

MEMORANDUM TO: Richard Benda  
DATE: August 7, 2007  
FROM: Billie Jo Waara  
SUBJECT: Tourism's July Monthly Status Report

2010 Initiative

Please refer to the web site at [2010initiative.com](http://2010initiative.com) for updates.

Cultural Heritage Tourism

Met with representatives from South Dakotans for the Arts, Arts Council, and the Historical Society to discuss a new Cultural Heritage Tourism publication for the 2008 summer season.

Worked with Historical Society to provide information for South Dakota's part in the Abraham Lincoln Bi-Centennial.

Media & Public Relations

Compilation of earned media: July – estimated ad value of \$45,456 (circ. of 699,527); 2007 – estimated ad value of \$474,327 (circ. of 16,332,078); and Fiscal Year 2008 – estimated ad value of \$45,456 (circ. of 699,527).

Working with producers of The Early Show on CBS for their live broadcast at Mount Rushmore National Memorial on August 9. In conjunction with CBS's "Great American Vacation" giveaway announcement, Tourism worked with industry partners for a South Dakota vacation giveaway, with registrations via KELO-TV's web site and the winner to be announced on KELO-TV's evening news on August 9.

Hosted Sean Welsh and Padraic Duffy from Rapid City on a golf tour of southeast South Dakota at the following golf courses: Dakota Dunes, Two Rivers, The Bluffs, Prairie Green, and Willow Run.

Handled media calls and fulfilled requests for information from *Courier* magazine, South Dakota Public Radio, KOTA radio and TV, Minot Daily News, Watertown Public Opinion, WNAX, and several MediaSD inquiries. Interviewed with South Dakota Public Radio, KOTA radio and WNAX regarding tourism numbers; KOTA radio regarding the weekly Uniquely SD series (three interviews); KOTA radio regarding the Mount Rushmore National Memorial fireworks; and Minot Daily News. Handled numerous media calls regarding the Alabaugh Canyon wildfire. Attended and aided with media relations for the River City Racin' event in Chamberlain.

Press releases: film industry and film industry media: "New CBS Game Show Looking for South Dakota Contestants," "Opportunity to Showcase Films in South Dakota;" in-state media (posted to MediaSD.com and the State News Web): "Office of Tourism Announces Million Dollar Challenge Partner," "Millions View Mount Rushmore Fireworks," "Corn Palace Stampede Rodeo – Not Just for Cowboys," "Summer Midpoint Shows Tourism Up in South Dakota," "Public Broadcasting Network for Germany, Austria and Switzerland Films South Dakota;" continuation of Uniquely SD series that highlights counties (Meade, Mellette, Miner, Minnehaha); and six industry releases posted to MediaSD.com.

Coordinated details for satellite truck and camera positions for the fireworks at Mount Rushmore National Memorial. Worked with KEVN. Coordinated playback during the satellite feed. Tracking service estimated a national viewing audience of 52.8 million in 41 states.

Industry Relations

Prepared "Around the State" briefing for staff from newsletters gathered from the visitor industry, Chambers of Commerce, and CVBs.

Worked with Million Dollar Challenge projects to review marketing plans and print projects, attend meetings, and discuss advertising options. The newest project to be approved is the Summit League Marketing project by the Sioux Falls Sports Marketing Authority.

Continued working on arrangements for speakers for the Governor's Conference on Tourism, January 16 and 17, in Pierre at the Ramkota. Discussed banquet décor and signage. Mailed Save the Date postcards to Tourism's visitor industry database. Information/sign-up form for sponsorships and booth options will be mailed after Labor Day. Updated Conference information on SDVisit.com.

Attended a South Dakota Winegrowers Association meeting at Strawbale Winery in Renner. Briefed the group on the Great Service Star program and discussed the benefits of helping host writers and group tours. Toured Schade Vineyard in Volga and Valiant Vineyards Winery in Vermillion.

Relayed information on Great Events, Million Dollar Challenge, Tourism Sub-Fund, Calendar of Events, and the poster program at the Information Centers to requestor from Aberdeen about promoting an event.

#### Trade Sales Group Tour/International

Sent requested information to Crossroads Bus Charters, Wilma Hopkins, Illinois; Sheraton Bus Service, Inc., Carole Brown, Pennsylvania; Onondaga Coach Charters & Tours, New York; Pat's Vacation Tours, Iowa; American Express, Minnesota; JTB International, California; Mary Carroll, Ireland; Phillippe Falbot, and Route Voyages, France. Sent information to Deb and Mike Kuchera, Mike Kuchera's Wild West Expeditions, who acted as step-on guides for Upward Bound, a group of students traveling from St. Joseph, Minnesota, while they toured the Black Hills.

Fulfilled requests for information from AAA/CAA offices in Colorado, Iowa, Idaho, Illinois, Kentucky, Minnesota, Ohio, Oklahoma, Virginia, Wisconsin, South Dakota, and Manitoba.

Assembled, routed, and sent the July Travel Trade E-newsletter, which was received by 135 list members.

Began designing a full-color brochure for the 11 CVB partners featuring their meeting and convention locations to be mailed to selected markets by Tourism by the end of September. A co-op ad will also be placed in meetings and conventions planners' magazines, to be selected by CVB partners. An added perk of the co-op is a section on the Travel Professionals page, which can be accessed from TravelSD.

Worked with other 2Nations Tours partners – North Dakota, Minnesota, and Manitoba – to design a lure piece as follow-up to trade shows, such as National Tour Association (NTA) and American Bus Association (ABA). Manitoba is working with a designer on the piece. Compiled handouts for a presentation on 2Nation Tours during the Legislative Forum held in Pierre at the Ramkota. There were 30 legislators representing the four partners. 2Nations Tours is a marketing concept to promote to group tour operators that was developed by the Legislative Forums of each partner.

Fulfilled a request by Karin Gert Nielsen, Atlantic Link, Denmark, for a 3-night stay for a Fourth of July celebration event in Denmark with Lufthansa Denmark for 120 travel agents and media in Copenhagen. Deadwood Gulch Resort provided the certificate for the 3-night stay.

Prepared a list of Native American shops and galleries for Swanson's Travel, Sweden, the largest tour operator in Sweden. Assisted with itinerary.

Created a newspaper ad for the Scandinavian market, featuring a Badlands image, for Standby USA, a weekly Scandinavian travel newspaper (circ. 25,000). Another 10,000 to 15,000 copies of the ad will be distributed at various Scandinavian shows.

Met with Dirk Rohrbach, German journalist, in Hot Springs to review his itinerary for July 27 - August 5. He is writing for *Tours!* magazine and doing reader tour in South Dakota.

Worked on final arrangements and itinerary for Latitudes (Lattitudesmag.com) magazine for three Italian journalists and photographers who plan a 10-page spread on South Dakota for August featuring hiking, backpacking, camping, and touring.

Provided journalists' contacts from Benelux Show in June to Rocky Mountain International (RMI) to compile. RMI is also promoting with Meier's Weltreisen, Germany, one of the top tour operators, for a feature and a new four-state itinerary to include South Dakota.

Completed details for the Karl Teuschl media hosting, July 24 – August 5, including the director, cameraman, and sound engineer from Germany. Their 45-minute travel show will be shown on public TV channel 3-Sat, which can be received all over Europe, between December 25, 2007, and January 6, 2008. The viewing audience for Germany is estimated at 400,000, with an estimated ad value of \$650,000. Parts from that film (approximately 5 minutes) will be shown on "Ratgeber Reisen" (advisory travelling) on the public TV channel ARD (at least two segments). In addition, 15 minute sections of the film will be shown later on the different travel programs of the public third channels (e.g. BR and HR) for at least 3, but up to 12 times. For the combined guaranteed broadcasts, results will include at least 1.5 million viewers and an estimated value of \$ 1.26 million.

Contacted Custer State Park regarding an in-depth bison article and interviews to be written by Matt Carroll, United Kingdom journalist.

Contacted Dirk and Adriane Koester, German journalists, who will attend Buffalo Roundup, regarding additional suggestions for 4WD tours/jeep tours and ATV and motorcycle rentals.

#### Outdoors

Outdoors news story for July on birding in South Dakota was sent to list of outdoors writers and editors. Sent an update to outdoor media list about the pheasant harvest in 2006. Has resulted in numerous inquiries from writers interested in coming back to South Dakota for deer, turkey, pheasants, and fishing.

Began planning a tour of the Missouri River from Yankton to Mobridge in late August for three to four writers. Activities will include canoeing/kayaking, fishing, sailing, skiing, jet skiing, and boating.

Attended a meeting on funding and research needs for a Great Lakes birding guide to be completed in 2008.

Plan to attend the 2007 Professional Outdoor Media Association (POMA) conference in Minneapolis to discuss and promote the 2008 conference in Sioux Falls. Mailed press kits to 75 members.

Was interviewed for a 15-minute program by Amazing Outdoors Radio on outdoor opportunities in the Black Hills and surrounding area that Rally visitors could enjoy. It will air in Colorado and Utah.

Finalized itinerary details for Dan Armitage, a freelance writer from Ohio, who is on assignment for AAA *Home & Away* magazine for a piece on a national park outside South Dakota, but which will include South Dakota family friendly destinations/attractions.

Worked with Joe Duggan, Pheasants Forever 25th anniversary cookbook, to provide recipes from Governor Rounds and a photo.

Contacted Peter Fudiccio, Woods and Waters Television, about a possible pheasant/deer hunt this fall. Discussed a possible waterfowl/pheasant hunt with Dennis Schardin from Pennsylvania.

#### Film Office

Contracted with Reel Scout to house a digital library of Tourism's film locations and which will serve as a film project management system. Representatives from the company will evaluate office's needs and determine the best avenues by which South Dakota can utilize their services/site.

Fulfilled requests for film production information to Harvest Films, Baskow & Associates, and Marcon Visual Creations, Inc.

Worked with producers/organizers of the South Dakota Film Festival to secure films for the festival. Had an interview with WNAX regarding festival details. Added a link on TravelSD to the South Dakota Film Festival site.

Hosted Libby Platus, freelance journalist, to Badlands National Park and Otho Mine Town.

Continued working with representatives from National Treasure: Book of Secrets to determine how South Dakota can use the film to develop promotions.

Continued gathering details for a Film Office White Paper by reviewing tax incentives, rebates, loan programs, free permits, rates, etc. from Montana, New Mexico, Massachusetts, Iowa, Wyoming, and Idaho.

#### Information Centers

For June, 168 motorcoaches/buses stopped at the Information Centers, and 16 were international.

Use of Travel tapes and CDs at the Information Centers was down 35% over June 2006.

Worked on updating brochure guidelines for placement in Centers for the 2008 summer season and will forward them to the visitor industry this fall.

#### Hospitality

For 2007, 120 individuals/businesses have received recognition for hospitality with the Governor's Certificate and three have received the foil star for a second recognition.

Continued working on proposal from Black Hills State University for a new hospitality training program. New program will be unveiled at a session during the Governor's Conference on Tourism in January.

Visited with Faith Chamber of Commerce, about hospitality training in preparation for the Sue exhibit next summer. Sent copies of "The Good, The Bad and The Ugly" and workbooks. Briefed him on the new hospitality curriculum being developed, which will be available in May, 2008.

#### Native American Tourism

Was part of a conference call held with members of the South Dakota Indian Business Association. Plan to respond to members regarding Tourism's partnerships with various tribal members and entities, such as marketing programs and brochures and Tribal Roundtables.

#### Photo/Video

Fulfilled requests for photos/slides to Lawrence and Schiller, Regency Management, AAA South Dakota, Sioux Falls; *South Dakota* magazine, Southeast South Dakota Tourism Association, Yankton; State Publishing, South Dakota Pharmacists Association, Pierre Chamber of Commerce, State Library, Pierre; Mitchell Chamber of Commerce, Turning Point Productions, Mitchell; Grapevineweb.com, Spearfish; Game, Fish and Parks, Hot Springs; Sisseton Promotion Board; Gregory News; TDG Communications, Deadwood; *Education Update* magazine, New York; Minneapolis Star-Tribune, Pheasants Forever, Minnesota; Cypress String Quartet, California; Social Security Administration, Colorado; and Senator Tim Johnson's office, Washington, DC.

Fulfilled requests for video dubs and loans: Sent a compressed video of our TV spots to Discover America for use on the new web page they are building. Sent video of rock climbing to Lawrence & Schiller for a video they are doing for Risk Management

Started coordinating shoots for fall setups; scouted locations for a pheasant setup and located models. Filed permits for the Badlands shoot and located an RV for the shoot (empty nesters). Goal is to have this footage along with new Mount Rushmore opener integrated into this year's shoulder TV schedule.

Have cataloged 6,000 photos into the Digital Photo Database "Extensis Portfolio." Task involves renaming, assigning keywords, and numbering so the photos can be easily found.

#### Travel Market Advertising

Following is the list of the current shoulder season Giant Step co-op magazine ad placements for the 36 partners: *Family Fun*, September issue (circ. 263,474) in Chicago, Denver, Milwaukee, Minneapolis and St. Paul; *Wondertime*, September issue (circ. 400,000) for national distribution; *Family Circle*, October issue (circ. 447,450) in North Dakota, Minnesota, Iowa, Nebraska, Colorado, Wyoming, Montana, South Dakota, Chicago, and Milwaukee; *Ladies Home Journal*, October issue (circ. 449,000) in North Dakota, Minnesota, Iowa, Nebraska, Colorado, Wyoming, Montana, South Dakota, Chicago, and Milwaukee; *Midwest Living*, July, September and November issues (circ. 925,000) for full circulation; *Cabin Life*, October issue (circ. 85,000) for national distribution; *Field & Stream*, September and November issues (circ. 1,500,000) for national distribution; *Travel + Leisure Family*, August issue (circ. 500,000) for national distribution; and *Travel 50 + Beyond*, October issue (circ. 115,000) for national distribution.

Finalized ads for the 2007 peak campaign and shipped the following: weekly newspaper ads in Bismarck, Sioux City, and Sioux Falls. Final peak season ads ran on 7/13.

Finalized and shipped the following ads with photo and type of ad for the shoulder season campaign: Bear Butte/Giant Step, *Midwest Living* on sale August 29; one-page Rushmore/Giant Step, *Budget Travel* on sale August 21; Buffalo/Giant Step, *Family Circle* on sale September 4; Spearfish Canyon/Giant Step, *Ladies Home Journal* on sale September 11; one-page Pheasant hunting/Giant Step, *Field & Stream* on sale August 21; one-page Pheasant hunting/Giant Step, *Outdoor Life* on sale August 21; Pheasant hunting in *Pheasants Forever* on sale October 24; and Eau Claire newspaper ad – inserts July 29. Great Getaways co-op newspaper inserts in late August/early September to reach 600,000 subscribers in Iowa, Nebraska, Minnesota, and South Dakota.

Assembled and routed the July issues of Travelsmart to three tiers via MyEmma.com: received by Travelsmart list members in Tier 1 (A) – 27,800 in Illinois, Wisconsin, and West Virginia; Tier 1 (B) – 127,375 in other markets; Tier 2 – 43,925 in Iowa, Minnesota, Nebraska, and Wyoming; and Tier 3 – 5,221 in North Dakota and South Dakota. Total received was 204,321 out of 212,004 sent.

Continued monitoring submissions for the Rediscover co-op with Glacial Lakes & Prairies for the promotion period with 134 submissions for the vacation giveaway. Notified winner from Minnesota.

#### Publications

Continued inputting partner information for free listings in the Adventure Travel Guide. Began the layout and design process. Made follow-up calls to businesses that had not yet responded.

Continued gathering completed forms for the golf guide. Worked with the South Dakota Golf Association. Will make follow-up calls to gather more listings and possible ads.

Followed up on reprinting orders for the Guide to the Great Sioux Nation. Will reprint 6,000 copies of the Guide. Continued working on the updated/redesigned guide for printing by April 2008.

Contacted Glacial Lakes & Prairies Tourism Association and the Southeast South Dakota Tourism Association to get status of reprinting each of their birding guides.

#### World Wide Web/E-Commerce

On TravelSD.com: Visitor Services Directory has 5,082 entries; and 99 travel specials are listed for 20 cities. Between June 27 and July 29, 36 e-postcards were sent by consumers. The Calendar of Events forms for 2008 and current event listings were mailed to appropriate contacts for updates as well as to solicit new events for the 2008 statewide calendar.

Have 36 partners in the Hot Deals co-op, and there are 10 hot deals currently running on TravelSD.

### Research

Continued inputting data from 1,500 Intercept Study surveys gathered from visitors who were asked to complete the surveys by Information Center staff. Plan to complete and compile report by early August.

### Logo Usage

Fulfilled requests to American Judicature Society for their publication, A1 Jet in Sioux Falls, Presentation Sisters in Aberdeen, Mark Pollard for promotional materials for the T Rex exhibit/display in Faith in 2008, and *South Dakota* magazine.

### Governor's Tourism Advisory Board

The Board met July 11 in Chamberlain/Oacoma for revenue updates from the tourism tax and Deadwood gaming; reports on the 2006 Shoulder Season campaign and 2007 Peak Season campaign, Intercept Survey, Industry Research Survey, and RUF Navigator; and hospitality training proposal from Black Hills State University. The Board reviewed five Million Dollar Challenge applications and approved the Summit League Marketing project submitted by Sioux Falls Sports Marketing Authority. The Board was present for hydroplane trials as a prelude to the 2008 River City Racin' event on July 12.

### Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Worked on options for guests' tours and activities in the Black Hills. Worked with committee and First Lady to research items for the guests. Worked on design of print pieces, décor, and meals. Worked on letter of invitation and agenda to be sent to 45 domestic and international journalists and group tour operators for a pre-fam to the Roundup.

Drafted Save the Date cards and worked on design of other print pieces. Contacted Department of Game, Fish & Parks about safety glasses. Completed the jury of the artists for the First Lady's Art Showcase at the Governor's Hunt. Will notify all artists by mid-August.

### Great Events 2007

**Czech Days**, June 14-16, Tabor: Will compile evaluation forms from committee.

**Corn Palace Stampede Rodeo**, July 19-22, Mitchell: Sent logo files to local committee for imprinting T-shirts for the event. Attended event. Sent evaluation forms to committee.

**Wheels & Wings Weekend featuring Sizzlin' Summer Nights**, August 25-26, Aberdeen: Mailed postcards to committee's database. Placed newspaper ads and submitted radio ads to stations. Have set up an interview with the KDLT morning show on August 2.

**Mickelson Trail Trek, Mickelson Trail**, September 14-16, Black Hills: Working on a newspaper ad for committee.

### Great Events 2008

Send out mailing/press releases on 2008 campaign. Updated SDVisit.com on 2008 campaign.