

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: November 8, 2013  
RE: October 2013 Monthly Status Report

### By the Numbers

- September Numbers
  - Unique Web Visitors: up 1.8%
  - Tourism Tax (1%): \$1,214,492, up 9.8%
  - Tourism Tax (.5%): \$380,467, up 9.8%
  - Gaming Tax: \$327,098, down 8.7%
  - Hotel Occupancy: up 3.0%
  - Hotel Overnights (Demand): up 5.0%
  - Hotel Rates (ADR): up 2.2%

### Media & Industry Relations

#### **Buffalo Roundup:**

Impressions: 2,689,656  
Ad Value: \$171,968  
# of news clips: 40

#### **October:**

Impressions: 13,618,317  
Ad Value: \$638,359.35  
# of news clips: 24

#### **FY14 to date:**

Impressions: 117,518,635  
Ad Value: \$3,504,240  
# of news clips: 128

Information requests/interviews/meetings: Peter Harriman, Argus Leader, regarding pheasant hunting. Working with MMGY's PR team on inquiries and media pitches.

Press Releases posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web: Special Message from the South Dakota Department of Tourism and posted eight visitor industry releases to MediaSD. Reviewed five releases for History.

Working with a travel writer for a visit to South Dakota: Dorothy Weiner, Editor-in Chief, would like to visit to research an article for *TOWN&style* (circ. 39,000), St. Louis, which is published 38 times a year, with the travel section running once a month.

Attended Rapid City Forward where Rapid City CVB announced its new marketing strategy, look, logo, and launch of their new campaign "Do Big Things." Attended industry meetings with Diana Saathoff and Nort Johnson. Attended Custer Area Chamber of Commerce Annual Dinner and provided comments related to the Department. Attended Black Hills Central Reservations board meeting. Attended Black Hills & Badlands first ever Tourism Summit and their annual meeting.

Working with MMGY on itinerary for New York City for public relations efforts with the Presidential mascots for the days prior to Macy's Thanksgiving Day Parade.

For Governor's Conference on Tourism, January 22-23, in Pierre, contacted all sponsors to send logo file for their business/organization and added list of sponsors to the Conference website. Worked with Pierre CVB director to contact area restaurants for the dine-around option for Conference attendees for Wednesday night. Worked on the Wednesday morning roundtable topics and format. Discussed social media efforts. Continued working on copy for various print pieces. Conference registration mailer will be sent in mid-November and information on online registrations has been included in email blasts.

Attended the monthly meeting of the Pierre CVB Hospitality Committee and reported on Department of Tourism programs.

Visited the Akta Lakota Museum in Chamberlain; and viewed the South Dakota African American Museum display at the Washington Pavilion in Sioux Falls.

Attended the Glacial Lakes & Prairies annual board meeting in Watertown and gave a report from the Department of Tourism.

Worked on the November content calendar for Facebook and Twitter. South Dakota Facebook account has 70,658 fans. Travel South Dakota Twitter (@southdakota) account has a total of 5,564 tweets and 11,431 followers, up 180 from last month. Blog posts included South Dakota Hall of Fame and events for 1880 Train and Prairie Berry Winery.

Social Media Report: The Presidential Poll questions did really well with three of them in our top 10 posts for Facebook. Facebook ads are still performing well, with almost 8,000 new fans. Have overtaken Wyoming in our fan base comparison. Pinterest follower growth was down this month so will put more focus on this outlet in November. Keyword mentions were up 30% over September. Web referrals were down slightly in October at 8% less than September; we have eased a little bit on the number of links we're sending out, but the numbers are still relatively strong. Unsurprisingly, our best-performing Tweets featured the reopening of Mount Rushmore

Sec. Jim Hagen's Twitter account has 710 followers.

#### International and Domestic Trade Sales

Sent requested information to Jennifer Hess, Wisconsin; Tim Macy, Oregon, who is planning a motorcycle rally in the Black Hills in June 2014 for 300-400 motorcyclists; Herb Sparrow, Small Market Meetings, Kentucky, with suggestions of places to visit in eastern South Dakota; and adventure and attractions itinerary to Veronica Kang for a Korean adventure trip itinerary.

Fulfilled requests for 390 Vacation Guides to AAA offices in seven states: Indiana, Kentucky, Minnesota, Ohio, Tennessee, Texas, and Virginia.

Began researching other states' Travel Professionals pages for ideas for the upcoming website redesign of our Travel Professionals Page.

Created a four-day filming itinerary for Fuji TV, October 14-17, and made changes to counter the National Parks being closed, the weather, and the needs and wants of the film crew.

Wrote a nine-day itinerary for Paul Maughan, Australia, October 8-16. He writes for News Limited, which is made up of six newspapers that has 1.5 mil readers and more online. It is comparable to a New York Times and LA times.

Wrote a five-day itinerary for Margrit Brinke and Peter Kranzle, October 10-14. They write for six publications, both American and German.

Worked on an itinerary for Osamu for AA Airlines, Japan, for the 2014 Buffalo Roundup.

Prepared itinerary for Compagnie Des Etats Unis, France, October 7-9. This tour company sent three representatives to learn more about South Dakota and do site visits to lodging properties.

Provided South Dakota information and video and photo link information to Visit USA Spain

Made lodging arrangements for American Bus Association (ABA) Marketplace and National Tour Association (NTA) Travel Exchange. Developed a postcard to send to tour operators attending the annual conventions; postcard has the list of South Dakota delegates/suppliers. Mailed ABA postcards to 1,640 tour operators on our database. Will hold state caucus at ABA Marketplace. Sent South Dakota message and information to NTA to post on their website regarding the government shutdown.

Provided South Dakota logo to *Bank Travel Management* for article in the November/December issue of the magazine. Contacted by Brian Jewel, editor of *Bank Travel Management*, who interviewed Pioneer Auto owner Dave Geisler. Offered suggestions to *Leisure Group Travel* for South Dakota feature that will accompany our four-page co-op ad in the November/December issue. Contacted by *Group Tour Magazine* for a Black Hills itinerary for the January issue of the magazine; it will feature photogenic places.

Contacted by Serendipity Publishing; Tourism is scheduled to run a box ad in the Groups Today eNewsletter and a banner ad on groupstoday.com in November.

Met with staff to work on online forms and mailing lists for the 2015-2016 Group Tour Planning Guide (GTPG) and reviewed Lodging and Restaurant lists supplied by Health Department. Discussed GTPG e-guide and memory sticks for press kits with MMGY.

Sent new activities and news from around South Dakota to Rocky Mountain International (RMI) for the fall e newsletter. Sent South Dakota message and information to overseas RMI offices regarding the government shutdown

Met with Mr. Li and Mr. Li from Beijing Ocean Times Exhibition, China. They had 27 participants on their first tour that included South Dakota; overnights were in Rapid City. Participated in radio show interview about South Dakota, Rapid City, and the Black Hills that was broadcast to over a million people in China. They also booked six Harleys in Rapid City for some of their participants.

Attended RMI Australia/New Zealand Mission, September 29-October 11, and participated in training sessions in Melbourne, Sydney, Adelaide, and Newcastle, Australia; and Auckland, New Zealand. Met with 75 tour operators, journalists, and travel agents at reception hostings, and trained over 140 travel professionals, including contracting and product managers and staff. Followed up with Scenic Tours, Australia, to help in contracting and booking their 2014 tours for their itinerary in the Black Hills area.

Submitted copy for two newsletters for the Go West Summit Show, Tacoma/Seattle, February 24-27, where South Dakota will be featured prior to appointment scheduling; Tourism will also have a booth. Provided adventure activities ideas for Go West Tours for South Dakota itinerary.

Provided information to Webster Chamber of Commerce regarding MegaFam and RMI Roundup and provided leads from tradeshow.

Sent early-bird registration information for RMI Roundup to over 600 South Dakota suppliers interested in international business. This show will be held in late April/early May in Missoula, Montana, and enables suppliers to have one-on-one appointments with approximately 35 international tour operators.

Sent Custer State Park's Buffalo Roundup information to be included in Brand USA promotion of USA's Calendar of Events in the United Kingdom.

#### International Press:

Germany: Co-op ad with Rapid City to be placed in *America Journal* winter issue to accompany South Dakota article that will be featured.

Natur Foto, Rocky Mountains Great Plains, estimated ad value of \$163,506. Photographic tour through Rocky Mountain states, journalist Christian Heeb.

Iwanowski's Travel Blog, Buffalo Roundup and Arts Festival in South Dakota, value not available, Margit Brinke and Peter Kranzle journalists.

#### Benelux:

Received notifications of articles by Lutske Bonsma from Buffalo Roundup 2012 hosting. All articles were titled "Rawhide in South Dakota" and were mainly about Mount Rushmore National Memorial and the Buffalo Roundup. They were published in the following newspapers on September 7:

RushBN de Stem, all editions, regional daily newspaper (circ. 109,258), with an estimated ad value of \$46,946. Brabants Dagblad, all editions, regional daily newspaper (circ. 124,568), with an estimated ad value of \$32,251. Provinciale Zeeuwse Courant, all editions, regional daily newspaper (circ. 53,712), with an estimated ad value of \$18,845. Gelderlander, all editions, regional daily newspaper (circ. 143,433), with an estimated ad value of \$48,418. De Twentsche Courant, all editions, regional daily newspaper (circ.110,798), with an estimated ad value of \$45,420. Eindhovenens Dagblad, all editions, regional daily newspaper (circ. 104,605), with an estimated ad value of \$26,629. Stentor Dagblad, all editions, regional daily newspaper (circ. 124,539), with an estimated ad value of \$59,426.

And in the following newspapers on September 14:

Gooi- en Eemlander, all editions, regional daily newspaper (circ. 16,083), with an estimated ad value of \$24,295. NH Dagblad, all editions, regional daily newspaper (circ. 128,271), with an estimated ad value of \$89,078. Leidsch Dagblad, all editions, regional daily newspaper (circ. 29,766) with an estimated ad value of \$27,840. Haarlems Dagblad, all editions, regional daily newspaper (circ. 30,527), with an estimated ad value of \$26,320. IJmuider Courant, regional daily newspaper (circ. 5,995) with an estimated ad value of \$8,097. The total circulation is 981,555 and total media value of the article is \$453,565.

Italy: Il Messaggero (circ.192,571 and readership of 1,607,000), daily (Rome), outcome of South Dakota press hosting, June 2013, promoting Buffalo Roundup 2013; Title: Dance with Bison by Marco Berchi, with an estimated ad value of \$70,000.

France: L'EXPRESS MAGAZINE (weekly); six pages dedicated to the First Nation people in South Dakota, with an estimated ad value of \$207,300.

United Kingdom: Article is Away Out West by journalist Lindsay Sutton: Sunday Mercury, value \$7,964; Sunday Sun (Newcastle), value \$12,889; Wales on Sunday, value \$5,987.

The total value of international press for this report is \$921,211.

### Outdoors

Traveled to Chamberlain to meet the new Chamber director and other members of the visitor industry. Stopped at the South Dakota Hall of Fame, Cedar Shore Resort, and Akta Lakota Museum.

Hosted Dave Vedder and Ron Kerr, *Western Shooting Journal*, (circ. 200,000), October 18-23, to hunting in the Aberdeen and Pierre areas. Will do a post on a local sportsman bulletin board that has more than 8,000 subscribers

Hosted writers at the 2013 Governor's Invitational Pheasant Hunt: Bret Amundson (Minnesota Sporting Journal), John Pattillo (Outdoorcommunitydaily.com), and Nate Simmons (PR Firm for Cabela's, Yetti, and Eddie Bauer).

Continued planning for Pheasant Fest, February 2014, and working with industry partners who will be joining us again in the South Dakota Pavilion for this trade show. Most of the 18 booths are filled in this section.

Working with Aberdeen on hosting Gary Lewis, Oregon, November 4-8; we are guaranteed one show and possibly two, and we will also get a print story.

Made daily Twitter post for our SDOutdoors handle.

South Dakota Outdoors Facebook page has 1,234 fans, up 81 from last month. South Dakota Outdoors Twitter account has a total of 2,069 tweets and 3419 followers, 488 are new followers this month.

### Film Office

Updated and approved two listings and posted a casting call to FilmSD.com.

Continued working with Angelia Baldwin and Winnetou Productions on their project. They plan to begin production next spring or fall as the project has been financed.

Working with Andrew Kightlinger on creating two videos for the Tourism Conference: Thank you South Dakota and Bus Tour Recap that will include partner interviews.

South Dakota Film Office Twitter account has a total of 301 tweets and 981 followers.

### Hospitality

Forwarded list of Great Service Star Program designees to the four regional tourism directors for use with their regional guides for advertising/marketing purposes. Prepared notification letter and sent to applicants as they were approved for use of the Star in their marketing.

Narrowed list of applications for the George S. Mickelson Great Service Award to 16 and sent copies to the Governor's Tourism Advisory Board for review prior to the November meeting. Group will make recommendations to the Governor on the awards.

Provided the ID code to three businesses for the Online Customer Service Training.

#### Information Centers

Conducted Information Center staff evaluations and reviewed supervisor evaluations and addressed issues. Gathered closing forms for 2014 ordering. Closed final Interstate Information Centers: Vermillion, Valley Springs and Chamberlain. Finalized year-end party plans. Finished compiling year-end newsletter.

Continued discussions on Travel CDs and copy.

Car Count for September 1-30: In comparison to 2012, people counts are up 14.0% while car counts are up 15.3%. For the 2013 season, increased visitation includes: Foreign, 9.5%; Tour buses, 9.0%; Illinois, 6.6%; Wisconsin, 6.1%; Iowa, 5.6%; Missouri, 5.4%; Montana, 5.1%; Minnesota, 4.8%; Michigan, 2.9%; Nebraska, 1.3%; Colorado, 0.4%. Canada was even. And decreased visitation: Kansas, 2.5%; North Dakota, 3.1%; and Wyoming, 3.3%.

#### Photo/Video

Tourism photography: autumn scenery in Custer State Park, Spearfish Canyon, Sica Hollow State Park, Good Earth State Park, Palisades State Park, Splitrock Park in Garretson, Big Sioux Recreation Area, Newton Hills State Park, Arrowhead Park and Falls Park in Sioux Falls, pheasant hunting, Capitol Building, Custer State Park Buffalo Roundup, and Black Hills Photo Shootout activities.

Economic Development photography: Buffalo Roundup and Governor's Hunt activities.

Governor's Office photography: First Family portraits.

Fulfilled photo requests with loans to *South Dakota* Magazine, Southeast South Dakota Tourism Association, Yankton; Lasting Impressions Unlimited, Garretson; Capital Area United Way, Sanford Health Care, Department of Agriculture, Game, Fish & Parks, Capital Journal, South Dakota Missouri River Tourism Association, South Dakota Rural Electric Association, Pierre; South Dakota Mail Newspaper, Brookings; Aberdeen American News; Custer Chamber of Commerce; Outdoor Campus West, Mount Rushmore Society, Rapid City; Outdoor Campus, Fresh Produce, Sioux Falls; MMGY Global, Kansas; and Boston Globe, Massachusetts.

Continued editing and imputing photos into Tourism's digital photo database, current total is 17,208.

Tourism photography hit list: Holiday Train, Hill City.

GOED photography: annual report needs.

Video Shoots: Shot video of fall colors at Sica Hollow State Park; pheasant hunting at R&R Hunting Lodge; and Governor for use on the Tourism Conference website.

Tourism Projects: Compiled a DVD of tourism videos and duplicated them for use by Fleet and Travel for a conference they are attending. Worked with staff to review and update the travel CDs used in the information centers.

Added a short pheasant hunting video to the YouTube channel for use in an outdoors email promotion. YouTube channel had 22,977 hits for the last 30 days. Worked on linking Google accounts to comply with new Google requirements.

Video hit list: Set up and shoot pheasant hunting scenarios and fall and fall harvest video. Work with staff to outline video projects for the new website. Work on new videos to add to the YouTube channel.

For GOED/Governor's Office: Shot still photos of guests and hunters for use in the slide show at the Governor's Invitational Pheasant Hunt. Set up and ran live camera for the evening banquets.

#### Travel Market Advertising/Marketing

Attended daily internal marketing update meetings; the following were approved and forwarded to ad agencies: October Inquiry email, October Travelsmart, October Events email with December events, Hunting email – Pheasant Opener, Landing page for Family Get-Together Sweepstakes, Giant Step images, ABA postcard image and copy, and Deadwood Co-op – Winter newspaper ads and remarketing banner ads.

Arranged for staff to wear Rooster Rush shirts on Wednesday, October 16, and forwarded a picture to the 31 participating South Dakota towns and wished them luck with their opening weekend events. Directed several community people to the tool kit on SDVisit for access to the logo so they had the option to have their own T-shirts printed locally.

Held conference call with Benny Spies to finalize 2014 sponsorship for his TV show on fishing and hunting.

Worked on uploading state park events to the 2014 Calendar of Events. October 15 was the deadline to submit events to be considered for the printed vacation guide calendar of events. Selected ones for the 2014 South Dakota Vacation Guide.

L&S will present the initial mockups of the Giant Step co-op in early November with the photos staff had previously selected. The 32 partners submitted copy and photos. The following magazines have been selected to carry the 8-page gatefold ad: *Better Homes & Gardens*, *Midwest Living*, *Rachel Ray*, *Good Housekeeping*, *Woman's Day*, *Country Living*, and *Oprah*. Circulation numbers will be 4.8 million and the number of impressions will be 29.8 million. Working on finalizing the partner magazine allocations so each partner has two spots and roughly the same number of impressions.

Traveled to Chicago with two other staff for the Marketing Outlook Forum: A Global Perspective conference. Sessions included the global outlook for travel in the upcoming years and trends in different generations and how that affects travel. Met with Midwest Living/Meredith to discuss Family Reunion giveaway piece and future opportunities.

Looked at the initial editorial plan for the official South Dakota Travel Guide we will be producing in 2015.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 39 vacation packages were listed.

Completed the following on the redesign of TravelSD.com: Creative Direction – colors, font, and layout; Sitemap, including main navigation and subpages; Booking Engine strategy; Great 8 functionality and page layout; Niche Pages – functionality and design; HuntinSD.com, FishinSD.com, MediaSD.com and Travel Professionals; Photo/video gallery functionality and layout; Categories, Sub-categories and tagging structure for related content and business listings; Business listing maintenance and process expectations – pre-launch and post-launch; Copy review for expanded listings; Copy review for first Road Journal; Along for the Ride video series final review; Evaluate Site Search – Drupal or Google Search; TripAdvisor – decision on widget type and evaluate cost of modified design for free version; Data flow and fulfillment process review and recommendations; and Content descriptions and examples.

TravelSD.com Maintenance and Tasks: State Park Events import, Trip Planner Itinerary Research, and Holiday Sweepstakes performance of traffic.

### Publications

Met with staff designer to discuss timeline for updates to the Native South Dakota guide.

Received 34,000 Snowmobile Trails Maps the end of October; 9,000 were shipped to Pierre and the remainder to the Lead Game, Fish & Parks office.

### Fulfillment

Fulfilled 31 bulk shipments/requests: 975 of the 2013-2014 Vacation Guides, 8,550 highway maps, and 160 Native South Dakota Guides. Black Hills Works fulfilled 7,858 domestic requests. From the office, we fulfilled 252 international requests via MSI Worldwide Mail Service and 173 Canadian requests via MSI, and 42 special packet requests via regular mail. Reviewed 2,428 emails from the Online Request Form.

Shipped 2014 Snowmobile Trails Maps to Black Hills Works for fulfillment requests.

### Research

Sent a survey to both our industry members and visitors to find out what they feel are important features for the new website. Due to the limited number of completions by industry members, we sent a new survey and email request.

Evaluated Nsight Analytics, a new product that measures search volume based on origin and destination for over 5,000 travel websites and two billion searches.

Completed seven in-person stakeholder interviews for Brand Assessment strategy.

Completed contract with DK Shifflett and Associates and IHS Global for this year's Tourism Satellite Account (TSA) report for the 2014 TSA Economic Impact Study.

### Tribal Tourism

Discussed budget for continued tribal tourism efforts. Worked on a consultant contract for Ivan Sorbel, Governor's Tourism Advisory Board member, who accompanies Tourism staff on the tribal visits. Had conference call with Marla Bull Bear, director of the Wicoti Tiwahe Camp near Winner, to discuss marketing of the camp; offered a complimentary Tourism Conference exhibitor booth.

### Board on Geographic Names

Attended the public hearing in Sioux Falls on October 24, as a board member.



### Governor's Buffalo Roundup

Attended wrap-up meeting and compiled minutes that included recommendations for the 2014 Roundup.

### Governor's Invitational Pheasant Hunt

Updated copy for program book. Assisted with prepping Hunt shirts for sale and stuffing gift bags; worked registration; assisted with transporting, set-up/tear-down of art work at Mansion luncheon; assisted with decorations on Friday and Saturday; assisted with clean-up; returned vehicles to dealerships; photography; etc.

### Governor's Tourism Advisory Board

The next meeting will be November 18 in Lead with a tour on November 19. Agenda items will include Matching Dollar Challenge applications and annual awards.

### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Sent the Group Tour Co-op ad to *Bank Travel Management, Destinations, Courier, and Leisure Group Travel*; will send the last one to *Group Tour Magazine* in November.

Designed a box ad that will be placed into Groups Today eNewsletter and a banner ad that will be placed on GroupsToday.com. Sent both to Serendipity Media LLC on October 22. Both ads will link to TourSDakota.com and

Sent print specifications to four South Dakota printers for quotes for the Native American Guide; working with vendors to see what quantity of books we can get for \$16,000. Working on design ideas for the piece.

For the Governor's Office: Continued designing the SD Wins Annual Report as copy is received from Amy Mancuso and Kim Olson from the Governor's Office.

For the First Lady: Working with printer on First Lady's South Dakota ABC Hardcover Book.

A. McCloud:

For Tourism: Continued working on Information Center panels – selecting photos and writing copy. Received mock-ups from Jason Humphrey at Department of Transportation.

Designed AAA ad and waiting for feedback.

Reviewed changes to Tourism's pages in the Vacation Guide; waiting for copy and will select photos to match.

For GOED: Designed ad to call out their recent #1 State to do Business award from CNBC; ad appeared in a Sioux Falls Conference program book. Designed Facebook and Twitter covers.

For Pheasant Hunt: Will design thank you cards to mail with team photos. Received license plates and forwarded for signing. Designed signage for the Hunt and sent to DOT for printing and mounting. Branded the tree cross-sections for the table décor. Designed the program books and sent the cover to PryntComm for printing; the inside pages went to Central Duplicating and they assembled booklets with the covers.

T. Meise:

For Tourism: Received delivery of 1,700 postcards for ABA and 900 for NTA.

For travel shows, will design a 3.5x2.5 inch handout that reflects the cover of the 2014 Vacation Guide. It will be finished by the end of December.

Tourism Conference registration mailer has been sent to printer; expect delivery in early November for mailing to the industry by mid-November. Designed registration forms for online and the Dine-Around PDF.

For Governor: Received Halloween wrappers and delivered to the Governor's Residence.

For GOED: Will design Annual Report according to decision made by staff; will need to take more photographs. Finished reports are due in-house by February 19.

Other: Received signage lists from the Capitol Christmas committee and have copy for the lighting ceremony program. Will be creating four winter images for the Capitol ledges and will prepare the children's ornament and the front door landscape.

M. Ganschow:

For Tourism and/or GOED:

Project Review/Proofing: ABA/NTA Postcard; GOED – CNBC top state for business ad; Tourism Conference registration mailer; Governor's Hunt – program booklet, event signage, menus; First Lady's Prairie Art Showcase – gift coupon, banquet tickets for artists, signage; Information Center Party invitation; Groups Today banner and box ads; and October eFYI.

Other: Routed various project or ad requests to appropriate designer; assisted staff with various hosting gifts or general giveaway requests; responded to Tourism fan mail by sending hand-written note and promotional items; Tourism Conference Made in SD exhibits – logged in applications and product samples, coordinated judging, drafted and mailed letters to businesses selected to participate, alternates, and those not chosen.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns; Tourism/GOED projects and Governor's special events – planning, timelines, creative needs, and assignments to designers. In progress: Information Center Panel design/copy updates, SD Welcome Signs design update, Vacation Guide update, Motorcycling Guide update, Native Guide update, and Tourism Conference. Assist Trade Sales team with projects – Tech Tours update and Escort Notes update.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Pulled images for the 2014 Giant Step and forwarded to L&S; it will be an 8-page gatefold spread (four pages wide) and a smaller two-page introduction spread.

For GOED: Coordinated printing signs for tradeshow.

For Governor's Pheasant Hunt: Finished cowboy silhouettes for photo stations. Provided a master schedule for the new A/V vendor and discussed details. Coordinated the faces show photography with team and L&S. Followed separate teams into the field on Saturday.

Logo/Photo/Map requests

Provided a large assortment of images of the Laura Ingalls Wilder Homestead to William Anderson; he has translated many of Laura's books for the Japanese and Chinese markets. These images were used for a release on another book in September.

Provided the Rooster Rush logos to KS Sports in Winner as they were making several items for the City of Winner. Sent pheasant hunting image request to Sioux Falls Chamber. Sent Rooster Rush files to vendor.

**South Dakota Department of Tourism  
Social Media Report  
2013 Executive Summary**

<b>Social Reach</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>Total/Avg.</b>
Facebook Impressions	2,805,944	2,355,267	2,172,719	3,398,988	10,732,918
Twitter Impressions	3,324,043	3,505,090	3,080,524	3,304,534	13,214,191
Social Keyword Mentions	7,703	4,452	5,163	6,359	23,677

<b>Channel Insights</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>Total</b>
Facebook Fans	58,121	58,423	62,593	70,000	70,000
Twitter Followers	10,923	11,178	11,399	11,584	11,584
Pinterest Followers	1,110	1,269	1,356	1,391	1,391
Google+ Followers	98	114	131	148	148
YouTube Views	960,913	984,379	1,009,257	1,028,257	1,028,257
<b>Website Analytics</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>Total/Avg.</b>
Social Media Referrals	7,264	1,794	2,680	2,470	14,208
Social Media Leads Generated	59	66	39	38	202

<b>Percentage of Goal Completed</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>Total</b>
New Facebook Fans (30,000)	31%	22%	183%	312%	80%
New Twitter Followers (5,000)	66%	60%	53%	42%	74%
25% Increase in Web Referrals	366%	90%	135%	124%	60%
New Pinterest Followers (900)	141%	212%	116%	47%	73%
New Google+ Followers (200)	53%	94%	512%	100%	74%

<b>Facebook Advertising</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>Total/Avg.</b>
Impressions	N/A	N/A	895,587	1,487,833	895,587
Clicks	N/A	N/A	8,299	10,237	8,299
Page Likes	N/A	N/A	5,900	6,816	5,900
Clickthrough Rate	N/A	N/A	0.927%	0.688%	0.927%
Average Cost Per Click	N/A	N/A	\$ 0.31	\$ 0.34	\$ 0.31
Average Cost Per Fan	N/A	N/A	\$ 0.43	\$ 0.52	\$ 0.43