



TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: December 8, 2014  
RE: November 2014 Monthly Status Report

#### Domestic Earned Media Numbers

October: Impressions: 18,952,197  
Ad Value: \$12,201  
Number of clips: 13

FY15 To-Date: Impressions: 293,528,317  
Ad Value: \$1,139,774  
Number of clips: 103

#### Media & Industry Relations

Information requests/interviews/meetings: Worked with staff photographer on photo requests for LonelyPlanet.com for their best in the U.S. list as Western South Dakota was #2 on their list. Sent general information and 2015 events to LonelyPlanet.com and held conference call to discuss the "best in the U.S." list and our opportunities to promote our place on the list. Worked with staff videographer on video request: Gave permission to Japanese TV station to use the "Prairie Chickens in the Fort Pierre Grasslands" video for a variety show program. Sent a pitch to freelance writer Tamara Hinson in response to her request for information on unique swimming pools; sent information on Evans Plunge. Interview with Jeff Anderson of KSDR in Watertown regarding Macy's efforts and other marketing and initiatives coming up in 2015. Sent information for Sturgis Motorcycle Rally and Custer State Park's Buffalo Roundup anniversaries to Chicago Tribune freelance writer. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: Reviewed four releases for History.

Sent Tourism Conference agenda to the South Dakota State Chamber of Commerce to place on their Legislative Social Calendar. Continued to solicit sponsorships and finalized exhibitor spaces. Working with professors from SDSU and BHSU on student attendees and possible Conference duties. Secured entertainment for the Tuesday evening reception at the Casey Tibbs SD Rodeo Center. Sending reminder/teaser emails to industry and registered guests – second one was November 5 to 2,034 addresses on Tourism's database and 1,293 via Listrak.com. Working with Midco and Forrel to line up services.

Social media report for October: 1. We saw our highest number of Facebook mentions (12,217), an increase of 85% compared to September. We also saw our highest total keyword mentions of the fiscal year this month - 15,635.

2. South Dakota's YouTube channel reached the 1,000 subscriber milestone this month with a total of 1,030 subscribers.
3. Vacation Guide requests increased 285% on Facebook. We also saw our highest amount of Vacation Guide requests on Twitter this fiscal year in October.
4. The most popular tweet in September was wishing President Roosevelt a Happy Birthday.

Social Media Relations: Reviewed the December content calendar for Facebook and Twitter. Meeting with outside outlets regarding distribution of news on our social channels. Continued posting "fan faves" to our social sites for website content. Continued monitoring #HuntinSD campaign and provided images and feedback for the Travelsmart emails. Will work on winter creative for social media in December.

Tourism's Instagram account has 2,100 followers and 446 posts. Travel South Dakota Twitter (@southdakota) account has a total of 8,284 tweets with 16,600 followers. South Dakota Tourism's Facebook page has 139,160 fans.

The YouTube Channel had 9,700 views for the month and gained 22 subscribers. Added the new Buffalo Roundup video to the YouTube channel. Will work on a series of videos to be posted to the YouTube channel. Posted photos to help increase followers on Instagram; will continue to improve the Instagram page and post new video and photos. Selected and edited new clips for use on Instagram for the month of December.

#### International and Domestic Trade Sales

Continued proofing sections of the 2015-2016 Group Tour Planning Guide. Designer is working on City, Attractions, Gaming, Accommodations, Restaurants, and Receptive Operators and Transportation sections.

Fulfilled requests for 60 South Dakota Vacation Guides to AAA Offices in two states: Illinois and New York.

Organized media clippings from FY14 to send to South Dakota suppliers that were mentioned in those clippings.

Accepted 75 appointment requests from tour operators for American Bus Association (ABA) Annual Marketplace, January 9-3. Reviewing and accepting appointment requests from tour operators for National Tour Association (NTA) Annual Travel Exchange, January 17-21.

Finalized arrangements for Go West Summit Tradeshow in February; appointment scheduling begins December 29.

Sent suggested itinerary to Sebastian Scherer, German journalist, who traveled Hwy 83 in North Dakota, South Dakota, and Nebraska in November.

Contacted tour operators and journalists to let them know Tourism would be at World Travel Market (WTM) trade show in London in November with other Rocky Mountain International (RMI) states of Wyoming, Montana, and North Dakota. Participation at this show was up this year. We celebrated the 125<sup>th</sup> anniversary of the four states during the show; images appeared in the WTM official magazine that was distributed to over 40,000 people. The United Kingdom RMI representation set up appointments and we ended up with leads from 70 tour operators and journalists. Some tour operators added new itineraries to their catalogs.

Had conference call with the four RMI states to discuss the agenda for the upcoming RMI mid-year meeting in December. Worked with RMI on the introduction of the four states for the Brand USA Inspiration Guide and photo. Contacted RMI and states regarding scheduling, shipments, etc. for upcoming Australia Expo trade show. Worked with RMI on spreads of the four states for National Geographic.

Reviewed TravMedia's website as they are featuring a website for participants at Brand USA trade shows. This will give us an opportunity to feature press releases, photos, and South Dakota information for the journalists. This site will be complimentary for any Brand USA trade shows that we attend.

Developed two separate five-day itineraries to send to RMI office for RMI Roundup 2015 so they can send to overseas participants to review and decide if they would like to attend a post-fam. Itineraries include all 34 South Dakota suppliers who've signed up to attend the 2015 Roundup in April in Sioux Falls. Fams will be offered to many of the South Dakota (SD) participants in the marketplace. As of November 24, there were 34 SD suppliers signed up for vendor space at the 2015 RMI Roundup out of 80 openings. They will showcase their properties to attendees.

Met with team to review and discuss International Powwow (IPW) booth items for US Travel Association IPW, May 30-June 3, in Orlando. We will have a triple booth once again for nine South Dakota delegates, including Tourism. Worked with staff and IPW officials to set up the addition of media marketplace to our schedule at IPW for 2015.

Approved summer fam for Les Cercle des Vacances for prize package that they won from Wyoming; the company would also like to visit South Dakota.

Updated What's New Information Sheet for the state and sent to RMI for flash drive for World Travel Market, Osamu Hoshino for the Japanese market, and the two receptive tour operators – America 4 You, Rocky Mountain Holiday Tours. Will update the information for motorcycle, rodeo, powwow, guest ranches, and scenic byway one-sheets for the 2015 trade shows.

Coordinated with Buffalo Chip and Eagle Rider office in Italy for attendance by Buffalo Chip at MBE Trade Show in Italy in January. Staff will provide video footage for presentations.

On October 27, Tourism sent a press release on the 125<sup>th</sup> birthday of North Dakota and South Dakota to our media database. Open rate was 34% and was picked up by several websites:  
<http://reisprofs.nl/north-south-dakota-vieren-125e-verjaardag-zeist/>  
<http://verkeersbureaus.info/nieuws/2014/10/28/54135-north-south-dakota-vieren-125e-verjaardag-zeist/>  
<http://www.2travel2.nl/Noord-Amerika/north-a-south-dakota-vieren-125e-verjaardag-in-zeist.html>  
<http://blog.seniorennet.be/wozani/archief.php?ID=1670139>

Press:

Benelux Countries:

Online Media with National Geographic featured "Bizons en Badlands" in October, written by Paul Römer. It had an estimated ad value of \$3,162.

Link: <http://www.nationalgeographic.nl/traveler/actueel/bizons-en-badlands>

They featured a second article, "Reiswijzer South Dakota" in October by Paul Römer. It also had an estimated ad value of \$3,162.

Link: <http://www.nationalgeographic.nl/traveler/actueel/reiswijzer-south-dakota-vs>

*VIPS & Friends* is a regional magazine (circ. 10,000) that published an article, "Great faces, great places" in October by Lutske Bonsma; he attended a media fam in September 2012. It had an estimated ad value of \$6,325. Link: <http://www.vips-friends.nl/herfst-2014>

*TravelPro* is a trade magazine (circ. 5,100) that published an article by Kuoni/Tenzing on travel "Travel: de USA/Canada-specialist" in October. It had an estimated ad value of \$1,606. The article is an interview with Inge Stam, USA specialist at Kuoni/Tenzing Travel, in which she highlights Yellowstone and Badlands National Park.

Total estimated ad value for international press for this report is \$14,255.

Provided job description for summer internship with the International and Domestic Trade Sales team to Bureau of Labor & Regulation.

### Outdoors

Continued working on setting up a December Ice Fishing fam with Casey Weismantel, Aberdeen CVB.

Continued planning and organizing for Pheasant Fest (<http://www.pheasantfest.org>).

Attended the 2014 National Bicycle Tourism Conference in San Diego. Spoke with industry professionals on their methods, tours, support structures, and other factors involved with successful bicycle tourism ventures. Gained a great deal of knowledge about the industry. gathered statistics. and developed ideas for promoting and encouraging bicycle tourism in South Dakota.

Drafted blog entries involving Thanksgiving and pheasant hunting. Created and edited copy for hunting e-mails. Posted information, images, and links on the SD Outdoors Twitter and Facebook pages. Continued promotion of the #HuntInSD program: <https://tagboard.com/HuntInSD>.

South Dakota Outdoors (@sdoutdoors) Twitter account has a total of 2,706 tweets with 5,009 followers. South Dakota Outdoors Facebook page has 1,967 fans.

### Film Office

On FilmSD: Updated and approved listings. Continuing the process of updating the content on FilmSD and working with staff to get this moving due to the launch of TravelSouthDakota.com in mid- to late January.

Attended a week long class in Sioux Falls for the Governor's Leadership Development program.

### Hospitality

Ordered plaques for the Great Service Star (GSS) Program and 2015 tabs for those businesses that already have the GSS plaques. Plaques will be sent to first-time properties and tabs to those who've earned renewals in the GSS program.

Made copies of pertinent pages from 14 Mickelson Award finalists' applications and mailed to the Governor's Tourism Board for consideration of the George S. Mickelson Great Service Award for review prior to the selection of two winners at the December board meeting.

Provided the ID code to two properties for the Online Customer Service Training.

Sent an email to all Rooster Rush partners reminding them of the deadline for submitting entries for the Cacklin' Community Award that will be presented at the Tourism Conference.

#### Information Centers

Continued working with Spearfish CVB to plan the end-of-the-year party. Prepared information to be presented during the party

Held meeting to discuss priority changes to Information Centers for 2015. Compiled list of changes to be made to Information Center Handbook.

Began to prepare for next year's Intercept Study by reviewing old surveys and determining what we would like to change. They are distributed to travelers in July at the Centers.

Drafted updates for the Information Center program requirements and webpages and sent to staff for posting for December.

#### Photo/Video

Tourism photography: aerial photos of downtown Sioux Falls and Sanford Premiere Center; Tri-State Marker near Valley Springs; stained glass in Capitol rotunda; Black Hills winter scenery; several cabins in snowy Black Hills scenes; concert at Deadwood Mountain Grand; and Homestake Opera House, Lead.

GOED photography: Governor's Pheasant Hunt teams, "Faces," and hunting action; studio still-life of shotgun shells; and a map for GOED website.

Fulfilled photo requests to *South Dakota Magazine*, Southeast South Dakota Tourism, National Field Archery Association, Yankton; Glacial Lakes & Prairies Tourism, Watertown; South Dakota Public Broadcasting, Vermillion; Mitchell CVB; Game, Fish & Parks, South Dakota Missouri River Tourism, PryntComm, South Dakota Rural Electric Association, Pierre; Robert Sharp & Associates, Black Hills & Badlands Tourism, Rapid City; Brookings Register; Regency Management, Lawrence & Schiller, Sioux Falls; TDG Communications, Deadwood; Mobridge Chamber of Commerce; Grapevine Design, Spearfish; South Dakota Division of Insurance, Aberdeen; MMGY Global, Kansas; Rocky Mountain International, Wyoming and Italy; *National Geographic Traveler*, Washington, DC; NBC Sports, Connecticut; Sioux City Journal, Iowa; Northland Adventures, Minnesota; Diamond Tours, Florida; Denver History Tours, Colorado; and *Bison World Magazine*, North Dakota.

Continued editing and inputting photos into Tourism's digital photo database; current total is 19,149 images.

Tourism hit list: Christmas festivals and parades and Tourism Conference activities.

Governor's Office photography: 2015 Inaugural.

Video Dubs and Loans: Loaned stock footage to Pie Town Productions for an episode of "House Hunters" they are producing in Sioux Falls. Loaned motorcycle footage to the Buffalo Chip Campground for pieces they are using to promote the Rally in Europe. Sent winter footage to TDG Communications in Deadwood for video they are producing for South Dakota Housing Authority. Sent a short Mount Rushmore clip to Dancing with the Stars to use in the open of their "America's Choice" episode.

Archived and processed all video from the 2014 summer shoots.

Video hit list: Set up and shoot winter sledding in the Black Hills. Set up and shoot pheasants in the field.

#### Travel Market Advertising/Marketing

Held meetings with co-op partners, L&S ad agency, and Tourism to present new creative and a media schedule for the 2015 Peak, in addition to the status of the following: Spearfish: Working to finalize creative direction and media calendar. Watertown: Waiting on revised media calendar from L&S to present to their BID board. Hot Springs: Working with L&S to revise media calendar and send to Hot Springs for their BID approval. Sioux Falls: Met with city representatives and their marketing agency to brainstorm the 2015 peak campaign; reviewed their shoulder digital campaign reports and approved their winter campaign insert.

Will set up meetings with Black Hills & Badlands, Custer State Park, and Custer BID in early January to review Peak 2015 media recommendations for their co-op campaigns.

Other meetings: NFR sponsorship, Rapid City Co-op, Timberwolves sponsorship, Deadwood Co-op, Scott Linden – Wingshooting USA, Delta Sky magazine, and magazine co-op partner placements. Approved Deadwood banner ads and social media ads and Tourism's winter digital campaign.

Continued to work with Midwest Living to finalize Tourism's Inspiration Guide.

Traveled to New York City and Philadelphia with Rushmore Mascots to be part of street team efforts in both cities leading up to the Macy's Thanksgiving Day Parade. Efforts included engagement on the People's Plaza outside of Independence Hall in Philadelphia, Family Fun Day at Macy's Herald Square location, and appearances at iconic NYC locations and attractions.

#### Web Development and Digital Marketing

Consumer website – TravelSouthDakota.com: Worked on reviewing copy and photos for the new site and provided feedback on all to MMGY. Began testing the TravelSouthDakota Industry Portal. (Worked with Bureau of Information & Telecommunications (BIT) to complete a security scan of the Industry Portal site. BIT had some initial concerns that MMGY was able to address sufficiently to obtain security approval of the site.) This portal will be used by visitor industry businesses to submit content to be displayed on Things to do List on TravelSouthDakota.com. Worked with staff to establish a communications plan to introduce the new portal with an email to 1,400 or so industry members that have accounts. The emails will be staggered to avoid overloading the system and allow time to fix any bugs. Once this round is complete, portal information will be sent to non-account users.

Reviewed proposed content for Trip Ideas, Before You Go, Travel Professionals, and the Newsroom pages.

Will send an email to all Trip Planner Account subscribers to notify them about the website changes and allow them time to copy their itineraries before they are no longer accessible.

E-newsletters – Travelsmart, VRM, Travel Professionals: Worked with MMGY staff and Tourism staff on the various emails for November, including Travelsmart, hunting, events and inquiry.

Consumer emails deployed during in November: November Travelsmart, hunting email #3, November Events, and November Inquiry. Working with MMGY on new email creative for all consumer emails (Travelsmart, inquiry, events, and triggered emails) to coincide with the site re-launch.

Industry Site - SDVisit.com: Assembled and sent the November issue of e-FYI to 1,299 list members via Listrak.com and to 2,030 e-mail addresses on Tourism's database.

Posted PDFs of the lead lists from World Travel Market to the Tour Operator and International Leads List page.

### Research

Collected October travel indicators to be uploaded into the monthly Dashboard.

Finalized the IHS Global Insight contract and met with staff to discuss what data to provide to complete the 2014 Tourism Satellite Account (TSA).

### Fulfillment

Fulfilled 17 bulk shipments/requests: 3,650 South Dakota highway maps, 180 Vacation Guides, and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 4,197 domestic requests. Fulfilled 138 international requests via MSI Worldwide Mail Service and 122 Canadian requests were emailed to MSI for fulfillment. Fulfilled 29 special packet requests via regular mail. Reviewed 1,229 emails from the Online Request Form.

Met with internal team to discuss revising the Motorcycle Guide in preparation for the Sturgis Rally's 75<sup>th</sup> anniversary.

### Tribal Tourism

Worked with staff to review copy for the Native American Scenic Byway write-up for the TravelSouthDakota.com website.

### Fort Sisseton Commission

Was unable to attend the November meeting.

### Board on Geographic Names

Reviewed items prior to attending the public hearing in Pollock.

Resumed website duties for the South Dakota Board on Geographic Names [sdbgn.sd.gov](http://sdbgn.sd.gov). Completed updates to the site and posted the meeting announcement, press release, and agenda for the November 19. Contacts have been June Hansen, DOT; Eileen Bertsch, Tourism; and David Reiss, DTR.

### Governor's Tourism Advisory Board

The next Board meeting is planned for December 2 in Pierre when the Board will review all nominations and applications for various annual awards. Recommendations will be made to the Governor for consideration and the awards will be presented at the Governor's Conference on Tourism on Thursday, January 22, during the banquet.

## Creative Consultations/Projects

T. Berg:

For Tourism: Designed banners to be used at upcoming trade shows; expected delivery is early December.

Designed the creative for social media platforms.

Working on designing the cover and opening spreads for the upcoming vacation guide; files need to go to print by December 18.

Will design the Annual Report for Tourism.

A. Hofmeister:

For Tourism: Mocked up and routed three sections of the Group Tour Planning Guide; working on the next section. There are six more sections to design and route, along with divider tabs, cover, and index pages. Will seek bids when Guide is further along and research a company to design boxes for mailing the Guides.

Designed a small online box ad for TourSDakota.com for *Groups Today*, which featured a photo of the Badlands and TourSDakota.com.

First Lady: Will work on getting an updated timeframe and updated quotes for the ABC Book; book has been designed, but the printing has been on hold.

Other: Will attend subcommittee meetings for the Inauguration; will work on the design and print coordination for signage needs at the Capitol and for the ball at the Ramkota.

A. McCloud:

For Tourism: Will work on layout of the 2015 Tourism Conference Booklet. Reviewed photos for the Notebook and made several photo choices for the front of the Notebook and for the inside cover; files have been sent for printing. Other design needs include Conference signage, invitation to Legislators, nametags, nametag schedule, and small miscellaneous pieces.

Other: Designed, made, and assembled the tree topper for the big tree at the Capitol for Christmas at the Capitol. Designed the logo and made all of the signage including the doors, which were put up on November 11. All other signage was sent to DOT for printing and mounting on FomCor, which were completed and delivered to the Capitol. Completed design and delivery of the Grand Lighting Program book for the Christmas at the Capitol.

Refined two designs for the state license plates that will be shown to the Governor for review in early December.

M. Ganschow:

For Tourism: Marketing/Ad Campaigns – Discussed, reviewed and proofed, as needed, the following elements with the marketing team: e-Target email, Travelsmart, Events email, Hunting email, Macy's promotion – creative for Sandwich Board, copy for magazine Co-op (Giant Step), and Travel Professional e-Newsletter.

Project Review/Proofing: Trade Show banners, Tourism Conference Journal Book and photo pages, Group Tour Planning Guide – Parks & Monuments section, box ad for *Groups Today* e-Newsletter, Artwork for luggage tag, and e-FYI.

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 SD promo items. Compiled Roundup wrap-up meeting minutes and routed to committee. Compiled Hunt wrap-up meeting minutes and routed to committee. Attended meeting regarding updates to the Vacation Guide. Attended meeting regarding the Tourism Annual Report. Following up with the Made in SD vendors that will be exhibiting at the Tourism Conference.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Welcome Signs update; Capitol Christmas; Group Tour Planning Guide; Vacation Guide update; 2015 Tourism Conference; Tourism Annual Report; Arts Council Annual Report; GOED Annual Report; GOED Conference; License Plate; and Research/order giveaway promotional items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Attended meeting on content of 2015 Vacation Guide final pages and direction for first 23 pages. Other meetings: Tourism's Annual Report; Tourism and L&S Co-op planning meetings; L&S planning on Peak 2015 creative direction; and Tourism Conference.

Project Review and Proofing: Trade Show banners, Tourism Conference Journal Book, Group Tour Planning Guide – Parks & Monuments section, box ad for *Groups Today* e-Newsletter, artwork for luggage tag, Vacation Guide's opening pages for regional associations, and e-FYI.

Projects in Preparation/Ongoing: Tourism Conference Journal Book; will continue researching centerpieces options, setting designs, and staging; secure dates with A/V company, and final signs list by the end of December. Vacation Guide print coordination; all files need to be at the printer no later than December 18.

For Governor's Office: Attended follow-up meeting with Revenue regarding the 2016 license plate.

Inaugural Photography: will be meeting with Mike Mueller and Brooke Larson to develop a plan for the January 10 event. Plan two video shoots that feature the Governor.

Governor Office Map: working with the Governor's staff on updates to a railroad map they're prepping for a presentation.

Logo and photo requests fulfilled: Sent Capital Lake and Capitol image to Hilary Carruthers, Computer and Web Support Specialist, SD Legislative Research Council for use as the desktop image on laptop PCs for upcoming legislative session. Forwarded revised script and whole logo files to RMI team in Cheyenne. Bought and downloaded a photo for GOED staff.



## South Dakota Department of Tourism Social Media Report 2014 - 2015 Executive Summary

Social Reach	July	August	September	October	Total/Avg.
Facebook Impressions	1,936,426	1,356,690	4,920,214	2,633,763	10,847,093
Twitter Impressions	3,895,995	4,846,055	3,505,939	4,670,549	16,918,538
Social Keyword Mentions	11,047	11,983	10,414	15,635	49,079

Channel Insights	July	August	September	October	Total
Facebook Fans	119,012	120,438	126,625	133,451	133,451
Twitter Followers	15,003	15,393	15,760	16,107	16,107
Pinterest Followers	2,050	2,123	2,177	2,204	2,204
Google+ Followers	373	391	409	424	424
YouTube Views	1,186,019	1,202,689	1,216,305	1,226,445	1,226,445
Website Analytics	July	August	September	October	Total/Avg.
Social Media Referrals	2,796	1,587	1,024	938	6,345
Social Media Leads Generated	128	41	49	48	266

Percentage of Goal Completed	July	August	September	October	Total
New Facebook Fans (50,000)	55%	39%	153%	261%	80%
New Twitter Followers (3,500)	239%	125%	118%	78%	91%
25% Increase in Web Referrals	475%	269%	174%	47%	18%
Social Media Engagements (250,000)	427%	317%	274%	36%	110%
10% Increase in E-Newsletter & Vacation Guide sign-ups	131%	43%	51%	53%	23%