



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

Domestic Earned Media Numbers

October:	Impressions: 251802188 Ad Value: \$2,211,006 Number of clips: 36
FY16 To-Date:	Impressions: 1,237,231,425 Ad Value: \$5,587,235 Number of clips: 130

Media, PR & Industry Relations

Information requests/interviews/meetings: Provided Macy's float photos to KOTA-TV, Chimani, Argus Leader/SF Business Journal. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): November 5 – MercyMe to Perform on 'Mount Rushmore's American Pride' Float; November 10 – SD Businesses Recognized for Outstanding Customer Service; and November 12 – Tourism Industry Remains Strong Throughout Shoulder Season. Posted one industry release to MediaSD.com.

Recent stories/articles about the Buffalo Roundup:

- Thrillist.com (UVM: 5,837,906), attendee Matt Meltzer included Badlands National Park and Wind Cave National Park in his piece "What Our National Parks Look Like In The Fall," which ran on October 2. And he featured his travel experiences in "Why South Dakota Is The Most Underrated State In America," which ran on October 21.
- StuckAtTheAirport.com (UVM: 52,890), attendee Harriet Baskas included Crazy Horse Memorial in her weekly "Souvenir Sunday" section, sharing how visitors can take home rocks from the memorial's construction; the article ran on October 4.
- CNBC.com (UVM: 17,876,135), attendee Harriet Baskas featured Deadwood and Wall Drug, South Dakota's tourism strategies, and quotes from Governor Daugaard in "Deadwood Tries to Spring Back to Life with Tourism Revamp," which ran on October 22.
- PrettyPrudent.com (UVM: 302,177), attendee Jaime Morrison Curtis featured her experience in South Dakota in "Surprising South Dakota: Buffalo, Brews, and Badlands," which ran on October 14.

- Yahoo.com (UVM: 153,013,645), attendee Leah Ginsberg posted South Dakota's footage from the Buffalo Roundup on October 15. And she featured South Dakota and its offerings for visitors in "South Dakota? Yes! 29 Things Not to Miss," which ran on October 16.
- Tango Diva (UVM: 30,784), attendee Sheila Gaspers highlighted South Dakota landmarks in "Saddle Up For South Dakota's Great 8," which ran on October 21.
- HuffingtonPost.com (UVM: 47,141,934), attendee Laura Grier featured her experience at the Buffalo Roundup in "The All-American Safari -- The Buffalo Roundup in South Dakota," which ran on October 9.

Adventure press trip:

- Pit Stops for Kids (UVM: 38,047), attendee Amy Whitley included family-friendly activities in Deadwood in "Family Travel Guide to Deadwood, South Dakota," which ran on October 5.
- U.S. News & World Report (UVM: 17,525,633), attendee Amy Whitley covered the Black Hills, Badlands, De Smet, and Sioux Falls in "3 Under-the-Radar Family Adventures in South Dakota," which ran on October 27.
- About.com Adventure Travel (UVM: 34,516,186), attendee Kraig Becker highlighted the state's active offerings in "5 Adventurous Things to Do in South Dakota," which ran on October 12.

Made photo change suggestions to online content for Great Outdoors Initiative with Brand USA. Discussed possible partnership with industry on two additional campaigns for FY16.

For Tourism Conference, working to finalize décor, Tuesday evening reception, and Conference sponsorships including luncheon and banquet tables and exhibitor booths. Reviewed print items/copy and email #3 to the industry. Began working on gathering AV needs from the speakers. Contacted Midcontinent Communications about providing Internet access for the Internet Café and confirmed the language that will be included in the Conference program book. Reached out to Populace to discuss what assets they need in order to develop a Conference app for this year; app will be available on IOS and Android and will include speaker information, schedule, accommodations, etc.

Sat in on conference call with representative from Mashable.com (from their website: "Mashable is a leading global media company that informs, inspires and entertains the digital generation. Mashable is redefining storytelling by documenting and shaping the digital revolution in a new voice, new formats and cutting-edge technologies to a uniquely dedicated audience of 45 million monthly unique visitors and 25 million social followers."). The website was founded by Pete Cashmore in 2005.

Met with Fort Pierre mayor Gloria Hanson, per her request, to discuss the city's 2017 bi-centennial.

Social Media: The YouTube channel videos had 8,520 views over the last 30 days. Added a Bennie Spies video, promoting pheasant hunting, to the channel. Added new content to the playlists for hunting and winter activities.

International and Domestic Trade Sales

Fulfilled requests for 30 South Dakota Vacation Guides to AAA offices in Connecticut.

Sent requested information to Carl Russell, Inland Seas Travel Inc., Michigan, who is working on a Wounded Warrior Project and wanted South Dakota information for a possible tour to the state. Sent requested information to Pam Bennett, World Travel Inc., South Carolina, for a group of 16 coming to South Dakota in September; they are interested in Folk Art, galleries, etc. This group usually travels overseas, but has chosen South Dakota for their 2016 trip.

Contacted Haybina Hao from NTA (National Travel Association) for assistance in hosting a Chinese fam in South Dakota in 2016; met Haybina in Colorado Springs while attending the Go West Summit Show. Discussed the logistics of hosting a fam for 8-12 Chinese travel agents and Haybina; decided to plan the fam for late May. It will cover the Black Hills and Badlands region. Contacted Michele Thomson, Black Hills & Badlands Tourism region, and Julie Jones-Whicher, Rapid City CVB; they are very excited for the opportunity.

Worked with Tourism's creative team to produce Japanese and Chinese business cards. Our Japanese representative Mr. Osamu Hoshino has translated the Japanese cards. Haybina Hao will be translating the Chinese cards as part of the Chinese Fam.

Updated the PowerPoint presentation the Trade Sales team uses for overseas sales missions as it is designed to be used for multiple markets.

Started to research the annual IMEX Travel Show for 2016; (from their website: IMEX America Show features the largest Hosted Buyer Program in North America and attracts thousands of buyers and exhibitors from the U.S. and around the world. It connects key players, generates innovative ideas, and drives business with the force of global opportunities.).

Sent announcements/reminders to South Dakota suppliers about the Go West Conference in February in Anchorage and to sign up for the RMI Roundup in May. Roughed out post-fam itinerary for South Dakota for tour operators at the RMI Roundup in May 2016 to be held in Cody, Wyoming. This tour will stop at those South Dakota businesses who attend the RMI Marketplaces; so far, 21 South Dakota companies signed up to participate in RMI Roundup.

Sent published articles to South Dakota suppliers who hosted journalists.

Traveled to Norway and Sweden for the Nordic Mission, November 15-19, to meet with tour operators and media. Met for staff training with Team Benns, Nordmanns-Reiser, and USA Spezialisten AS in Oslo, Norway. Evening events included presentations to 25 media and tour operators in Oslo, Norway; and the one with Iceland Air in Stockholm, Sweden, was with 32 representatives. Met with Jambo Tours in Stockholm, Sweden.

For TIA International Pow Wow, June 18-22, contacted previous partners to confirm their participation and contacted additional South Dakota suppliers to see if there are others interested in attending. (From their website: U.S. Travel Association's IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the USA, representing all industry category components, and close to 1,200 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of more than \$4.7 billion in future Visit USA travel. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.)

Traveled to Rapid City to meet Collette Vacations representative while she was there on a scouting trip; provided information.

Placed ads for the Group Tour Magazine Co-op with 14 South Dakota partners in fall/winter issues of six targeted group tour magazines; total circulation is 68,732. Prepared and sent added-value banner ads for various magazines. Sent requested video to Premier Travel Media, Illinois, to place online. Leisure Group Travel is a member.

For Italian Mission, November 8-19, presentations and meetings were held with 35 tour operators in Milan and 16 appointments were held with tour operators in Rome in a trade show format. Held a reception with the Ambassador and Consul General in Milan at the residence; 45 tour operators and journalists also attended. Was invited to a meeting with Alidays tour operator for a presentation on their new website and booking platform for 2016; they are one of our key tour operators in Italy. Followed up with RMI Italian office regarding web links for Native American information and winter information on South Dakota. Responded to Fluid Travel, as they are putting together the new Alidays tour operator promotion that includes an interview with someone from each state in a story format on their website.

Plan to attend the Rocky Mountain International (RMI) mid-year meeting on December 1 in Denver.

Made final arrangements for the United Kingdom Mission in the London area, December 5-12. In addition, set up appointments with White Rose Motorcycle Tours in Harrogate and North American Travel Service in Leeds.

Met with staff videographer to provide B-Roll video for added segments to the RMI Brand USA programs video which already includes the South Dakota Native Content video with partners of Rapid City, Black Hills & Badlands, Deadwood, Custer State Park, and Sioux Falls. For the Great Outdoors Initiative with Brand USA, reviewed/edited copy and selected photos.

Drafted Dances With Wolves site information and sent photos for an article about the movie's 25th anniversary to Helen Hayes, Australia.

Film Office

Met internally to discuss Film Office changes.

Hospitality

Issued 115 certificates, 51 gold seals, and 36 lapel pins in the Governor's Hospitality Program.

Narrowed the list of finalists to 13 for consideration for the George S. Mickelson Great Service Award. Copied appropriate sections of applications and sent to Tourism Board members for review prior to their meeting on December 14 in Pierre.

Updated SDVisit.com to show the title of Black Hills State University (BHSU) School of Business for the Online Customer Service Training program. Visited with the new staff person at BHSU responsible for trouble-shooting this program. Supplied the ID code to two businesses.

Photo/Video

Tourism photography: pheasant hunting, Christmas at the Capitol.

Fulfilled photo requests to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Glacial Lakes & Prairies Tourism, Best Western, Watertown; ProPrint, Rapid City; USD, Vermillion; Oahe Federal Credit Union, Pierre; sculptor John Lopez, Lemmon; National Park Service, Mount Rushmore; Rocky Mountain International, Wyoming; *Leisure Group Travel*, Illinois; *AAA Home & Away* magazine, Nebraska; Mirage Tours, Arizona; and MMGY, Kansas.

Continued editing and inputting photos into Tourism's database; current total is 20,578. Culling outdated imagery.

Tourism photography hit list: Christmas at the Capitol, Pierre; Winter Wonderland, Sioux Falls.

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

Shot video of the arrival of the main tree for the Capitol Christmas display. Edited a time-lapse of the tree for use on the event's website.

Finished archiving and encoding 50 hours of video from the summer shoots.

Sent Buffalo Roundup footage to Tremendous Entertainment in Minneapolis for a show they are producing called "Rock the Park." Sent finished videos to Brad Richardson at the South Dakota Veterans' Home for use in presentations. Sent wildlife footage to Mark St. Pierre with Oglala Lakota College.

Video shoots hit list: Set up and shoot pheasants and pheasant hunting. Start working on ideas and set-ups for winter shoots.

Video projects in preparation: Work on editing the Great 8 and National Parks videos. Work on adding content to the YouTube channel. Add cards and annotations to more of the YouTube videos. Work with GOED staff on video projects for promoting their conference. Work on updating the stock footage in the Dropbox files for video loans.

Travel Market Advertising/Marketing

Held weekly conference call meetings with MMGY that included Peak 2016 Digital Plan. Had conference calls with L&S regarding Tourism and Co-op 2016 media schedules.

Held daily marketing meetings as needed. Other meetings/calls included Roots Rated; FOX Sports; ESPN Wisconsin; partner co-ops; Wine, Brew and Culinary guide; CAN; blog discussion; AAA; Get Smart Content; GFP with Find Your Park; Kansas City Speedway; and Lewis and Clark proposal.

Filled the 28 available spots for the 2016 Peak Magazine Co-op program at \$2,000 for each placement. This year, partners were able to give a preference for the magazine in which they want placement. Gathered copy and photo from each partner; edited new copy or copy that had been changed. Will send each magazine's copy and photos to L&S for layout/design. The first ad is due to the publication in mid-January.

Will be using a Rushmore shot for most publications; *Family Fun* and *Parents* photo will feature a family in front of Mount Rushmore; looking at using a Badlands shot for *Midwest Living* since they will see the Rushmore photo being used the previous month in the Black Hills & Badlands Dream Vacation ad.

Had initial calls with all Peak 2016 co-op partners to discuss plans for next year and to find out what worked/didn't work last year. Sent feedback to L&S so they could work the partners' thoughts into the initial media schedule that will be reviewed with each partner in early December at meetings in Pierre.

Co-op partner updates:

- Black Hills & Badlands: Worked on finalizing their ad for *Midwest Living's* Dream Vacation Giveaway.
- Deadwood: Edited and approved winter remarketing banners and November social media posts; set up phone call to discuss Peak 2016 ideas; set up meeting in Pierre to present media calendar.
- Custer State Park: Edited and approved October and winter social media posts; and set up phone call to discuss Peak 2016; set up meeting with GFP in Pierre to present Peak 2016 calendar.
- Spearfish: Set up phone call to discuss Peak 2016 ideas; reviewed and approved AccuWeather winter banners.
- Custer BID: Set up phone call to discuss Peak 2016; reviewed motorcycle campaign numbers; and sent Dropbox of Custer photos for use by Custer BID.
- Watertown: Set up Peak 2016 meeting in Pierre; sent SEM report.
- Hot Springs: Discussed Peak 2016; set up meeting in Pierre.
- Sioux Falls: Met with Sioux Falls CVB and Click Rain to plan for Peak 2016; reviewed and approved winter landing pages and newspaper insert.
- Pierre: Set up phone call to discuss Peak 2016 ideas; set up meeting with L&S to present media calendar.

eCRM: Travelsmart – Reviewed content, edited and approved November email; deployed on November 12-13. Events – November issue for January Events: Reviewed and edited content; deployed on November 19. Inquiry – Reviewed and edited copy; deployed on November 13. Hunting – Edited and approved email #3; deployed on November 24.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Reviewed the following content additions to TravelSouthDakota.com: Itinerary – South Dakota Eastern Itinerary and Hub City Itinerary; Landing pages for the movie Revenant, Macy's Thanksgiving Day Parade®, the Rose Parade®, and 30 Great-ful Places social campaign; Photo Essay – Winter Wonderland and Wild Horses; and Stories – From *South Dakota* Magazine: The Ultimate Survivor, Biking the High Country, Exploring Spirit Mound, The Great Tradition of Wall, and The Original Kimball Popcorn Ball.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Posted updated files to the website, including What's New?, South Dakota Ranches, and the 2015-16 Group Tour Co-op ad. Updated flash drives for the Press Kit.

Press Site – MediaSD.com (TravelSD.com/Newsroom): Press releases: *Tourism* – Tourism Industry Remains Strong Throughout Shoulder Season, SD Businesses Recognized for Outstanding Customer Service, and MercyMe to Perform on 'Mount Rushmore's American Pride' Float in the 89th Annual Macy's Thanksgiving Day Parade®. *Industry* – Jazz Composer to Join the South Dakota Symphony Orchestra for Weeklong Residency.

Industry Site – SDVisit.com: Completed updates to the Great Service Star 2016 designees page. Assembled the November issue of the eFYI e-newsletter and deployed it to 2,609 list members via Listrak.com on November 19 and posted it on the industry site.

Film Office Site – FilmSD.com: Deleted “Service” listing from the site.

Tourism Conference – SouthDakotaTourismConference.com: Continued posting sponsors and exhibitors to the website.

Reviewed the CenStates Strategic Plan and requested conference theme ideas for 2016. Continued to update the CenStates TTRA website with presentations and photos from this year’s conference. Reviewed the conference survey and marketing plan conducted by H2R Market Research.

Attended a quarterly meeting with Bureau of Information & Telecommunications (BIT) to discuss projects and related topics. Attended a meeting with BIT to discuss Internet access for Information Centers. Reserved 13 HP computers for the Information Centers.

Pulled Google Analytics usage reports on our blogs and sent recommendations to our team.

Research

Pulled reports that measured referral traffic from DiscoverAmerica.com and international markets to help determine our investment in Brand USA efforts.

Reviewed the proposed Visitor Profile Survey instrument by SMARI and sent recommendations regarding the flow of the survey. Worked with our internal team to compile a list of attractions, travel interests, and competitor markets that we want to measure.

Compiled reports for Tourism’s monthly Dashboard.

Worked with staff to compile data for Tourism’s annual economic impact study.

Worked with MMGY and L&S to migrate the data management process. This is being handled manually until we have a new CRM solution in place.

Provided Black Hills & Badlands with Vacation Guide and eGuide distribution and usage statistics.

Fulfillment

Fulfilled 14 bulk shipments/requests: 2,400 South Dakota highway maps, 405 Vacation Guides, and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 4,287 domestic requests, which included 1,859 Reader Leads. Fulfilled 158 international requests via MSI Worldwide Mail Service and 691 Canadian requests were emailed to MSI for fulfillment. Fulfilled 21 special packet requests via regular mail. Reviewed 1,177 emails from the Online Request Form and responded to those with specific questions.

Tribal Tourism

Prepared a report, per request from Tribal Relations Secretary Steve Emery, on Tourism’s activities with the Rosebud Sioux Tribe in preparation for the Governor’s tribal visit on November 30.

Submitted a Department of Tourism article for inclusion in the December Tribal Relations' newsletter. Reported on the annual national Native American Tourism Conference and included information about the 2016 Governor's Conference on Tourism.

Governor's Tourism Advisory Board

The next meeting is December 14 (postponed from December 2 due to weather) 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, at the 2016 Governor's Conference on Tourism.

Creative Consultations/Projects

T. Berg:

For Tourism: Began designing the first 23 pages of the 2016 South Dakota Vacation Guide; prepared design templates for the four tourism regions as well.

Updating a staff's business card with a Japanese translation.

Other: 2015 Christmas at the Capitol: Completed the Way-finding signage and the Grand Lighting Ceremony Program card.

For Governor's Office: Finalized a tri-fold brochure and printed 1,000 copies for the 2015 lighting ceremony for Christmas at the Capitol.

A. Hofmeister:

For Tourism: Working on designing a full-color, 28-page booklet covering details about the Tourism Conference; routed a mock-up and will be making any necessary revisions to that. Designing tickets, legislative invitations, nametags, and the signs for the Conference.

For Arts Council: Will design Arts Council's Annual Report; the finished piece is due in early February.

A. McCloud:

For Tourism: Finished designing the online banners for the Group Tour Co-op ad program.

For the Kids Activity Book, working on changing some of the games to coloring pages.

For GOED: Designed the GOED SHOT Show Bounce-Back card.

Working on layout/design of GOED's Annual Report. Format will be more like a magazine than in previous years.

For the Governor and First Lady: Completed the layout and routed the photo book to the First Lady. Expect the completed book in early December.

M. Ganschow: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Travelsmart, Events email, Pheasant Hunting email, 30 Great-ful Places, Businesses Recognized for Customer Service press release, Brand USA – web content/photos for Great Outdoors section, Shoulder Season press release, Deadwood Co-op – winter digital remarketing banners, and Sioux Falls Co-op – winter FSI to regional markets.

Project Review/Proofing: Group Tour Co-op Coupon, Roads & Bridges Photo Book for Governor and First Lady, GOED SHOT Show Bounce-Back card, Handout card for NYC Blitz, Capitol Christmas print materials, eFYI, Tourism Conference Program Book, updates for Information Center programs, and Business card in Japanese.

Other: Attended weekly Creative Strategies team meetings and recorded project updates. 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 handwritten 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 November 9 Tourism Conference committee meeting. Logged in the Made in SD vendor confirmations. Attended November 12 meeting with Gloria Hanson, Mayor of Fort Pierre, to brainstorm on ideas for the 2107 Fort Pierre Bicentennial. Discussed the GOED Annual Report specs and timeline. Reviewed Tourism Conference signage list.

In Progress/Upcoming Projects: SD Tourism and Co-op ad marketing campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Tourism Conference print materials, Kids Activity Book update, What's New Profile Sheet, Vacation Guide updates, Tourism Annual Report, GOED Legislative Social Invite, Arts Council Annual Report, GOED Annual Report, GOED Certified Ready Sites logo, and GOED Conference. Research/order giveaway promo items

T. Friedeman, Creative Strategies Manager:

For Tourism: Working with a printer for the 2016 Vacation Guide; coordinating details with them and verifying upload information. Forwarded pertinent information to the regions. Requested page upload deadline is December 16. Ordering 475,000 guides, with the first shipment to be delivered in early January.

Working with A/V vendor on Tourism Conference details.

Sent logos files to Erika Wuelfrath, Creative Manager, Mile Partnerships. Pulled 40 specific images for a request for Marcel Wahlstrom.