

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

By the Numbers

May

- Info Requests: up 9.1%
- Unique Web Visitors: up 11.5%
- Tourism Tax (1%): \$277,909, up 4.7%
- Tourism Tax (.5%): \$87,061, up 4.7%
- Gaming Tax: \$244,108, down 6.4%
- Hotel Occupancy: down 2.2%
- Hotel Overnights: down 1.2%
- Hotel Rates: up 4.2%

Media & Industry Relations

Domestic Earned Media, June 2013

Impressions: 22,655,536

Ad Value: \$400,030.55

FY13 Totals (minus Oct. and Nov. due to transition):

Impressions: 838,892,713

Ad Value: \$2,472,745.11

Number of clips: 1,186

Estimated ad value and reach of the WGN cooking segment with Jill O'Brien from Wild Idea Buffalo at Cheyenne River Ranch in South Dakota in May was \$30,240 and the time segment, in which she appeared, reaches approximately 336,600 adults. The WGN website, where everything is housed, has more than 400,000 UVM. The estimated ad value and reach for the CBS Sunday Morning News piece on the buffalo at Custer State Park in May was \$234,400 and has a viewership of 3,366,100.

The Presidential Mascots Bus Tour, May 23-June 7, 2013, had an estimated 2.5 million digital media impressions and 1,681,056 Facebook ad impressions. There were 11,175 sweepstakes entries for Facebook sweepstakes and 13,000 new Facebook fans acquired. Sweepstakes partners included Chevrolet, Harley-Davidson, Cruise America, and Orbitz. Collateral included T-shirts, sweepstakes handouts, stickers, sandwich boards, pull banners, and lanyards. We had approximately 30 minutes of TV air time in nine key markets: Rapid City's KEVN (FOX), KOTA (ABC), and KNBN (NBC); Omaha's KMTV (CBS), Fargo's KVRN (FOX), Kansas City's WDAF (FOX), Des Moines' KCWI (CW), Chicago's WGN (CW), Eau Claire's WQOW (ABC), and Sioux Falls' KSFY (ABC).

Fulfilled general inquiries from MediaSD.com and others. Media Interviews/Meetings: June 7 at KSFY morning show – Secretary Jim Hagen was live on air and discussed Presidential Mascots Bus Tour highlights.

Press Releases included: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota Gets Credit in Chicago and Industry Prepares for Peak Tourism Season. Posted one visitor industry release to MediaSD.com. Reviewed two releases for History.

Following the family press trip in May, family travel writer Erin Gifford included South Dakota in a slide show on 7 Great Family-Friendly Summer Getaways and mentioned several stops from the fam, including Mount Rushmore National Memorial, Badlands National Park, Crazy Horse Memorial, and Frontier Cabins. MMGY expects to see additional coverage from Erin on *Fodor's* throughout the summer. Family travel writer Britt Reints posted a recap of the trip on her personal blog, *In Pursuit of Happiness*. The blog outlined her experience and included several photos of the destinations along the way. MMGY expects to see additional coverage from Britt on *TLC's Parentables*. Journalist Kristen Gough had her story published in MetroParent; she will likely write additional articles.

MMGY worked with freelance travel writer Todd Pitock on an itinerary for June 24-29; he is on assignment with the *Saturday Evening Post*. Worked with Pat Dobbs, public relations manager at Crazy Horse Memorial, to secure an interview with Ruth Ziolkowski. Todd plans to pitch his story to additional outlets, including the *New York Times* and *The Atlantic*.

Will write itinerary for freelance writer Cindy Richards from Chicago.

Researched staging ideas to present at next committee meeting for the Governor's Conference on Tourism, January 22-23, in Pierre. Will discuss A/V vendors on feasibility and costs. Reviewed possible speakers and costs. Drafted copy for the sponsorship flyer and Save-the-Date card. Signed contract for Wednesday night entertainment. Discussed a website for the Conference.

Sent the June issue of Tourism's e-FYI Newsletter to 1,298 list members via Listrak.com and to Tourism's email database of 2,096 on June 26. Topics included Secretary's Message, Meet Tourism's Summer Interns, Governor's Hospitality Certificate Program, Successful Spring Hospitality Training, Vote for Mount Rushmore National Memorial, 2013 Guide to Archaeology & Paleontology, Media Coverage, International and Domestic Trade Sales Updates, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Attended the monthly meeting of the Pierre CVB hospitality committee. Reported on current activity in the Department.

South Dakota Tourism's Facebook consumer page has 57,106 fans, up 23,616 from May; dramatic increase in Likes is due to a Presidential Mascots sweepstakes promotion on our page; there were 11,175 entries into the sweeps, and the app tracked 10,109 Likes on the page directly from the promotion. During the entire time of the promotion, our Likes grew by 17,489.

South Dakota Visitor Industry Facebook page has 508 fans.

Travel South Dakota Twitter (@southdakota) account has a total of 4,531 tweets, 535 are new; there are 10,613 followers, up 664 from last month. High number of sent tweets this month is due to the Bus Tour. Started an Instagram account (@travelsouthdakota). Will continue to watch the Foursquare channel for potential account.

Secretary Jim Hagen has 599 followers on his twitter account.

International and Domestic Trade Sales

Fulfilled requests for 1,170 Vacation Guides to AAA offices in 12 states: Colorado, Indiana, Iowa, Kentucky, Minnesota, Nebraska, New Mexico, New York, North Dakota, Ohio, Washington, and Wisconsin.

Fulfilled requests for information from Tina Woods, AAA Ankeny, Iowa; Frank Sherer, Travel Masters, Siloam Springs, Arkansas; Gladys Nordstrom, Take Time to Travel, Minnesota; Janine Wolski for a client from Argus Reisen, Germany; tour operator at Bon Voyage, United Kingdom; Cavaliers DuMonde, France; Geir Alte Soreng, Antonsen, Germany; and information on Wild Bill, Jesse James, etc. to the Military Channel.

Sent Group Tour Ad Co-op forms to all South Dakota American Bus Association and National Tour Association members; have two partners so far. Working with magazines.

Attended U.S. Travel Association International Pow Wow with five South Dakota partners; had appointments and meetings with 81 tour operators and journalists. Tourism attended Visit USA receptions with Australia, France, Scandinavia, and Germany. Wrote a two-day itinerary for Reno Mauricio from Visit USA Portugal and Miguel Barradas, Portuguese tour operator; met them at Pow Wow.

Reviewed two-day itinerary with Shane Boocock and Mark Sheehan, Visit USA Australia. Met with Carol West and Robert Muir, journalists from Australia, to review their four-day itinerary. Reviewed seven-day itinerary with Faith Thumath, journalist from Let's Talk Travel in New Zealand. Met with Roly Smith, journalist from the United Kingdom. Met to review seven-day itinerary for French journalist Matthieu Pelloli for a publication similar to *USA Today*. Created six-day itinerary for Paul Wade and Kathy Arnold, free-lance journalists from the United Kingdom; they have commissions for at least three different large publications in Europe.

Sent Voucher-Based Program (VAP) opportunity to suppliers, being offered by North American Journeys (NAJ) via their TheTourOperator.com portal. The South Dakota portal was recently created for use by suppliers as it is a resource for tour operators. Contacted NAJ regarding web domain for this portal page as the existing URL still contained North Dakota.

For the first time, hosted a tour operator fam for 12 Chinese people; tours are already being scheduled for September and October. Puma tours extended their trip by one day to see more of the Black Hills. Provided information on working with the Chinese market to Deadwood Gulch Resort.

Provided links to brochures and other information to Trav/Media, United Kingdom, and Trav/Trade, Australia and New Zealand. TravMedia is a service that distributes travel news to the media; it provides journalists with the latest breaking press releases from travel companies and organizations. Travtrade (@Travtrade) Twitter account is a new online Business-to-Business (B2B) hub for global travel trade professionals, featuring the very best of Australian and New Zealand tourism products.

Worldriderz Series 2 will feature eight, one hour episodes as a result of their fam across the United States last August. The RMI states will be featured in episodes five, six, and possibly seven. There will be four repeats of each episode on TLC Channel, the Discovery Network's second channel in Australia and New Zealand, every Thursday night at 8:30 p.m., beginning June 6; the episodes will repeat Fridays through Sundays.

Held discussion regarding the *Real America Rocks* magazine, Australia. One edition would feature the RMI states and focus on the upscale traveler.

Assisted Extreme Frontiers (100 million viewers), United Kingdom, with their project to film motorcycles in the Badlands, July 19-21; provided other ideas for their review plus film permit contacts.

Was informed that ITV2, United Kingdom, would be in South Dakota for ranch/rodeo filming, mid-August to mid-September.

Lodging is in place for the RMI Megafam in South Dakota, September 13-17; working with cities on itinerary.

Outdoors

Assisted with logistics for the Cabela's Masters Walleye Circuit held at Spring Creek Resort on Lake Oahe; 42 professional two-man teams participated. Tourism was a sponsor of this event that will help promote the outstanding fishing along the Missouri River on a national level.

Continued working with potential outdoors writers for fall hostings to help promote pheasant hunting and other outdoors activities.

Continued communications with outdoors entities for possible future advertising opportunities.

Staff took a day-trip to the Watertown and Huron areas to meet with industry partners and gather more material/information for future blogs and social media posts for the Glacial Lakes & Prairies region. Stops included Redlin Art Center, Bramble Park Zoo, local state parks, Huron's Splash Center Waterpark, and the Airstream Convention at the State Fairgrounds.

Worked with Ed Carroll with *Shooting Sportsman* magazine to gather information and photos from the 50's and 60's for a pheasant hunting story that will run this fall in the magazine.

Met with and hosted Billy Kinder with Billy Kinder Outdoors as he was at Spring Creek Resort doing a live radio broadcast about his stay along Lake Oahe. It has aired in his Texas markets and it will be re-airing nationally in July.

South Dakota Outdoors Twitter account has 1,387 tweets and 2,792 followers, 96 are new followers. Made daily Twitter posts.

Posted blog about Founder's Park in Rapid City on OutdoorsSD.

Film Office

Updated and approved two listings and edited one release on FilmSD.com. Received requests for sponsorships from Black Hills Film Festival, South Dakota Film Festival, SoDak Animation Festival, and Cinema Falls.

Working with Matthew Calahan on finding potential summer camps for him to film.

Working with Andrew Kightlinger on releasing information to South Dakota media on Kightlinger's recent success stories with his films – "Paper People" was accepted into Palm Springs Short Film Festival and "Dust of War" was accepted into Comic-con. Pitching KSFY and the AP on running a story on the films.

South Dakota Film Office Twitter account had 300 tweets with 922 followers, up 17 from last month.

Hospitality

For the hospitality recognition program, issued 157 certificates as the first level of recognition, 72 gold seals, and 45 lapel pins.

Worked on updates for both the print and online applications for the Great Service Star and George S. Mickelson Award.

Information Centers

Hired two new employees; one each at Wasta and Salem.

Awarded poster space to waiting list at Vermillion and Valley Springs.

Worked with Department of Transportation (DOT) to get proper Information Center signage displayed on Interstates. Met with DOT on newspaper receptacles; Bill Nevin is looking up legal concerns and writing up a plan that was discussed. DOT Rest Area Study was cancelled due to a lack of funding.

As of June 19 and compared to a similar time in 2012 (2012 opening day - June 17), car counts are up 2.8%. Visitation increases in key markets include: Missouri, +5.3%; Illinois, +9.9%; Minnesota, +1.5%; Michigan, +5.8%; Canada, +2.5%; Foreign, 21.3; and tour buses, 41%. Those that show a decrease: Iowa, -0.3%; Colorado, -3.0%; Wisconsin, -3.3%; Wyoming, -1.3%; and North Dakota, -0.3%.

Photo/Video

Tourism photography: Fort Sisseton Historical Festival; Black Hills Playhouse, camping and jeep rides in Custer State Park; downtown Custer; Badlands wildlife; Bramble Park Zoo and Lake Kampeska in Watertown; Waubay Lake; Ingalls' sites in De Smet, Splash Central in Huron; Pierre Cruise Night, Oahe Days, and Trail of Governors in Pierre, Bridal Veil Falls in Spearfish Canyon; Bear Butte; and Broken Boot Gold Mine, Adams Museum, and Days of '76 Museum in Deadwood.

Tourism photography hit list: Camaro Rally, Sturgis; TV commercial shoots.

For GOED: Governor's Golf Classic teams and general golfing, South Dakota Development Corporation board photos.

Fulfilled requests with loans to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Dakota Hunting Guide, Sioux Falls; Department of Revenue, Watertown; Custer CVB; ARC International, Rapid City; South Dakota Pharmacists Association, Pierre; MetroParent, Ohio; Santa Clarita Guide, California; and Rocky Mountain International, Wyoming and Italy.

Taught two sessions on outdoor photography at South Dakota Youth Conservation Camp.

Continuing editing and inputting photos into Tourism's digital database; have more than 15,000 images.

Tourism video: Shot jeep rides, a play at the Black Hills Playhouse, and burros and buffalo in Custer State Park; wildlife in Badlands National park and horseback riding near the Park; Minuteman Missile NHS silo tour; Missouri River shots near Yankton; Czech Days activities in Tabor; and boating and sand bar recreation on the Missouri River in Pierre. Did driving shots on the Badlands loop with a GoPro.

Met with staff to discuss proposals for the upcoming summer TV shoot for peak 2014; scouted locations in Wall and Custer State Park. Sent scouting reports and thoughts to L&S and the production company for the shoots.

Social media - The YouTube channel videos had 20,673 hits during June. Worked with staff to add social media posts to videographer's summer schedule; and to start an Instagram app and adding photos to it. Posted photos from Custer State Park and the Badlands to the Facebook page.

Worked with a CNBC crew to scout locations for upcoming live broadcasts they are doing in South Dakota. Sent them footage of South Dakota locations to include in their broadcasts.

Video loans and dubs: sent hunting footage to MMGY for use in future promotions.

Key Projects for July: finalize TV shoot locations, set-up the shoots, and be on site and help oversee the production. Continue to integrate social media shooting into schedule and work on adding more YouTube content to schedule.

Travel Market Advertising/Marketing

Discussed, reviewed and proofed the following: June Inquiry email; June Travelsmart; Fishing/camping email; Events email for August; website redesign; Giant Step ads; Shoulder Great Getaways layout and copy; shoulder media calendars; Orbitz banners – "Spin to Win" giveaway promotion; reviewed recent photos; Custer BID; Custer State Park Co-op; Deadwood Co-op; Huron Co-op hunting ad; Rapid City Co-op; Spearfish Co-op; and Watertown Co-op hunting ad.

Met with both ad agencies to discuss direction of co-op programs, TV, new markets, and what makes the most sense to continue growing the industry for South Dakota.

Wrapped up the Your American Journey Bus Tour on June 7. Part of the campaign included a promotion to run on KBBK-FM radio in Lincoln for a prize package of a one-night stay in Sioux Falls, plus several attraction passes around Sioux Falls.

Contacted Mount Rushmore National Memorial regarding the Independence Day Celebration details.

Began brainstorming promotional ideas to complement the Macy's Thanksgiving Day Parade float.

Continued to monitor online co-ops on a daily basis for pending listings, events, and photos. Added events to the events calendar as they were submitted.

Worked with the 44 partners on the 4-color, 22-page Shoulder Great Getaways co-op insert to coordinate their photo and copy, sent partner proofs, and made final edits before sending to the printer. Inserts must be to newspapers on July 17 for drop dates the week of August 4: Ft. Collins Coloradoan and Loveland Reporter-Herald in Colorado; Atlantic News Telegraph, Carroll Daily Times Herald, Creston News Advertiser, Des Moines Register, Fort Dodge Messenger, Harlan News Advertiser/Tribune, Mason City Globe Gazette, Red Oak Express, Sheldon NW Iowa Review, Sioux City Journal, and Spencer Daily Reporter in Iowa; Omaha World Herald and Scottsbluff Star Herald in Nebraska; Bismarck Tribune and Dickinson Press in North Dakota; Mankato Free Press, Marshall Independent, and Worthington Daily Globe in Minnesota; Rapid City Journal and Sioux Falls Argus Leader in South Dakota; and Casper Star Tribune, Cheyenne WY Tribune-Eagle, Gillette News Record, and Sheridan Press in Wyoming. Circulation totals 604,826 with impressions calculated at 1,270,135.

Sent magazine editions to peak Giant Step partners in which their spots appeared. Approved fall magazine placements for September issues of magazines; they have on-sale dates of either August 7, 13, or 20.

Continued researching co-op programs offered by various tourism entities as a prelude to a possible revamp of South Dakota Tourism's programs.

Web Development and Digital Marketing

Consumer website - TravelSD.com: 66 vacation packages were listed.

Posted the PDF of the 2013 Guide to Archaeology & Paleontology along with a new graphic of the cover. Began reviewing needed updates to the Hunting section of the site, which will be completed by mid-July when ads begin running. Reviewed the 2012 Watertown hunting landing page and discussed updates for the 2013 ad.

E-newsletters – Travelsmart, VRM, Travel Professionals – Drafted itinerary emails for the Great American Journey Sweepstakes, based on which prize a person signed up for, and sent manually to those who registered for the sweepstakes.

Reviewed 1,135 responses to Travelsmart sent by MMGY on June 18; forwarded 59 to appropriate staff to handle. Reviewed 22 responses to the Events VRM email sent by MMGY on June 25; forwarded one. Reviewed 105 responses to the fishing email (#4) sent by MMGY on June 28; forwarded one. Reviewed 35 responses to Vacation Guide and other automated emails; forwarded four. Added 22 contacts from RMI Roundup to the Travel Professionals E-newsletter.

Industry Site - SDVisit.com: Updated the webpage and Online Payment System for the 2013 Group Tour Co-op insert.

Posted the 2013 Annual Report under the "Reference Tools" section.

Reviewed 50 automatic responses to the June eFYI from Tourism's address list; forwarded 36 undeliverable messages for handling. Redeployed an email to the industry about welcoming home the Bus Tour to 1,338 list members via Listrak.com on June 3; the first deployment was May 19.

For TravelSD.com redesign: Met with ad agency to review their current breakdown on the new website development. This included content categories, basis for wire frames developed, color palette, and font choices. Tested site on staging environment for usability with responsive design using tablet, iPhone, and desktop. Provided feedback on navigation structure and revisited site map for changes/additions.

Publications

Sent a dozen copies of the 2013 Guide to Archaeology and Paleontology Guide to each of the 10 listings and 500 will be distributed at the Interstate Information Centers. A PDF and downloadable guide are available on TravelSD.com.

Working on updates to Native South Dakota guide (online and a new printing), online Golf Guide, and various pages on SDVisit.

Requested copies of other state tourism department's printed publications in the areas of agri-tourism, tribal tourism, and cultural tourism.

Fulfillment

Fulfilled 69 bulk shipments/requests: 2,986 of the 2013-2014 Vacation Guides, 16,400 highway maps, 2,100 Motorcycle Guides, 160 Native South Dakota Guides, 300 Our Cultural Heritage booklets, and 800 Lewis & Clark brochures. Black Hills Works fulfilled 21,981 domestic requests and 481 Canadian requests. From the office, we fulfilled 187 international requests via MSI Worldwide Mail Service and 59 special packet requests. Reviewed 4,914 emails from the Online Request Form.

Completed Call Center RFP and sent to procurement for processing. Responded to over 70 questions regarding our RFP and the scope of work. Completed contract and sent for signatures. Black Hills Central Reservations was selected as the call center.

Research

Reviewed Google Analytics change in track-assist to conversion. Requested clarification on Link Building report and participated on call with MMGY regarding their link building strategy.

Updated travel indicators spreadsheet for March/April. Requested several changes to dashboard template and set up folders for future reports.

Ran impact estimates for Brookings CVB for an event.

Attended TTRA International Conference, "Keeping it Relevant," in Kansas City. Topics included Mobile Traveler, Data Visualization, Air Route Development, Movies and Film, Forecasting, Qualitative Research, Tourism Tax Incentives, International Research, and Culinary Tourism. Met with CenStates board and discussed 2014 conference location.

Tribal Tourism

Worked with Elias Mendoza from the Sisseton/Wahpeton tribe to set up a schedule for our tribal visit on June 26.

Attended the one-day seminar, *Tribal Cultural and Tourism*, put on by the Missouri National Recreational River, the Yankton Sioux Tribe, and the Nebraska Santee Sioux Tribe. The seminar was held at the Ohiya Casino and Resort near Niobrara, Nebraska.

Sent a letter to the Yankton tribal chair about a possible visit in July.

Assisted Arts Council with contact names of Native American artists for a program through the Arts Council.

Travel Shows

Created 2014 Travel Show proposal and sent to regional directors. Secured 20-foot space at Chicago show. Researching booth options.

Board on Geographic Names

Reviewed public input name suggestions and press releases prior to attending the meeting; studied historical documents from this board's activities/actions.

Governor's Buffalo Roundup

Contacted the following: Xanterra for menu options for the Thursday evening meal at Mount Rushmore National Memorial; Custer State Park Resorts Company for menu options for Wednesday evening and Thursday breakfast; and Crazy Horse to discuss menu options as well as vehicles for the ride to the top of the mountain. Confirmed the drum and dance group for Thursday morning.

Compiling and reviewing international and domestic media guest list. Drafted itinerary.

Governor's Invitational Pheasant Hunt

Began coordinating décor items. Other projects/duties are progressing.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Worked on the Group Tour Co-op ad for fall magazine placements for Trade Sales Team. Those eligible to participate are supplies that belong to NTA and/or ABA and usually for 18 partners. First mockup will be routed by mid-July. Placements deadlines include August to October: *Groups Today*, *Bank Travel Management*, *Destinations*, *Leisure Group Travel*, *Group Tour Magazine*, and *Courier*. A mailing of the ad will be sent to 5,000 companies on Tourism's database in December.

Have collated and bound all of the printed photo books; they are being stored in-house. Both Tourism (160 copies) and GOED (110 copies) will use the books to promote South Dakota to journalists and prospects.

Updated the layouts of the greeting cards for Tourism and for the Governor's Office; cards have been delivered.

For GOED: Waiting for a rough estimate quote from a vendor for printing the annual report for the South Dakota Wins program; expect project to be completed in September.

For Governor's Golf Classic: Completed remaining Golf Classic items, including signs, programs, three different gift cards, and thank-you cards.

A. McCloud:

For Tourism: Finalized the Archaeology and Paleontology Guide and sent to printer.

Waiting to review copy for one of the panels at the Information Centers; all panels/kiosks will be updated for each of the Intestate Information Centers.

Attended the HOW Design Conference in San Francisco and was introduced on-stage as the winner of their previous design competition. Picked up some new techniques and paper samples from the exhibitors and attended sessions.

For GOED: Delivered business cards to three staff.

For Governor's Pheasant Hunt: Delivered Pheasant Hunt landowner cards to committee chair. Delivered digitized logo to vendor for embroidery on items. Working on finalizing two Hunt invites to show the Governor.

For Governor's Office: Sent new 125th Anniversary logo to their office to be registered.

For Tribal Affairs: Updated their twin cities powwow poster and sent to printer. Posters were delivered to their office.

T. Meise:

For Tourism: Creating color pallet options and coordinating typography families for Tourism Conference print pieces; will present to committee at the next meeting.

Designed the Shoulder Great Getaways layout; working on final edits from partners. The final digital files go to print on July 1.

For Governor's Buffalo Roundup: Governor has approved Roundup design; writing project specs and prepping files for print. Designing multiple license plate mockups for the Governor to review.

M. Ganschow:

For Tourism: Received messenger bags for hostings and red ink promo pens for giveaways.

Attended daily internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: June Inquiry email; June Travelsmart; Fishing/camping email; Events email – August events; Giant Step ads – final review; Shoulder Great Getaways – proofed layout and copy; Orbitz banners – “Spin to Win” giveaway promo; recent photos; Custer BID; Custer State Park Co-op; Deadwood Co-op; Huron Co-op – revised hunting magazine ad; Rapid City Co-op; Spearfish Co-op; and Watertown Co-op – hunting ad.

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

Project Review/Proofing:

- Governor's Hunt – landowners' postcard, and hat and chaps logo. Roundup invitation, RSVP, ambassador card, and accommodations card.
- Governor's Golf Classic – signage and gift tags.
- For Tribal Relations: Mni Sose Wakpa Wacipi Powwow Poster.

Project Meetings:

- Roundup – internal review of invite mock-ups and project timeline.
- Governor's Hunt – reviewed and finalized project timeline and print materials.
- Group Tour Co-op ad – reviewed project timeline and print piece.
- Tourism Conference – attended committee meeting.
- Routed various project or ad requests to appropriate designer.

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, Roundup and Hunt timelines/assignments.
- Tourism Conference planning – décor and Made in SD exhibits.
- Assist Trade Sales team with projects.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Met with ad agency to discuss TV shoot in mid-July for peak 2014. Family in the shoot has been approved; additional "actors" may be called in at locations as time warrants.

Participated in final day of Presidential Mascots Bus Tour in Sioux Falls, June 7. Stops included Falls Park, downtown, Washington Pavilion, Outdoor Campus, Sertoma Butterfly House, Strawbale Winery, KSFY morning show, J&L Harley-Davidson, Great Plains Zoo, Billion Chevy, and Wild Water West.

For GOED/Governor's Office: Governor Daugaard chose one of the designs presented to him for the Buffalo Roundup.

Delivered items to be embroidered to vendor for Pheasant Hunt.

Photographed Governor Statues during the unveiling ceremony of three new statues in the Capitol Rotunda on June 14; the living governors were in attendance. Edited photos and posted for the Governor's Office to use and file.

Other: Continued working with Department of Transportation on the Information Center Panels – discussed images that should be on panels, based on Center locations.

Logo/Photo/Map requests

Provided an ftp link including over two dozen scenic images for David Schwietert.

Sent logo to Barb Hanson at Briggs Advertising in Yankton.



SOUTH DAKOTA DEPARTMENT OF TOURISM
June Social Media Report
2013 Executive Summary

Social Reach	September	October	November	December	January	February	March	April	May	June	Total/Avg.
Facebook Impressions	1,826,094	3,945,215	2,960,140	1,074,938	1,826,094	2,466,017	4,132,155	2,082,963	4,425,887	4,412,659	29,152,162
Twitter Impressions	321,403	905,177	1,685,465	1,638,992	2,553,024	2,173,459	4,828,061	9,916,330	2,881,571	6,125,801	33,029,283
Social Keyword Mentions	4,734	5,460	5,094	2,420	4,734	2,797	5,238	33,451	4,422	5,458	73,808

Channel Insights	September	October	November	December	January	February	March	April	May	June	Total
Facebook Fans	20,495	21,889	23,228	23,656	25,500	27,269	32,500	33,451	50,165	57,768	57,768
Twitter Followers	4,811	4,997	5,414	6,327	9,004	9,460	9,719	10,006	10,341	10,638	10,638
Pinterest Followers	298	345	405	470	540	730	809	851	913	1,004	1,004
Google+ Followers	0	12	18	25	37	47	63	72	86	89	89
YouTube Views	743,596	770,168	794,077	813,548	833,243	853,051	868,000	888,000	912,000	933,000	933,000

Website Analytics	September	October	November	December	January	February	March	April	May	June	Total/Avg.
Social Media Referrals	373	1,162	1,810	928	1,829	1,270	1,921	3,110	2,051	2,583	17,037
Social Media Leads Generated	12	14	46	19	52	45	52	270	65	83	658

Percentage of Goal Completed	September	October	November	December	January	February	March	April	May	June	Total
Facebook Fans (40,000)	51.24%	55%	58%	59%	64%	68%	81%	84%	125%	144%	144%
Twitter Followers (14,000)	34%	36%	39%	45%	64%	68%	69%	71%	74%	76%	76%
Website Referrals (2,500)	17%	61%	134%	171%	681%	301%	557%	496%	986%	1242%	1242%

Facebook Advertising	September	October	November	December	January	February	March	April	May	June	Total/Avg.
Impressions	N/A	N/A	N/A	N/A	761,884	1,640,254	1,898,658	N/A	1,698,223	0	5,999,019
Clicks	N/A	N/A	N/A	N/A	7,315	2,162	2,031	N/A	10,440	0	21,948
Actions	N/A	N/A	N/A	N/A	17,295	5,695	5,275	N/A	19,944	0	17,295
Page Likes	N/A	N/A	N/A	N/A	1,505	1,278	1,134	N/A	7,193	0	11,110
Clickthrough Rate	N/A	N/A	N/A	N/A	0.960%	0.132%	0.107%	N/A	0.615%	0	0.454%
Average Cost Per Click	N/A	N/A	N/A	N/A	\$0.17	\$0.63	\$0.69	N/A	\$0.34	0	\$0.46
Average Cost Per Fan	N/A	N/A	N/A	N/A	\$0.81	\$1.07	\$1.24	N/A	\$0.49	0	\$0.90

Twitter Ads - Promoted Account	September	October	November	December	January	February	March	April	May	June	Total/Avg.
Impressions	N/A	N/A	81,707	326,438	1,047,782	N/A	N/A	N/A	N/A	N/A	1,455,927
Profile Views	N/A	N/A	282	903	2,440	N/A	N/A	N/A	N/A	N/A	3,625
Follows	N/A	N/A	240	705	2,304	N/A	N/A	N/A	N/A	N/A	3,249
Follow Rate	N/A	N/A	0.29%	0.22%	0.22%	N/A	N/A	N/A	N/A	N/A	0.24%

Twitter Ads - Promoted Tweets	November	December	November	December	January	February	March	April	May	June	Total/Avg.
Impressions	N/A	N/A	48,451	N/A	168,161	N/A	N/A	N/A	N/A	N/A	216,612
Clicks	N/A	N/A	765	N/A	1,694	N/A	N/A	N/A	N/A	N/A	2,459
Retweets	N/A	N/A	19	N/A	31	N/A	N/A	N/A	N/A	N/A	50
Replies	N/A	N/A	5	N/A	10	N/A	N/A	N/A	N/A	N/A	15
Engagement Rate	N/A	N/A	1.63%	N/A	1.03%	N/A	N/A	N/A	N/A	N/A	1.33%