



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: June 14, 2017
RE: May 2017 Monthly Status Report

Global Media and Public Relations

April Domestic Earned Media

Impressions: 332,053,349
Ad Value: \$1,448,175.66
Number of Clips: 55

FY 17 To-Date Domestic Earned Media

Impressions: 2,686,371,398
Ad Value: \$4,262,060.16
Number of Clips: 328

March International Earned Media

Circulation: 1,150,025
Readership: 10,064,951
Ad Value: \$390,713.12
Number of Clips: 13

FY 17 To-Date International Earned Media

Circulation: 165,471,207
Readership: 84,442,562
Ad Value: \$7,176,581.29
Number of Clips: 216

May was spent preparing for and engaging in the upcoming season of hosting travel writers. There are at least 12 different media fam hostings in the works including several individual international hostings and a few larger group hostings. On the domestic side, May's big success was the hosting of 5 family travel writers and their children across the state. Two writers have already begun producing stories on South Dakota. Up next in June is a hosting of 5 outdoor travel writers coming to experience the destination as an outdoor enthusiast destination.

The team prepared appointments for IPW, International Powwow, in Washington D.C. in early June. Careful thought, research and preparation went into selecting the 40 journalists we took the time to meet with at the media marketplace. Being strategic about meeting with journalists that would represent the international markets in the destinations that have the highest propensity to travel to the United States and who's readers were interested in South Dakota's offerings was key in the decision making.

National Travel & Tourism Week was held the first week in May, celebrating the importance of travel and tourism to the United States and South Dakota. Thank you Governor and staff for joining the Department of Tourism at the press conferences held in Sioux Falls and at Mount Rushmore National Memorial. Great attendance and support was shown at both events, proving the power of travel and importance of the tourism industry in South Dakota. As a result of the press conferences and media outreach, there were 25 articles produced by the media resulting in 47,249,555 impressions worth \$43,714.27 in ad value. Most importantly, the industry was recognized as a vibrant and valuable economic driver in the State of South Dakota.

Industry Outreach and Development

- Completed revised PDQ's, job descriptions and requisitions for the Industry Outreach and Development positions to fill two open positions on the team.
- Delivered a Marketing presentation at the Keystone Spring Kickoff meeting.
- Delivered a Marketing presentation at the Sioux Falls Spring Hospitality meeting.
- Met with a Vacation Races representative to discuss bringing a marathon event to the Black Hills.
- Attended the Bison Stewardship event at Badlands National Park.

Fulfillment

- Shipped 47 bulk requests for literature. This consisted of 7,320 – SD Maps, 3,240 – Vacation Guides, 225 Motorcycle Guides, 200 Culinary Guides, and 200 Tribal Lands Brochure.
- 3,058 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 16,214 Domestic Inquiries.
- 279 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 224 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Information Centers

- Info Center FAM Tour was held for seasonal travel counselors. Toured Wall, Rapid City, Deadwood, Lead, Spearfish, and Sturgis.
- Info Centers opened to public on May 15.
- Held scoping meeting with architects for Valley Springs welcome center.
- Held work group meeting to discuss progress on rest area revitalization plan.
- Prepared draft RFP for welcome center exhibits.

Strategic Partnerships and Events

- Attended the Glacial Lakes and Prairies Tourism Association Board Meeting.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Met with four social media influencers brought to state as part of Good Times, Great Places” sweepstakes and peak social media promotion. Each were brought in to experience, post and promote one of four themed Good Times itineraries.
- Created and broadcast two Instagram Stories, one on Sioux Falls to promote Midwest Living Best Food Town contest and the other on Black Hills fly fishing. Instagram Stories are live for 24 hours online and are a chance for viewers to follow all the video clips that one compiles and publishes as part of a subject or journey.
- Reviewed and approved updated creative for postcards as part of new Programmatic Direct Mail program. Postcards are mailed automatically to TravelSouthDakota.com visitors who show interest in traveling to state but do not convert (order a Vacation Guide).
- Reviewed, submitted feedback and approved co-op ads for Custer State Park, Black Hills Badlands, Deadwood, Pierre, Watertown, Sioux Falls and Rapid City.
- Ordered, received and shipped Great 8 decals of Deadwood and Mount Rushmore for giveaway at new Deadwood Info Center and Mount Rushmore Book Store.
- Reviewed, submitted feedback and approved creative for special “605” themed stickers as part of planned social giveaway for “605 Day” on 6/05.
- Reviewed, submitted feedback and approved Facebook content as part of our Western Canadian Multi-Channel co-op with Brand USA.

2017 Fall Shoulder Marketing

- Designed and sent out applications for 2017 Shoulder/Winter Great Getaways Co-op Program. This year’s program will be a high-impact direct mailer that South Dakota businesses can buy into.
- Received and reviewed Shoulder Community Marketing Co-op applications from seven interested communities/regional partners.

Other

- Attended and keynoted Watertown CVB Visitor Industry breakfast on May 10.
- Attended and keynoted Brookings CVB Annual Tourism Luncheon on May 18. .

Photo requests completed:

- **In-state requests:** South Dakota Magazine, Yankton; Legislative Research Council, Pierre; Spearfish Chamber of Commerce; School of Mines, Rapid City; Deadwood History; Grow Garretson; Game, Fish & Parks, Pierre; KNBN, Rapid City; BPro, Pierre; South Dakota National Guard, Rapid City.
- **Out-of-state requests:** MMGY, NY; USA Today, D.C., Rocky Mountain International, WY; Far Country Press, MT; Motorcyclist Magazine, CA; Baggers Magazine, CA; Splitrock Studios, MN.

2018 Peak Marketing

- Finalized 2018 Letter of Agreement with Brand USA. Efforts in 2018 will include Inspiration Guide, various web and content programs and multi-channel programs in the UK, Australia, Germany plus a few other potential countries.

TravelSouthDakota.com and SDVisit

- Working on new content tagging project to update how business listings, events and content on TravelSouthDakota.com is dynamically pulled to upgrade site visitor experience.

Other

- Working with team reproducing the graphics for a display used outside at the Lewis and Clark Info Center on the keelboat balcony.
- Populating department's new Digital Assets Management software., Goal is to be complete with 18,000+ photos and videos - with all available and accessible by agency team's - in July.

Global Travel and Trade

US Travel Association IPW – June 3-7, 2017, Washington DC

- Submitted appointment requests (95 preshow appointments which is a record). Researched appointments, sent lead list to suppliers and conducted conference call with South Dakota suppliers attending to answer questions.

Brand USA Japanese FAM - May 20-23

- Hosted representatives from Madame Fiearo, a Japanese women's lifestyle and travel website and newspaper; Travel.jp a publication that provides tour information and inside tips for Japanese travelers, as well as Hunt magazine which features hiking, camping and fishing, travel and outdoor lifestyle column. Itinerary included city tours and overnights in Deadwood, Hill City, and Rapid City. Mt Rushmore, Crazy Horse, Custer State Park, Badlands, Wall Drug, and more.

Brand USA German FAM - May 25-28

- 14 German Tour operators attended with the leadership of Willy Scharnow Foundation. The South Dakota itinerary highlighted Rapid City, Custer, Deadwood, as well as various stops throughout the Black Hills.

South Dakota Mega FAM- September 7-14, 2017

- A drafted itinerary for FAM has been created, currently contacting overnight partners to secure the accommodations. The FAM will cover from east to west on the 7 day itinerary. 10 tour operators from the UK, Australia, Germany, France, Italy and Benelux Region will be attending the FAM Tour.

Group Tour Planning Guide

- The 2017-2018 Digital Group Tour Planning Guide is now completed and posted on the Travel Professionals website – www.TourSDakota.com

Japanese Contract

- FY 17 will begin with a new Japanese representative for South Dakota. Drafted new contract in partnership with Wyoming Office of Tourism.

South Dakota Arts Council

Grants

	May	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	6	61	66
Touring Arts bookings	11	52	65

- All South Dakota Arts Council State Fiscal Year 2017 grants recommended for funding by review panels were presented to the Council for final consideration at its May 5 meeting. The final list of SDAC FY17 grants recommended for funding was then approved by Tourism Secretary James Hagen and, subsequently, the Governor. Notifications regarding outcomes were sent to all grant applicants later in May, and a statewide press release about grant awards is planned for June.

Public Relations/Outreach

- Visited four communities May 9-12 for regional arts planning meetings: Aberdeen, Watertown, Yankton, and Sioux Falls. SDAC staff is gathering public input from arts organizations, artists, patrons of the arts, and citizens to inform its strategic planning for the next three fiscal years. Director Patrick Baker and Deputy Director Rebecca Cruse also visited Freeman during this leg of travel to talk with a group of community leaders interested in creating a nonprofit organization to focus on arts and cultural planning.
- Published and distributed the summer issue of [Arts Alive](#), with a focus on cultural tourism and summer events, in late May.

Pending Events and Projects

- May 2017 – Baker continued talks with Pierre's Short Grass Arts Council to help them plan for the two-year Arts Midwest's World Fest program, which will bring international music groups to the capital city for four one-week residencies from 2017-19.

- June 2-3 – SDAC to co-sponsor Black Hills Bounty folklife festival at the Dahl Arts Center in Rapid City. The festival, featuring demonstrations from many regional artists, will kick off the summer-long Black Hills Bounty traditional arts exhibit, guest curated by SDAC folklorist Andrea Graham.

Public Relations/Outreach

- Visited five communities April 17-21 for regional arts planning meetings: Pierre, Eagle Butte, Pine Ridge, Rapid City, and Spearfish. SDAC staff is gathering public input from arts organizations, artists, patrons of the arts, and citizens to inform its strategic planning for the next three fiscal years. The final round of meetings, held in conjunction with statewide grassroots nonprofit arts organization Arts South Dakota and with help from local host organizations, will take place in May in the following communities: Aberdeen, Watertown, Yankton, and Sioux Falls.
- Participated in editorial meetings and wrote articles for the summer issue of [Arts Alive](#) to be distributed in late May.

Pending Events and Projects

- May 2017 – The final SDAC grant panels will convene via telephone conference or in person to score applications and make funding recommendations for SDAC grants for FY18.
- May 9-12 – SDAC will conduct regional arts planning meetings in Aberdeen, Watertown, Yankton, and Sioux Falls.
- May 5 – Arts Council meeting spring grants meeting to be held in Pierre.