



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: January 7, 2015
RE: December 2015 Monthly Status Report

Domestic Earned Media Numbers

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|--------------|-----------------------------------------------------------------------------|
| November | Impressions: 109,605,831 Ad Value: \$979,814 Number of clips: 22 |
| Macy's | Impressions: 35,249,295 Ad Value: \$31,458 Number of clips: 34 |
| FY16 To-Date | Impressions: 1,382,086,551 Ad Value: \$6,598,508 Number of clips: 186 |

Media, PR & Industry Relations

Information requests/interviews/meetings: Interview with Mike Tanner of KWAT in Watertown regarding the Tourism Conference theme, goals, and objectives. Worked with Department of Agriculture to get information to Lisa Ely of HGTV regarding Tourism's float in the Rose Parade. 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): December 15 – Department of Tourism Encouraging Industry to 'Be Monumental' at Governor's Conference on Tourism.

Approved French and German versions of the Brand USA 2016 Inspiration Guide. Signed insertion order for partnership with Sioux Falls and Rapid City on a German multi-channel program and RocketFuel program. Provided materials needed for German multi-channel program.

Organizing and adding photos from the influencer fam into our database.

Discussed what went well for the 2015 Buffalo Roundup hosting plus new ideas and what to change for the 2016 Buffalo Roundup hosting.

Finalized arrangements to travel to Pasadena for the Rose Parade, which included media interviews prior to the Parade.

For Tourism Conference, contacted speakers to gather information about their staging and equipment needs and arrival and departure information; sent Conference Booklet to the printer; and continued working with Populace to develop an app.

Decided to pull blogs down and utilize that content on TravelSouthDakota.com. Working with MMGY to archive that content in a format that can be utilized.

Working with Trade Sales Team and Rocky Mountain International on a Twitter chat for early January. Will send information to the industry so they can participate; it will most likely continue on a monthly basis.

Approved the December content calendar for Facebook/Twitter/Instagram. For the 30 Great-ful Places Instagram campaign in November, fielded comments and randomly selected winners each day. All winners received prize packages in December.

Tourism's Instagram account has 8,053 followers and 793 posts. Connected staff and MMGY to the DropBox for Instagram videos. Travel South Dakota Twitter account (@southdakota) has 23,400 followers. South Dakota Tourism Facebook page has ~210, 019 fans. The YouTube channel videos had 8,991 views over the last 30 days.

Monthly insights for social in November included 59% to annual goal completion for Facebook fans, 39% to goal of Twitter fans, 105% goal of engagements, 90% to goal of website referrals, and 170% to goal of e-Newsletter and Vacation Guide requests.

International and Domestic Trade Sales

Sent requested information to Good News Travels, South Carolina; and Voyages Aquanautes LLC, Quebec, Canada.

Drafted I-90 itinerary for the Group Tour Operators Fam, April 21-27. Sent e-Invite and updated letter and registration forms to tour operators who have requested a South Dakota fam tour.

Contacted by *Leisure Group Travel* magazine to proof foodie article for leisuregrouptravel.com. Contacted *Select Traveler* magazine to inform them of the large error in their editorial for the 2015 visitation to the Custer State Park Buffalo Roundup. They made the correction to the online version of the magazine immediately and will run a correction in the January/February issue of the magazine. They were very apologetic.

Fulfilled coupon requests from 27 (to date) tour operators and travel agents for additional information on South Dakota, including bulk Vacation Guide requests.

Completed making 75 appointments and accepted requests from tour operators for the American Bus Association (ABA) Annual Marketplace, January 9-12, in Louisville. Accepted requests from tour operators for the National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta.

Contacted by Brian Boyer, Custer, regarding a list of bus companies to help them promote their new restaurant businesses. Sent leads from 2015 ABA and NTA and encouraged them to become a member of one of the organizations to increase potential business.

Working on a list of South Dakota suppliers that provided helps in arranging complimentary rooms, tours, meals, attraction admittance, etc. for journalist, tour operator, and travel agency hostings in 2015 to be placed on the Visitor Industry website, SDVisit.com.

For the Go West Summit in February in Anchorage, began reviewing the appointment selection process and took a webinar to learn how to maximize the process. Sent article for their monthly newsletter.

Sent a draft itinerary of the Chinese Fam, May 12-17, in the Black Hills region to Mrs. Haybina Hao from NTA (National Travel Association) so she can start recruiting participants.

Reached out to Rapid City and Sioux Falls to see if they would be interested in attending the IMEX Travel Show in October in Las Vegas. Rapid City will not be able to attend while Sioux Falls is very interested.

Sent housing information to partners for the TIA International Powwow (IPW), June 18-22, and contacted other South Dakota suppliers to see who else may be interested in attending.

Working with Osamu Hoshino to create a new Japanese brochure that we can use to promote travel to South Dakota; sent copy and images; and waiting on final layout to review/approve.

For the Australia/New Zealand Mission in October, had 20 appointments with tour operators and trained 120 product managers and front-line sales staff; recorded webinars for future training. Hosted evening receptions for 85 tour operators, media, and U.S. delegates over four events. Relaxaway Holidays has developed a 20-page catalog on the Rocky Mountain International (RMI) region as a result of attending RMI Roundup with tour operators in Sioux Falls.

Attended the RMI Mission in London and Southampton, December 4-17. The RMI group hosted nine journalists to a luncheon in London. Bon Voyage featured Mount Rushmore National Memorial in a large window display. South Dakota also set up and confirmed appointments in Leeds and Harrogate and presented to tour operators in three sales trainings and two product manager meetings. Sent information to the RMI United Kingdom office that Ben Lerwill will be writing a travel-focused piece on The Revenant for The Telegraph website.

Made arrangements to attend the Reiseliv in Oslo, Norway, January 15-19. This is a travel fair attended by travel trade, media, and consumers.

Sent information about the #RealAmericaChat for January 6 to South Dakota suppliers and reminder to sign up for the RMI Roundup in May.

Requested camping reservations in Custer State Park for the 2016 Buffalo Roundup for German Journalist Dirk Rohrbach.

Outdoors

South Dakota Outdoors (@sdoutdoors) Twitter account has 6,606 followers. South Dakota Outdoors Facebook page has 2,924 fans.

Film Office

Working on transitioning Film Office duties to Rebecca Cruse, South Dakota Arts Council in the Department of Tourism.

Fielded several phone calls for location scouting; directed them to locations scouts in the state.

Hospitality

As part of the Governor's Hospitality Program, issued 349 certificates, 213 gold seals, and 180 lapel pins.

For the Great Service Star Program, emailed the new logo files to two businesses as requested. Received and approved six applications for Great Service Star designation for 2016; sent notification letter and logo usage instructions.

Attended the Governor's Tourism Advisory Board meeting in Pierre and facilitated the selection, by the Board, of the two 2015 George S. Mickelson Great Service Awards; sent names to the Governor for his consideration. Awards will be presented at the Gala Banquet on January 21 at the Governor's Conference on Tourism.

Responded to an inquiry from the South Dakota Department of Education about making the Online Customer Service Training available to middle and high school students. Forwarded information about accessing the training.

Information Centers

Created new pay scale for Information Center staff following the intern/seasonal employee pay recommendations set forth by Bureau of Human Resources; sent projections to Department of Transportation (DOT) on payroll expenses through 2020. Adjustments to the payroll need to be approved by DOT and a new contract drawn up; will meet with DOT to discuss new pay scale.

Began planning itinerary for 2016 Information Center fam.

Met with Tourism staff to develop a timeline for completing updates to exhibits at the Chamberlain Information Center (Lewis & Clark Center).

Met with Bureau of Information & Telecommunications (BIT) to discuss Internet connection issues at the Information Centers. BIT is in the process of updating the connection speed at many of the Centers; although, we are still very limited by the upload/download speeds.

Made updates to web content for Information Center programs.

Completed NCSTD Exam; will submit exam to U.S. Travel for approval.

Had first meeting with DOT work group to draft recommendations for improvements to the Information Centers.

Reviewed studies that have been completed to determine the ROI of welcome centers, and researched examples of successful welcome centers that are a result of public-private partnerships.

Collected good examples of what other states have in their Information Centers and developed a list of what we'd like to see at our own Centers/rest areas, which include: displays of culture, history, geography of region; Tourism and travel safety information; improved aesthetics and landscaping; and more open concept within the Centers.

Held meeting to discuss the possibility of staffing Minuteman VIC with state travel counselors.

Photo/Video

Tourism photography: snow scenes in Pierre, Christmas decorations in Rapid City, Winter Wonderland at Falls Park in Sioux Falls, and hiking along Little Elk Creek.

Fulfilled requests for photos to *South Dakota Magazine*, Yankton; Pro Print, Black Hills & Badlands, Rapid City; Mitchell CVB; Game, Fish & Parks, Department of Labor, Bureau of Finance & Management, Pierre CVB, Department of Agriculture, Pierre; City of Sturgis; Deadwood Chamber of Commerce; Outdoor Campus, Holiday Inn Express, Sioux Falls; and Rocky Mountain International, Wyoming.

Continuing to edit and input photos into Tourism's database, current total is 20,649; culling outdated imagery.

GOED photography: staff portraits and representatives in business locations; Sturgis Economic Development Director Pat Kurtenbach, Bar-Sto, Corbon, Sturgis; Dakota Silencer, Sioux Falls; and Lehigh Defense, Rapid City.

Delivered GOED trade show booth to Black Hills Ammunition in Rapid City for transportation to SHOT Show.

Projects in preparation: Tourism Conference awards, etc.; GOED photography – completion of staff portraits for annual report.

Video Projects: Finished a rough cut of the Great 8 video and sent to staff for review; made a final version. Started editing a National Parks video.

Sent video to Calista Travel and Tours for promotion of their South Dakota tours. Converted a snowmobile video and gave it to staff for use on the website.

Video hit list: Working on ideas and set-ups for winter shoots. Start work on a Deadwood gaming set-up with new games. Edit Great 8 videos for use on the Instagram channel and upload them to DropBox. Work on updating the stock footage in the DropBox files for video loans. Review Tourism Conference A/V needs.

For GOED: Work with GOED staff on video projects for promoting their conference. Edit the GOED time-lapse video.

Other: Shot a video introduction with the Governor for the Heckerling Trust. Working with AG Office on converting video for a case. Working with regional directors on presentations for the Tourism Conference.

Travel Market Advertising/Marketing

For Peak Magazine Co-op, gathered and edited all partner copy and sent copy and photos to L&S. Sent individual proofs to partners for approval and sent any copy edits to L&S, including swapping photos; received approval on all partner proofs. L&S will be sending individual spread to each for final approval before sending to publications.

Had proposal meetings with Pandora Internet Radio. Had call with Twins to discuss ideas for Peak efforts.

Continued working on Peak 2016 plans with co-op partners, which included presenting and reviewing 2016 Peak media calendars with Pierre, Deadwood, Custer State Park, Hot Springs, Sioux Falls, Custer BID, Watertown, Spearfish, and Black Hills & Badlands. Other updates include:

Black Hills & Badlands: Finalized ad for *Midwest Living's* Dream Vacation Giveaway.

Spearfish: Reviewed, edited and approved winter social posts; sent January social posts and waiting on approval.

Custer State Park: Reviewed paid social posts.

Deadwood: Reviewed paid social posts.

Have meetings set up the first week of January to discuss any concerns or edits to the media calendars; hope to have final approval on calendars before Tourism Conference.

eCRM: Travelsmart – Reviewed content, edited, and approved December Travelsmart email (Governor's Christmas message); deployed December 10 & 11. Events – Reviewed and edited content for December (February Events); deployed December 17. Inquiry – Reviewed and edited copy; deployed December 13. Hunting – none for December, back in January. Working with MMGY on editorial calendar for upcoming months.

Browsed for relevant content for the #HiFromSD page of Vacation Guide. Collaborating with MMGY social team to pull user-generated content from Instagram.

As the final step in the Rooster Rush campaign, displayed the five Cacklin' Community Award entries for staff balloting. Forwarded the winner for the purpose of ordering the trophy.

Met with Benny Spies to review 2015 results.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Made updates to the following pages on the site: Winter in Eastern South Dakota, Hike To Crow Peak Summit, Revenant, Paleontology, Finding the Good Life, and Lewis & Clark. Updated Jewel Cave map placement.

Added new content: Itinerary – *History & Culture Along I-29*; Road Journal – *Hitting the Geocaching Trail*; Photo Essay – *Land of Dinosaurs and World-Class Treasure*; and Story – *The Story Behind the Square, Lake Legends, Major or Not?*, and *Discovering The Verendrye Plate* from *South Dakota Magazine*.

Industry Site – SDVisit.com: Updated the Interstate Information Center program information, primarily the Publication Program with an updated Requirements PDF.

eFYI e-newsletter – Requested content from staff, drafted, and assembled the December issue, and deployed it to 2,600 list members via Listrak.com on December 21, 2015.

Tourism Conference – SouthDakotaTourismConference.com: Created an e-Invite to Legislators for staff contact. Created the third industry email, and distributed it to it to 2,600 list members via Listrak.com on December 1, 2015.

Film Office Site – FilmSD.com: Added Rebecca Cruse to the FilmSD@state.sd.us recipient list. Removed the checkbox option for a production packet from the online form.

Began working with Tourism staff and Nxtbook on the digital version of the 2016 South Dakota Vacation Guide.

Met with BIT to discuss possible domains that should be purchased and secured. Submitted request on December 18 to purchase/register six domains: MyGreatPlace.com, SouthDakota.tours, TravelSouthDakota.tours, TravelSouthDakota.us, TravelSouthDakota.net, and TravelSouthDakota.org.

Renewed our account within Google Play so our South Dakota app can be offered on Android devices.

Held a meeting with L&S to discuss the data flow transition and to develop goals and objectives for a 5-year plan for collecting data and how we plan to use the information to offer personalized content and eCRM messaging.

Met with our internal team to discuss ways to improve our current web content review process.

Research

Researched the GetSmartContent product and held calls with the team to make a decision on whether or not to proceed with this vendor.

Worked with our vendor SMARI to develop the survey instrument for the visitor profile and also establish a timeline for delivery of the information at the Tourism Conference in January.

Subscribed to a new infographic service that we can use to better relay research to the industry.

Developed questionnaire, with input from staff and regional directors, on our Vacation Guide Survey that will be sent to those who request information.

Reviewed the current MMGY dashboard metrics and requested corrections to the data as needed.

Collected data from Sioux Falls and Rapid City Airports, National Parks, state parks, Interstate Information Centers, Smith Travel Research, and SD Department of Revenue and compiled report for Tourism Economics.

Drafted a story about the Sturgis Motorcycle Rally to be included in the CenStates quarterly eNewsletter. Made several updates to the CenStates website and added presentations from the 2015 conference.

Fulfillment

Fulfilled 14 bulk shipments/requests: 2,642 South Dakota highway maps, 375 Vacation Guides, 10 Motorcycling Guides, and 100 Snowmobile Trails Maps. Black Hills Works fulfilled 4,505 domestic requests, which included 1,562 Reader Leads. Fulfilled 122 international requests via MSI Worldwide Mail Service and 711 Canadian requests were emailed to MSI for fulfillment. Fulfilled 26 special packet requests via regular mail. Reviewed 1,342 emails from the Online Request Form and responded to those with specific questions.

Governor's Tourism Advisory Board

At the December 14 Board meeting in Pierre, five members were able to travel to Pierre and three others joined the meeting by conference call. The Board met in Executive Session for the

portion of the meeting that dealt with applications for the George S. Mickelson Great Service Award and nominations for the Ben Black Elk Award, A.H. Pankow Award, and the Excellence in Tourism Innovation Award. Recommendations for each will be sent to the Governor for his consideration. The awards will be presented during the Thursday banquet, January 21, at the 2016 Governor's Conference on Tourism.

Jim Hagen announced that the Department of Tourism will begin working on a long range strategic plan in early 2016.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed the cover and the first 24 pages of the 2016 Vacation Guide; waiting for proofs from printer to review/approve.

Finalized separate staff business cards with Japanese and Chinese translations.

A. Hofmeister:

For Tourism: Designed a full-color, 32-page Tourism Conference booklet covering details of the Conference; files are at the printer for 650 booklets. Designed invitations and tickets for the awards night gala; will design nametag schedule inserts; and working with Department of Transportation on signage.

For Arts Council: Working on Arts Council's Annual Report; expected delivery is early February.

A. McCloud:

For Tourism: Designed an e-Invite for the annual group tour fam in May and routed to staff contact.

Continued working on redesigning the Great Service Star logo for all pieces that are part of this hospitality program.

Finalized changes for the Kid's Activity Book; expect delivery by mid-January.

For GOED: Delivered the GOED SHOT Show bounce-back card to staff contact.

Designed Legislative Social Invite and delivered to GOED staff contact.

Working on layout of GOED's Annual Report, which will be ready for routing once final numbers are received.

Designed several options for GOED's request for a new logo for their Certified Ready program.

Designed two pieces for the GOED Conference: sponsorship card and an oversized postcard informing them about awards night.

For Governor and First Lady: Finalized Photo Book and delivered copies.

M. Ganschow:

For Tourism: Attended internal marketing update meetings. Discussed, reviewed and proofed, as needed, the Travelsmart and Events email.

Project Review/Proofing: Group Tour Fam e-Invite; Tourism Conference program book, Legislative invite, banquet ticket, and some signage; Vacation Guide – Tourism introductory pages, map and index; Kids Activity Book; What's New Profile Sheet; eFYI; and. GOED Legislative Social invite.

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. Placed order for giveaway item at Tourism Conference. Met regarding update of the GOED Certified Ready Site logo. Drafted timeline for the GOED Conference scheduled for April 13 in Sioux Falls.

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; Tourism Annual Report; Arts Council Annual Report; GOED Annual Report; GOED Certified Ready Sites logo; GOED Conference; Governor's Events Save-the-Date cards; and Pheasant Fest.

T. Friedeman, Creative Strategies Manager:

For Tourism: Met with L&S to review TV creative and refine Peak 2016 campaign and Tourism Conference.

For Tourism Conference, researched and coordinated orders of décor items needed for all three days, including but not limited to centerpiece candy, chalkboard type black paper runners, tea light corers for apples, wax tea lights, flat shimmer bead curtains for banquet, two 30' banners, three vertical flag banners, small candy satchels, linens, stage arch, PVC pipe, Mason jars, and batteries. Working on other staging items with the Conference theme.

Reviewed Vacation Guide page layout; proofed and made additions and corrections to the index of all four regions. Coordinated uploading pages with the regions and assisting the printer with any issues arising after they received pages. Two to three signatures of the Guide went to press. Large deliveries to Pierre and Rapid City are scheduled for late January.

Logo and photo requests: Fulfilled requests of Wind Cave images to Elaine Warner with AAA *Home & Away*. Capitol steps images sent to Alisa DeMers for a SD Banker Association piece. Scenic images to Wade LaRoche, Marketing and Communications Specialist with SD Department of Revenue, for their annual report. Scenic photos to Patrick Weber at the Governor's Office. Specific group of photo topics for Brand USA promotions. Scenic photos to Will Murphy in Washington, D.C., for their SD Planning Co. use.