

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

By the Numbers

DECEMBER 2012

- Information Requests – down 2%
- Unique Web Visitors – up 12.9%
- Tourism Tax (1%) – up 9.5%
- Tourism Tax (.5%) – up 9.5%
- Gaming Tax – down 1.6 %
- Hotel Occupancy – down 1.9 %
- Hotel Overnights – up 0.2%
- Hotel Rates – up 4.2%

- Earned Media Impressions – 139,864,074
- Earned Media Value – \$4,690.

2012 YEAR END NUMBERS

- Information Requests – up 10.1%
- Unique Web Visitors – up 18.6%
- Tourism Tax (1%) – up 7%
- Tourism Tax (.5%) – up 5.3%
- Gaming Tax – up 6.2%
- Hotel Occupancy – up 3.1 %
- Hotel Overnights – up 4.3%
- Hotel Rates – up 3.3%

Media & Industry Relations

Attendance at the annual Governor's Conference on Tourism had total registrations at 569, which included 26 students and 108 first-timers; 623 were served at the banquet. Governor Daugaard presented annual awards: Ben Black Elk Award was presented to Michelle Lintz, Rapid City; A.H. Pankow Award to Chad Coppess, Pierre; and the George S. Mickelson Awards were presented to South Dakota State Parks and to Holiday Inn City Centre, Sioux Falls. The Cacklin' Community award for their Rooster Rush campaign was presented to the Pierre and Fort Pierre communities. Sponsors, vendors, and registrations pay for Conference expenses.

Working with MMGY's PR team to fulfill information requests and make media pitches, such as popularity of bison meat (hook is that bison was served at the Inaugural lunch) – pitched to WGN in Chicago; and kid-friendly towns – pitched Rapid City, Sioux Falls, and Brookings to an anonymous media source. Working with MMGY on contacts for the media blitz in Chicago. Fulfilled general inquiries from MediaSD.com and others. Media Interviews/Meetings included: Tony Mangan, KCCR, about tourism award winners; Jeri Thomas, Dakota Radio Group, on our new TV spot; and David Rookhuyzen, Capital Journal, regarding tourism in the Great Lakes region. Organized press conference with the Governor to announce Tourism's economic impact numbers during the Tourism Conference.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): Tourism Advisory Board Reelects Officers, Tourism Impact and Return on Investment Strong in 2012, and Tourism Awards Members of Visitor Industry. Posted one visitor industry release to MediaSD.com. Reviewed six releases for History and one release for Arts. Distributed Tourism's eFYI e-newsletter to 1,278 list members via Listrak.com and to 2,255 addresses on Tourism's database on January 11. Topics included Secretary's Message, 2013 Governor's Conference on Tourism, Workshop: ADA for the Hospitality Industry, Media Coverage, 2013 Interstate Information Center Applications, 2013 Interstate Information Center Programs, Spring Hospitality Training Co-op, Facebook Scam, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Working with Jim Couper on a trip through South Dakota for a travel column in *Seniors Review*, *RV Gazette*, and *MotorHome* magazines.

South Dakota Tourism's consumer Facebook page has 23,291 fans, up 2,030 from last month; gain picked up with placement of sponsored stories on our page. Blog posts included Buffalo Interpretive Center and Look Forward to Paying Less at the Pump. Reviewing a few guest post submissions for potential content for the next few months. Working with MMGY to develop a creative calendar. South Dakota Visitor Industry page has 482 fans.

Travel South Dakota Twitter account has a total of 3,420 tweets; 176 are new. There are 8,986 followers, up 3,363 from last month. Growth was probable due to ad campaign.

Sec. Jim Hagen's Twitter account has 457 followers.

International and Domestic Trade Sales

Sent requested group information to Travel Headquarters, Lafayette, Louisiana.

Contacted Sioux Falls CVB regarding MSN Blogs fam in January; their staff arranged one overnight and gave them a Sioux Falls tour. This group is visiting 50 states in 30 days in a promotion with American Airlines.

Met with 37 tour operators in pre-scheduled appointments at American Bus Association (ABA) Marketplace in Charlotte, North Carolina. There were 25 South Dakota delegates at the show. Attended National Tour Association (NTA) Conference in Orlando. Will post NTA leads to SDVisit, send to supplier database, add contacts to South Dakota Travel Professionals e-newsletter, and complete follow-up to travel agent requests.

Met with 49 tour operators at the Go West Summit Meeting in Fort Worth. Updated Tourism's information for their newsletter and added link for South Dakota to buyers' state options. Prepared itineraries, including working with companies to update itinerary for the Chinese market. Presented five-minute DVD to participants. This is a new show for us; it was excellent.

Submitted 50 appointment requests for Bank Travel Conference, February 4-8. Sent 12 appointment requests for NAJ Conference in Los Angeles, February 13-14. Plan to participate with Black Hills, Badlands and Lakes Association in a Houston Sales Blitz, March 3-7.

Updated DVD for tradeshow and to use as a follow-up to tour operators. Updated press kit, which includes a CD that allows access for users with autorun challenges.

Participated in the Scandinavian Mission, along with representatives from Rocky Mountain International (RMI) partner states of Idaho, Montana, North Dakota, Wyoming, and partner city of Denver. Met with Icelandair sales managers in Norway and Finland. In Oslo, completed staff training at USA Spesialisten AS for four staff, had booth at Reiseliv Trade Fair, and gave presentations to 17 tour operators and travel agencies and 30 general consumers. Participated in RMI Media/Trade event for journalists and tour operators and attended Discover America Committee event. In Bergen, Norway, held staff training at Nordmann-Reiser for six staff and participated in their evening event for 200 of their clients and gave video presentation to 50 clients. In Helsinki, Finland, conducted staff training for Kaleva Travel and Suomi-Seuron Matkatoimisto Oy staff. Met with 29 companies (55 agents) at the Discover America Business-to-Business event and had booth at the MATKA Trade Fair. Met with Finland Ambassador Bruce J. Oreck and Norway Ambassador Barry White.

Organized shipment for Australia/New Zealand Mission, February 9-22. Sent photos for RMI's Australia website with links as well as events for RMI's Australia newsletter. Updated South Dakota section for B2B (business to business) book for Australian Visit USA Shows.

Sent 2013 RMI Roundup registration information to suppliers, April 9-13, in Boise, Idaho.

Sent Canusa Bonus Card opportunity for German travelers to over 600 South Dakota suppliers to review for possible inclusion or renewal

Sent maps and Italian version of Great Parks and Monuments to Carlo Ferrari, Italy, per request to distribute information at the Film Fest in Genoa, Italy.

International Press:

Benelux: *Amerika*, a travel magazine (circ. 5,500) is published four times a year, carried an article in the December issue on the Sturgis Motorcycle Rally: Rubber, the smell of gasoline by Martin Schaefer. Estimated ad value is \$9,100. Another article in the same issue: Black Hills are not (jet) for sale was written by Leo van Kints, president of the Dutch foundation for North American Indians. Estimated ad value is \$4,550.

Germany:

Bagur, a weekly newspaper (circ. 200,000), published a story in August about the Native American tradition, written by Rudolf Sturmberger. Estimated ad value is \$24,000. He also had a story published in Salzburger Nachrichten, a newspaper (circ. 251,000), in October, about the Cold War – Minuteman Missile NHS. No ad value was given. Sturmberger had a story published in November in Neue Zurcher Zeitung (circ. 283,000), a newspaper, about the Minuteman Missile NHS. No ad value given. He had an article published about the Minuteman Missile NHS in November in Oldtimer (circ. 17,690), a magazine. Estimated ad value is \$25,000.

Walter Kreuzer published a story on the Minuteman Missile NHS in Clausewitz (circ. 53,000), a magazine, in January about the Minuteman Missile NHS. Estimated ad value is \$27,000.

Total ad value for this report is \$89,650.

Outdoors

Attended SHOT Show in Las Vegas and had 15 appointments with outdoor writers, marketers, and outdoors show hosts/producers.

Hosted Gary Howey, Outdoorsmen Adventures TV, and Larry Myrhe, Sioux City Journal, at Gann Valley Ranch for a late season pheasant hunt. We will get one episode on Outdoorsmen Adventures and print for sponsorship. Gary will be returning to Pierre in February to film a goose hunt.

Continued making preparations for Pheasant Fest in Minneapolis, February 14-18. There are 24 booth/vendor spots in the South Dakota Pavilion, with two spots for Tourism, two for Game, Fish & Parks, and 20 South Dakota partners.

Finalized dates for the Cabela's Master Walleye Circuit at Lake Oahe for June 2013 and working on dates for 2014 at Lake Francis Case with the National Championship to be held in South Dakota in 2015 (site to be determined).

Other winter/spring hosting schedule includes Michael Shea with Outdoor Life for a spring goose hunt and Association of Great Lakes Outdoor Writers (AGLOW) Cast – n – Blast in May.

South Dakota Outdoors Twitter account has 939 tweets and 2,138 followers; 89 are new. Made daily Twitter posts for our SDOutdoors handle.

Film Office

Updated and approved four listings on FilmSD.com. Posted one release in the news section.

Continued working with Cinema Falls, Black Hills Film Festival (BHFF), and South Dakota Film Festival on their upcoming events. Will coordinate with graphic designers on a back cover ad for the BHFF program book.

Wrote a letter of recommendation for Cable Hardin for his grant application for the SoDak Animation Festival from South Dakota State University (SDSU). Cable was nominated for this grant from SDSU.

Working with contacts at Warner Brothers on a potential film for South Dakota in spring of 2013. Coordinating efforts with Duane Lammers on photos of the Badlands area that could potentially be used for this shoot. Met via phone with John Kelley regarding a potential film project for the Aberdeen area

The South Dakota Film Office Twitter account has 290 tweets and 812 followers, up 12 from last month

Hospitality

Reviewed approximately 100 nominations for the Governor's Certificate for Outstanding Hospitality.

For the Great Service Star Program, ordered 10 new plaques and 165 of the 2013 year tabs. Sent letter to accompany plaques and year tabs to those approved to use the Great Service Star symbol in their marketing.

Sent congratulatory letter to finalists of the George S. Mickelson Great Service Award along with a certificate.

Forwarded instructions to two organizations that are interested in having their employees take the Online Customer Service Training.

Visited with conference speaker, Stuart "Twitchy" Ellis-Myers, about his proposal to do a week-long, across-the-state hospitality training event. Will follow up on this for spring of 2014 to gauge interest. Began preliminary work on the 2013 spring training co-op.

Discussed information from the U.S. Travel Association for National Travel and Tourism Week, May 4-12, 2013; will develop a plan.

Information Centers

Conducted phone interviews for travel counselors who are returnees from the 2012 season. Plan to conduct in-person interviews with others in February.

Continued as part of the team with Department of Transportation for the Rest Area Study. The goal of this Study is to create a 20-year plan for the Rest Area system in South Dakota. Felsburg Holt & Ullevig HU, based out of Colorado, was chosen for this project. Specific goals include: 1) Update and enhance rest area inventory; 2) Identify: functions of rest areas both individually and as a system to meet the traveling public's needs and expectations, future rest area commercial truck parking capacity needs, if information centers meet the traveling public's expectations, rest area deficiencies and year and cost of needed improvements, and costs and benefits of providing and operating rest areas both individually and as a system; and 3) Recommend additional rest areas or closures.

Photo/Video

Tourism photography: Governor's Tourism Advisory Board and officers.

Governor's Office photography: photographed Governor's staff and cabinet, and photographed criminal justice bill presentation.

Fulfilled photo requests with loans to *South Dakota Magazine*, Yankton; Black Hills, Badlands and Lakes, Robert Sharp & Associates, Rapid City CVB, ProPrint, Black Hills Surgical Hospital, Rapid City; Lawrence & Schiller, Sioux Falls; National Soil Conservation Service, Game, Fish & Parks, Department of Transportation, South Dakota Rural Electric Association, Bureau of Finance & Management, Pierre; Skyline Motor Inn, Wyoming; and Collette Vacations, Rhode Island.

Continued editing and inputting digital photos into Tourism database, currently have 15,700.

Video Dubs and Loans:

For Tourism, assisted Tourism Conference speakers with A/V needs for their presentations and ran live camera for the banquet and the keynote speaker.

For Social Media, redesigned the YouTube channel to conform to system wide updates YouTube is making. Three month trend for YouTube video hits: January-21,557; December-25,359; and November-24,100.

Updated the Press Kit CD and its contents for the Trade Sales Team.

Tourism hit list: Set up and shoot winter sports as weather allows. Work up hit list ideas for the spring and summer. Edit video of snowmobile trails in the Black Hills and add it to social media outlets. Work on SnapShot videos that have not been edited. Work on a new image video for staff use.

For GOED: Edited interviews for the five-minute SHOT Show video and made DVD copies for the show. Uploaded a version to the GOED YouTube channel.

GOED hit list: Made plans to attend and shoot an announcement in Brookings as well as to shoot interviews and businesses in the Brookings and Sioux Falls areas. Set up and shoot interviews and businesses on the GOED project list. Work with GOED to shoot interviews for the GOED Conference video.

Travel Market Advertising/Marketing

Finalized and shipped the following ads: *2013 Peak* – South Dakota Tourism (SDT) – Giant Step cooperative campaign magazine ads: *Midwest Living* inserts March 1; *Better Homes & Gardens*, *Family Circle*, and *Ladies Home Journal* all insert on April 1. Travelsmart. Travel VRM. *Custer BID/SDT Co-op*: Billboard options for review – final ships to printer on February 5. *Rapid City/SDT Co-op: Free Standing Insert (FSI)* – initial concept and design.

Deadwood/SDT Co-op – Winter 2012-13: Newspaper ads in Bismarck, Dickinson, Gillette, Williston, and Sioux Falls.

Worked on Great Getaways insert timeline; assigned designer. Registration mailing went out the end of January; partner registrations due February 19. Insert drops in newspapers May 5.

Working on details of “mascots' bus tour” route, logistics, staff, collateral materials, etc. for late spring or early summer in 11 key markets.

Working on contract with Macy's for another three years of being in the Macy's Thanksgiving Day Parade and working on details of the American Icons partnership with Macy's.

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

Web Development and Digital Marketing

Website transition has been delayed but is currently underway; expect completion in early February.

Consumer website - TravelSD.com: 43 vacation packages are listed.

Posted the updated Custer State Park YouTube video to the landing page (/custerstatepark) to both the live site and travelsd.mmgystage.com on January 15.

E-newsletters – Travelsmart, VRM, Travel Professional:

Reviewed 980 responses to the January Travelsmart sent by MMGY, January 3-4; forwarded 11 comments to appropriate staff and three information requests. Reviewed 600 responses to the January Travelsmart sent by MMGY, January 23; seven comments were forwarded as well as two information requests. For the two Travelsmart emails, forwarded 119 to MMGY to handle. Reviewed 67 responses to a hunting email sent by MMGY, January 28; forwarded 11 responses to appropriate staff and one unsubscribe request to MMGY. Reviewed 24 responses to Vacation Guide and other (VRM) automated emails; forwarded 20 to appropriate staff.

Reviewed 11 responses to the Holiday Travel Planning Survey email sent on January 14; forwarded two to appropriate staff.

Industry Site - SDVisit.com: Posted PDFs of the application form for the Information Center seasonal job openings and updated the Interstate Information Center Publication Program and Poster Program on January 2. Completed the list of 2013 Great Service Star designees.

Updated webpages for Great Getaways. Online Payment System elements were handled by Bureau of Information & Telecommunications.

Tourism Conference: Completed site updates; created an e-vite to Legislators; monitored the Online Payment System and responded to requests, including providing updates from Authorize.net; updated the Tourism Board photos and captions; updated copy and photos of award winners; posted the 2012 Tourism Satellite Account/Global Insight report and the 2012 Tourism Advertising Evaluation Study/Longwoods International report; posted the Why Travel Matters Fast Facts card; and created an online conference evaluation using SurveyMonkey, which went live on January 18.

Sent Tourism Conference email #4 to 1,270 industry list members via Listrak.com on January 2 and to Tourism's industry email list of 2,253 addresses on January 2 regarding early-bird registration. Sent Tourism Conference email #5 (re: evaluation) to 1,281 industry list members via Listrak.com and to 2,255 e-mail addresses on Tourism's industry list on January 24 to thank sponsors and link to online evaluation form.

The de-duplication process for inquires is on hold per transition of digital marketing to MMGY Global.

Travel Shows

Organizer of trade show partners, Dar DeShandt with Prairie Productions, attended the Kansas City Travel Show with several partners; they reported great attendance. She will also attend the show in Minneapolis.

Two staff attended the Chicago Travel Show and distributed hundreds of copies of various travel guides and brochures. Repeated comments: "On my bucket list," "I've always wanted to go," and "On my top 10." Drive time was not a problem for the vast majority of the show attendees. Approximate attendance was 19,950 for the two-day show.

Fulfillment

Bulk shipments from Tourism included eight requests for maps: shipped 3,065 highway maps. Black Hills Works fulfilled 14,775 domestic requests. From the office, we fulfilled 308 international requests and shipped via MSI Worldwide Mail Service, 462 Canadian requests via MSI, and 47 special packet requests from the office. Reviewed 4,904 emails from the Online Request form.

The snowmobile report is updated two to three times a week.

Research

Updated Travel Indicators report for December and completed the year-end compilations. Travel indicators include: state and national park visitation, hotel data, fulfillment, tax data, revenue, web traffic and Cen Res bookings.

Continued to fulfill research information requests from various individuals and companies.

Continued process of correcting demographic errors on inquiries, such as missing last names or invalid email addresses that are kicked out of the system – leads are sent to a queue to be reviewed. Project is in the process of being transferred to MMGY Global.

Received Global Insight Tourism Satellite Account (TSA) with visitor spending and impact of the two sectors of visitor/tourism spending – one is direct spending by the visitor and the other is spending by the hospitality industry to serve the visitor. Total impact of both types of spending on South Dakota's economy for 2012 was up 5.0%. Numbers were reported during the Governor's speech at the Tourism Conference and in press releases.

The Longwoods International Study on South Dakota Tourism's ROI focused on the markets in which "Your American Journey" message was seen. Results showed that for every \$1 spent on marketing, the Tax ROI to the state was \$5 and the spending ROI by visitors was \$69.

Sent Holiday Travel Planning Survey to Tourism's six panels in Minnesota, Wisconsin, Quad Cities, Kansas City, Colorado, and a general panel (approximately 3,334 email addresses received the survey). Goal of this survey was to find answers to questions like: "Do folks from South Dakota Tourism's target markets discuss upcoming travel plans during the holiday season?" and "Should South Dakota Tourism use targeted messaging during the holiday season?"

Renewed agreement with Smith Travel Research and added two more communities to the report.

Tribal Tourism

Attended the State Tribal Relations Day at the Legislature on behalf of Secretary Hagen. This included a three-hour listening session in the morning, a program in the Rotunda, and lunch.

Responded to inquiry for contacts on two reservations for someone doing research for a possible film.

Governor's Tourism Advisory Board

The Board met January 15 in Pierre. Jim Schade was reelected Board President and Julie Ranum Vice President. Other agenda items included a revenue review, reopening Tilford Information Center from Thursdays through Mondays as a pilot program, research updates, approval of a Matching Dollar Challenge application from Days of '76 Rodeo, marketing highlights from 2012 and peak 2013 plans, and presentations by each of the four regional tourism associations.

Board members participated in the Governor's Conference on Tourism.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Updated the Great Getaways newspaper co-op letter and registration forms for Peak Season 2013; mailed to industry the end of January.

Will design a full-color ad for the back cover of the Black Hills Film Festival program book and place in early February.

Completed signs, screen images, fast-fact cards, and banquet programs for the Tourism Conference.

For Arts Council: Received the Arts Council Annual Report from the printer.

For GOED: Working on designing Golf Classic 2013 invitation and programs.

Made updates to the GOED image piece; 5,000 were printed and have arrived.

For Tribal Relations: Routed a mock-up of business cards for Michelle Faw, Grant Writer, for Tribal Relations; waiting for approval.

A. McCloud:

For Tourism: Designed and received program books for the Tourism Conference, which were distributed to attendees.

Sent Vacation Guide pages to Black Hills, Badlands & Lakes the beginning of January for indexing. All of Tourism's pages were approved and sent to printer. Expect delivery of guides in mid-February.

For GOED: Ordered and delivered business cards for three staff.

Revised the Trust piece card and sent to printer; order was delivered.

Received part B of the Annual Report and sent to staff to review. Sent specifications to printers for bids. Will select printer the beginning of February and order 3,000 books.

Designed two postcards for the GOED Conference and sent to printer; both have been delivered.

Working on Save-the-Date cards for the Governor's Invitational Pheasant Hunt; waiting on copy.

T. Meise:

For Tourism: Designed a map of the USA illustrating the surrounding states' tourism budgets in comparison to South Dakota's tourism budget and their corresponding national ranking.

Updated the artwork for the four Travel CD's and forwarded the digital files for printing.

Designed a 4" round sticker for the Tourism Conference, promoting the half penny Tourism Tax.

Ordered 5,300 copies of the Group Tour Co-op four-page ad for a mailing to tour operators in March/April.

Working on digital PDF file for Tourism's Annual Report for the website.

Working with printer on business cards for staff.

For Governor's Office: Designed Legislative Invitation for event at the Governor's Mansion.

M. Ganschow:

For Tourism: Proofed Information Center Travel CD artwork, Tourism's Vacation Guide pages, Tourism Tax \$\$\$ for SD sticker, Tradeshow Handout Card, and Peak Great Getaways forms.

For Arts Council: Reviewed/edited Arts Council Annual Report.

For GOED: Compiled event timeline with assignments for Governor's Golf Classic, June 12-13, at Edgebrook Golf Course in Brookings.

Worked with staff lead to shoot past Roundup and Hunt apparel and gift items for reference files.

Proofed GOED Conference Sponsorship and Award Nomination Postcards, GOED Annual Report, and GOED Image Piece update.

Thad Friedeman, Creative Strategies Manager

For Tourism: Delivered collateral materials and giveaway items to staff who are attending Pheasant Fest. Prepping a sign-up box background poster to draw attention to the prize being featured in the booth.

Oversaw banquet décor for Tourism Conference, coordinated AV equipment with consultant and some set-up, and took miscellaneous photos during the Conference.

Updated a sport show handout card to use at the Chicago Sports Show; the 4x5 card lists our online and physical print pieces available. The design is consistent with Giant Step and the Vacation Guide.

Logo/Photo/Map requests: Sent logo information and usage standards to Susie Pratt with Rocky Mountain International.