

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

By the Numbers

August 2012

- Information Requests – up 17.8%
- Unique Web Visitors – up 9.1%
- Tourism Tax (1%) – up 7.0%
- Tourism Tax (.5%) – up 7.0%
- Gaming Tax – up 6.2%
- Hotel Occupancy – up 1.0%
- Hotel Overnights – up 2.2%
- Hotel Rates – up 4.3%

Media & Industry Relations

Distributed September issue of Tourism's eFYI newsletter to 1,250 list members via Listrak.com and to Tourism's industry email address list of 2,037. Topics included Secretary's Message, 2012 Intercept Study Results, Matching Dollar Challenge, Great Service Star Designations for 2013, 2012 Omnibus (Visitor Panel) Surveys, Made in South Dakota Exhibit, Conference Sponsorship Opportunities, Sponsor the Wednesday Evening Reception, Rooster Rush 2012, Information Center Closing Dates, Important Reminders, 2013 Travel Shows, 2013 RMI Roundup, and U.S. Travel Association Updates.

Hosted nine journalists to pre-Buffalo Roundup fam and the Roundup: New Jersey (a writer and a photographer who specialize in lifestyle and travel), Arizona (writes on several topics), Kansas (travel and food), California (specializes in the Old West), Iowa (*Midwest Living* magazine editor), and New York (one writes on general topics and the other is a photographer).

Continued working to secure speakers for the Governor's Conference on Tourism, January 16 & 17, in Pierre at the BW Ramkota Hotel. Mailed over 5,000 Save-the-Date postcards and 1,900 sponsorship mailers to visitor industry. Mailed Tourism Conference exhibit application to 620 Made in South Dakota vendors; exhibitors will be chosen in a jury process.

Attended the monthly Pierre CVB hospitality committee meeting, which was hosted at the Department of Tourism office.

Coordinated booth materials and staffing for Tourism's booth at the South Dakota State Fair. Completed follow-up to visitors' questions and requests. Filed a report for reference.

Attended the annual AIANTA (American Indian Alaska Native Tourism Alliance) conference in Billings, Montana. Will research the cost of South Dakota Tourism becoming a member.

Worked with one of Tourism's graphic designers and a Fort Sisseton Commission committee on finalizing the design for a new Interstate billboard for the Fort.

International and Domestic Trade Sales

Continued working on updates to the 2013-2014 Group Tour Planning Guide; will send final files to the printer in early November.

Sent requested information to Ted Winder, Utah; Travelers & Farmers Bank, Alabama; Farmers & Merchants Bank, Nebraska; Tri State Travel, Illinois; Travel With Nance, Michigan; and Globus, Cosmos, Monograms, Colorado.

Fulfilled requests for 345 Vacation Guides and/or other publications to AAA offices in Colorado, Illinois, Michigan, Missouri, and Pennsylvania.

Assembled the 2012 issue 9 edition of the Travel Professionals E-newsletter and sent via Listrak.com on September 20 to 5,406 list members. Topics included Enjoy Year-Round Fun in South Dakota, Travel Professionals Tip, Featured Itinerary: Scenic Highway 10, Featured Attractions, Featured Events, and What's New?.

Assembled a fourth special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page and sent the e-newsletter via Listrak.com on September 5 to 5,388 list members.

Mailed postcards with South Dakota delegate names to 1,600 tour operators for the American Bus Association (ABA) convention and 900 to National Tour Association (NTA) members for that convention. The postcards arrived in time for the appointment request sessions for each convention. There are currently 23 South Dakota delegates registered for ABA Annual Marketplace in Charlotte, North Carolina, January 5-9, and 15 delegates registered for NTA Annual Travel Exchange in Orlando, Florida, January 20-24.

Contacted Nort Johnson at Black Hills, Badlands & Lakes to discuss MLT University (travel agent training) plans. Created list of Minneapolis travel agents to visit during MLT and conducted sales blitzes at travel agencies around the Twin Cities area with Susan Johnson from Black Hills Central Reservations.

Sent 750-word editorial to *Groups Today* magazine to accompany Group Tour Co-op ad in the November issue.

Sent information to South Dakota suppliers regarding John Deleva's, Brand USA, trip to South Dakota. He wanted to discuss marketing opportunities. Met him and Michelle Thomson from Rapid City CVB for lunch in Rapid City.

Fulfilled follow-up from LA Sales Mission via email to contacts with information on how to request materials; provided links to websites and instructions on how to become a fan of our social media sites.

Arranged itinerary for Marcel Baltus of TravelHome and six journalists who accompanied him; sent hosting letters and travel information for this media fam. Arranged meeting with Heather Millirien from Deadwood Chamber with TravelHome. Met group in Custer.

Working on fam for Mirei Sato, journalist for U.S. Frontline. Ms. Sato is interested in visiting and producing an article on Mount Rushmore to coincide with the presidential election.

Working with Osamu Hoshino on creating a Japanese tour operator fam for early summer 2013.

Participated in conference call with Rocky Mountain International (RMI) to finalize plans for Scandinavian Mission, January 10-21, in Norway and Finland, which includes the Reiseliv Trade Show near Oslo and the MATKA Trade Fair in Finland. RMI will also do staff trainings in both countries. Call also included discussions on the Australia Mission.

Prepared itinerary for Karsten Bidstrup Bruun, Vagabond, Denmark, who was in South Dakota September 3-6, to research his articles. He traveled across the state from east to west with overnights in Mitchell, Rapid City and Deadwood.

Assisted with itinerary arrangements for Walter and Beate Kreuzer, Germany, who were in South Dakota, September 4-7. Interests included Black Hills Wild Horse Sanctuary, Crazy Horse Memorial, Air and Space Museum at Ellsworth Air Force Base, and the Minuteman Missile National Historic Site.

Welcomed group of 43 people, participants in the RMI Megafam, for their September 11-15 South Dakota fam. They were from the United Kingdom, Germany, Switzerland, Italy, France, Belgium, and The Netherlands.

Hosted 11 international journalists and tour operators to a pre-Buffalo Roundup fam and during the Roundup: The Netherlands (he represents seven regional daily newspapers with circulation of 700,000), Germany (two from American Forces Network radio and TV), United Kingdom (three journalists – two write a variety of articles and books and the third has written about almost all of the 50 states), California (one is an inbound tour operator and the other helps develop the Chinese market for travel to America), Italy (four – three were with the TV/film crew who plan to produce 10 films of 30-minute lengths each along several story lines and the fourth represents a new monthly magazine). Estimated ad value of the TV/film crew from Italy is \$2,750,000, and for the magazine, the estimated editorial value for 10 pages is \$302,500.

Assisted journalist Dirk Rohrbach, Germany, with securing campsites, press passes, and admission into Custer State Park during the Buffalo Roundup. Assisted with itinerary preparation for journalist Godfrey Hall, United Kingdom, who attended Buffalo Roundup press fam and also arrived one day early to visit the 777 Ranch near Hermosa and Prairie Edge Trading Company to do research for his articles. Contacted Linn Cross Dog to arrange an interview with a Native American truck driver for Godfrey Hall and one with Nancy Miller at Prairie Edge.

Drafted itinerary for three members of the Marco Polo TV crew and one journalist with Marco Polo Magazine, Italy, for the Buffalo Roundup hosting, September 15-25. Escorted and accompanied the crew during their visits to Wall, Badlands National Park, Pine Ridge Indian Reservation, 777 Ranch, and Fort Hays Chuckwagon Dinner in Rapid City. The four journalists are committed to several things in their filming, some of which include: depict the special event of 2012 Buffalo Roundup with events such as the Arts Festival and the Chili Cook Off; connect the Buffalo theme to the overall historic-heritage-eco sustainable practices, now and then, present and past; connect to the Native America heritage; Rapid City, the City of Presidents; national memorials and parks; and ranches. The TV Format “Diario di Viaggio” Travel Journal is followed by an audience of two million people per month. The monthly *Travel Diaries* magazine (circ. 70,000) describes themes handled also by the TV channel.

Outdoors

Traveled to Minneapolis for our on-field presentation and sponsorship of the Minnesota Twins September 4 baseball game. Presented Kent Hrbek and Tim Laudner with a certificate naming

them to the Mount Rushmore of Pheasant Hunters. This was all part of our Rooster Rush Sweepstakes Hunt Give-away. Tourism sponsored another game on September 24.

Contacted journalists who write for outdoors magazines to invite them to the 2102 Governor's Invitational Pheasant Hunt.

Working with Dan Johnson with the Cabela's Master Walleye Circuit on a possible sponsorship. 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 Billy Kinder, outdoor radio show for late October; Bird Hunting America, currently working on dates; Willie Schmidt with PURE Hunting for archery deer hunt near Belvidere; and Pheasants Forever Press Trip as part of our sponsorship with Aberdeen CVB.

Hospitality

Approved approximately 300 nominations for the Governor's Certificates for Outstanding Hospitality. Will issue certificates, seals and pins in October.

Submitted an announcement to the four regional tourism directors with names of the 149 Great Service Star Program (GSS) designees who are eligible to use the Star symbol in their marketing. Reviewed 132 applications and selected 15 George S. Mickelson Award finalists. Governor's Tourism Advisory Board will review in December and make award winner recommendations to the Governor.

Answered several requests for the ID code for the Online Customer Service Training. Visited with a high school about using the program in one of their classes.

Information Centers

Compiled August YTD Car Count numbers: overall counts are up 5.3%, with those from the United States up 5.7%. Canada is down 0.8% and foreign car counts are down 4.6%. Missouri is up 36.5%, Kansas is up 46.9%, Minnesota is up 3.1%, and Colorado is up 1.2%. Iowa and Wisconsin are down 2.2% and 1.5%, respectively.

The final three Information Centers, Chamberlain, Valley Springs, and Vermillion, will close October 28.

Collected year-end evaluation forms from the travel counselors. Drafting the 2012 Information Center newsletter and coordinating an end-of-year party for the travel counselors.

Photo/Video

Completed following on Tourism's photography hit list: Custer State Park scenery and Buffalo Roundup; Spearfish Canyon autumn; autumn on the prairie; Badlands National Park scenics and wildlife; Spokane ghost town; 1880 Train; Mount Rushmore National Memorial; Sioux Falls Germanfest, Downtown Sidewalk Arts Festival, Sioux Falls; Delmont Kuchen Fest; Medora-Deadwood Wagon Train; Main Street Square, Rapid City; and Little Village Farm, Trent.

Completed the following for GOED and Governor's Office: Buffalo Roundup activities.

Peter Norbeck Scenic Byway photos, taken by Tourism staff photographer Chad Coppess, were featured on "Today" show, courtesy of *Fodor's Travel Guides*.

Photo of Sitting Bull Stampede Rodeo was posted on the Official National Finals Rodeo Experience Facebook page. At last count, it had received 589 likes, 178 shares, and 135 comments.

Fulfilled 37 requests with loans to *South Dakota Magazine*, Yankton; Executive Lodging, Black Hills Central Reservations, Deadwood; ARC International, Rushmore Historical Society, Rapid City; Glacial Lakes & Prairies, Watertown; Lawrence & Schiller, Sioux Falls; Great Lakes Association, Trail of Governors, Capital Journal, South Dakota Lottery, Pierre; Mitchell CVB; Game, Fish & Parks, Sioux Falls and Pierre; Mobridge Tribune; Southern Hills Vacation Guide, Custer; Black Hills State University, Spearfish; Chamberlain/Oacoma Sun; Madison Chamber, Midstates Media, Madison; Aberdeen American News; National Finals Rodeo Experience, Nevada; *Fodor's Travel Guides*, New York; *Going On Faith Magazine*, Kentucky; *AAA Home & Away Magazine*, Nebraska; TheTourOperator.com; Far Country Press, Montana; Deluxe Corporation, Minnesota; *Fine Life Magazine*, Poland; and LookFilm, Australia.

Continuing editing and inputting digital photos into database, currently have 15,046 images.

Tourism photography hit list: Governor's Hunt and other pheasant hunting, aggressive editing on image database.

GOED photography hit list: Governor's Hunt.

Shot video of the 2012 Custer State Park Buffalo Roundup and pre-roundup. Shot an interview with the Governor about the Roundup. Edited clips of the Roundup and Governor and made them available to the media. Edited a short video set to music and uploaded it to the YouTube Channel.

Video footage loans: Sent buffalo and Black Hills footage to the Born to Explore show in New York for shows they are producing for the National Geographic channel. Assembled the aerial and TV spot footage and sent copies of it to MMGY.

Completed the following on the video hit list: fall colors in Spearfish Canyon, Wine Stomp at Schade' Vineyards at Volga, James Valley Threshing Bee in Andover, the Buffalo pre-roundup in Custer State Park, and the Black Hills Photo Shootout.

For social media, edited a video of the Spearfish Canyon fall colors and one of the Buffalo Roundup and uploaded both to the YouTube channel. The YouTube channel videos had 31,667 views for the month.

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

Video hit list: Setup and shoot pheasant hunting video in different locations. Shoot the last of the fall colors.

For GOED: Video shoot of the Governor's Hunt activities.

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. Take Me Hunting Facebook photo contest template (upload your dog to our

template); Take Me Hunting ad for *Quail Forever Journal* inserted September 25; Take Me Hunting ad for *Outdoor Forum* (insert in Aberdeen American News, plus coverage in northeastern South Dakota, western Minnesota, North Dakota, and northwestern Iowa) runs mid-September and again in mid-October; and Take Me Hunting ad for *Pheasants Forever* inserts November 2 and includes Take Me Hunting Facebook Contest pitch. TravelSD Shoulder images. Travelsmart. Hunting VRM. Vikings promotion as part of Rooster Rush campaign includes a 4-page insert for Playbook. *Aberdeen/SDT Co-op* – Hunting TV donut. *Deadwood/SDT Co-op* – Newspaper ads in Bismarck, Dickinson, Gillette, Williston, and Sioux Falls. *Custer State Park/SDT Co-op* – Newspaper ads in Ft. Collins, Greeley, and Loveland. *Huron/SDT Co-op* – Banner ads. *Rapid City/SDT Co-op* – Newspaper ads in Omaha and Denver. *Spearfish/SDT Co-op* – Newspaper ads in Bismarck and Sioux Falls. *Watertown/SDT Co-op* – Hunting TV donut.

Interviewed by John Holmes, Pierre Capital Journal, about the community partners program of Rooster Rush. Approved applications for approximately \$22,000 to 53 organizations in 26 cities statewide, plus three regional associations for various community marketing efforts. Attended Minnesota Twins baseball games in September – one was with the Cleveland Indians and one with the New York Yankees; manned a booth at one and distributed Twins/Rooster Rush pull banners at both.

Participated in web transition meeting with Lawrence & Schiller and MMGY ad agencies. Web is being transitioned to MMGY.

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

E-Commerce

Consumer website - TravelSD.com: 58 packages are listed.

Updated PDFs, images, and links on several pages under FishInSD.com, HuntInSD.com, and information requests, in part related to the release of the *2012 Hunting & Trapping Handbook* by Game, Fish & Parks. Added four YouTube videos to the Fishing Videos page under FishInSD.com. Posted updates to the Fall Foliage page under “Outdoors.”

Reviewed 1,013 responses to Travelsmart sent by L&S on August 28; forwarded 61 responses to appropriate staff to handle. Reviewed 885+ responses to Travelsmart sent by L&S on September 19; forwarded 41 to appropriate staff. Reviewed 13 responses to Vacation Guide and other (VRM) automated emails; forwarded two to appropriate staff. Reviewed 19 responses to an Events VRM email sent on September 4; none needed to be forwarded. Reviewed 76 responses to a hunting email sent by L&S on September 8 and 51 responses to one sent September 27; forwarded two to appropriate staff. Reviewed 200+ automatic responses to the September eFYI industry newsletter; forwarded one response to staff. Reviewed 176 responses to the 2012 issue 9 edition of the Travel Professionals E-newsletter; there were 22 that bounced or were invalid. Reviewed 150 responses to the Travel Professionals E-newsletter sent September 5 regarding “liking” the Travel Professionals Facebook page; processed two changes and forwarded to appropriate staff. Uploaded subscriber data from two different lists, one from the Japanese Sales Mission to Listrak.com for the Travel Professionals E-newsletter.

Industry Site - SDVisit.com: Posted PDFs of the results of the two 2012 Omnibus Surveys (vacation interests, lodging) and one of the 2012 Intercept Study Report to the Research section.

Posted a PDF of the 2013 Tourism Conference sponsorship flyer and began working on a new webpage design. Waiting to hear from Bureau of Information & Telecommunications (BIT) regarding the time and cost estimate for enhancements to the Online Payment System.

Completed updates to the draft version of the South Dakota Board on Geographic Names (SDBGN) website. Received board approval and worked with BIT to take the site live.

Fulfillment

Reviewed 1,937 emails from the Online Request Form on TravelSD.com and responded when there were specific information questions.

Bulk shipments of literature included 11,465 maps, 905 South Dakota Vacation Guides, and 480 Native South Dakota guides. Fulfilled 181 requests from Canada, 179 international requests, and 42 requests that did not fit a specific packet.

Research

Travel indicators were collected and analyzed over last year's data for August and September; data included state and national park visitation, hotel, fulfillment, tax data, revenue, web traffic, and Central Reservation bookings.

Fulfilled nine requests for various information: community, regional, and state hotel numbers; economic impacts; Black Hills tourist numbers; South Dakota tourist numbers; Information Center car counts; and state and national parks numbers.

For the Visitor Relations Management (VRM) emails, leads with demographic errors such as missing last names or invalid email addresses are kicked out and sent to a queue to be reviewed. L&S added a "request without full validation" button to allow records missing a component to be forced through the system. This is an on-going project.

Made presentation to Rotary Club on new peak marketing ads, new markets, update on how the peak season performed, hotel numbers, BBB numbers, Lodging Tax numbers, national and state park numbers, and taxable sales.

Delivered a presentation on our research panels, including recruitment, legal and geographic information, and types of research methods at the Travel and Tourism Research Association (TTRA) – CenStates region in Indianapolis. Tourism was also called-out several times for the way we use Exact Target's Visitor Relations Management (VRM) messaging – as this is the way they intended it to be used.

Governor's Tourism Advisory Board

The Tourism Board met on September 11 and 12 in Sioux Falls and toured several sites in the city. Board member Jim Entenman lined up tours with the Sioux Falls CVB for the afternoon – Blood Run Recreation Area, Mary Jo Wagner Arboretum, downtown Sioux Falls sculpture walk, River Greenway and development, Falls Park, Event Center complex, and the Sanford Sports Complex; several officials were on the tour and at the sites to give highlights and discuss future plans.

Board also reviewed Matching Dollar Challenge applications and approved funding for two. Secretary Jim Hagen announced that Sioux Falls CVB has become our newest campaign co-op partner and will target visitors for winter activities.

The next Board meeting will be December 5 & 6 in Pierre.

Governor's Custer State Park Buffalo Roundup

Worked with staff to finalize arrangements for the Roundup media fam – itinerary with contact information and descriptions of attractions. Submitted a synopsis of all domestic and international Roundup media guests for the Roundup staff packets.

Hosted 11 international journalists and tour operators and nine domestic journalists.

Governor's Invitational Pheasant Hunt

Finalized ammunition donations and other details for Trap Shoot.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Began layout for 2013 Tourism Conference registration mailer.

For GOED: Will design a sign for GOED to use at an upcoming conference for their table exhibit.

Working on designing a postcard for the South Dakota Oil and Gas Business Roundtable which will be held October 26; quantity and printer are yet to be determined.

For GOED and the Governor's Office: Finished Buffalo Roundup print materials including thank-you notes, program books, envelopes, and all of the signage. Attended the Roundup and took photos of the guests on several of the tours.

For Tribal Government Relations: Updated the Tribal Relations letterhead and created business cards for staff.

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

A. McCloud:

For Tourism: Designed fishing ad for the Walleye Federation website that included photos and copy. Forwarded to appropriate staff to distribute.

Designed NTA/ABA postcards and forwarded to staff upon their arrival: 1,800 ABA and 930 NTA postcards.

Created invitation and dedication program for ceremony to rename Capital Lake Plaza to the Dolly-Reed Plaza.

For GOED: Designed and sent program for the GOED Entrepreneurial Symposium to printer. Designed one 2x3 foot sign for the symposium and sent to Department of Transportation for printing and mounting.

Designed invite for the EDFFA annual meeting; printed them in-house.

Designed graphs for their intercept study.

Designed program and the newspaper ad for the First Lady's Artist Showcase that occurs during the Hunt.

T. Meise:

For Tourism: In the final stages of proofing copy and reviewing photos for the Group Tour Planning Guide; will send final files to the printer in early November. Will print 4,000 guides with expected delivery the end of December.

Completed Group Tour Co-op 4-page ad; magazine ads will all be placed by the end of October.

For GOED and Governor's Office: Designed Governor Daugaard's 2012 Invitational Pheasant Hunt Invitations & RSVPs; they've been assembled and mailed. License plates have been delivered. Designing other print materials: signage, and program booklet.

M. Ganschow:

For GOED: Attended Roundup committee meeting and briefing meeting. Compiled meeting minutes. Assembled 55 briefing packets for the drivers/staff/committee.

Thad Friedeman, Creative Strategies Manager

For Tourism: Completed changes/updates to Snowmobile Trails Map and design/photo changes were made. This is a combined effort between GF&P and Tourism; 34,000 are being printed with delivery the end of October.

For GOED/Governor's Office: Coordinated floor plans for both registration and work room for the Buffalo Roundup; coordinated sound system for Sunday night post dinner remarks at Game Lodge. Took photos for Faces Show Friday evening, all day Saturday, and Sunday morning and reviewed all photos before prepping for DVD burn. Assisted with Governor Hill set-up on Monday morning.

Coordinated A/V contract for the Hunt Event; other details will be finalized in early to mid-October.

Other: Oversaw installation of the new Dolly-Reed Plaza sign prior to the dedication and renaming ceremony.

Logo/Photo/Map requests: Sent MadeinSD logo to The Robert Sharp Agency. Provided photos to Deluxe Checks. Forwarded our eastern heavy TV ads to Troy McQuillen for the South Dakota Film Festival.