



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: April 9, 2018
RE: March 2018 Monthly Status Report

JDH

Global Media and Public Relations

February Domestic Earned Media

Impressions: 251,638,572
Ad Value: \$2,490,669.78
Number of Clips: 118

FY 18 To-Date Domestic Earned Media

Impressions: 1,601,082,329
Ad Value: \$37,559,143.65
Number of Clips: 1,000

February International Earned Media

Circulation: 2,395,097
Readership: 368,996,212
Ad Value: \$1,241,950.44
Number of Clips: 51

FY 18 To-Date International Earned Media

Circulation: 1,235,512,312
Readership: 1,286,944,477
Ad Value: \$7,048,487.43
Number of Clips: 381

**February's international media numbers had an error in reporting. They have been remedied and the new FY to date has been amended.*

- In March, the team attended and organized a private media trade show event at the Meredith headquarters in Des Moines, IA. There were several South Dakota businesses invited to attend with us including the Mitchell CVB, Prairie Berry Winery/Miner Brewing, Visit Spearfish, Vermillion CVB, Visit Sioux Falls, Visit Rapid City, Aberdeen CVB, Downtown Sioux Falls, Yankton CVB, Fernson Brewing. The show attracted nearly 100 Meredith employees including editors and content development specialists for a variety of their publications and online sites.
- The team is working on several hostings that will happen in 2018 including group and individual media fams. They will be a diverse set of stories from the anniversary of the carving of Crazy Horse Memorial, to agritourism and tribal tourism, and big key hits like the buffalo roundup and other national parks and monuments. Several individual international journalists are slated to visit South Dakota early in the year as well.
- We are prepping to attend the Midwest Travel Journalist Association tradeshow in Milwaukee in April where we will have dozens of individual media appointments promoting South Dakota to the organization's media members.

Industry Outreach and Development

Industry Outreach

- Fulfilled information packets to 9,707 domestic households, 291 Canadian households and 218 International households.
- Attended SD Specialty Producer's Association meeting and presented on agritourism.
- Attended Stensland Family Farm tour to learn best practices on agritourism.
- Attended Denver Travel Show and promoted South Dakota to 12,000 attendees.
- Attended the Dallas Travel Show and promoted South Dakota to 13,000 attendees.
- Worked with Heritage Center/Red Cloud Indian School and their marketing team on setting up tourism staff tour and possible FAM tour there this summer.
- Attended community outreach/industry meetings in Chamberlain, Pierre, Custer State Park, and Hot Springs.
- Worked on finalizing more details for the WGA tours happening this summer at the WGA conference.
- Prepared promotion and implementation of National Travel and Tourism Week.
- Prepared for the Welcome Center Supervisor's meeting, FAM Tour and Welcome Center openings.
- Worked with BIT, HR and our Administrative Director to transition welcome center employees to seasonal state employees.
- Worked with technology company called Axis to test the new video cameras for interstate welcome centers.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1-March 31, generated 43,107,531 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) generated 15,682,671 paid impressions, 554,604 engagements from January 1-March 31.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) generated 4,438,964 organic impressions and 217,914 engagements from January 1-March 31.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 40,594,940 impressions and 365,409 engagements from January 1-March 31.
- Reviewed, submitted feedback and approved various print, digital, social and TV spots for peak efforts including Great Getaways Co-op insert, community co-op campaign elements, Roadtrippers.com content pieces, Smithsonian.com content articles, Radio Sponsorship second reads and Out-of-Home Gas Pump Topper Campaign.
- Had co-op meetings with Hot Springs, Sioux Falls, Rapid City and Yankton.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions through March 31 total 313,840 (up 12.7% over prior year) and new users are up 15.4%.
- South Dakota Vacation Guide requests from the website through March 31 total 44,250 (up 105% over prior year).

Other

- Worked with Global Media team on profile sheet for Midwest Travel Journalists Association.
- Coordinated and attended meetings with MMGY teams in Kansas City from 3/26-3/28.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Bureau of Information and Telecommunications, Pierre; Yankton Medical Clinic; Wall Chamber of Commerce; Pierre CVB; Dept. of Social Services, Sioux Falls; Grapevine Design, Spearfish; Trail of Governors, Pierre.
 - **Out-of-state requests:** Great American Country, TN; Rocky Mountain International, WY; Fargo Monthly, ND; True West magazine, AZ; MMGY, MO; CNN, GA

Projects in Progress:

2018 Peak

- Continue meeting and working with Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Yankton on peak co-op calendars and creative for launch this winter and spring.

- Working with Brand USA and Miles Partnership on Road Trip video series targeting international audiences through VisittheUSA.com. Shoot in early June in Black Hills and includes partners: Black Hills and Badlands Tourism Assoc., Custer State Park, Crazy Horse Memorial, Visit Rapid City, and Xanterra Mount Rushmore Concessions.
- Reviewed, submitted feedback, and approved creative for 2018 Programmatic Direct Mail efforts. Working with MMGY on setup of prize signup page on TravelSouthDakota.com for trip giveaway component. People who visit TravelSouthDakota.com from mid-January -June but don't request a Vacation Guide or sign up for our Travel Smart newsletter will receive the surprise follow up mail piece encouraging them to sign up for trip giveaway plus receive a free Vacation Guide.
- Working with MMGY on both in-Market activations for the upcoming spring/summer in select Markets plus peak social media campaign.
- Working with MMGY on peak social campaign, "State of Great" to kick-off in April.

Other

- Working with Industry Outreach team on updated info center panels for Chamberlain center and new front desk sign for Minuteman Missile center.
- Working with Global Media team on creative and updated layout for the 2018 Buffalo Roundup Fam Tour email.
- Working with L&S on updated Brand Standards Guide for internal, agency and industry use.

Global Travel and Trade

Trade Show and Mission Follow-up to Tour Operators and Media

- Go West Summit- Salt Lake City, UT January 15-19, 2018
- Nordic Mission – Iceland, Norway, Denmark, Sweden - January 26-February 2, 2018
- American Bus Association Annual Marketplace – January 26-30, 2018 – Charlotte, NC
- NAJ RTO Summit- February 21-22, 2018- Marina Del Rey, CA

Active America China – Atlanta, GA – March 25-27, 2018

- Attended the Chinese inbound show. South Dakota Department of Tourism, Crazy Horse Memorial and Visit Rapid City co-sponsored a breakfast and presented a 10 minutes presentation to all Chinese Tour Operators. Following, South Dakota Tourism met with nearly 30 Chinese Travel companies for appointments.

Rocky Mountain International Roundup (IRU) – Kalispell, MT – April 7-11, 2018

- Attending along with 11 South Dakota suppliers to meet with international tour operators from Australia, Benelux, France, and Germany, Italy and the UK as well as domestic international inbound tour operators.

Circle Wisconsin Midwest Marketplace – Lake Geneva, WI – April 8-10, 2018

- Will attend this regional domestic group tour conference to meet with tour operators from the region to educate them on what is available in South Dakota for their tours.

US Travel Association International Powwow (IPW) – Denver, CO – May 19-23, 2018

- Making appointment requests.
- Working on furnishings and materials.

FAM Tours

- Working with a variety of companies across many markets to plan pre and post FAM tours for IPW which will be held in Denver on May 20-23, 2018.
 - Key Companies:
 - Canusa- Germany
 - ATI- USA Based, but sells all over Europe
 - Chinese Trade Fam
 - ND/SD shared fam to promote region
 - Francios Belloit, France
 - Penta Reizen, Belgium
 - Travalco, Denmark

International Proposal Reviewing and Planning

- Currently looking forward to FY19 and making decisions on marketing activities for our major international markets.
- Having our Summit Meeting on April 7th to discuss strategy.

South Dakota Arts Council

Grants

	March	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	17	45	47
Touring Arts bookings	7	23	37

- **The South Dakota Arts Council (SDAC) conducted half of its grant-review panel meetings for FY19 in the month of March.** SDAC reviews grant proposals through peer review, with each panel consisting of three or four panelists, including an SDAC board member serving as panel chair, at least one in-state panelist, and at least one out-of-state panelist – all with experience/expertise in the field. Panels are set by artistic discipline. The remaining four panels are scheduled to meet in early April ahead of the April 19 SDAC spring grants meeting, during which the Council receives all panel recommendations before making final decisions of grant funding.

Public Relations/Outreach/Media

- In conjunction with Arts South Dakota, **SDAC continued planning for the first [statewide arts conference in South Dakota in five years](#)**. For the first time in history, the statewide arts conference will be held in Sioux Falls, slated for May 4-5. Keynote speakers at the conference will include national arts luminaries **Jane Chu**, Chairman of the National Endowment for the Arts, and **Randy Cohen**, Vice President of Research and Policy for Americans for the Arts. Other notable presenters include **Janet Brown**, **Brian Bonde** (also an SDAC board member), **Dr. Craig Howe**, S.D. Artist Laureate **Dale Lamphere**, and many more. The two-day event will be held in collaboration with the SculptureWalk Sioux Falls opening weekend and is open to everyone including artists, arts and cultural organizations, local arts councils, educators, businesses, city and state leaders, and individuals.
- Issued a [March 20 press release](#) announcing the [2018 Congressional Art Competition for South Dakota students](#) through **U.S. Rep. Kristi Noem's** office. SDAC is now accepting entries from high school students on behalf of Rep. Noem with a deadline of April 24 for submissions. Winning artwork will be featured in the nation's Capitol building.

Art for State Buildings

- SDAC is poised to take the **Art for State Buildings** (AFSB) program in a different direction this year in the wake of a special set of circumstances: a copper sheet from the Capitol dome blowing off in a relatively recent storm. Due to the cultural/historical state significance of this large piece of metal, there is an interest on the part of the Governor's office and the Arts Council to make art from it. After a series of meetings in late 2017, SDAC settled on an idea: to have S.D. Artist Laureate Dale Lamphere, who kickstarted the AFSB program 10 years ago, act as a partner and invite select South Dakota artists to propose works of art for AFSB that incorporate some of the copper. Letters inviting participation were mailed to 12 artists in March, inviting proposals that will be assessed by the selection committee, resulting in the purchase of as many as five pieces in FY18.

Pending Events and Projects

- April 23-25 – National [Poetry Out Loud](#) Finals, including the state student winner from South Dakota, will be held in Washington, D.C.
- May 4-5 – Statewide arts conference in Sioux Falls.