



South Dakota

Department of Tourism
711 East Wells Avenue, Pierre, SD 57501

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

Domestic Earned Media Numbers

December

Impressions: 276,013,734
Ad Value: \$542,960
Number of clips: 78

FY15 To-Date

Impressions: 572,674,825
Ad Value: \$1,698,886
Number of clips: 198

2015 Governor's Conference on Tourism

Finalized details for the Conference, which included assignments for 22 students from Black Hills State University (BHSU) and South Dakota State University (SDSU) and 51 vendors. Sent thank you letters to sponsors, speakers, vendors, and students. We had 521 full registrations, 14 for Wednesday-only, and eight for Thursday-only; this included 107 first-timers and 22 students. Approximately 590 people were served at the banquet.

During the banquet, Governor Daugaard presented annual awards: Ben Black Elk Award to John Brockelsby from Rapid City for lifetime achievement, A.H. Pankow Award to journalist John Christopher Fine from New York, George S. Mickelson Hospitality Awards to Comfort Suites Hotel & Convention Center in Rapid City and the Great Plains Zoo in Sioux Falls, and the Excellence in Tourism Innovation Award was given to Don and Susie South of Strawbale Winery in Renner. Aberdeen won the 2014 Cacklin' Community Award. Held recap meeting and started planning for 2016 Governor's Conference on Tourism.

Updated the Tourism Conference evaluation in SurveyGizmo.com and posted links to the active survey on SouthDakotaTourismConference.com and SDVisit.com. Will give away three full conference registrations for the 2016 Conference from completed evaluations submitted by February 17.

Media & Industry Relations

Information requests/interviews/meetings: Had interviews about the Tourism Conference with Rick Knobe from KSOO radio, KCCR radio in Pierre, and KTIV-TV in Sioux City. Coordinated interview for Secretary Hagen with SD Public Broadcasting regarding tourism in general. Sent contact information for Wind Cave National Park to a British TV producer working on a show for

National Geographic. Worked with freelance writer Kit Bernardi on information and fact checking for an article in *Delta Sky* magazine's March issue. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others. Participated in weekly call with MMGY PR team to discuss updates. Reviewed PR plan for Q3 and Q4 and will review with Tourism's internal strategy team.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): Job Openings at Interstate Information Centers, Hundreds of Tourism Industry Professionals Set to Gather in Pierre, Tourism Advisory Board Elects Officers, Media Advisory for press conference, Tourism Industry Saw Solid Growth in 2014, and Top Tourism Leaders Recognized by Governor Dugaard. Reviewed three releases for History.

Visited with Sheila Mott from Camp Lakodia near Madison about ways Tourism can help promote the camp.

Provided Diana Lambdin Meyer of the Midwest Travel Writers Association with information on potential story ideas for "small town excitement" in South Dakota. Lambdin selected Hitchcock for inclusion in her story (www.mapquest.com/travel/articles/best-small-towns-things-to-do-every-state-21134943).

Continued organizing the hosting of Katherine Belarmino of Travel the World (www.katherinebelarmino.com) and Passports & Cocktails (www.passportsandcocktails.com).

Will begin making plans for National Travel and Tourism Week, May 2-10, which will include community involvement.

Tourism randomly chose the 15 photos that were featured on the #HiFromSD spread in the vacation guide. Tourism contacted them so we could send a copy of the vacation guide. This small sample size turned out to have people from across the country and Canada: Middleboro, MA; Lexington, KY; Ceresco, MI; Bismarck, ND; Eagan, MN; Oak Creek, WI; New, York, NY; Mount Joy, PA; Rapid City, SD; Imperial Beach CA; Pierre, SD; Wall, SD; and Thunder Bay, ON, Canada.

Social Media Relations: Approved the February content calendar for Facebook and Twitter and reviewed the outdoor channel content calendar.

Continued posting "Fan Faves" to our social sites for website content. Posted winter creative for January across all channels. Met with the MMGY team on digital strategy and plan for peak 2015; will provide feedback. Instagram account has 2,515 followers and 499 posts; worked on video and photos for the feed. Travel South Dakota Twitter (@southdakota) account has a total of 8,612 tweets and 17,500+ followers. South Dakota Tourism Facebook page has ~149,910 fans. YouTube channel had 12,060 views for the month.

International and Domestic Trade Sales

Sent requested information to COA Travel, Michigan; Ellen Matsumoto, Hawaii; Travel, Iowa; and Fun on the Run, Pennsylvania.

For the 2015-2016 Group Tour Planning Guide, worked on updates to Information and Itineraries sections and proofed General Information section and partner listings for Cities/Attractions/Entertainment section.

Attended American Bus Association (ABA) Annual Marketplace, January 10-13, in St. Louis and met with 37 tour operators in pre-scheduled 7-minute appointments. Attended National Tour Association (NTA) Annual Travel Exchange in New Orleans, January 17-21, and met with 34 tour operators in pre-scheduled 10-minute appointments. Organized and conducted state caucus meeting following appointments to share leads with South Dakota delegates attending both conferences. Attended educational seminars and networking functions at both.

Sent 60 requests for additional appointments for the GoWest Summit, February 9-13, in Colorado Springs after being notified of 30 appointments. Worked with design team to create a cover sheet for the information packets. Updated our online profile sheet on the GoWest Summit webpage so that buyers will know more about South Dakota. Set up state caucus meeting for the seven South Dakota suppliers who plan to attend. Contacted Wyoming regarding joint itineraries by major receptive operators

Worked with Design Team to create an invite for the spring Travel Agent Fam tour in April; sent the invite to the list of qualified travel agents from the United States and Canada. Drafted itinerary and started to contact suppliers to get overnights, meals, and attraction passes.

Shipped highway maps to Japan for Osamu's appointments.

For the Rocky Mountain International (RMI) Roundup in Sioux Falls in April, Tourism will begin making arrangements for those who will be helping host the two post-Roundup fams for attendees. South Dakota and North Dakota will both be offering post fams.

During the RMI presentation at the Tourism Conference regarding the RMI Roundup, 50 conference attendees were there and all but three were new to international marketing.

Shipped promotional materials for RMI promotions in Australia in February, which included 300 flash drives. Shipped promotional materials that our Australian representative will be using when she attends shows in New Zealand.

Received results of Canusa campaign, Germany, in which we participated with RMI; Canusa is one of the leading sellers of trips to our region in Germany. Number of booking requests – 183; Increase in inquiries for the destination – 27%; Booking increases related to promotion – 14% and Average value per booking – \$6,560; Average package per booking – 2.6 and Average value per booking – \$4,100; Average spending per day per booking – \$215; and Average spending day while traveling – \$195.

Began preparations for Active America China Show, March 7-9; provided translator information to Crazy Horse Memorial. Will work with designers to prepare ad.

International Press:

Australia: *Vacations + Travel* (circ. 53,000 with readership of 125,000), "There's no place like roam," by Flash Parker. This was a feature story about the South Dakota Buffalo Roundup, which Parker attended in 2014. Estimated ad value is \$120,000.

Benelux: *Motor Magazine*, a special interest magazine (circ. 17,676), "Indianen en Intriges" was published in December 2014. Lakota history, ideas for bikers, Deadwood, Spearfish, Sturgis, Hill City, Mount Rushmore National Memorial, and Crazy Horse Memorial. Estimated ad value is \$14,583.

Germany: Gesellschaft Freunde der Kuenste, Skicamp, Motorschlittensafaris, Eisfischen, Ranchurlaub – Winter-Abenteuer in den Rock Mountain Staaten, Lieb Management (readership of 39,000). This article is based on the press release sent by Lieb Management in November 2014, highlighting winter activities in the four states. Estimated ad value is \$600.

Italy: Geo&Geo TV has produced and broadcasted a TV documentary on South Dakota as an outcome of Buffalo Roundup 2013. They returned for more footage in 2014. It has an audience of 1.8 million. Estimated ad value is \$800,000.

<http://www.rai.tv/dl/RaiTV/programmi/media/ContentItem-b9e41780-d40c-4509-9aab-c975b5c33acf.html>

United Kingdom: *Selling Travel Magazine*, South Dakota Mount Rushmore State, overview of South Dakota as part of Visit USA focus (circ. 14,925 and readership of 44,775). Estimated ad value is \$1,357.

Total ad value for international press for this report is \$936,540.

Outdoors

Participated in an Ice Fishing fam with Casey Weismantel of the Aberdeen CVB and helped host representatives from Clam Corp., Vexilar, Here's My Gear, Gary Howey Outdoorsman Adventures, and East River Guide Service. Spent a weekend on the ice and stayed at Hidden Hills Lodge near Roslyn, South Dakota.

Discussed assistance with a turkey hunting trip to Pine Ridge with Executive Director of the Pine Ridge Area Chamber of Commerce Ivan Sorbel.

Continued planning and organizing for our participation in the 2015 Pheasant Fest in Des Moines, Iowa, February 20-22: printing of promotional items such as banners, orange handkerchiefs and bottle openers and renting furniture for the South Dakota Tourism booth. Worked with South Dakota exhibitors for our "South Dakota Pavilion" with information on travel, accommodations, and furniture rental.

Received information from GOED regarding inquiries on the outdoors during the 2015 SHOT in Las Vegas.

South Dakota Outdoors (@sdoutdoors) Twitter account has a total of 2,817 tweets. South Dakota Outdoors Facebook page has 5,235 followers and 2,098 fans. Published a blog entry on ice fishing (<http://outdoors.travelsd.com/index.php/2015/01/perch-wind-and-desire-a-rookies-run-at-ice-fishing>). Posted information, images and links on the SD Outdoors Twitter and Facebook pages. Continued promotion of the #HuntInSD program (<https://tagboard.com/HuntInSD>).

Film Office

Updated and approved listings on FilmSD.com and continued to make improvements and adjustments for site.

Attended Molly Ringwald event in Aberdeen on behalf of the South Dakota Film Office.

Hospitality

Added seven businesses to the 2015 Great Service Star designation. Picked up plaques and 2015 year tabs and will mail those items to the 2015 Great Service Star designees.

Assisted three businesses in getting registered to use the Online Customer Service Training. Contacted Black Hills State University about problems people were having with the site and they took care of the problems.

Visited with Cedar Shore and the Chamberlain Chamber about funding for spring hospitality training; sent contact names of Chambers and CVBs that may be interested in partnering on the same speaker.

Photo/Video

Photos: Tourism Conference awards, etc.; Deadwood SnoCross Shootout.

Fulfilled requests for photos to *South Dakota Magazine*, Shore To Shore Realty, Yankton; Department of Schools and Public Lands, Game, Fish & Parks, South Dakota Rural Electric Association, Governor's Inn, Pierre; Black Hills Pioneer, Sanford Underground Research Lab, Lead; Black Hills & Badlands, *Outdoor Heir Magazine*, *Visitor Magazine*, Lasting Impressions, Rapid City; Outdoor Forum, Aberdeen; Lawrence & Schiller, Sioux Falls; Watertown CVB; MMGY, Kansas; Bird Dogs Afield, New Hampshire; Rocky Mountain Holiday Tours, Colorado; and Rock Mountain International, Australia and Wyoming.

Continued editing and inputting photos into Tourism's database and culling outdated imagery; current total is 19,304.

Tourism photography hit list: Black Hills Stock Show Rodeo and Main Street Square, Rapid City.

Video Shoots: Shot video of the SnoCross in Deadwood. Assisted presenters with their A/V needs during the Tourism Conference and set up and shot live camera for the banquets and awards ceremonies.

Video Loans: Sent a 60 second TV spot to RMI to include on their Flash Drive media kit. Sent stock footage to WGN in Chicago to include in a travel section they are airing. Sent video to the 1880 Train staff to view and consider for their webpage. Sent Missouri River footage to Dave Gates to use in an outdoor show he is producing. Sent Custer State Park footage to Split Rock Studios to use in the new Custer State Park Visitor's Center displays.

Other projects: Shot still photos for the Oath Ceremony and the main ball of the Governor's Inauguration.

Video hit list/projects: Shoot video of vendors and rodeo at the Black Hills Stock Show. Work on increasing traffic on the YouTube Channel. Coordinate Instagram projects for the upcoming season and work on improving all social media. Coordinate videos with the new website. Set up remaining winter shoots, weather permitting.

Travel Market Advertising/Marketing

Discussed Peak 2015 with co-op partners:

Deadwood: Will discuss creative options with contacts and L&S; ad for *True West Magazine* is due on February 17. Will help push messaging about The Bachelor episode that will be airing on February 9.

Custer State Park: Presented the peak marketing plan. Will be presenting the new media schedule and SEM proposal on February 9.

Black Hills & Badlands: Met on January 6 to present Peak 2015 plan; media calendar and creative direction have been approved. Will review new logo in the 5280 print ad and

banner ads and forward for approval. Will discuss direct mail piece in early February.
Sioux Falls: Discussed digital plans.
Raid City: Approved ads.
Spearfish: Approved media calendar. Sent updated *Outside Magazine* advertorial to Spearfish and waiting on approval; ad ships early February. Will set up SEM call.
Custer BID: Working through changes on creative and waiting on media calendar approval. Working on advertorial copy and will send to them in early February. *Yellowstone Journal* ad and advertorial ships early February. Will set up SEM call.
Watertown: Met with CVB and BID boards; boards were happy with direction and media calendar was approved. Waiting to hear from CVB on whether to develop ROP ads or an FSI. Scheduled call to discuss Peak SEM proposal.
Hot Springs: Waiting on decision on partnering with museums; media schedule approved; and scheduled call to discuss Peak SEM proposal.

Approved Tourism's digital media calendar and ads in *AAA* and *Delta Sky* magazines, and magazine co-op ad.

Finalized Rooster Rush campaign with voting on the 2014 Cacklin' Community award. During the Conference, Governor Daugaard presented the award to Aberdeen.

For Brand USA, approved advertorial materials for German multi-channel program. Signed and submitted insertion order for Spring multi-channel program in Australia.

Travelsmart for January was emailed January 9; sent Events email on January 15 for March events. Began working on content for Events email in February. Worked with staff on editing January hunting email from Governor Daugaard.

The link to enter events will be unavailable until the new industry portal is up and running when the new website is launched in late February. If visitor industry members want to add an event, they will be directed to staff for the link.

Working on approving partner copy and the mockups for each magazine for the Peak 2015 magazine co-op (Giant Step). Will set up a timeline for the Fall magazine co-op registration.

Registration forms and letter for the Great Getaways newspaper insert co-op were mailed to 1,660 visitor industry businesses the end of January; registration deadline is February 13.

Publications

Met regarding re-print of motorcycle guide and discussed updates needed prior to re-print – motorcycle dealers and repair shop listings, Governor's letter, and contacted Public Safety regarding changes or not to the motorcycle safety laws as printed in the current guide – there were none. Expect to go to print by mid-February.

Web Development and Digital Marketing

Consumer website – TravelSouthDakota.com: Continued working with staff and MMGY on details for the Industry Portal that will be used by visitor industry members to submit and manage their business listings on the re-designed website. Worked with staff to create a step-by-step training guide for the industry so they can become familiar with the portal. Will notify 1,400 selected members of the industry to begin adding business listings under their business account in early February.

Attended the TravelSouthDakota.com CMS Training conducted by MMGY. The CMS will be used to manage all non-listing content on the site.

Worked with staff to renew our Apple Developer status.

Worked with Nxtbook to set up this year's contract; they handle our electronic vacation guide.

Industry Site - SDVisit.com: Posted the 2015 Interstate Information Center job description and application (PDFs) to the homepage; posted the Publication Program information and online submission form. Updated the logo files and information under Logo Usage under Reference Tools button. Updated the Great Getaways program information for peak 2015 and worked with BIT to update the Online Payment System.

Posted the 2014 Tourism Satellite Account report (economic impact), the 2014 Annual Report and fast facts, and videos for the 2015 "Why Travel Matters" and #HiFromSD. Updated the Tourism Advisory Board photos and award winners (A.H. Pankow, Ben Black Elk, George S. Mickelson, Excellence in Tourism Innovation, and Cacklin' Community Award).

Distributed the January e-FYI to 1,292 list members via Listrak.com and to Tourism's database of 2,012 e-mail addresses. Topics included the Secretary's Message, 2015 Governor's Conference on Tourism – January 20-22, 2015 Great Getaways, 2015 Interstate Information Centers, 2015 South Dakota Vacation Guide, Spring Hospitality Training Co-op, New Portal for Boards and Commissions, Official Outdoors Blog of South Dakota, Trade Show Leads Available, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society News, Importation Reminders, Did You Know?, and U.S. Travel Association Update.

Research

Reviewed the Why Travel Matters video script and suggested changes as needed.

Reviewed the IHS Economic Impact Report and worked with our IHS analyst to answer questions about the sales tax, international share, inflation impact, induced effects, multipliers, etc.

Updated the CenStates TTRA Website with 2015 conference and sponsorship information.

Fulfillment

Fulfilled 57 bulk shipments/requests: 2,720 South Dakota highway maps, 3,575 Vacation Guides, and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 10,426 domestic requests. Fulfilled 234 international requests via MSI Worldwide Mail Service and 305 Canadian requests were emailed to MSI for fulfillment. Fulfilled 55 special packet requests via regular mail. Reviewed and responded to 3,203 emails from the Online Request Form.

Travel Shows

Attended the Chicago Travel and Adventure Show, January 15-19. The show Tourism plans to attend is in Omaha in February.

Tribal Tourism

Viewed the recently produced DVD on Wacipi dances made by the Pine Ridge Chamber of Commerce and offered comments and suggestions for a future DVD.

Wrote an article for placement in the first Department of Tribal Relations newsletter set to go out in February. Article included information about tribal participation in the Tourism Conference, Tourism's visits to several reservations, and information about the American Indian Alaska Native Tourism Association (AIANTA) and Tourism's membership in that organization and participation in their annual conference.

Governor's Tourism Advisory Board

The Tourism Board met prior to the Tourism Conference and elected new officers for the coming year: Julie Ranum was reelected as President and Ted Husted as Vice President. The Board met jointly with the four regional tourism association directors and members of their respective boards. The group was updated on the department's revenue which has an overall growth of 4.1% for both the gaming tax and the tourism tax for fiscal year 2015, to date. The group was briefed on plans for 2015 peak, which will have a new theme, "My Great Place," for the department's promotional campaigns. New for 2015 includes an Image Piece that was distributed in Illinois and Wisconsin via *Midwest Living* magazine and a Free Standing Insert (FSI) in newspapers in Milwaukee and Madison, Wisconsin; Denver; and Kansas City. The Great Getaways co-op newspaper insert continues in regional markets.

The group was also briefed on the status of plans that Public Safety and the Department of Transportation are working on for the Sturgis Motorcycle Rally. The task force includes the Sturgis Rally Department; communities; and local fire departments, police departments, hospitals, and ambulance crews.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed the 2014 Department of Tourism Annual Report. Reports were mailed to Tourism Conference attendees, mayors, Chambers, and Convention & Visitors Bureaus.

For Arts Council: Designed the 2014 South Dakota Arts Council Annual Report; they were delivered the end of January.

For GOED: Designed a Sponsorship Request postcard and an Award Nominations Request Form for the GOED Conference; they were delivered in January. Will be designing the registration flyer/RSVP card for the April conference.

A. Hofmeister:

For Tourism: Routed mock-ups of sections of the 2015-2016 Group Tour Planning Guide. Waiting to complete more sections before sending for print bids.

Designing three ads that will be used alongside the digital vacation guide or on mobile devices that will lead viewers to click through to sign up for receiving the Travelsmart eNewsletter.

Designed an email Save-the-Date postcard for the South Dakota Travel Agent Fam Tour that will be in April.

Designed a small digital square ad that will feature TourSDakota.com and be used in the Groups Today eNewsletter.

For GOED: Designed the annual report and routed the mock-up; sent print specifications to printers for quotes. Plan to print 3,500 reports; final reports will be delivered by mid-February.

A. McCloud:

For Tourism: Designed Profile Sheets for Trade Sales team to take to trade shows for appointments; sent for printing.

Designed and received Invites for Legislators, Nametag schedule, Destinations Luncheon, Gala Ticket, Host Cards, and Program Book. Routed signage to DOT for printing; assembled the double-sided mounting in-office. All of the small signage was done in office: banquet table signs, door schedule signs, all table easel signs, etc. Designed the screen for the Wine Station.

Will design an updated motorcycle guide in February and send the final product to the printer in February.

For GOED: Designed and routed a GOED Legislative Invite.

Updated business card for a staff member.

Working on the three different Fast Fact sheets with new maps for each; waiting for approval.

Other: Reworked the State Seal and made a new vector file out of it; we were running into projects that needed a scalable format.

The license plate committee showed the license plates to the Governor; waiting to hear on final choice.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed and proofed, as needed, the following elements with the marketing team: e-Target email, Travelsmart, Events email, O Magazine ad – 'This Is My Great Place' with Rushmore image, AAA TourBook ads – front inside cover plus ¼ page, and Vacation Guide banner ads.

Project Review/Proofing: GOED Legislative Invite, GOED Conference sponsorship, award nominations cards, GOED Legislative Fact Sheets. SD Profile Sheet for ABA & NTA; Great Getaways registration letter and form; Tourism Conference – signage, nametag templates; E-Save the Date for Travel Agent Fam; Box ad for Groups Today e-Newsletter; Tourism Annual Report; Pheasant image panel for travel show booth; and One-page ad/flyer for GoWest show packets. Arts Council Annual Report.

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 South Dakota promotional items. Touched base with the Made in SD vendors regarding exhibiting at the Tourism Conference. Met regarding the upcoming GOED Conference, April 15, in Sioux Falls; reviewed items needed and timelines.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: SD Welcome Signs update, Group Tour Planning Guide, GOED Annual Report, GOED Conference, Motorcycle Guide update, Logo updates for Arts Council website, Great Getaways newspaper insert, GOED Finance Piece, and e-Save the Dates for 2015 Governor's Events: Golf, Roundup, and Hunt.

T. Friedeman, Creative Strategies Manager:

For Tourism: Worked on all final preparations leading up to, during, and after the Tourism Conference: floral coordination, overall staging and A/V coordination and design, A/V paperwork, décor transportation and coordination, set-up, prepping décor items at Ramkota, assisting speakers with needs, coordinating and overseeing banquet décor clean-up, ensuring all rented items were shipped from approved pickup points, and taking reception photos.

Bandannas have been ordered for Pheasant Fest; expect signage needs for this event.

For Tourism and GOED: Upgrades on the iMacs will move along now that we have the Font AgentPro upgrades.

Inaugural: Hung several signs in the Capitol on January 9, including the double-sided signs for the front doors for the Inaugural. Coordinated the photography schedule and also took photos during the receiving line portion after the swearing in ceremony on January 10.

Logo and photo requests fulfilled

Provided journal book ordering information to two interested parties.