



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: December 8, 2017
RE: November 2017 Monthly Status Report

JDH

Global Media and Public Relations

October Domestic Earned Media

Impressions: 168,286,071
Ad Value: \$4,756,042.53
Number of Clips: 33

FY 18 To-Date Domestic Earned Media

Impressions: 795,544,880
Ad Value: \$28,201,828.39
Number of Clips: 370

October International Earned Media*

Circulation: 669,715,163
Readership: 6,712,725
Ad Value: \$2,603,278.82
Number of Clips: 66

FY 18 To-Date International Earned Media*

Circulation: 1,221,869,903
Readership: 150,939,508
Ad Value: \$23,149,442.71
Number of Clips: 180

- ***(Note** – the international media numbers are dramatically increased due to adding the Chinese media, Japanese media, and other media outside of the European Rocky Mountain International contact. Going forward, the international numbers will be a full picture of all of our international earned media. The team will also keep record of individual countries and markets to see growth and opportunities.)
- The team hosted a travel journalist from Forbes across the Black Hills and Badlands area. The journalist was one the team met with in August during the New York City media blitz. She became interested in the state and decided to come on an individual visit to research information for a Forbes story.
- The new internal communications program is going well for the team. The entire Department has participated in submitting information for the newsletter and has become a great way to communicate information to the entire staff in a fun and effective manner. Results of the 2017 Buffalo Roundup journalist hosting continue to come in, thus far, the coverage has been great and diverse on the state and the offerings.

Industry Outreach and Development

Industry Outreach

- Planned trips to Rosebud Indian Reservation and with the North Dakota Native Tourism Alliance to discuss continued development of tribal tourism in our state.
- Drafted an Industry questionnaire to use as a guide for our industry outreach staff when they are visiting communities. This will help them determine the industry member's preference for communication methods, reporting, training and development.
- Worked on outreach and development team's goals for 2018 and beyond.
- Reviewed hospitality programs for potential revamping.
- Delivered presentation at the Local Foods Conference in Spearfish November 3-4.
- Met with tourism staff and marketing agencies to make a decision on the Arrivalist contract. This system tracks visitation of those who have been exposed to our marketing.
- Met with the L&S team to discuss the Visitor Experience Program and how we can begin using it for the co-op digital buys
- Worked with Governor's Office to finalize draft of proposed bill to allow for the sale of advertising in welcome centers.
- Held update meeting with BLDG4 (the new Welcome Center exhibits vendor) to discuss design concepts and electrical/lighting plan.
- Attended review meeting for Vermillion Welcome Center.
- Reviewed second draft of design concepts for Valley Springs Welcome Center.
- Drafted contract for Welcome Center ROI study.
- Finalized and mailed the Tourism Conference registration flyer.
- Finalizing food, décor and sponsorships for the tourism conference.
- Worked with the speakers to discuss sessions and make travel arrangements for the tourism conference.
- Working on the copy for the tourism conference booklet.

- Shipped 7 bulk requests for literature. This consisted of 240 – SD Maps, 240 – Vacation Guides, 160 – SD Native Travel Guide and 600 Snowmobile Maps.
- 1,291 emails were reviewed with comments from the Online Request Form and all inquiries were responded to when they had questions or needed specific information.
- BH Workshop fulfilled 3,543 Domestic.
- 102 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 139 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1-November 30, generated 104,736,709 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 235,614,508 paid impressions, 6,387,533 engagements from January 1-November 30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 182,756,706 organic impressions and 1,319,590 engagements from January 1-November 30.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 149,106,441 impressions and 1,574,365 engagements from January 1-November 30.

2017 Fall Shoulder Marketing

- Reviewed, submitted feedback and approved campaign concept for a digital and social campaign around South Dakota float in Macy's Thanksgiving Day Parade. Turkey Trip giveaway included a sweepstakes in which those who watched the Macy's Parade could go to a page on TravelSouthDakota.com and enter what mascot was holding a turkey.
- Reviewed, submitted feedback and approved Macy's campaign elements including: :15 second preroll spots, social promotions, website promotions, landing page, a dedicated eblast and targeted TV ads, that targeted connected TV's watching the program around when the SD float aired. All drove traffic to the signup form on the TravelSouthDakota.com landing page. Form was live Thanksgiving Day only. Winner awarded 11/28 was from North Carolina.
- Attended Macy's Thanksgiving Day Parade and did live social feeds of South Dakota float in it. Engaged with Smokey Robinson and Macy's social channels.
- Reviewed, submitted feedback, identified and secured influencer for co-op with Black Hills and Badlands Tourism Association for winter marketing effort. First time co-op programs have utilized influencers for winter marketing.
- Designed, reviewed, submitted feedback and shipped third installment of videos for promotion with Minnesota Vikings at US Bank Stadium. Updated display videos run throughout the stadium and will run through final home games in December Also shipped prize collateral for Twitter promotion with a vacation to be given away at December 17 game.

- Reviewed, submitted feedback and approved social posts and winter creative for ongoing co-op campaigns.

TravelSouthDakota.com

- Total web sessions for the calendar year through November total 1.638,249 (up 4.76% over prior year) and unique users are up 5.69%.
- South Dakota Vacation Guide requests from the website through November total 76,685 (up 17.77% over prior year).

2018 Peak Marketing

- Reviewed community co-op applications, awarded funds and held initial meetings with 12 community co-op program partners. Partners for peak 2018 include: Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Rapid City, Sioux Falls, Spearfish, Sturgis, Watertown, and Yankton. Follow-up meetings in December and the first part of January will work through media schedules with all.
- Reviewed, submitted feedback and approved media calendars from agencies for peak traditional, digital, Out-of-Home, and social placements.
- Created and deployed online survey for prior participants of the Magazine and Great Getaway co-op to seek input on prior performance and gauge future wants/needs.

Other

- Launched SouthDakotaTourismConference.com.
- Attended first 100th Park Anniversary committee meeting with GFP to share promotion ideas for the celebration. Reviewing condensed 'best ideas' before their meeting with Secretary Hepler on December 11. Work will be delegated out in the coming weeks on the different aspects approved.
- Worked with First Lady on design and updates of a new Christmas photo book for Governor and First Lady.
- Photo requests completed:
 - **In-state requests:** Glacial Lakes Tourism, Watertown; South Dakota Rural Electric Association, Pierre; South Dakota Arts Council, Pierre; Strawbale Winery, Renner; Black Hills Cabin Rentals, Lead; Game, Fish & Parks, Pierre; Bureau of Information and Telecommunications, Pierre; South Dakota Magazine, Yankton; Sioux Falls CVB; Catholic Daughters of the Americas, Pierre; South Dakota Missouri River Tourism; BPro, Pierre; South Dakota State Library, Pierre; Governor's Office of Economic Development, Pierre; Bureau of Administration, Pierre; City of Fort Pierre; Dept. of Education, Pierre.
 - **Out-of-state requests:** TravlinGirl.com; USAToday.com; Premier Travel, IL; Travel Channel, MD.

Projects in Progress:

2018 South Dakota Vacation Guide

- Working with Miles Media to finalize 2018 guide with deadline to printer of December 8. Reviewed and submitted feedback on three rounds of proofs for departments pages at front of the guide (remaining book is divided amongst the other four region regional tourism marketing organizations). First shipments scheduled for delivery January 12.

- Working with four regions on construction and upload of their pages to Walsworth Printing.
- Figure billing info and create invoices for regions and their share of pages and guides.

2018 Peak

- Met with Lawrence and Shiller on production needs for upcoming peak concept. New TV and video shots planned for 12/10-12/14.
- Met with MMGY to discuss direction for Out of Home, digital and social components. Proofs expected for review December 6.
- Designed, reviewed, updated and distributed materials for Peak Magazine Co-op. Registration closes December 14. Program is limited to 30 partners and cost to participate is \$2,250.

Pheasant Fest 2018 – Sioux Falls

- Continued coordinating booth details and signups for industry partners plus SD pavilion pieces and giveaway items.

SDVisit.com

- Working with Miles Media on look and feel elements for conference site with feedback due by December 5.
- Met with Miles Media to review initial content audit of entire SDVisit.com site.
- Working with MMGY and Miles Media on data export process of all content for transition to new site when ready in late spring of 2018.
- Worked with Miles on industry stakeholder survey and list of members to interview. Developed and administered site survey to full staff. 15 of 18 industry stakeholder interviews completed and will wrap up rest week of December 4.

2018 Annual Governor’s Conference on Tourism

- Working with Industry Outreach team on various design needs and coordination of conference materials including: stage backdrop and décor, signage, awards, welcome packets, conference booklet, shirts for attendees, website updates, and promotional emails.

Other

- Working with Global Travel and Trade team on sponsorship sheet for American Bus Association convention. Designed sponsorship sheet and awaiting approval from ABA.

Global Travel and Trade

French Mission November 3rd -11th

- Cole traveled to France in November to meet with Tour Operators, Travel Agents and media. There he conducted 23 sales and product meetings, met with eight media and trained 85 sales staff about what is available in South Dakota. This is done through the contract work with RMI.

Hotel Training December 4th-5th

- The Global Travel and Trade team will be hosted two hotel trainings, one in Rapid City and one in Sioux Falls. The goal of this training will be to educate hotels on how to work with receptive operators. Currently many operators do not work with our hotels because they do not understand how to, which is causing them to send their clients to other communities and states. This training will educate them on the process and how to make connections with Receptive operators. Chris Pilley from RMHT will be a guest speaker at the event.

International Travel Fair – Taipei Taiwan – October 27-30, 2017

- Taipei Taiwan - consumer show, joint partnership with Wyoming office of Tourism and Brand USA in language itineraries, materials.

National Tour Association Travel Exchange – San Antonio, TX – December 14-18, 2017

- Made appointment requests, received appointment schedule and made manual requests to tour operators that appointments were not scheduled with.

Go West Summit- Salt Lake City, UT January 15-19,2017

- Updated online South Dakota itinerary for 2018. Appointment requests will began on December 1st.

American Bus Association Annual Marketplace – January 27-30, 2018 – Charlotte, NC

- We have been working with 13 South Dakota suppliers to do a sponsorship and promotion during the January conference to enhance our presence at the largest motor coach conference in the United States. We will be working with SD suppliers to offer two raffle giveaway trips to two Domestic Group Tour Operators during the show.

International Guide

- We are working with Miles Partnership to produce multi-language International Guides. We are doing final proofing before it is sent out for language translations.

RMI Rebranding for “Real America”

- Internationally we have chosen to rebrand ourselves. Previously we have marketed together with WY, MT and ND and gone by “The Real America” we have just wrapped up work with BVK and have decided to go with “The Great American West”. This should resonate better with International consumers because it gives a locater in the brand name.

Tour Operator Land- China Ready Website

- Compiled recent Chinese translated materials and itineraries for new site that will be launched through tour operator land online. Launch of the website will be in early 2018.

FAMS

- Didi Travel FAM- November 9-12 with 5 Chinese Social Media Influencers. This was a Joint partnership with Colorado Office of Tourism and Didi Rental Car out of China.

South Dakota Arts Council

Grants

	November	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	10	116	124
Touring Arts bookings	10	184	201

- Approved 32 groups/artists for the [Touring Arts \(TA\)](#) roster for FY 2019-2020 (nearly 40 artists/groups applied) and 5 additional artists (7 applications), for a roster total of 52, for the [Artists in Schools & Communities \(AISC\)](#) programs during the November 3 South Dakota Arts Council (SDAC) board meeting.

Art for State Buildings

- Completed installation of all artworks purchased in FY2017 for the **Art for State Buildings** program: 13 pieces from 9 different artists. Pieces were installed as suitable locations were identified, based on interest from state agencies with buildings in the Capitol complex (Pierre) as well as input from SDAC staff and the AFSB Selection Committee. The AFSB state collection now holds 79 pieces of art from 56 different artists, with [details on the locations and other aspects of the artworks](#) available on SDAC's website.

Outreach

- SDAC Director Patrick Baker spoke to the **Pierre-Fort Exchange Club** November 6 about the Arts Council as a state agency, including providing information about its grants and programming. He also detailed the Arts Midwest World Fest program, which will bring three more international musical ensembles to the community over the next year and a half (the first residency was held in October and brought Sofi & the Baladis from Israel to the Pierre and Fort Pierre communities). Each week-long residency will provide opportunities for intercultural exchanges as well as musical workshops and performances.

Pending Events and Projects

- On behalf of SDAC and the **Art for State Buildings program** (AFSB), Baker and Arts Program Coordinator Kate Vandell attended a second meeting November 20 with members of the Governor's staff to discuss **options for copper that blew off the Capitol dome** a little more than a year ago. SDAC has been in contact with sculptor and current **S.D. Artist Laureate Dale Lamphere**, who has expressed interest in participating in a project that would benefit the AFSB program and/or SDAC. A follow-up call with Lamphere to discuss possibilities for the copper is scheduled for December 5 and will revolve around two main possibilities: 1) Lamphere curating a group of artists to use the copper in artworks that would be purchased with AFSB funds as well as possible fund-raising efforts for matching dollars; and 2) commissioning a larger piece from Lamphere, using the copper and the same funding model.