travel Channel, United Kingdom, will begin showing video footage on the four RMI states the end of April; it will include the Brand USA logo. Tourism provided South Dakota footage, which they have combined with the RMI states for our 30 second commercial.

International Journalists:

Benelux: freelance journalist Lutske Bonsma is interested in the Custer State Park Buffalo Roundup. Jaap van Splunter of America is interested in a Sturgis/Cheyenne fam. Freelance journalist Ron Jacobs requested information about cycling trails in the four RMI states.

The Netherlands: wine journalist Hubrecht Duijker plans to tour the Black Hills and travel across eastern South Dakota on a wine fam. Nico van Dijk is interested in winter sports in our region and is responsible for content in an app they feature. Vic Dennis will do a fam to South Dakota, Idaho, and Wyoming this summer to plan their Paris to Roubaix bicycle trip to the region.

Australia: Worldriderz will tour the region on motorcycles with the Discovery Channel to promote fundraising efforts for kidney disease. He plans to visit and film at hospitals and major venues such as the Sturgis Rally; the film will be shown on the Discovery Channel in Australia and Asia. Contacted Brenda at Sturgis Motorcycle Rally regarding press and venue possibilities.

Italy: Mario Ravaccia and Giuseppina Concina will arrive in South Dakota in June for their four-wheel-drive article and continue through the Black Hills and Wyoming researching their story.

Germany: Set up meeting with Corrina Veit, Begegnungs-Reisen, in Rapid City, to research information for their Native American tours that will take place this summer.

France: Herve Duxin, RMI Office reported that radio journalist Thierry Georges is planning to come to South Dakota in August on vacation and working. Waiting for his Press Form before launching any action. The two radio stations are Catholic Radio (network of 15 in France) as well as CFRAC (around 80 000 listeners). Beatrice Leproux will confirm with Cheval D'Aventures for dates she can visit South Dakota, probably in June.

Press:

Australia:

Katrine Lobleby, who visited South Dakota on a press trip in the summer of 2011, has had her article reprinted several times, and the press/estimated ad value has gone up another \$60,000. It ran online and on three different related news sites. Total value of print and online exposure is estimated at \$180,000. The print circulation is 480,000. "My Weird Wild West" story was one of Fairfax's most-clicked-on travel features – online numbers not available.

Total press/ad value is \$60,000 for this report.

Outdoors

Birding Festival Fam has been cancelled for 2012.

Contacted guide to help host Lake Oahe Fishing Fam, July 20-August 1. Plan to bring in five to six editors of outdoor magazines. Cabela's has agreed to help sponsor and will send a participant and help bring in well-known editors.

Drafting an itinerary for a representative from *Motorhome* Magazine who plans to spend 10 days traveling through South Dakota.

Researching several outdoors shows on marketing opportunities; will work with staff and ad agency to review options before placing ad buys.

South Dakota Outdoors Twitter account had 24 new tweets for a total of 436; have 1,171 followers, up 91 since January.

Film Office

From FilmSD.com, fulfilled requests for three film production guides; updated and approved three listings on the website; and posted one release regarding a casting call.

Continued being in contact with locations scouts for the Hugh Glass movie as we have not been given a "no." Working with Sean Covell on his "Matt Epic" project that could potentially be filmed in South Dakota; he is trying to trim his budget and is working with investors. He had a good scout in the Black Hills; but Tourism is waiting for the final word. Received information from Ben Swan, a South Dakota filmmaker looking to produce a short film in Sioux Falls, "Somewhere in the Night." Working with South Dakota filmmaker Joe Hubers on securing a locations and possible investors for his feature-length independent film he's shooting in South Dakota. Back in touch with Stephen L. Simpson, an independent filmmaker, for a possible scout in mid-May.

Working on the Black Hills Film Festival locations tour, May 3 and 4, in the Black Hills.

South Dakota Film Office Twitter account had eight new tweets for a total of 273; have 676 followers, up 72 from January.

Hospitality

Approved funding requests of \$19,000 from 17 of 18 communities to help pay spring hospitality training speakers. Contacted two organizations that participated last year but did not apply this year. Both are doing other things, but they will get back into the program next year.

Information Centers

Completed interviews and notified applicants of hire status for travel counselor positions at the Interstate Information Centers, which included regret calls. Gathered T-shirt sizes to distribute to T-Shirt Program partners. Signed contract with Dakota Bus Service from Spearfish for fam tour, May 7-11.

Will finalize details of the staffing process and organize supplies, etc. to get Centers ready for the season. Centers open May 24. Have remained in contact with the Department of Transportation on the installation of TVs at Valley Springs and Spearfish Information Centers.

Addressed questions and concerns from the visitor industry about the Poster Program.

Travel Shows

Attended the Eau Claire Sportshow. There was a poor turnout from consumers, probably due to the gorgeous weather all weekend, St. Patrick's Day, and Wisconsin was in NCAA tournament.

Photo/Video

Tourism photography: snowmobiling in Black Hills, pheasant hunting near Pierre, dining at RedRossa, and fishing.

Fulfilled requests for photo loans to *South Dakota* Magazine, Planning District III, Yankton; Black Hills, Badlands & Lakes, Rapid City; Game, Fish & Parks, BPro, South Dakota Historical Society, Pierre CVB, Bureau of Information and Telecommunications, South Dakota Rural Electric Association, Great Lakes Tourism Association, Pierre; Black Hills Photo Shootout, Best Western, Spearfish; Schade Winery, Volga; South Dakota Bicycle Coalition, Chamberlain; Regency Management, Sioux Falls CVB; Lawrence & Schiller, Great Plains Zoo, Sioux Falls; City of Wagner; University of Iowa; Direct Design, Colorado; *Bassmasters* Magazine, Georgia; and USA Today, Virginia.

Continued editing and inputting photos into database and culling photos that are no longer useful; over 14,000 have been cataloged.

GOED photography hit list: GOED Conference, Sioux Falls area businesses.

Governor's Office/Historical Society photography hit list: painted portraits of Governors.

Completed on video hit list: Shot video of snowmobiling in the Hardy Camp area in the Black Hills. Shot still photos of pheasant hunting near Pierre.

Met with staff to discuss a video plan for the upcoming months. The YouTube channel had 17,100 hits for the month. Uploaded the new TV spots to the YouTube channel. Contacted YouTube about making the channel a "brand channel" with additional features.

Video Loans and Dubs. Loaned stock footage to Midcontinent in Sioux Falls for their productions.

Video Hit list: Make a list of videos to be used for the social media campaigns. Set up inside shoots for the early spring – Wind Cave, western museums. Look at remaining shoots on the GOED hit list for the month.

GOED Shoots: Shot an interview and b-roll video of Raven Industries in Sioux Falls and an interview with Matt Judson of 1st National Bank in Pierre for the GOED Conference. Shot interviews with SBS in Madison, Chenega Logistics and Carl Rapp in Sioux Falls, Ken Behrendt of Eagle Creek Software in Pierre, and Innovative Systems in Mitchell to be used on the GOED website and/or for the Data Center World trade show.

Publications

Working on researching and writing the 2012 *Guide to Archaeology & Paleontology*, which will be an online publication.

Travel Market Advertising

Finalized and shipped the following ads: South Dakota Tourism (SDT) – *current/Peak Season 2012*: Revised TV spots; Oprah iPad ad; web banners; free ad for Wisconsin Sports Show – inserted in LaCrosse Sports Show magazine on March 11; FSI – three versions for Kansas City and Des Moines markets: West River (features Mt. Rushmore ++) inserts April 1, East River (features Laura Ingalls Wilder ++) inserts April 29, and Blended (features Buffalo & Crazy Horse ++) inserts May 27; ‘Take Me Hunting’ ad for *Pheasants Forever* summer issue on sale April 8; VRM email copy; Orbitz Engage Banner; Lead Gen Components; Travelsd.com re-skin went live on March 8; copy blurbs for TravelGuidesFree.com; updated Facebook timeline look for Tourism’s account went live on March 21; TravelSD Interactive Map is in production with live date of April 3; KCTV-TV/Kansas City value-added ad in mini-magazine insert to run in *Ladies Home Journal* to 35,000 Kansas City subscriber copies in the mid-May issue with the theme of Summer Cool Guide; and Travelsmart.

For Peak: BHBL/SDT Co-op – Ad for May issue of *5280 Magazine*, Denver; TV spots. *Custer BID/SDT Co-op* – Yellowstone 16-page brochure; ad template. *Custer State Park/SDT Co-op* – Newspaper ad in Billings, Colorado Springs, and LaCrosse; TV spot airs March 19. *Deadwood/SDT Co-op* – TV spots; revised remarketing banners; Peak FSI – waiting for final updates from Deadwood. *Hot Springs/SDT Co-op* – reviewing *Secrets Revealed* scripts. *Rapid City/SDT Co-op* – FSI – for insertion in *5280 Magazine*, Denver, *Minnesota Monthly* magazine (Minneapolis/Minnesota), *Omaha* magazine, and *Sioux Falls Woman* magazine; Newspaper ad in St. Paul Pioneer Press. *Spearfish/SDT Co-op* – Newspaper ad in Bismarck, Fargo, and LaCrosse; TV spots.

Met with Twins via conference call to finalize details of marketing partnership for August and September.

Reviewed the proposed lead generation tactics as well as several of the digital campaign elements for the 2012 peak season. Met with marketing team to discuss the digital scrapbook plan.

Announced a Request for Proposal for the Department of Tourism’s Marketing and Advertising Services.

Discussed dates to promote in Kansas City and Des Moines in late May and early June with a street team that includes our new Mount Rushmore mascots, based on big weekend events happening in each city.

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

Met with several representatives from the Regional Tourism Project to brainstorm and answer interview questions about regional tourism and how South Dakota, Montana, Wyoming, and North Dakota could partner to promote Wild West history both domestically and internationally. This project is also meant to drive economic development.

E-Commerce

On the consumer website - TravelSD.com: 49 packages are listed. Launched a revised TravelSD.com; will monitor the site for programming bugs and design issues.

For Visitor Relations Management (VRM), finalized email templates and copy revisions.

Completed update to mobile app; this includes new graphic callout for click-to-call and design for American Journey.

Will be transitioning the previously named Digital Revolution program to a new program called TravelSD.com Co-op that combines all online programs into one. This will include events, packages, hot deals, and business listings. It was rolled out to the industry in several emails and social media.

Worked with our ad agency to discuss possible vendors and new options for the electronic version of the vacation guide.

Embedded the Benny Spies 2011 Rooster Rush video with the YouTube link provided by staff to the www.HuntInSD.com homepage.

Reviewed 11 responses to a survey email sent March 12. Reviewed 103 responses to Vacation Guide (VRM) automated emails; forwarded 36 of the responses to appropriate staff to handle.

Uploaded 141 addresses from Australia/New Zealand leads and North American Journeys leads for the Travel Professionals E-newsletter. Reviewed 204 responses to the 2012 issue 2 edition of the Travel Professionals E-newsletter; handled responses or forwarded to appropriate staff to handle. Posted the lead lists (PDF and DOCX) from the 2012 North American Journeys and the lists (PDF and XLS) from the 2012 Australian/New Zealand Expos to the Tour Operator and International Leads List page.

Industry Site - SDVisit.com – Updated “About Tourism” section of SDVisit.com. Worked on information for a new section relating to legislative outreach efforts.

Set up guidelines and designed an online promotional funds application form for the 12 CVBs for National Travel and Tourism Week (NTTW) and sent to them with a March 31 deadline to apply.

Completed updates to the Information Center Programs webpage regarding the 2012 Poster Program. Began reviewing online forms, database, and Access reports related to the car and bus counts for the Centers. Completed updates to the Matching Dollar Challenge webpage. Created online submission forms for the Ben Black Elk and A.H. Pankow Awards and updated the nomination forms webpage.

Prepared and routed an email to the industry regarding the Department’s response to the February 29, 2012, Chicago Tribune editorial and sent the email to 1,275 list members via Listrak.com and to the tourism industry e-mail list to 2,056 email addresses. Processed 25 responses to this industry email and forwarded 13 of those responses to appropriate staff for replies/information. Created an email of the Department’s response so Secretary Hagen could forward to State Legislators.

Prepared and sent an email to the industry notifying them of Tourism’s 2012 Request for Proposals for Marketing and Advertising Services to 1,274 list members via Listrak.com and 2,056 addresses on Tourism’s database. Created a landing page on SDVisit.com for information about the 2012 Request for Proposals for Marketing and Advertising Services (www.sdvisit.com/RFP) including a link to a full PDF of the RFP as well as five additional pages to accommodate all the questions and answers.

Research

Scheduled a conference call with Smith Travel Research to discuss this year's contract and suggested changes to the reporting templates.

Worked with the Historical Society and Rutgers University to provide information on heritage tourism's economic impact to the state; reviewed Summer Intercept reports and reported on number of respondents who selected historical places as a vacation interest. Looked at the most recent RUF cluster data at how many of the 144 clusters had an above average interest in historical places or museums.

Created a six-page handout for the shoulder planning meeting with shoulder performance data pertaining to target audience overview, various hunting survey findings, hotel revenue/demand, web traffic, inquiries, national park visitation, state park visitation, BBB, gaming handle, revenue, taxable sales, Giant Step, Great Getaways, Macy's, and Take Me Hunting promotions.

Responded to various information requests from industry and students: regional hotel occupancy rates, visitation numbers, travel indicators, BBB tax numbers, reservation data, and foreign travelers.

Sent a Gas Prices Survey to the survey panelists in Minnesota, Kansas City, Wisconsin, Quad Cities/Illinois, and Colorado in early March; will compile results. A second Hunting Creative survey will be sent to the panelists the first week of April to get feedback on the new shoulder season creative being developed by L&S and Tourism. At the end of April, we plan to send a survey to the panelists with questions that came from our industry.

Developed a form on SDVisit for the Economic Impact Calculator, by which the industry can submit their event/conference information to be analyzed by our Economic Impact Calculator from IHS Global Insight.

Fulfillment

Met with staff to implement plans for distributing Reader Service leads to partners in the Giant Step co-op program.

After initial run of the De-dup Program through DataTrim, we had 800 duplicates in the system. Different reports are set to run every night of the week; duplicates are about 40+ per night now that information requests have started to pick up for travel information.

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 a mock-up of a new 28-page, full-color photo book plus covers to showcase South Dakota; it will be used as hosting gifts from both Tourism and GOED. The GOED version - covers and some inside pages will be different than Tourism's. Waiting for introductory copy from GOED.

Designed the Great Getaways peak layout, routed partner proofs and received approvals. Sent a final file to printer; expect a proof on April 2 or 3. April 29 is the drop date for newspapers; 758,000 are being printed for distribution/insertions.

For GOED: Designed an E-invite for some of GOED's prospects for the Chamberlain/Oacoma River City Racin' event. GOED will have a VIP tent set up for prospects and their families.

Began brainstorming design ideas for the 2012 Governor's Buffalo Roundup invitations and print materials; will create two different design concepts and create four mock-ups of photo prints.

Ashley McCloud:

For Tourism: Designed two different profile pictures for staff's Facebook program accounts. Also designed a new photo for the new timeline layout for Tourism's Facebook account.

Designed an E-invite for a tour operator fam.

For History: Designed ad for History for *South Dakota* Magazine for Historic Preservation Month; it has the look of their business cards. Newspaper ads are coming up for the same promotion.

For GOED: Working on invite designs for the Governor's Golf Classic.

T. Meise:

For Tourism: Waiting to hear from a box company for quotes on 2,000 and 3,000 box quantities for mailing the Group Tour Planning Guide.

For GOED: Completed GOED conference signage; updated conference booklet, reformatted, and sent back to printer.

M. Ganschow:

Assisted GOED with items for the GOED China Mission.

Met with GOED staff regarding the Governor's Golf Classic.

Attended first Roundup committee meeting.

T. Friedeman, Creative Strategies Manager

For Tourism: Creative met to discuss ideas for mock-ups for hunting ads. L&S and Creative are developing ideas to test in a second online hunting survey in early April. All the mock-ups will be reviewed at the shoulder planning meeting and culled down to a manageable testing group.

For National Travel and Tourism Week, I "heart" Travel cling is in production; will finalize T-shirt imprint in the next few weeks. Will update the "Why Travel Matters" fact sheet back to the 8.5x11 format for packets.

For GOED: Reviewed final speaker details with A/V vendor and reviewed conference book proof. After revisions, it was sent to the printer.

Logo/Photo/Map requests:

Emailed the South Dakota Logo to Kevin Patten at SDPB for Over South Dakota video. Sent requested images to Ben Schaap at PUC for their annual report.