



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: November 10, 2015
RE: October 2015 Monthly Status Report

Domestic Earned Media Numbers

September (not including Buffalo Roundup) Impressions: 314,053,300
Ad Value: \$1,791,259
Number of clips: 37

Buffalo Roundup Earned Media Impressions: 79,507,896
Ad Value: \$344
Number of clips: 7

FY16 To-Date Impressions: 784,971,481
Ad Value: \$2,726,385
Number of clips: 91

Media, PR & Industry Relations

Information requests/interviews/meetings: Provided pheasant photos to Timber Lake Topic. Provided video footage to German TV channel. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Developed presentation for regional tourism industry road show. Presented social media, PR elements, research, and marketing updates in all four host cities: Pierre, Rapid City, Watertown, and Sioux Falls.

Presented at the Government Communicators Conference on building a comprehensive communications plan.

Provided itinerary and hotel recommendations to freelance writer for *Brickell Magazine* and *Abode Magazine*. Continued to work with Boaz Frankel and the Pedal-Powered Talk Show on details surrounding his upcoming trip/filming. Worked with Kevin & Sue McCarty on their trip to South Dakota for Travel Planners Media & Radio and working with Sioux Falls CVB on this effort; stops will include De Smet, Sioux Falls, Mitchell, and Vermillion.

For Tourism Conference, continued working on décor, uploaded sponsor logo files to the Conference website, reviewed AV equipment requirements for one of our keynote speakers, mailed registration flyers, drew three names for the free Conference registration giveaways for those who completed the 2015 online Conference evaluation form and sent notifications, drafted

email copy for industry reminders (October, November, and December), drafted copy for Conference booklet, working with company that is developing an app for the conference – Populace, and sent complimentary registration letters to the nine tribal leaders.

Sent the October issue of Tourism's e-FYI newsletter to 2,606 list members via Listrak.com on October 23. Topics included: Secretary's Message, 2016 Governor's Conference on Tourism, Great Service Star 2016 Designees, Peak 2016 Magazine Co-op, Information Center Season Ends, Media Coverage, South Dakota Arts Council News, Important Reminders, Did You Know?, and U.S. Travel Association Updates.

Approved the October social media content calendar for Facebook/Twitter/Instagram. Approved the fall campaign of "30 Great-ful Places," which will only be on Instagram; promotions on our other channels will drive traffic to Instagram. There will be 30 branded posts and one winner each of 30 days. Prizes include National Park Pass, state park pass, and South Dakota goodie basket. Continuing to approve content, photos, and suggest new options for this effort. Instagram account has 6,929 followers and 744 posts. Travel South Dakota Twitter account (@southdakota) has 22,900 followers. Tourism's Facebook page has ~205,887 fans. The YouTube channel videos had 10,750 views over the last 30 days.

Working with Pheasants Forever on giveaways on our social channels for October and November.

Prepared a Department of Tourism report and attended the region's annual meeting as liaison for Glacial Lakes & Prairies Tourism Association.

Submitted internship position description.

International and Domestic Trade Sales

Fulfilled requests for 180 South Dakota Vacation Guides to AAA offices in three states: Illinois, Ohio, and Texas.

Sent requested information to Hall Tours, Nebraska; and The Travel Company AS, Norway, a travel agency/tour operator who focuses on selling the United States.

Monitoring appointment request sites to accept requests from tour operators for the 2016 American Bus Association (ABA) Annual Marketplace, January 9-12, in Louisville and for the National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta.

Contacted by *Leisure Group Travel* magazine to provide suggestions and information for editorial to accompany co-op ad in its December issue; sent information. Contacted by *Groups Today* to provide What's New editorial as added-value resulting from placing the Group Tour Co-op ad in the magazine; editorial will appear in the January/February issue.

Fulfilled requests from tour operators who attended the Rocky Mountain International (RMI) MegaFam in North Dakota and South Dakota, September 9-17, and sent fall slideshow. Responded to questions journalists had after attending the Buffalo Roundup, September 20-26.

Sent thank you notes and a Crazy Horse group photo to the 15 international journalists who attended the Buffalo Roundup press trip; sent thank you notes to 32 South Dakota suppliers

who assisted with the hosting for the Buffalo Roundup, September 20-16. Sent requested information to Kirk Owers, Australia, who attended the Buffalo Roundup.

Sent reminders to visitor industry to sign up for the RMI Roundup that will be held the first weekend in May; there are 15 suppliers registered with five spaces remaining.

Contacted Chambers of Commerce, CVBs, and regions for their new attractions, restaurants, and lodging and compiled a list for the "What's New in 2016" that is handed out at trade shows, to fam attendees, and given as follow-up.

Worked with our Japanese Representative Mr. Osamu Hoshino to set up a fam for three of his staff who represents us in Tokyo and domestically, October 8-16. They visited Rapid City, Deadwood, Mitchell, De Smet, Custer, and Hill City. Sent 300 Japanese brochures as follow-up and for their publication fulfillments.

Provided information to RMI for their flash drive for two webinars on each state, requested by two of the tour operators for the Australia/New Zealand Mission, October 7-21. Hosted journalist Kirk Owers in Newcastle (he attended Buffalo Roundup); met with journalist Helen Hayes; hosted four receptions for tour operators/journalists in Manley, Melbourne, and Brisbane, Australia; and in Auckland, New Zealand. Sent thank you emails to Gary Dickson, Let's Go Travel for regional promotion article and to Wayne Mitcham, Brand USA Australia.

Working on final preparations for Italian Mission, November 8-15, which includes revising slideshow for Italian market presentations, adding videos to iPad, gathering giveaways, and updating flash drives for tour operator and journalist meetings. For United Kingdom Mission, December 5-12, contacted RMI office in London to finalize trip. Hope to meet with journalist Godfrey Hall, United Kingdom, per his request.

Maurizio Di Bella, Press Tours, Italy, has put together a new South Dakota-only, 11-day tour that he is promoting at the Italian fairs over the next 14 months. Maurizio attended a South Dakota/North Dakota RMI MegaFam and attended RMI Roundup of tour operators in Sioux Falls this past spring.

Sent email to Karen Banyon at BBC, United Kingdom, with press information, website links, quirky attractions, and a link to the newsroom for photos and more information.

Worked with United Kingdom journalist Simon Barnes, who writes for the *Economist* magazine, regarding his visit to Badlands National Park; he was accompanied by a photographer. Provided information on horseback riding, Park contacts, birding information, etc. for his article about the Badlands for a 100th anniversary article on national parks. Park staff provided information and escorted them around the Park.

International Press:

Benelux:

Nederlands Dagblad (circ. 24,000), article by Imco Lanting about where the T.rex was found, estimated ad value is \$2,729; Het Parool (circ. 71,352), by Imco Lanting about the paradise for paleontologists – RMI states, estimated ad value is \$11,519; and De Morgen, about a few people who were paleontologists for a day in the RMI region by Imco Lanting – no circulation or estimated ad value given.

NRC Handelsblad (circ. 199,359), article by Hester van Santen about an advertisement in the Central Station in Amsterdam that has been there for 40 years – favorite roadside attraction in Wyoming and South Dakota, estimated ad value is \$46,340. (No description of ad given.)

Het Parool (circ. 71,352), article about the Land of Lucky Luke – Buffalo Roundup by Bas van Oort, estimated ad value is \$9,193.

France:

Online publication (readership of 20,000,000) about Hanging out in the Real America by Sarah Smith, estimated ad value is \$60,000.

RTL radio (listeners of 15,000,000) about personal experiences of cowboys by Philippe Bouvard, estimated ad value is \$80,000. RTL is the #1 radio station in France.

Newestern Magazine (circ. 25,000) article by Guy de Galard about the ranch life of kids in the RMI states – it explains the art of life on ranches, estimated ad value of \$18,500.

Cheval Pratique (circ. 70,000), article about ranches in the RMI states per interviews by Emmanuelle Dal’Secco, estimated ad value is \$39,500.

Beatrice Leproux attended the Buffalo Roundup many years ago and wrote another article – this one about the 50th anniversary of the Buffalo Roundup.

Switzerland:

Journalists Chris Winteler and Moritz Hager, SonntagsZeitung, had an article published on a double page in the SonntagsZeitung October 11, 2015, which describes the Roundup, the highlights surrounding it, and the main sights in the Black Hills. The interview with the Governor is a great add-on alongside. SonntagsZeitung is published weekly (circ. 201, 000), estimated ad value is \$64,000. The article was also published in their online travel section – with even more photos and a very nice presentation, ideal for tablets and mobiles.

United Kingdom:

The Daily Telegraph (Web) (circ. 964,008) article includes Mount Rushmore National Memorial, no writer is listed, estimated ad value is \$40,390.

Solo Traveler (circ.2,654) article on a trip to Little Bighorn Battlefield – Rapid City is mentioned, estimated ad value is \$110.

Travel and Tour World (circ.8,110) about the South Dakota float design for the Rose Parade and the 100th Anniversary of the NPS, by Shreya Goswami, estimated ad value is \$337.

Good Things (circ. 16,425) about touring, which includes Rapid City and Mount Rushmore, estimated ad value is \$905.

Mail Online (Web) (readership of 2,437,549) about road tripping through the RMI region – includes Black Hills and Rapid City, by Gabriel Thompson, estimated ad value is \$49,785.

The Mail on Sunday (readership of 1,432,522) about road tripping through the RMI region – includes Black Hills and Rapid City, by Gabriel Thompson, estimated ad value is \$174,616.

Total estimated ad value from international press for this report is \$597,924.

Outdoors

South Dakota Outdoors Twitter account (@sdoutdoors) has 6,443 followers and South Dakota Outdoors Facebook page has 2,780 fans.

Film Office

Removed old listings and updated and approved new listings on FilmSD.com.

Inquiries/Film Office Tasks: In touch with several filmmakers who are considering spending time in South Dakota. Attended the South Dakota Film Festival in Aberdeen. Added a link to the "Sioux Empire Film Festival" and removed the link to the "SoDak Animation Festival."

Attended Governor's Leadership Development Retreat and the final Governor's Leadership Development Program class in Pierre.

Information Centers

Held wrap-up meeting to discuss Information Centers. Will meet with the Department of Transportation (DOT) to discuss some of the changes we'd like to implement; DOT maintains and lets bids for maintenance of the buildings and grounds at each Center,

Prepped Vermillion, Valley Springs, and Chamberlain Centers for closing; prepared Center newsletter; updated Center job application and announcement; and worked on NCSTD certification exam.

Sent reminder to Information Center staff on registering for the Tourism Conference.

Car Count: A total of 700,750 people visited Centers this year, up 10.1% from last year; 288,625 cars visited, up 8.9% from last year. Increases in key markets: Colorado, 14.3%; Illinois, 14.8%; Iowa, 7.9%; Michigan, 23.9%; Minnesota, 9.4%; Missouri, 1.5%; Nebraska, 3.9%; South Dakota, 0.4%; Wisconsin, 12.2%; Wyoming, 12%; and Foreign, 22%. Decreases; North Dakota, 1.3%; Canada, 5.4%; and Tour Buses, 0.4.

While not as large as some of the markets listed above, we have seen an incredible amount of growth from the following markets: Indiana, 13.3%; Ohio, 18.9%; Pennsylvania, 23.5%; and Washington, 15.8%. No advertising are specifically spent in these markets.

Hospitality

Reviewed 149 Great Service Star (GSS) Program applications and forwarded the list of 2016 designees to the four regional tourism association directors. Emailed notification letters to the designees along with the announcement of the new GSS logo and instructions for use. Forwarded new logo files to several designees in response to requests. Updated the designee list on SDVisit.

Selected 14 organizations/businesses for consideration of the George S. Mickelson Great Service Award for 2015. Award will be announced at the banquet of the Governor's Conference on Tourism on January 21, 2016.

Assisted a business with password for the Online Customer Service Training.

Photo/Video

Photography: Pheasant hunting, deer, East River autumn scenes, and 1880 Train.

Governor/GOED photography: Governor's Hunt activities, team photos, etc.

Fulfilled 21 requests for photos to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Black Hills & Badlands Tourism, RJD Design, Rapid City; Game, Fish & Parks, First Dakota National Bank, BPro, Department of Labor, Pierre; Custer Chamber of Commerce; Watertown Development Corporation; South Dakota Humanities Council, Brookings; Deadwood CVB; Commercial Interior Design, Sioux Falls; Thrillist Media, Florida; *AAA Home & Away* magazine, Nebraska; and National Bison Association, North Dakota.

Continued editing and inputting photos into Tourism's database and culling outdated imagery; current total is 20,351.

Tourism photography hit list: Pheasant hunting.

GOED photography hit list: Week of photography of manufacturing sites, etc.

Video Shoots: Shot video of fall foliage in the Black Hills, Crazy Horse Canyon near Rosebud, Newton Hills State Park, Lewis and Clark State Park, and Palisades State Park.

Governors Pheasant Hunt: Shot and edited a short video with the First Lady for the Prairie Art Showcase that was shown during the Friday night banquet. Shot live camera for the evening banquets. Shot still images at the trap shoot and in the field for the faces show.

Video Dubs and Loans: Sent additional wildlife footage to Mark St. Pierre with the Oglala Sioux Tribe. Sent the Beauty of South Dakota videos to TV-Gesundheit.com in Germany.

Video Projects: Worked on archiving and encoding the entire video shoots from the summer. Worked on a Great 8 video and a National Parks video. Shot an interview with Jim Hagen for the Arts Council.

Key Projects for November: Set up and shoot pheasants with pheasant hunting models. Edit videos and add them to the Instagram page. Add content to the YouTube channel.

Travel Market Advertising/Marketing

Discussed digital ideas with team and MMGY and reviewed Peak creative proposals; agreed on a fall social campaign (Great-ful State) that will kick off on November 1. Met with team and L&S to review Peak 2016 creative and four variations for Peak 2016 marketing calendar; L&S is working on a new calendar based on staff feedback. Will set up Peak planning meetings in November with co-op partners.

Co-ops: Spearfish: Sent SEM report.
Custer BID: Will set up peak planning meeting.
Custer State Park: Edited and approved October social media posts and working on November social posts. Sent SEM report, will set up peak planning meeting.
Watertown: Sent SEM report; shoulder campaign still running.
Hot Springs: Sent SEM report.
Deadwood: Edited and approved November paid social posts.
Sioux Falls: Edited and approved shoulder campaign landing page and digital videos. Reviewed winter campaign landing page, pre roll, and banner ads.
Pierre: Met to get BID Board update; discussed a possible community co-op.

eCRM: Travelsmart – Reviewed content, edited, and approved October Travelsmart email; deployed on October 8. Events – September (December Events): Reviewed and edited content; deployed on October 22. Inquiry – Reviewed and edited copy; deployed on October 14. Hunting: Discussed hunting email strategy for Shoulder 2015, edited and approved content for hunting email #2; deployed on October 6. Working with MMGY on an editorial calendar for upcoming months; waiting for approval on new Travelsmart templates with additional elements.

Forwarded Rooster Rush vendor information to a hunting lodge that wanted to order 100 embroidered caps. Provided logo files to the Timber Lake newspaper.

Finalized magazines for Peak Magazine Co-op; each magazine will be 1+1/3 pages. There are eight magazines this year with four partner spots in each. Two magazines (*Everyday with Rachel Ray* and *Martha Stewart Living*) will be sold as a package deal; all other magazines are a one-placement-only purchase: *Family Fun*, *Good Housekeeping*, *Midwest Living*, *O Magazine*, *Parents*, and *Real Simple*. There are 28 spots at \$2,000 each with a deadline of November 10.

Began organizing and writing content for South Dakota Tourism's Vacation Guide pages.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Created business listings for seven businesses that MMGY determined were needed to help improve SEO results: Black Hills National Forest, Black Hills Wild Horse Sanctuary, Evans Plunge, Geographic Center of the Nation Monument, Gulches of Fun Amusement Park, Wonderland Cave, and Wounded Knee the Museum.

Added new content: Road Journal – Cheering for the Buffalo; Itinerary – Winter in the Black Hills; Photo Essay – A Capitol Christmas, Autumn Splendor, and Hugh Glass Rendezvous; and Story – Thanksgiving on the Prairie, *South Dakota Magazine*. Confirmed that MMGY added a Winter page with content/navigation pods as well as redirects in place for /Winter and /Scenic-Drives.

Met with internal team to find locations on home page to feature the “Book Now” call-to-action.

Industry Site – SDVisit.com: Updated the content for the Peak 2016 Magazine Co-op; posted the list of 2016 Great Service Star designees; and posted the regional marketing meeting schedule to the homepage with the PowerPoint and handout that was distributed.

Tourism Conference - SouthDakotaTourismConference.com: Continued to update content for speakers, sessions, sponsors and exhibitors as they became available. Tested online registration and payment process.

Research

Working with SMARI research to complete a visitor profile study. The survey instrument is currently in progress and we expect the panel recruiting and data collection to begin in November. South Dakota visitors will be surveyed and responses compiled on demographics, trip planning, spending, origin, etc.

Compiled data on 2015 hotel performance and provided this to the Department of Revenue for a presentation. Provided the Tourism Board and regional tourism association directors with the September travel indicators at the September Tourism Board meeting.

eCRM and Data Management: Held several calls with MMGY and L&S to determine the best way to migrate our data out of Salesforce as the contract expires in December; we plan to move to a more efficient product for storage. Reviewed our current fulfillment work flow to ensure no disruptions will take place during the migration.

Worked with Bureau of Information & Telecommunications to test Skype's business software with multiple domains.

Fulfillment

Fulfilled 26 bulk shipments/requests: 11,710 South Dakota highway maps, 542 Vacation Guides, 800 Tribal Lands brochures, and 80 South Dakota Native Guides. Black Hills Works fulfilled 4,988 domestic requests, which included 2,657 Reader Leads. Fulfilled 125 international requests via MSI Worldwide Mail Service and 586 Canadian requests were emailed to MSI for fulfillment. Fulfilled 37 special packet requests via regular mail. Reviewed 1,199 emails from the Online Request Form and responded to those with specific questions.

Tribal Tourism

Attended the *Return of the Sioux Horse Effigy* ceremony at the Cultural Heritage Center on Native American Day.

Governor's Tourism Advisory Board

The next meeting is December 2 in Pierre at Dolly-Reed Plaza in Executive Session to discuss annual awards and make recommendations to the Governor. Awards will be presented during the Thursday banquet, January 21, 2016, at the Governor's Conference on Tourism.

Governor's Pheasant Hunt

Assisted at event with shirt sales, guest registration, trap shoot, packing lunches, decorating, team ambassador, greeting guests at banquet, event set-up, and clean-up.

Creative Consultations/Projects

T. Berg:

For Governor's Office and GOED: Completed all print projects for the Governor's Invitational Pheasant Hunt and assisted at the event.

Other: Designed the front door artwork for the 2015 Christmas at the Capitol; the theme is Christmas Around the World. Also, creating a "print" checklist for the committee to use.

A. Hofmeister:

For Tourism: Updated the Group Tour Co-op Coupon, which is being routed/proofed.

Created a 4-page letter and form for the 2016 Peak magazine co-op registration; mailed 1,665 letters/forms to the visitor industry.

Created graphic of Tourism Conference to be used in Tourism staff's e-signature block. Will design a full-color, 28-page booklet covering Conference details; expect to send files to the print vendor by December 3 so we can received the booklets by December 22. Other design projects include signs, tickets, programs, nametags, and miscellaneous items.

A. McCloud:

For Tourism: Created 12 group tour banner ads per Group Tour Co-op magazine agreements.

For Governor's Office and GOED: Designed the Artist Brochure and Artist schedule/nametag for the First Lady's Prairie Art Showcase. Completed signage projects for Hunt.

For the Governor and First Lady: Designed candy wrappers for the Mansion. The layout for the photo book is almost complete and will be sent to the First Lady for review.

For GOED: Designed a logo icon for the GOED Conference for their Newsletter.

M. Ganschow:

Designers attended the Minnesota AIGA Design Camp, October 1-4. The camp allows designers to keep up with the current trends of the Design industry as well as furthering their education.

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Travelsmart with updated creative and layout, Events email, Pheasant Hunting email, Snowmobile Trails Map, and reviewed statewide Instagram topics submitted by MMGY.

Project Review/Proofing: Hunt – program book, signage, menus; Hunt Art Show – newspaper ad, artists brochure, signage; Vacation Guide – updated Governor's welcome letter and Table of Contents; Online banner ads for *Courier*, *Groups Today*, and *Destinations* magazines; South Dakota Road Show; and 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 SD promo items. Attended Roundup committee wrap-up meeting; compiling meeting minutes. Attended October 14 Hunt committee meeting and October 28 wrap-up meeting; compiling meeting minutes. Attended October 26 Tourism Conference committee meeting. Completed in-house judging for the Made in SD vendor applications for Tourism Conference exhibits; notified the 14 vendors selected to exhibit and notified vendors who were not chosen. Assisted with the Great 8 wall decals.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Tourism Conference print materials; Photo Book for Governor & First Lady; Kids Activity Book update; Capitol Christmas; Vacation Guide updates; Tourism Annual Report; Arts Council Annual Report; GOED Annual Report; GOED Conference; and research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Governor's Office and GOED: Provided designs and supervised photo façade changes with Buildings & Grounds for the Governor's Hunt photo stations. Worked with A/V vendor on final schedules. Drafted a photo plan for team of photographers and the L&S editing crew.

Received copies of the Snowmobile Trails Map with the greatest share going to Game, Fish & Parks for distribution at the trail heads. Tourism has copies for fulfillment by request and as a download on TravelSouthDakota.com.

Provided table décor to Education for the Teacher of the Year Awards ceremony.

Rewrote the print specifications for the 2016 Vacation Guide and forwarded to the state Procurement Office; bid results will be announced by early November. Each of the four regional tourism associations has a section and Tourism is responsible for the introductory pages.

Logo and photo requests:

Pulled images for Trade Sales for team's RMI Australia Mission PowerPoint. Pulled a few fall Capitol images to put on the State homepage. Provided a portion of the images Andrew Timm requested for a new website for South Dakota State people in the Washington D.C. area; will follow-up if more images are needed.