

*South Dakota*

destination  
**2010** &  
beyond

Office of Tourism Annual Report 2009



January 2010

## Welcome to the final year of our 2010 Initiative!

Since the launch of the 2010 Initiative in 2003, South Dakota's visitor industry has continually impressed me with its progress and accomplishments. Despite a tough economic climate and numerous challenges, you continue to persevere.

For the second year in a row, the national economy struggled, and all travel forecasts predicted a decline in spending and visitation. But, not here. As a result of your hard work, South Dakota's visitor industry remains strong.

In 2009, we proved once again that partnerships are powerful. Working together to achieve a common goal, we moved the needle to nearly \$1 billion in visitor spending. Through the great partnerships we've forged, we will continue to propel the visitor industry forward by cross-selling and cross-linking efforts.

Great things are happening in South Dakota! I encourage you to keep the momentum through 2010 and prepare for what comes next. I have no doubt, if we work together, we will continue to see success in 2010 and beyond.

Sincerely,

Mike Rounds



**Melissa Bump**  
DIRECTOR, OFFICE  
OF TOURISM



**Arline Hammer**  
ADMINISTRATIVE  
ASSISTANT

## 2010 Message

It's the year we've been waiting for... 2010! This is when it all comes together, and we have one final year to accomplish the goals that were set before us back in 2003. Now is the time to ramp it up and work together more than ever to realize our goals.

Take a moment to reflect on what we've accomplished. Despite a struggling economy, high gas prices and other obstacles, together we have consistently grown this industry year after year. Since 2003, we've gotten smarter with how we use our marketing dollars, we've increased the number of public-private partnerships, and we've nearly doubled visitor spending.

But let's not forget about what lies ahead. This year's theme is Destination 2010 and Beyond. Our ability to overcome challenges, our willingness to work together and embrace new ideas, and our perseverance as an industry will keep us one step ahead of the pack.

Let's show 'em what we've got in 2010!

Melissa Bump

## 2010 Initiative Goals

**GOAL ONE Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010**

**1A Change the way we market South Dakota IDENTIFY AND UTILIZE NEW TOOLS AND IDEAS**

Social media has become an effective way to reach potential travelers one-to-one. Knowing this, the Office of Tourism launched a digital relations campaign in April, 2009, utilizing tools such as Facebook, Twitter and You Tube. The office also launched two blogs; one geared specifically toward outdoor enthusiasts, and one for a general audience.

In addition to this new way of communicating, the office wrapped seven semi-truck trailers with sweeping South Dakota imagery. The trucks traveled their commercial routes throughout the year, and reached potential visitors around the United States and Canada.

**1B Focus on expanding the fall shoulder season RECOGNIZE THE VALUE OF TRADITION**

Pheasant hunting in South Dakota has become a great tradition. To celebrate this annual gathering of friends and family, the Office of Tourism launched the Rooster Rush campaign, which promoted the hunting season to both resident and non-resident hunters. In addition, several communities in South Dakota partnered with the Office of Tourism to get their own Rooster Rush promotions up and running.

The Office also entered into a partnership with the Minnesota Vikings and their linebacker, Chad Greenway. The promotion consisted of in-stadium advertising, giveaways and a tailgating team at an October football game, and a VRM campaign to hunters in surrounding states. The Office also gave away a one-day pheasant hunt with Chad Greenway at the Grand Ciel Lodge in Plankinton for one winner and two hunting buddies.

**1C Greater use of partnerships and cooperative efforts COMING TOGETHER IS A BEGINNING, KEEPING TOGETHER IS PROGRESS AND WORKING TOGETHER IS A SUCCESS**

In 2009 the Office of Tourism was able to increase the number of partnerships with the visitor industry through expanding existing partnerships and encouraging new partnerships. Cooperative partnerships with the Aberdeen Convention and Visitors Bureau, Custer State Park, Deadwood Chamber and Visitors Bureau, and the Rapid City Convention and Visitors Bureau allowed the Office of Tourism to reach visitors in markets not normally included in marketing plans.

**1D Develop a statewide "one-click, one-call" reservation system by 2005 REVOLUTIONIZE THE PROCESS**

Governor Rounds came to the Office of Tourism in January, 2009, with the challenge of cross-selling the entire state with a cooperative online effort that would benefit every business, no matter how large or small. One year later, meet the Digital Revolution. Digital Revolution is an innovative industry co-op program that provides businesses with the opportunity to place their visitor-related content on [www.TravelSD.com](http://www.TravelSD.com), including dynamic content such as photos and videos. This means Digital Revolution partners are connected to more than two million annual Internet visitors a year.

Additionally, the Office of Tourism partnered with South Dakota Central Reservations to bring a booking engine option to Digital Revolution partners. This allows businesses to place their product on [www.TravelSD.com](http://www.TravelSD.com), and allows visitors to make a purchase directly from the site.

**1E Capitalize on the existing outdoor opportunities in our state DON'T BE AFRAID TO GET A LITTLE ADVENTUROUS**

In August, 2009, the State of South Dakota hosted the Primal Quest Badlands race. Primal Quest is the world's most challenging

human endurance competition and consists of top male and female athletes of all ages from around the globe.

The marketing and media exposure that stemmed from hosting this event showcased South Dakota like never before. The event put the state on the map as an extreme outdoor adventure destination and exposed the state to a niche audience in a short amount of time. South Dakota was seen by a global audience who watched their favorite teams navigate 600 miles of the beautiful Black Hills, Buffalo Gap National Grasslands and Badlands National Park.

## Table of Contents

- 4 Peak Season
- 6 Shoulder Season
- 7 Winter Season
- 8 National Recognition
- 9 Marketing Programs and Services
- 10 Million Dollar Challenge
- 12 Creative Strategies
- 14 Visitor and Industry Relations
- 15 Media and Public Relations
- 16 Trade Sales and Marketing
- 17 Research and E-commerce
- 18 Tourism and State Development
- 20 Research Efforts
- 21 Travel Profile
- 22 Economic Impact
- 24 Office Budget
- 25 Travel Indicators
- 26 Travel Forecast
- 27 Industry Calendar

## Peak Season 2009

In 2009, online efforts meshed with traditional elements and unique new ideas. With the 2010 Initiative always top of mind, the Office of Tourism continued its march toward doubling visitor spending.

### Research

#### Publication survey

The Research team wanted to learn more about how travelers perceived the Office of Tourism's publication materials. With a large percentage of the budget dedicated to designing, printing and postage, it's important to understand the true value and effectiveness of these efforts. A total of 2,103 respondents were asked questions about overall quality, travel usage, delivery and format preference. More than 94% of respondents indicated that the publications were either above average or excellent.

#### Website re-design survey

In an effort to develop the most effective Web design for our target audience, the Creative and Research teams worked together to implement and test several design concepts and navigation options. More than 1,000 respondents completed the survey. Contact the Office of Tourism for results of the survey or other research related information.

### Traditional Media

The 2009 peak season campaign continued with its three-tiered approach in trusted markets. Research continues to show strength in Minnesota, Nebraska, South Dakota, Wisconsin and Wyoming. As a result, the Office of Tourism focused on these markets with newspaper, radio, and network and cable television.

### Social Media

The use of social media is not like other forms of traditional media. Traditional modes of messaging only travel one way. Social media links networks of people with a digital medium enabling them to interact with the shared content. In April, 2009, the Office of Tourism launched its first-ever social media campaign, which included two new blogs, three Twitter accounts, and a Facebook fan page. The goal of this ongoing campaign was to build South Dakota's brand image and cultivate a relationship with consumers who are interested in South Dakota and its travel opportunities.

In addition to building a relationship and providing information, the Office of Tourism takes an active role in listening to the dialogues taking place online.

The Office has spent the last year monitoring and responding to news stories, travel reviews, blogs, video or photo sharing sites, micro-blogs (such as Twitter) and forums. Travelers are discussing South Dakota as a destination pre and post trip, with or without us, so listening and responding enables the Office to influence the conversation.

Users of social media share a lot more than just their opinion. Those who enter the social media realm leave behind a lot of clues about who they are and how they think with information found in comments, engagement, influence, friends, followers, favorites, views, votes and links. From all of these user actions, you can measure what's important, what thoughts or ideas are trending, and who, or what, is having the biggest impact on South Dakota as a travel destination.

### The Great South Dakota Road Trip Giveaway

Research consistently shows that Wisconsin is a rich market for consumers interested in South Dakota tourism. Utilizing an existing database of travelers from Wisconsin, the Office of Tourism began hitting this group with targeted email messages regarding a road trip to South Dakota. The effort also utilized a blog dedicated specifically to Wisconsin-ites, as well as a road trip giveaway that included stops in various places throughout South Dakota. The promotion resulted in 7,477 entries.

### Over-the-Road Marketing

During the 2009 peak season, seven semi-trucks rolled out onto the country's highways wrapped in larger-than-life South Dakota imagery. The trucks displayed images such as Mount Rushmore National Memorial, Crazy Horse Memorial, Palisades State Park, horseback riding, a Native American dancer, a rock climber and Badlands National Park. The trailers made deliveries in 27 states and have passed through all 48 continental United States, logging almost 300,000 miles, with an estimated 20,000,000 impressions served.

The drivers have become brand advocates for promoting South Dakota travel to any interested traveler they meet. The drivers still volley to see who will get to pull the trailers for their next delivery.

There have been many positive reactions from the public. Please read the note below regarding the maiden voyage:

"I wanted to give you an update on our first trip with the trailer. We had one of our very best owner-operators pull the trailer to the Washington D.C. area. She came back with great reports, from cars slowing down to look at both sides and the back, to the receiver asking if they could just look at this pretty trailer for a bit before they started unloading her! She was hoping she could pull the trailer every trip."

Best Wishes,  
Michelle Koch  
President, K & J Trucking, Inc.

### Giant Step Magazine Co-op Program

In 2009, the Giant Step magazine program got a drastic facelift, going from three-page to six-page ads in national publications.

Thirty-nine Giant Step partners were included in six-page ads that ran in national and regional magazines such as "Better Homes & Gardens," "Midwest Living" and "Ladies Home Journal."

These nationally-known magazines, combined with niche publications such as the KOA Camp Directory and the Trailer Life Directory, gave partners a combined circulation of 15,562,362. Total number of impressions was 66,675,600.

Peak Giant Step inquiries were up a total of 58% in 2009 over 2008.

### Great Getaways Newspaper Insert

The Great Getaways newspaper insert also underwent a design upgrade in 2009.

Fifty Great Getaways partners participated in this magazine-style marketing piece that was inserted into newspapers in Colorado, Iowa, Nebraska, North Dakota, Minnesota, South Dakota and Wyoming. Total circulation was 718,731.

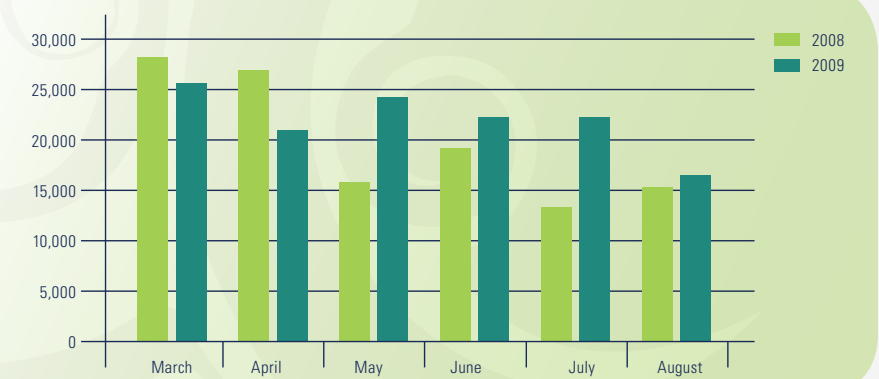
### Partnerships

The 2009 peak campaign included cooperative partnerships with the Aberdeen Convention and Visitors Bureau, Custer State Park, Deadwood Chamber and Visitors Bureau, and the Rapid City Convention and Visitors Bureau.

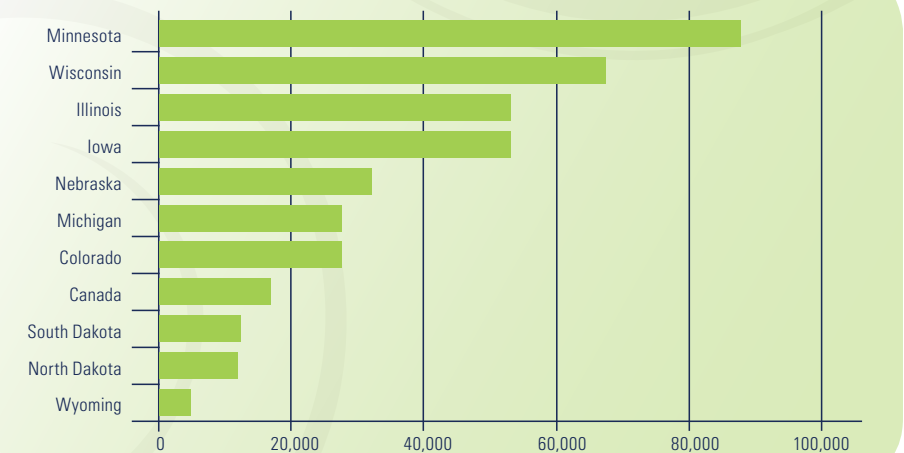
### Tourism Taxable Sales

Peak 2008 - **\$278,220,573**  
Peak 2009 - **\$301,714,398**  
March to August 2009 - **Up 8.4%**

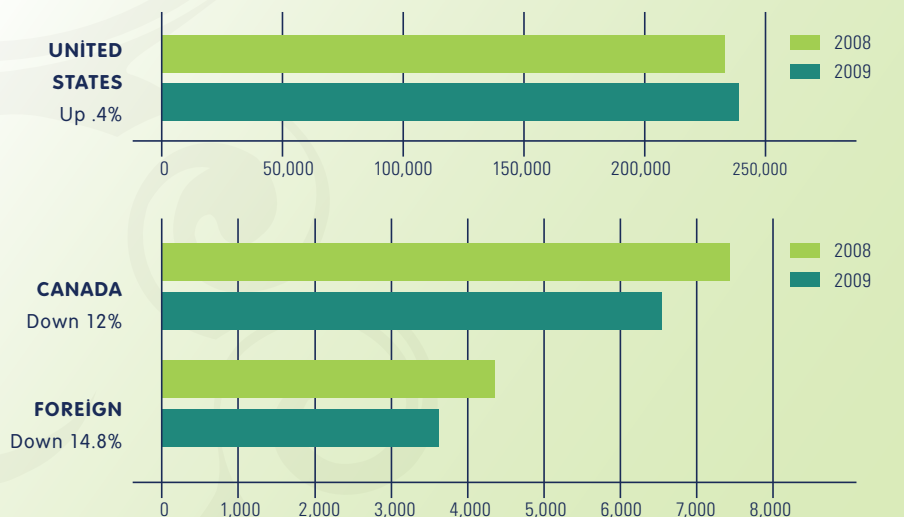
### Peak Season Inquiries



### Target Market Inquiries



### Target Market Car Counts



For all comparisons, traffic to New Effington counts were removed from 2008 and 2009 due to construction closings.



South Dakota Truck Wraps

South Dakota  
www.TravelSD.com

## Shoulder Season 2009

Expansion of the pheasant hunting tradition dominated shoulder season, 2009. In addition, a fall foliage promotion encouraged tier three travelers to explore the changing leaves across the state.

### Rooster Rush

Coming off of the 100<sup>th</sup> year of the pheasant in South Dakota, the Office of Tourism wanted to introduce a promotion that continued to honor the pheasant hunting tradition, and give it a season-long presence that could be built upon year after year. Enter: Rooster Rush.

The Rooster Rush campaign focused on the long-held pheasant hunting tradition in South Dakota. Previous license sales showed that Minnesota was one of the best markets for a pheasant hunting message, which prompted a partnership with Minnesota Vikings linebacker, Chad Greenway. Greenway served as a spokesman in radio and television ads, and agreed to be part of a pheasant hunt giveaway for one winner and two hunting buddies. People could enter on a special landing page on [www.HuntinSD.com](http://www.HuntinSD.com), or via text message.

The Vikings partnership also included a sponsored football game, during which the Office of Tourism had marketing presence in banners, videos and a halftime promotion. Members of the Office of Tourism were also present in the tailgating area prior to the game to hand out hunting information and talk to Vikings fans about pheasant hunting in South Dakota.

The Office of Tourism also partnered with several communities across South Dakota to promote Rooster Rush. The Office was able to provide limited funding for businesses and communities wanting to develop a Rooster Rush celebration of their own. Activities included welcoming events at airports, street banners, posters, door clings, pheasant feeds, street dances, and other activities that welcomed hunters to South Dakota communities. The Office of Tourism also provided design templates for posters, door clings, t-shirts, banners and radio advertisements.

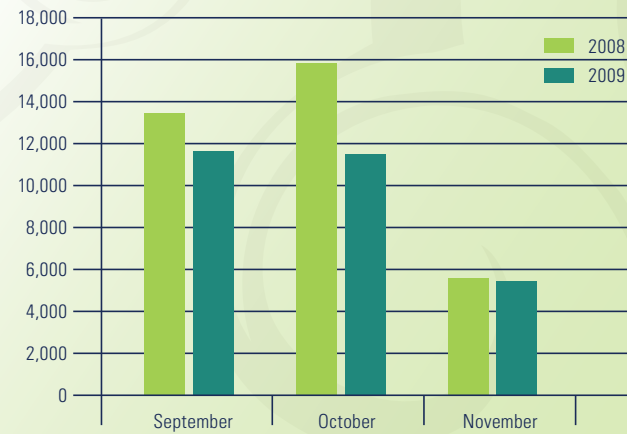
As a result of the Rooster Rush promotion, the Office of Tourism gained 13,822 new email leads.

### Fall Foliage

The Office of Tourism entered into a partnership with KELO-TV and the Department of Game, Fish and Parks in 2009 to promote South Dakota's great fall foliage opportunities to a tier 3 audience. With the help of 10 "leaf-peepers" from various South Dakota State Parks, the Office posted photos and blog posts to a designated blog on the KELO-TV Web site throughout the fall season. Posts were also made to the Office of Tourism Facebook fan page, which received numerous comments and interactions from "fans" of the page.

KELO-TV Web site stats:  
Impressions: **108,500**  
Click thrus: **116**

### Shoulder Season Inquiries



### Partnerships

The 2009 shoulder campaign included cooperative partnerships with Custer State Park, the Deadwood Chamber and Visitors Bureau, and the Rapid City Convention and Visitors Bureau.

### Great Getaways Newspaper Insert

Forty Great Getaways partners participated in this magazine-style marketing piece that was inserted into newspapers in Colorado, Iowa, Nebraska, North Dakota, Minnesota, South Dakota and Wyoming.

Total circulation was 514,083.

### Tourism Taxable Sales

Shoulder 2008 - **\$211,628,960**  
Shoulder 2009 - **\$200,376,704**  
September to November - **Down 5.3%**

## Winter Season 2009

Snow alerts via text message and a partnership with the Deadwood Chamber and Visitors Bureau were the major components of the 2008-2009 winter campaign.

### 2008 - 2009 Text Promotion

The Office of Tourism partnered with Deadwood during the '08-'09 winter season to promote winter getaways and outdoor adventure opportunities. A component of the partnership was a promotion in which visitors could opt-in to receive snow alerts via text message. In addition, if they signed up to receive the alerts, they could bring the confirmation text to the Deadwood Visitors Center to receive a Wild Bills' Gaming Book and be entered into a drawing for a grand prize.

Of the 150 text message subscribers, 40 took their phone with the message to Deadwood and entered the contest, which represents a 26% redemption rate. All 40 received the Wild Bills' Gaming Book and one person won the grand prize of two nights of lodging and \$250 in gas.

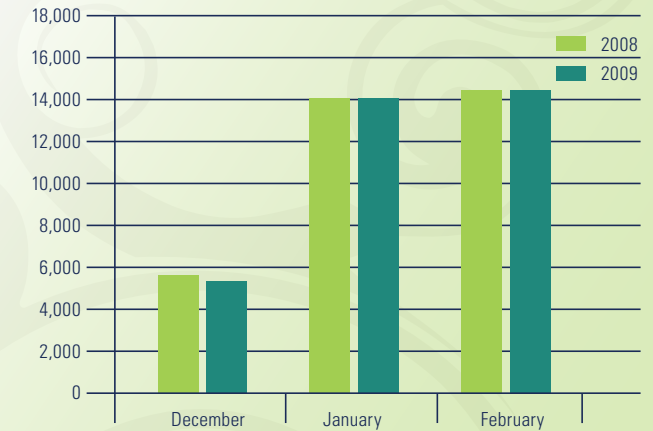
### 2009 - 2010 Plans

For the 2010 winter season, the Office of Tourism again plans to partner with the Deadwood Chamber and Visitors Bureau to promote winter getaways and outdoor adventure opportunities. Plans include a variety of promotional efforts, and text message marketing to alert visitors of fresh snowfall.

### Tourism Taxable Sales

Winter 2008 - **\$87,635,453**  
Winter 2009 - **\$84,500,029**  
December to February - **Down 3.6%**

### Winter Season Inquiries



## National Recognition

The Office of Tourism and our industry partners received national recognition in 2009.

### Mercury Award

In 2009 the National Council of State Tourism Directors awarded the Office of Tourism the Mercury Award for Interactive Marketing. Qualifying projects must put a state on the cutting edge of promotion. The award was given as a result of the Office's partnership with the Black Hills Digital Strategy group, and is a testament to the power and influence of public/private partnerships.

Congratulations go to the Black Hills Digital Strategy partners:

- \* Air Service Task Force
- \* Black Hills, Badlands & Lakes Tourism Association
- \* Custer Area Chamber of Commerce
- \* Deadwood Chamber & Visitors Bureau
- \* Hot Springs Chamber of Commerce
- \* Rapid City Convention & Visitors Bureau
- \* Rapid City Regional Airport
- \* South Dakota Central Reservations
- \* Sturgis Chamber of Commerce
- \* Sturgis Motorcycle Rally
- \* Visit Spearfish, Inc.

### PRSA Classics Finalist

The Office of Tourism's 2008 Great Neighbor Getaway promotion was chosen as a finalist for the Public Relations Society of America's Classics Programs Awards, Minnesota Chapter. Classics Programs awards recognize outstanding public relations programs that incorporate sound research, planning, execution and evaluation. The program was selected as one of three finalists in the Integrated Communications category. Other finalists in the category included CIGNA and ClearWay Minnesota.



One element of the Black Hills Digital Strategy Campaign was a Black Hills Vacation Giveaway



Minnesota Rail Train Wraps



## Marketing Programs & Services

Through the South Dakota Office of Tourism's cooperative marketing programs, industry members find more ways than ever to participate in the State's targeted marketing campaigns. By pooling resources together, partners are able to reach a broader audience and their advertising dollars go further. Visit [www.SDVisit.com](http://www.SDVisit.com) for more information and review the 2010 Cooperative Marketing Program Guide for a complete listing of programs and services.

### Digital Revolution

In 2009, Governor Mike Rounds challenged the Office of Tourism to develop an online program that would promote cross-selling and cross-linking between South Dakota's visitor industry; a program that everyone, even the small business, could afford.

The program launches in January of 2010, but the major development took place in 2009. Partner benefits include:

- \* Low, one-time fee of \$250
- \* Marketing exposure via millions of dollars worth of South Dakota Office of Tourism advertising campaigns during the peak, shoulder and winter seasons (i.e. television, web, newspaper, magazines and/or direct mail)
- \* Homepage rotation on [www.TravelSD.com](http://www.TravelSD.com)
- \* Prime placement on [www.TravelSD.com](http://www.TravelSD.com) city/community pages
- \* Integration with content throughout the site (i.e. vacation packages, events, etc.)
- \* Expanded business listing page with optional multimedia content (photos/videos)
- \* An online system for partners to maintain their listing and related content

### Co-op Programs & Opportunities

- \* Digital Revolution
- \* Giant Step Magazine Ads
- \* Great Getaways Newspaper Insert
- \* Great Events
- \* Great Service Star Hospitality Program
- \* Group Tour Co-op
- \* Group Tour Planning Guide
- \* Hot Deals
- \* Interstate Information Center Programs
- \* Media Hosting
- \* Multi-Media Press Release
- \* Online Vacation Packages
- \* See South Dakota Week (in conjunction with National Travel and Tourism Week)
- \* Visitor Services Directory

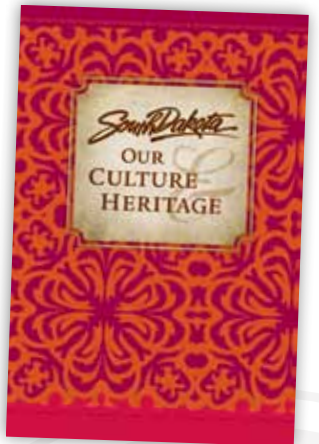
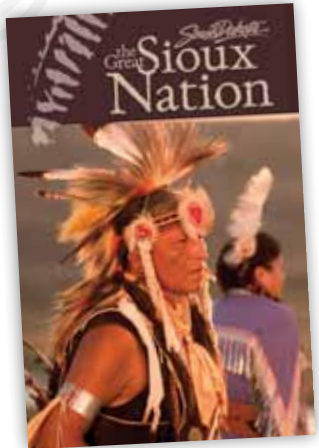
### Co-op Publications

- \* Adventure Travel Guide
- \* Calendar of Events
- \* Group Tour Planning Guide
- \* Guide to the Great Sioux Nation
- \* Meeting Planner's Guide
- \* Motorcycle Map
- \* South Dakota Golf Guide
- \* South Dakota Vacation Guide

For more information on cooperative marketing programs and publications, refer to [www.SDVisit.com](http://www.SDVisit.com), or call Nicole Soukup at 605-773-3301 or [nicole.soukup@state.sd.us](mailto:nicole.soukup@state.sd.us).



## Highlights



## The Governor's Million Dollar Challenge

Developing partnerships between public and private sectors to meet the same objectives is crucial to success. The tourism industry will continually be challenged by fluctuations in trends and variances in markets; but its success will be determined by clear and focused thinking, strength of partnerships and a willingness to support the industry.

The Million Dollar Challenge program reflects the State's efforts to promote new tourism initiatives through collaboration with South Dakota's tourism industry to achieve our 2010 goal of doubling visitor spending.

In order to be considered for the new matching challenge funds proposed by Gov. Rounds, applications from organizations must illustrate that funds will be used in cooperation with the Office of Tourism's marketing efforts.

### FY2010 Challenge Partners

#### 2010 Summit League Tournament Sioux Falls, SD

This event is a continuation of the successful 2009 Summit League Tournament in Sioux Falls. The Summit League consists of 10 University basketball teams from the Midwest, eight of which qualify for the tournament each year. This tournament attracts fans from around the Midwest and provides top-end sports entertainment for Sioux Falls and surrounding areas. The championship game will also be televised on ESPN, showcasing Sioux Falls and South Dakota as a sports event destination on a national stage.

#### Black Hills Stock Show & Rodeo Rapid City, SD

The Black Hills Stock Show and Rodeo remains one of the most well-attended stock shows in the upper Midwest. By adding 13 new events and starting a new online-advertising campaign, the stock show hopes to break a record 302,000 person attendance set at the 2009 show. The Black Hills Stock Show and Rodeo generates more than \$1 million in spending for the Rapid City area during January.

#### Brown County Fair Aberdeen, SD

The Brown County Fair in Aberdeen is the largest county fair in the region hosting such events as horse races, car races, horse shows and a fair. Through the MDC, the Brown County Fair was able to expand their advertising reach to the surrounding states and was able to attract new visitors to this premier event and to South Dakota.

#### Cow-Spring Creek Peninsula Recreation Area Pierre, SD

This project highlighted the recreation area north of Pierre, South Dakota as a destination vacation. During the summer, the Cow-Spring Creek Rec Area features races at Oahe Speedway, a brand new deep water marina, and the Trails Golf Course. Visitors have two restaurants to choose from as well as a campground and cabin accommodations.

#### Destination Laura DeSmet, SD

Little House on the Prairie: A Musical brings even more color to De Smet. The event not only attracts visitors to South Dakota, but also sheds light on the Laura Ingalls Wilder related attractions and activities available in DeSmet, as well as state-wide events and attractions that highlight South Dakota's potential as a destination vacation.

#### Distinctive Destinations Hot Springs, SD

In 2009, the National Trust for Historic Preservation named Hot Springs one of America's Dozen Distinctive Destinations. By partnering with the Office of Tourism, and the Governor's Million Dollar Challenge Grant, Hot Springs was able to market their award to prospective visitors from around the country. Along with brochures, a video and webpage, Hot Springs was able to host a media tour showcasing the unique aspects of their community.

#### Future Oahe Fisherman Tournament Mobridge, SD

Partnering with the Mobridge-Pollock School Foundation, the Future Oahe Fisherman Tournament seeks to introduce and educate young anglers to the sport of fishing on the Missouri River. The event seeks to build a future of fisherman who respect the outdoors, and continue to maintain the heritage of South Dakota's anglers.

#### Great Aberdeen Pig Out Aberdeen, SD

The Great Aberdeen Pig Out is "a must" for anyone who enjoys great barbeque and live music. Complete with food and non-food vendors, the old-fashioned street fair has extended the duration of the event. Now visitors can enjoy two days of live music, local flavor, and a carnival.

#### Group Tour Campaign Sioux Falls, SD

The Group Tour Campaign promotes Sioux Falls, "The Heart of America," as a group tour destination. This is a major market for Sioux Falls and South Dakota. Showcasing all Sioux Falls has to offer, this campaign pursues the attention of group tour operators, and wants to employ the concept that Sioux Falls is where South Dakota begins.

#### Holy Terror Days Hill City, SD

This year, Holy Terror Days takes visitors back to the late 1800s. The event will be appropriately themed Little House, with thirteen of the original fifteen cast members from the TV series Little House on the Prairie. Hosted in Hill City, activities include a Living History School, Play Performance of the Life of Carrie Ingalls, Black Hills Opry, Costume Ball, parade and an autographing session.

#### Northeast SD Celtic Faire & Games Aberdeen, SD

One of South Dakota's newest cultural events, the Northeast South Dakota Celtic Faire and Games is a family-oriented event which shares the experience of the Celtic culture through art, music, literature, crafts, history, athletics and agriculture. Aberdeen provides an excellent atmosphere for this fun and educational cultural experience.

#### Pumpkin Festival Rapid City, SD

Destination Rapid City looks to enhance the visitor experiences by creating four signature events in downtown Rapid City. The Pumpkin Festival is one of those events. Bringing life and the rich colors of autumn to downtown Rapid City, the Pumpkin Festival is a fun-filled, family adventure in the fall.

#### Ribs, Rods, & Rock n' Roll Vermillion, SD

Vermillion is host to the "South Dakota BBQ Championship," drawing some of the world's best BBQ teams and fans from all around the Midwest. A Kansas City BBQ Society sanctioned event, Ribs Rods, & Rock n' Roll aims to promote tourism in South Dakota's southeast region, celebrate a community's rich BBQ history, and welcome USD students back to Vermillion.

#### Sisseton-Wahpeton Oyate Wasipi Sisseton, SD

The Sisseton-Wahpeton Oyate pow-wow is the oldest annual event of its kind dating back to 1866. With increased advertising, the pow-wow hopes to attract record crowds at the family friendly event, while showcasing the heritage of the Sisseton-Wahpeton Oyate. The pow-wow also seeks to showcase the northwest corner of South Dakota and all it has to offer visitors.

#### SmartAlec GPS Adventures Rapid City, SD

By creating an online social networking system, SmartAlec Adventures provides a place where users can generate conversation and learn more about South Dakota's destinations. The system features interactive maps, photos, videos, comments, and a blog. Users have the option to play geocaching games, find certain locations, and discover all that South Dakota has to offer.

#### South Dakota Walleye Classic & Festival Akaska, SD

This year's South Dakota Walleye Classic and Festival proved to be one of the biggest in the event's history. Centered on the AIM professional walleye tournament, the festival in Akaska has grown to feature local artisans, live band performances, arts in the park, and South Dakota products vendors. Voted as the best fishing venue on the circuit, AIM has decided to host its national walleye tournament in Akaska in 2010.

#### Summer Nights on 7th Rapid City, SD

Summer Nights on 7th reached record numbers during the 2009 summer, as crowds flocked to the 7th Street block of downtown Rapid City. Every Thursday night throughout the summer, visitors browsed the downtown shops, sipped cold drinks, listened to live music, and perused the work of local artisans. This has helped to revitalize downtown Rapid City, creating a perfect destination event for local and out-of-state visitors.

#### Uptown Festival of Arts & Crafts Watertown, SD

The Uptown Festival of Arts and Crafts was an event designed to showcase local artists, crafters, and entertainment while simultaneously showcasing the uptown area of Watertown. The event brought in a medley of musicians, mimes, magicians, and poetry readers, among other artisans.

#### Watertown Monopoly Watertown, SD

This project utilized the new trend of geocaching to highlight distinctive locations in Watertown. Visitors in the area, as well as local citizens, can use their GPS to locate hidden geocaches around the city. Each container has information about the site, as well as names of previous visitors. Throughout the summer, geocachers competed for a \$500 prize hidden somewhere in the city.



## Creative Strategies Team

The Creative Strategies team is charged with the task of making sure each project produced is consistent with the South Dakota brand. From designing and producing publications to capturing breathtaking photos and captivating video, the team makes sure South Dakota's Great Faces and Great Places are at the top of travelers' minds.



**Chad Coppess**  
SENIOR PHOTOGRAPHER

- \* Photographs attractions, events and activities for use in promotional materials
- \* Maintains digital image database
- \* Fulfills photo requests from the Office of Tourism's digital database



**Scott Howard**  
VIDEO SPECIALIST

- \* Shoots video for promotional materials
- \* Coordinates television commercial filming, live satellite feeds at special events and AV equipment needs
- \* Fulfills requests from the Office of Tourism's in-house video library



**Thad Friedeman**  
TEAM MANAGER

- \* Assists with planning for ad campaigns and promotional materials
- \* Provides Tourism image direction in print materials and Tourism logo requests
- \* Maintains the in-house graphic design computer system



**Michele Ganschow**  
PROJECT MANAGER

- \* Coordinates project assignments
- \* Oversees progress and completion of projects and advertising campaigns
- \* Handles department's promotional product needs



**Tara Meise**  
GRAPHIC DESIGNER

- \* Creates and designs various print projects including flyers, brochures, guides and other promotional materials
- \* Design highlights include: Greenhorn's Guide, Special event print materials, Annual Report



**Ashley Brassfield**  
GRAPHIC DESIGNER

- \* Creates and designs various print projects including flyers, brochures, guides and other promotional materials
- \* Design highlights include: Peak and Shoulder Great Getaways, 2010 Vacation Guide updates



**Angela Hofmeister**  
GRAPHIC DESIGNER

- \* Creates and designs various print projects including flyers, brochures, guides and other promotional materials
- \* Design highlights include: Tourism Conference print materials, Special event invites and signage

## Highlights

### Great Getaways

In 2009, the Creative Team again produced the Great Getaways co-op piece. This continues to be a popular choice for many visitor industry partners. With fresh designs for both the peak and shoulder markets, the pieces represent a smart marketing tool in regional newspapers. The 24-page insert features partner photos and descriptions along with enticing photography and contact information for all four regions. Last year the piece was inserted in more than 30 papers in seven states. Total circulation was over 715,000.

### Black Hills Photo Shootout

The Creative Team is excited to develop a new Shoulder Season event with Black Hills partners. Interest and local participation continue to grow as the Shootout details are put into place.

Unique in-the-field photo shooting activities, informal social events, workshops, slide shows and lectures will enhance the already-existing photographic splendor of the Black Hills. Attractions in the area will offer one-of-a-kind opportunities to photograph things not seen on a typical day. Workshops and "photo walks" will include macro shooting, digital cameras, wildlife, Western adventure, etc.

### Group Tour Co-op Ad

Most of the Creative Team's work is to assist other teams. The group tour co-op insert is one example. Creative coordinates closely with the Trade Sales and Marketing Team to produce this annual trade magazine insert. A new layout is designed each year to reflect our overall marketing look while still catering to this specific group tour market. The five publications include Bank Travel Management, Destinations, Courier (NTA), Group Tour Magazine and Package Travel Insider. It remains a popular choice with insertion and direct mail quantities exceeding 49,000.



## Visitor & Industry Relations Team

With a strong belief in the power of public/private partnerships, the Visitor & Industry Relations team works to strengthen South Dakota's visitor industry. Each team member plays a crucial role in developing and administering cooperative programs and services which benefit the industry.



**Natasha Bothun**  
REPRESENTATIVE

- \* Manages Interstate Information Centers
- \* Leads Cultural/Heritage Tourism and Tribal Tourism efforts
- \* Coordinates Giant Step and Great Getaways cooperative programs



**Rick Jorgensen**  
COORDINATOR

- \* Special projects and events



**Nicole Soukup**  
TEAM MANAGER

- \* Coordinates the Office of Tourism's marketing campaigns
- \* Leads efforts to build relationships with the South Dakota visitor industry
- \* Leads the development and implementation of Tourism's cooperative marketing programs
- \* Facilitates the Governor's Million Dollar Challenge grants



**Brad Lemmel**  
REPRESENTATIVE

- \* Leads efforts in agritourism
- \* Serves as an ambassador for the Governor's Million Dollar Challenge approved partners and Digital Revolution partners
- \* Leads the Great Events cooperative campaign



**Eileen Bertsch**  
REPRESENTATIVE

- \* Coordinates the Governor's Hospitality Program - includes the Great Service Star businesses, Governor's Hospitality Certificates and George S. Mickelson Great Service Award
- \* Manages the online hospitality training - includes development of the online customer service training program
- \* Arranges media and travel agent hostings and press trips



**Aske Whitebird**  
REPRESENTATIVE

- \* Acts as a liaison for tribal tourism representatives
- \* Sets up tribal tourism roundtable discussions

## Media & Public Relations Team

Public and media relations are essential to maintaining a positive reputation. In order to uphold this positive image, the Media & Public Relations team focuses on telling the great stories of South Dakota to a variety of audiences, from domestic media to potential visitors, through traditional and digital public relations.



**TBD**  
MEDIA RELATIONS REPRESENTATIVE

- \* Assists with overall public relations and digital relations efforts for the Office of Tourism, as well as department-wide projects
- \* Coordinates the multi-media press release co-op program
- \* Serves as a resource for South Dakota's film industry and promotes South Dakota as a filming location through marketing and public relations efforts



**Wanda Goodman**  
TEAM MANAGER

- \* Serves as the primary point of contact for news media inquiries
- \* Develops and implements public relations strategy and provides campaign messaging
- \* Coordinates the Office of Tourism's digital relations/social media efforts



**Joey Hockett**  
OUTDOOR MEDIA REPRESENTATIVE

- \* Promotes South Dakota as an outdoor vacation destination
- \* Organizes familiarization tours and individual writer hostings
- \* Coordinates public relations strategy for the Great Events campaign and shoulder season efforts

### Highlights

#### Digital Revolution

South Dakota Digital Revolution is an innovative industry co-op program that provides partners the opportunity to place visitor-related content on the state's official travel Web site, [www.TravelSD.com](http://www.TravelSD.com). That means partners are connected to more than two million annual Internet visitors a year. In addition to Web site development, content management and search engine optimization, the program opens the door for the visitor industry to cross-sell their businesses with others across their community, region and state.

#### Rooster Rush

The shoulder season premiere promotion, Rooster Rush, was a successful partnership between the Office of Tourism and several communities statewide. The Office provided creative templates for ads and promotional materials, and offered financial assistance to communities developing their own Rooster Rush events.

#### Giant Step

The Giant Step cooperative marketing program underwent a drastic change in 2009. A new 6-page layout provided partners with even more exposure and the new design allowed for all partners to be listed in each ad. The new look proved successful, as inquiries from the ads were up during the peak season of 2009.

### Media Quotes

"I was almost disappointed in Mount Rushmore. Not in its magnificence, scale or sheer size, but in its shameless lack of tackiness. Unlike other heavily trafficked landmarks...the quartet of Presidents...was all rather elegant and restrained."

- Mark Ellwood, NY Post

"Touring across South Dakota last summer was a visual treat with endless sunshine bathing big sky grasslands."

- Barbara Taylor, Toronto Sun

"We have been coming to South Dakota for two years now for our archery antelope event and I have to say it is one of the highest success areas we have ever had for 'The Sport of Filming Hunts.' We will definitely be back!"

- Jeremy Leu, Co-Host & Marketing Manager, Campbell Outdoor Challenge

### Highlights

#### Multi-Media Press Release Co-op

In 2008, the Media & Public Relations Team worked with Lawrence & Schiller to develop a multi-media press release format. In 2009 the MPR team was able to offer the new format as a cooperative opportunity for the industry. Ten partners took advantage of the co-op which, overall, generated more than 80 articles and broadcast clips for the state and reached an audience of more than 500,000 in local and regional markets. In addition, these releases made their way into numerous Twitter, Facebook and blog posts.

#### Social Media Efforts

In April, 2009, the Media & Public Relations team began working on a social media campaign, which would eventually grow to include two Facebook accounts, three Twitter accounts, two blogs, a YouTube Channel and a page on Flickr. The campaign also includes social media monitoring, in which the team responds to blog posts and forums mentioning South Dakota Tourism.

#### 2009 FANS & FOLLOWERS

Twitter fans - 1,207  
Facebook followers - 2,308

#### FY09 DOMESTIC EARNED MEDIA

\$867,138.45

#### FY09 HOSTINGS

Film Industry - 11  
Domestic Press - 50

#### 2009 FILMING HIGHLIGHTS

- \* South Dakota Film Festival, Kevin Costner appearance
- \* Best of America by Horseback, RFD TV SEE America Mobile Travel Show, Sprint Exclusive Entertainment (SEE)
- \* How Earth Made Us - BBC London, Filmed at Capa
- \* America: The Story of US for the History Channel



## Trade Sales & Marketing Team

Utilizing their expertise in business-to-business education and marketing, the Trade Sales & Marketing team informs group tour operators and travel agents of the variety of opportunities for South Dakota visitors. The team also keeps an eye on international tour markets, and reaches out to meeting planners and international journalists.



**Vicky Engelhaupt**  
REPRESENTATIVE

- \* Promotes South Dakota to group tour operators
- \* Works with Scandinavian market



**Maureen Droz**  
TEAM MANAGER

- \* Works with the European market
- \* Oversees all areas in regard to trade sales and international media



**Alicia Gildemaster**  
REPRESENTATIVE

- \* Works with and educates travel agents on South Dakota's offerings
- \* Promotes South Dakota to meetings and conventions planners
- \* Works with the Japanese market

## Highlights

International press clips this year were at a record high with \$3.9 million in ad value.

### Trade Show Postcards

In FY09, the Trade Sales team introduced a new postcard option for trade shows. This card features instructions on how to request or download publications useful to Travel Professionals, and promotes the Travel Professionals e-Newsletter.

### FY09 Hostings

Domestic travel agents & tour operators – 20  
International press – 17  
International group tour counselors – 52

## Research & E-Commerce Team

Between online marketing, Web analytics, visitor and market research, this team offers their expertise both before and after a campaign launches. The team's insight into how visitors react online and in the marketplace is paramount to campaign decisions, as is their research into how a particular campaign fared. In addition, this team handles fulfillment of visitor inquiries, and monitors industry trends.



**Robin Rattei**  
INFORMATION SPECIALIST

- \* Handles consumer information requests
- \* Manages the Office of Tourism's consumer inquiry database
- \* Coordinates call center training



**Kirk Hulstein**  
TEAM MANAGER

- \* Oversees e-commerce, research and fulfillment functions
- \* Coordinates Web development analytics, and site optimization
- \* Monitoring of Tourism Budget



**Ashley Worth**  
RESEARCH ANALYST

- \* Monitors and reports travel indicators to the industry
- \* Coordinates marketing research and database marketing
- \* Works to obtain visitor data and consumer insights



**Ann DeVany**  
E-COMMERCE SPECIALIST

- \* Works with online promotions
- \* Coordinates e-mail marketing
- \* Handles content management for the Office of Tourism's Web sites

## Highlights

### TravelSD Re-Design

The Research and E-Commerce team is excited to launch the newly re-designed TravelSD.com Web site. This site is both user-friendly and engaging, and will serve as a helpful planning resource for those who are just in the planning stages or those who are ready to book their vacation to South Dakota. In addition, the new site gives thousands of industry businesses exposure to those potential visitors as they search for South Dakota attractions, accommodations, events and more.

### 1-to-1 Marketing

Visitor Relationship Management has been an ongoing goal of the South Dakota Office of Tourism for the past three years. As we continue to learn more about our visitors and their online and travel planning behavior, we can better understand what type of marketing content is relevant to them. We now have the ability to provide them with specific sales and service-oriented messaging based on content that they have viewed, information they've requested, or online actions they've taken. We'll also be able to know when consumers have booked packages in real time and provide them with opportunities to extend their stay when they arrive, or send follow-up messaging after they return home, thanking them for their visit. One-to-one marketing is quickly becoming the next stage of destination marketing and South Dakota Tourism has been at the leading edge of this effort.

### TRIP\* Report, RMI States

#### PERCENT OF GROWTH OF PRODUCT

	2007-2008 to 2008-2009	0	5	10	15	20	25	
Idaho	13%							
Montana	24%							
South Dakota	21%							
Wyoming	7%							

### South Dakota TRIP\* Report Summary & Analysis

#### OVERNIGHTS OFFERED BY TOUR MARKET

	2007-2008	2008-2009	CHANGE
Benelux	50,729	65,220	29%
France	45,135	59,214	31%
Germany	82,412	99,093	20%
Italy	62,263	91,035	46%
UK	106,621	105,615	-1%
<b>TOTAL</b>	<b>347,160</b>	<b>420,177</b>	<b>21%</b>

\*TRIP (Tourism Research Inventory Product)  
Source: 2009 Rocky Mountain International Annual Report

## Tourism & State Development

The South Dakota Department of Tourism and State Development (SDTSD) is comprised of five divisions – Arts Council, Governor’s Office of Economic Development, State Historical Society, Tourism and Tribal Government Relations. The divisions work together to increase tourism, business development, and quality of life in South Dakota.

Additionally, the SDTSD has three associated authorities: Ellsworth, Housing and Science & Technology. The authorities work independently, but closely with the Department of Tourism and State Development to accomplish its mission.

Visit [www.tsd.sd.gov](http://www.tsd.sd.gov), for details.



**Marty Davis**  
ADMINISTRATIVE DIRECTOR



**Michael Pangburn**  
DIRECTOR ARTS COUNCIL



**Roger Campbell**  
DIRECTOR TRIBAL GOVERNMENT RELATIONS



**Jay Vogt**  
DIRECTOR STATE HISTORICAL SOCIETY



**Richard Benda**  
SECRETARY DEPARTMENT OF TOURISM AND STATE DEVELOPMENT



**Kim Olson**  
DEPUTY SECRETARY DEPARTMENT OF TOURISM AND STATE DEVELOPMENT, GOED DIRECTOR



**Mark Merchen**  
DIRECTOR ELLSWORTH



**Mark Lauseng**  
DIRECTOR HOUSING DEVELOPMENT AUTHORITY



**Ron Wheeler**  
DIRECTOR SCIENCE & TECHNOLOGY



**Brooke Bohnenkamp**  
COMMUNICATIONS DIRECTOR DEPARTMENT OF TOURISM AND STATE DEVELOPMENT

## Administration



**Harla Jessop**  
EXECUTIVE ASSISTANT



**Heather Davidson**  
PROJECT SPECIALIST



**Deenie Frederick**  
SUPPORT COORDINATOR & ACCOUNTING ASSISTANT



**Karen Hirsch**  
TRAVEL COORDINATOR & ACCOUNTING ASSISTANT



**Amy Hertel**  
SENIOR SUPPORT SPECIALIST



**Teresa Tople**  
SUPPORT SPECIALIST



**Kay Decker**  
ADMINISTRATIVE ASSISTANT



**Vern Seefeldt**  
WAREHOUSE MANAGER



**Lorie Jirschele**  
RECEPTIONIST

### Arts Council

The mission of the South Dakota Arts Council is to make quality arts programs accessible throughout the state and, in turn, improve cultural opportunities and quality of life. That mission is accomplished by providing funds, services and information to artists, arts organizations, other non-profit groups, schools and the public.

### Governor’s Office of Economic Development

The Governor’s Office of Economic Development is responsible for growing the state’s economy through business development. The GOED is increasing emphasis on trade shows and community partnerships within targeted industries – biotechnology, value-added agriculture, energy development, firearms and information technology.

### State Historical Society

The South Dakota State Historical Society (SDSHS) works to preserve history, promote cultural tourism, and build the quality of life in South Dakota. This is accomplished through five program areas – archaeology, archives, historic preservation, museum, and research and publishing.

### Tribal Government Relations

The Office of Tribal Government Relations works to establish and maintain effective communications between South Dakota Tribal Government and the state. Specifically, the Office works to improve the quality of life for Native Americans in South Dakota through legislation, resource coordination and advocacy.

## Research Efforts

The South Dakota Office of Tourism continues to build our marketing efforts based on an ever-stronger foundation of research. This forward-looking strategic planning tool ensures that a visitor-centered focus is used to determine short and long-term tourism initiatives.

### Online Usability Studies

According to a recent TIA/American Express Study, almost 9 out of 10 vacationers in the United States conduct at least some travel planning online as they plan their vacations. To ensure that South Dakota continues to be a favorite travel destination, the South Dakota Office of Tourism (SDOT) recognizes the need to continually improve upon their Web presence, by testing current usability, or future elements of [www.TravelSD.com](http://www.TravelSD.com).

In 2008 an in-depth Web site usability test was conducted on the [www.travelsd.com](http://www.travelsd.com) website. The information has been vital for developing the new Digital Revolution site.

During development phases of Digital Revolution, two key elements were tested. Potential travelers were asked how they prefer to navigate the site, and also rate the overall look. There were research participants from all 50 states and more than 1,000 completed surveys. This wide breadth of research was conducted with minimal cost due to the customer relationship capabilities and database management that SDOT finds crucial in their marketing mix.

### 2009 Information Center Intercept Study

There were 6,500 surveys distributed over 10 days at the 13 South Dakota Interstate Information Centers this past year. 1,723 travelers completed the survey and 792 were labeled as "in-target," meaning they fell within the Office of Tourism's target markets: Canada, Colorado, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming. South Dakota residents made up 175 of the in-target group.

#### FINDINGS

- \* SD was final vacation destination – 63%
- \* Leisure travelers – 91%
- \* Total vacation stay – 9.9 days
- \* Days in SD – 5.4
- \* Most common month of planning – July
- \* Used Vacation guide while traveling – 41%
- \* Been to SD before this trip – 73%
- \* Size of travel party – 3.11
- \* Total spending per day, per party – \$191.04
- \* Use of WiFi while on vacation – 38%

\*Results are from the in-target respondents. To see the full report, visit [www.SDVisit.com](http://www.SDVisit.com).

### Visitor Relationship Management

Visitor Relationship Management will be taken to a whole new level in the upcoming year. After being asked to present this marketing project at the TTRA conference in 2009, we realized how significant our program really was.

While the information we've collected on inquiries has been instrumental to our success in target marketing, we now have visitor intelligence on actual travelers. This data expands across the many types of products we offer such as attractions, events, lodging and traveler services and will include the ability to segment visitor attributes by region.

Now the fun part begins. In 2010, we will be putting this data into action. We're developing a communication strategy with consumers based on the actions they've taken in response to our marketing and we'll also be using this data to select markets, schedule media and develop creative around what we know about them.

## Travel Profile

In the past, this type of market research only analyzed the inquiry database. Due to the data-sharing partnership through the South Dakota Office of Tourism and South Dakota Central Reservations (and partners), the Research Team is now able to provide great detail about those who actually visited the state, as opposed to those who may have only inquired.

Past inquiry analysis showed most of the information requests came from those between the age of 45-54. The majority of those who booked reservations were between the ages of 35 and 44. In the past year's inquiry analysis this age group has been on the rise.

### Children Present

	Percent		Percent
Attractions	85 %	Scenic Tours	59 %
Concerts	41 %	Snowmobile Rental	91 %
Events	45 %	Train Rides	86 %
Lodging	65 %	Packages	73 %

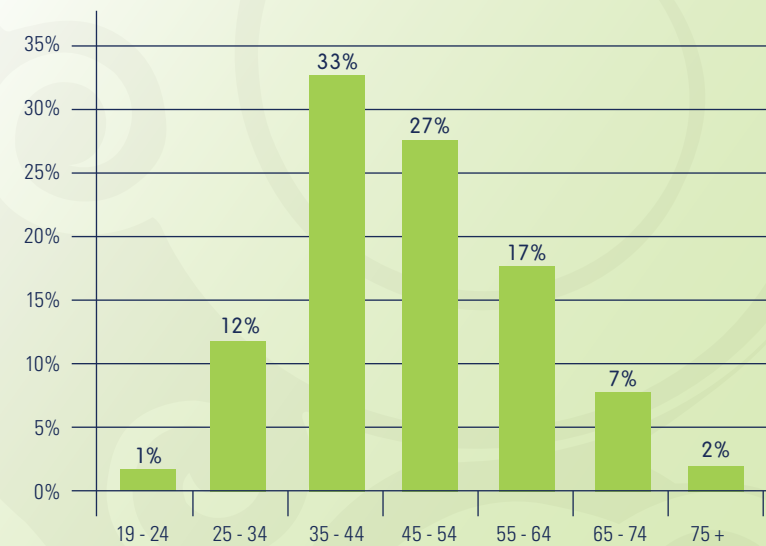
We are now able to break down each reservation type to determine the likelihood of children in the home.

### Income

Annual Income	Percent	Annual Income	Percent
\$1-49,999	22 %	\$100-124,999K	12 %
\$50-75K	27 %	\$125-149,999K	5 %
\$75-99,999K	21 %	\$150K +	13 %

As a whole, 78% of those who vacation in South Dakota earn over the estimated national average of \$50,303 (US Census Bureau, 2008).

### Age



### Marital Status

The last inquiry report indicated those interested in South Dakota were 83% of married couples. Where as, the reservations data reflected 96% of the households were married.

### Key Points Determined

- \* 60% of those who vacation in South Dakota are between the ages of 35 - 54
- \* 78% of those who vacation in South Dakota earn more than the national average
- \* Families with the highest incomes reserve tickets to area attractions
- \* Travelers are married, have children, and are living in single family homes
- 85% of households have children**
- 91% live in a single family home**
- \* The affluent family audience accounts for 59% of the reservations from the top 20 clusters
- \* **Almost half of those who booked attractions are between the ages of 35 - 44 years old (44%)**



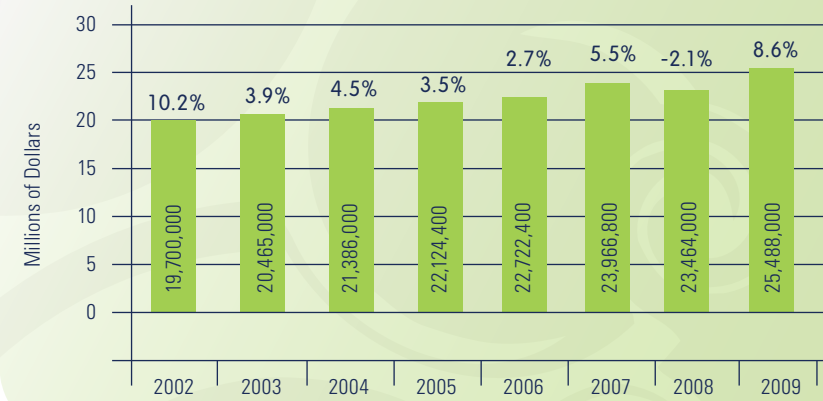
Above is the Homepage Design of the new TravelSD.com Web site. This was one of four designs that were tested in the Usability Study.

# Economic Impact

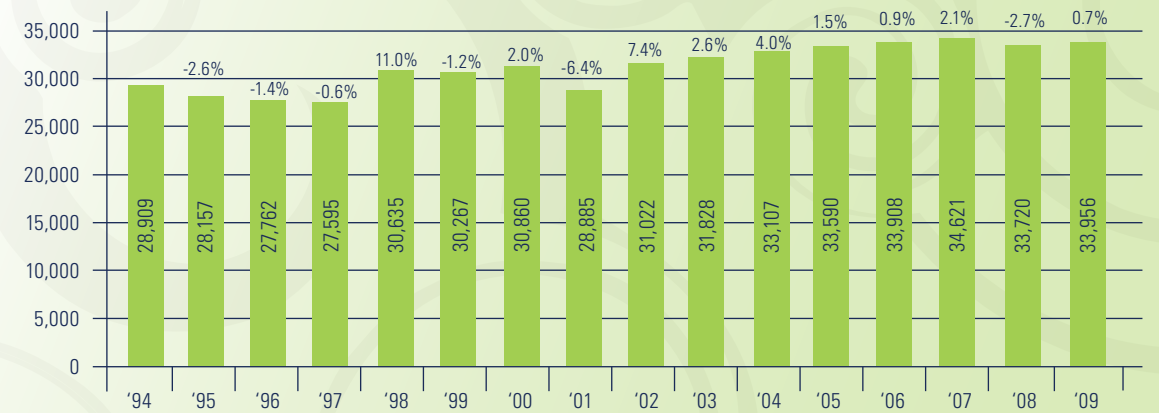
## 2009 Economic Impact by County

County	2008	2009	% Change	% Ave Change '02-'09	County	2008	2009	% Change	% Ave Change '02-'09
Aurora	\$2,643,890	\$2,755,659	4.2%	15.7%	Jackson	\$8,797,026	\$9,009,301	2.4%	4.2%
Beadle	\$10,041,212	\$10,348,075	3.1%	9.1%	Jerauld	\$1,342,592	\$990,745	-26.2%	6.4%
Bennett	\$810,078	\$1,093,748	35.0%	-0.3%	Jones	\$6,740,599	\$7,869,639	16.7%	5.4%
Bon Homme	\$1,688,436	\$1,659,677	-1.7%	4.8%	Kingsbury	\$3,523,176	\$3,501,475	-0.6%	7.8%
Brookings	\$13,388,285	\$18,102,393	35.2%	13.2%	Lake	\$5,656,995	\$5,745,050	1.6%	21.3%
Brown	\$22,131,129	\$24,159,574	9.2%	12.6%	Lawrence	\$115,705,199	\$114,298,300	-1.2%	5.1%
Brule	\$18,924,604	\$16,981,993	-10.3%	11.9%	Lincoln	\$10,763,156	\$8,263,772	-23.2%	5.1%
Butte	\$9,598,903	\$7,282,729	-24.1%	4.4%	Lyman	\$8,687,169	\$8,597,189	-1.0%	-2.6%
Campbell	\$1,014,405	\$1,184,506	16.8%	2.2%	McCook	\$1,487,608	\$1,525,680	2.6%	-0.3%
Charles Mix	\$5,544,606	\$4,359,184	-21.4%	-5.6%	McPherson	\$639,194	\$671,669	5.1%	-2.2%
Clark	\$1,597,455	\$1,900,818	19.0%	26.1%	Marshall	\$3,317,967	\$3,165,763	-4.6%	13.8%
Clay	\$8,392,922	\$10,806,142	28.8%	7.6%	Meade	\$60,608,540	\$60,200,053	-0.7%	11.9%
Codington	\$19,754,162	\$18,811,809	-4.8%	4.8%	Mellette	\$206,268	\$235,521	14.2%	-8.9%
Corson	\$2,502,166	\$2,014,877	-19.5%	41.2%	Miner	\$1,082,163	\$1,335,751	23.4%	24.0%
Custer	\$61,943,024	\$67,794,992	9.4%	8.1%	Minnehaha	\$117,243,215	\$101,968,934	-13.0%	2.1%
Davidson	\$32,339,905	\$34,700,763	7.3%	5.5%	Moody	\$8,447,144	\$8,607,639	1.9%	5.8%
Day	\$4,131,037	\$4,428,085	7.2%	8.1%	Pennington	\$271,593,559	\$272,912,991	0.5%	7.7%
Deuel	\$1,631,757	\$1,894,160	16.1%	12.0%	Perkins	\$1,642,958	\$2,301,477	40.1%	18.0%
Dewey	\$1,379,874	\$1,792,388	29.9%	12.6%	Potter	\$4,351,813	\$4,439,628	2.0%	8.5%
Douglas	\$1,118,366	\$1,095,433	-2.1%	25.5%	Roberts	\$3,800,576	\$3,854,075	1.4%	4.8%
Edmunds	\$1,869,462	\$1,781,428	-4.7%	22.1%	Sanborn	\$940,182	\$935,828	-0.5%	4.6%
Fall River	\$12,284,867	\$13,569,082	10.5%	4.5%	Shannon	\$1,306,755	\$1,840,522	40.8%	38.6%
Faulk	\$2,071,132	\$1,950,881	-5.8%	30.5%	Spink	\$3,563,474	\$3,744,289	5.1%	10.1%
Grant	\$4,444,497	\$4,134,056	-7.0%	7.4%	Stanely	\$4,679,547	\$4,557,767	-2.6%	15.2%
Gregory	\$4,905,092	\$4,508,609	-8.1%	25.4%	Sully	\$2,659,641	\$2,437,950	-8.3%	1.3%
Haakon	\$728,232	\$800,437	9.9%	0.6%	Todd	\$5,303,939	\$5,283,833	-0.4%	-0.1%
Hamlin	\$1,279,512	\$867,171	-32.2%	1.0%	Tripp	\$4,267,966	\$4,706,665	10.3%	2.9%
Hand	\$1,946,660	\$2,840,563	45.9%	8.4%	Turner	\$1,148,771	\$1,159,113	0.9%	0.6%
Hanson	\$836,301	\$1,216,912	45.5%	18.6%	Union	\$5,836,363	\$6,115,650	4.8%	1.0%
Harding	\$805,039	\$869,957	8.1%	3.2%	Walworth	\$5,997,629	\$5,985,376	-0.2%	6.6%
Hughes	\$25,093,423	\$21,079,317	-16.0%	7.5%	Yankton	\$16,404,566	\$17,030,756	3.8%	6.6%
Hutchinson	\$1,953,098	\$2,257,595	15.6%	8.5%	Ziebach	\$227,139	\$170,263	-25.0%	10.2%
Hyde	\$262,271	\$197,026	-24.9%	-5.4%	<b>Statewide</b>	<b>\$967,028,692</b>	<b>\$962,702,704</b>	<b>-0.4%</b>	<b>6.5%</b>

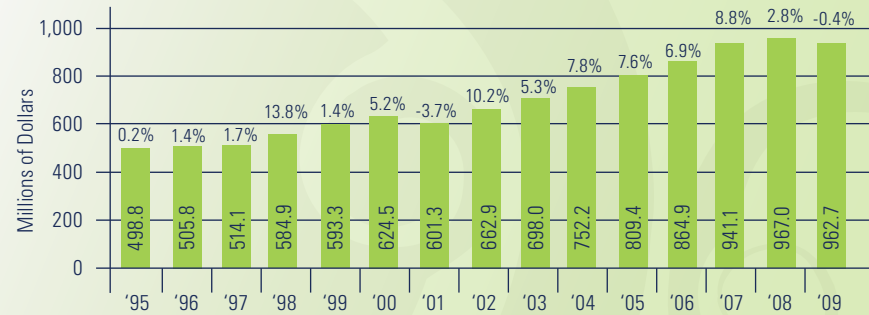
## Sales Tax from Visitors



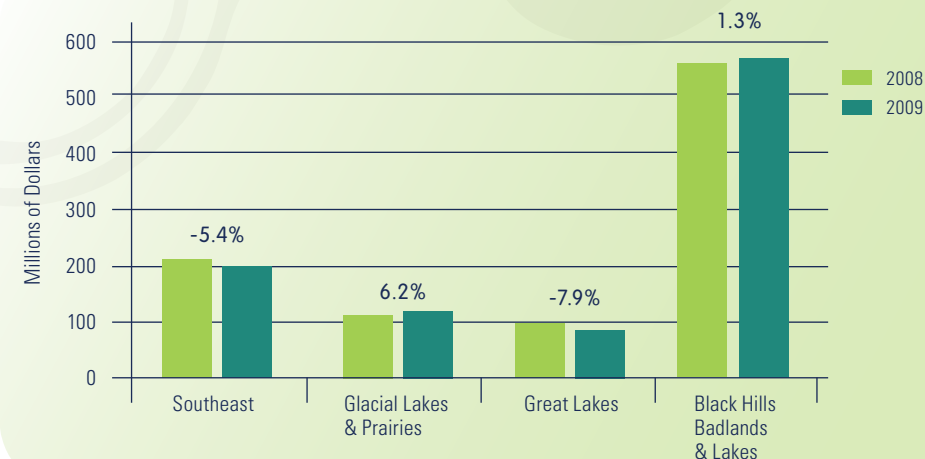
## Travel Industry Employment



## Annual Visitor Spending

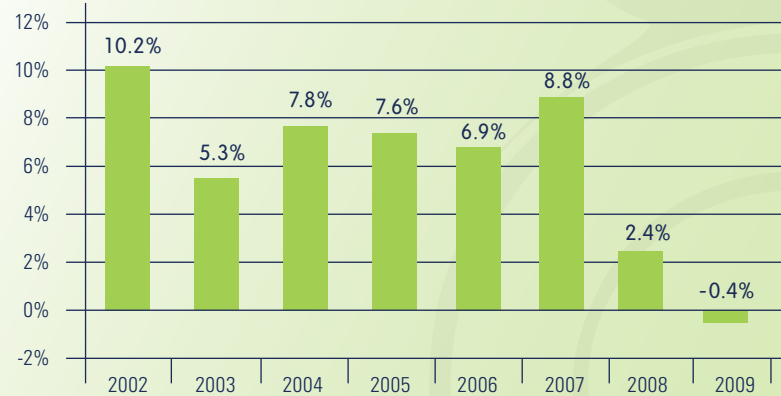


## Visitor Spending by Region

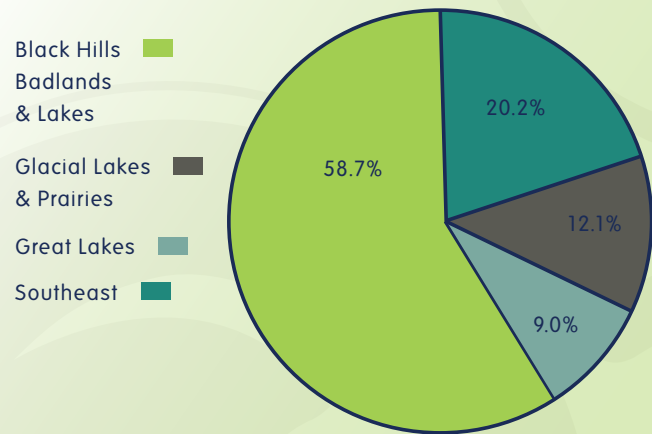


## Economic Impact

### Annual Statewide Visitor Spending Growth



### Distribution of Visitor Spending by Region



### Highlights

**2009 Total Visitor Spending - \$962,702,704**

% change - Down 0.4%

**Impact on South Dakota's Economy - \$2.41 Billion**

% change - Down 0.4%

**State Sales Tax - \$25,488,000**

% change - Up 8.6%

**State Gasoline Tax - \$25,520,000**

% change - Up 14.4%

**Employment Created - 33,956**

% change - Up 0.7%

## Travel Indicators

### Top States with Web Traffic

States	2008 Visitors	2009 Visitors	% Change
Minnesota	111,239	127,794	14.9%
South Dakota	126,513	126,290	-0.2%
Wisconsin	59,525	74,965	25.9%
Illinois	69,286	71,661	3.4%
California	65,542	68,199	4.1%
Colorado	43,976	55,734	26.7%
Iowa	45,054	53,651	19.1%
Texas	45,031	50,531	12.2%
New York	40,917	46,240	13.0%
Nebraska	43,369	45,542	5.0%

### Top Countries with Web Traffic

Countries	2008 Visitors	2009 Visitors	% Change
United States	1,116,729	1,189,170	6.5%
Canada	43,926	40,327	-8.2%
United Kingdom	19,574	14,794	-24.4%
Germany	11,408	10,355	-9.2%
Italy	5,199	4,603	-11.5%
France	5,043	4,597	-8.8%
Australia	3,824	3,984	-4.2%
Netherlands	2,793	2,767	-0.9%
Brazil	1,016	2,498	145.9%

### State Parks

	2008	2009
Visitation	6,329,156	6,773,430
% change	- Up 7.0%	
Revenue	\$8,664,109	\$10,388,176
% change	- Up 19.9%	

### Email Stats

	SENT	READ
e-FYI Newsletter	18,745	24.6%
Travel Professionals	1,453	32.2%
Travelsmart	3,157,748	10.6%
<b>2009 TOTAL</b>	<b>3,177,946</b>	<b>10.7%</b>

## Office Budget

The revenue information reflects the amounts available to Tourism, fiscal-year-to-date. For comparison purposes the additional promotion tax of .5% is not included in the figures to the right. FYTD \$1,191,482 has been generated from the added tax.

### Summary of Annual Budget Funds

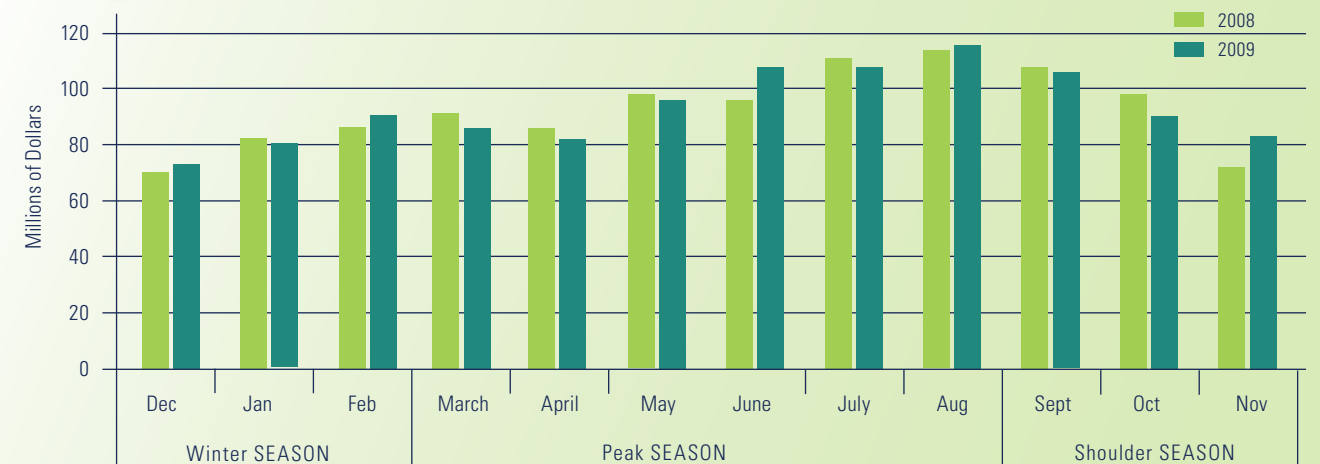
REVENUES	*FY2009	**FY2009	**FY 2010
Promotion Tax	5,667,452	5,726,332	7,389,696
Gaming	3,173,726	3,218,215	3,219,654
Co-op Revolving	534,377	668,591	500,000
Investment Council Interest Total	33,023	38,399	56,107
Rounds to Invest	2,000,000	2,000,000	
<b>Total</b>	<b>\$11,408,578</b>	<b>\$11,651,537</b>	<b>\$11,165,457</b>

\*actual \*\*estimated

### FYTD Funding Update

REVENUE TOTALS	FYTD 2009	FYTD 2010	% CHANGE
Tourism Promotion Tax	4,125,786	4,230,556	2.5%
Deadwood Gaming Tax	1,840,526	1,788,933	-2.8%
<b>Total Deposits</b>	<b>\$5,966,312</b>	<b>\$6,019,489</b>	<b>.09%</b>

### Deadwood Gaming Handle



## Travel Forecast

Source - IHS Global Insight

	2007	2008	2009	2010	2011	2012	2013	2008-2013
<b>Total Person-Trips (mn)</b>	1,999	1,948	1,810	1,824	1,840	1,862	1,878	
Business	503	480	414	415	414	417	413	
Leisure	1,496	1,468	1,395	1,409	1,426	1,446	1,465	
<b>Total Spending (\$mn)</b>	\$770,853	\$742,787	\$639,707	\$654,802	\$678,963	\$705,222	\$729,600	
Business	\$231,396	\$223,347	\$183,688	\$185,906	\$190,615	\$197,417	\$201,206	
Leisure	\$539,458	\$519,441	\$456,019	\$468,896	\$488,348	\$507,805	\$528,393	
<b>Total Person-Trips</b>	-0.1%	-2.6%	-7.1%	0.8%	0.8%	1.2%	0.8%	-0.7%
Business	-1.1%	-4.6%	-13.6%	0.2%	-0.4%	0.7%	-0.9%	-3.0%
Leisure	0.3%	-1.9%	-5.0%	1.0%	1.2%	1.4%	1.4%	0.0%
<b>Total Spending</b>	5.9%	-3.6%	-13.9%	2.4%	3.7%	3.9%	3.5%	-0.4%
Business	8.0%	-3.5%	-17.8%	1.2%	2.5%	3.6%	1.9%	-2.1%
Leisure	5.1%	-3.7%	-12.2%	2.8%	4.1%	4.0%	4.1%	0.3%
<b>Travel Prices</b>	1.7%	1.5%	-6.4%	0.1%	1.0%	0.5%	0.8%	-0.8%

	2007	2008	2009	2010	2011	2012	2013
<b>Total U.S. Travel (mn)</b>	2,055	2,006	1,863	1,879	1,897	1,923	1,941
% change	0.3%	-2.4%	-7.1%	0.9%	0.9%	1.4%	1.0%
<b>Domestic Person-Trips (mn)</b>	1,999	1,948	1,810	1,824	1,840	1,862	1,878
% change	-0.1%	-2.6%	-7.1%	0.8%	0.8%	1.2%	0.8%
<b>International Arrivals (mn)</b>	56.0	58.0	53.3	54.8	57.3	60.2	63.1
% change	9.8%	3.6%	-8.1%	2.8%	4.6%	5.1%	4.9%
<b>Canada</b>	17.8	18.9	17.8	18.4	19.3	20.4	21.3
% change	11.1%	6.5%	-6.1%	3.4%	5.2%	5.3%	4.6%
<b>Mexico</b>	14.3	13.8	12.1	12.5	13.0	13.7	14.4
% change	7.6%	-3.9%	-12.2%	3.1%	4.6%	5.3%	5.0%
<b>United Kingdom</b>	4.5	4.6	4.0	4.1	4.2	4.3	4.5
% change	7.7%	1.5%	-11.7%	0.7%	2.5%	3.7%	4.0%
<b>Japan</b>	3.5	3.2	2.8	2.9	2.9	3.0	3.1
% change	-3.8%	-8.0%	-13.1%	1.4%	2.4%	3.1%	3.6%
<b>Germany</b>	1.5	1.8	1.6	1.7	1.7	1.8	1.8
% change	10.0%	16.9%	-7.9%	1.9%	2.6%	2.7%	2.9%

	2008	2008	2009	2009	2009	2009	2008	2009	2010
<b>Domestic Travel</b>	<b>Q3</b>	<b>Q4</b>	<b>Q1F*</b>	<b>Q2F*</b>	<b>Q3F</b>	<b>Q4F</b>			
<b>Total Person-Trips (mn)</b>	550	482	380	449	518	463	1,948	1,810	1,824
% change	-2.8%	-4.2%	-11.7%	-7.6%	-5.8%	-3.9%	-2.6%	-7.1%	0.8%
<b>Total Spending (\$bn)</b>	\$207.6	\$163.0	\$137.6	\$171.0	\$179.1	\$151.9	\$742.8	\$639.7	\$654.8
% change	-2.9%	-10.1%	-17.9%	-16.4%	-13.7%	-6.8%	-3.6%	-13.9%	2.4%
<b>Travel Prices (%change)</b>	8.4%	-1.8%	-7.1%	-9.2%	-10.0%	0.0%	1.5	-6.4%	0.1%

\*For 2009Q1 and Q2, historical data are available for person-trips, though not for spending

## 2010 Industry Calendar

### JANUARY

- \* **15 - 19**  
American Bus Association Marketplace, National Harbor, MD
- \* **20 - 21**  
Governor's Conference on Tourism, Pierre
- \* **24 - Feb. 1**  
Scandinavian Mission, Denmark/Sweden

### FEBRUARY

- \* **7 - 9**  
Bank Travel Conference, Milwaukee, WI
- \* **16 - 17**  
NAJ Summit West, Los Angeles, CA
- \* **26 - 28**  
Pheasant Fest, Des Moines, IA
- \* **TBD**  
Winter sports familiarization tour
- \* **26 - March 7**  
Daytona Bike Week Show, Daytona Beach, FL

### MARCH

- \* **2 - 18**  
Spring RMI Mission, Benelux, France, United Kingdom
- \* **9 - 11**  
TravelCom, Dallas, TX
- \* **10 - 14**  
International Tourism Bourse, Berlin, Germany
- \* **12 - 21**  
South by Southwest Film Festival, Austin, TX
- \* **28 - April 1**  
Active America China, Chicago, IL

### APRIL

- \* **TBD**  
GOED Conference, Sioux Falls
- \* **13**  
Rocky Mountain International Summit Meetings, Great Falls, MT
- \* **14 - 17**  
Rocky Mountain International Roundup, Great Falls, MT
- \* **15 - 17**  
Association of Film Commissioners International Locations Trade Show, Santa Monica, CA

### \* TBD

Spring domestic media familiarization tour, Eastern South Dakota

### \* TBD

Travel agent familiarization tour, SD

### MAY

- \* **8 - 16**  
National Travel & Tourism Week/ See South Dakota Week
- \* **15 - 19**  
Travel Industry Association of America Pow Wow, Miami, FL
- \* **16**  
Interstate Information Centers Open
- \* **TBD**  
Domestic Tour Operators familiarization tour, SD
- \* **TBD**  
Scandinavian familiarization tour, SD

### JUNE

- \* **2 - 6**  
Travel Alliance Partners Meetings, Branson, MO
- \* **TBD**  
Japanese familiarization tour, SD

### JULY

- \* **3**  
Independence Day Celebration fireworks satellite feed, Mount Rushmore National Memorial

### AUGUST

- \* **TBD**  
Educational Seminar for Tourism Officials

### SEPTEMBER

- \* **17 - 19**  
South Dakota Film Festival, Aberdeen
- \* **21 - 28**  
International and Domestic Journalist Buffalo Roundup Hosting, Western SD
- \* **24 - 26**  
JATA World Tourism Congress & Travel Fair, Tokyo, Japan
- \* **27**  
Buffalo Roundup satellite feed, Custer State Park

### OCTOBER

- \* **22 - 23**  
Governor's Invitational Pheasant Hunt, Pierre
- \* **TBD**  
MLT University Travel Agent Meetings, Minneapolis, MN
- \* **TBD**  
Marketing Outlook Forum
- \* **TBD**  
AFCI Cineposium

### NOVEMBER

- \* **8 - 11**  
World Travel Market, London
- \* **13 - 17**  
National Tour Association Annual Convention, Montreal, QB
- \* **TBD**  
Active America Japan



**OFFICE OF TOURISM**  
711 East Wells Avenue  
Pierre SD 57501

1-800-S-DAKOTA  
605-773-3301 { PHONE  
605-773-3256 { FAX

[www.SDVisit.com](http://www.SDVisit.com)  
[www.2010Initiative.com](http://www.2010Initiative.com)