



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: October 10, 2018
RE: September 2018 Monthly Status Report

JDH

Global Media and Public Relations

August Domestic Earned Media

Impressions: 490,605,972
Ad Value: \$834,732.00
Number of Clips: 37

FY 19 To-Date Domestic Earned Media

Impressions: 806,901,628
Ad Value: \$9,789,548.50
Number of Clips: 109

August International Earned Media

Circulation: 462,584,350
Ad Value: \$5,049,277.34
Number of Clips: 34

FY 19 To-Date International Earned Media

Circulation: 981,629,083
Readership: 28,329,277
Ad Value: \$10,151,363.75
Number of Clips: 460

- In September, the team focused on follow-up with summer media members that we had connection points with or previously hosted in the state. The team also focused largely on the Buffalo Roundup press trip September 25 – October 1. The group was able to see Badlands National Park, Custer State Park, the roundup, Crazy Horse Memorial, Deadwood, Rapid City, Custer and other Black Hills locations. We are expecting immediate results from the trip along with residual impact from this hosting carrying on into next year.
- The PR and Social Media teams are working on strategies to put in place in conjunction with the Macy's Thanksgiving Day Parade, fall shoulder season pitches, social media content centered around fall and winter, and coordinating a number of international and domestic media hostings that will be occurring throughout October.
- The team issued several press releases and have coordinated interviews with members of the Department of Tourism, primarily with local South Dakota media members.
- The Social Media team worked with our co-op partners to host the following influencers and on their deliverables:
 - Finalized Austin Tucker deliverables for Visit Spearfish
 - Hosted The Traveling Newlyweds for Black Hills & Badlands 9/3 – 9/6
- Organized a Fernson Brewing Co. Instagram Takeover 9/14 – 9/15
- Seasons of SoDak Social Campaign for the Department of Tourism -
 - Taylor Tippett – Buffalo Roundup 9/26 – 9/30
 - The Mandagies – National Parks and Oktoberfest in Deadwood 10/4 – 10/7
 - Paige Rangel – Sioux Falls/Southeast fall 10/5 – 10/8
 - The team worked to create unique September content for social media including posts for Buffalo Roundup, Oktoberfest and the first day of fall Instagram wallpapers for users to download.

Industry Outreach and Development

Industry Outreach

- Finalized Tourism Conference copy for both the website and conference booklet.
- Launched the SouthDakotaTourismConference.com website.
- Met with travel counselors to review layout and design of new welcome centers. Determined needs for furnishings, equipment and supplies.
- Cleared out the Vivian, Salem and New Effington welcome centers to prep them for permanent closure.
- Met with BLDG4 to continue development of welcome center exhibits.
- Kirk Hulstein led CenStates TTRA Board Meeting and managed the 2018 Annual Conference in Des Moines. Kirk is the outgoing president of CenStates TTRA.
- Drafted the Fulfillment and Call Center Services RFP's.
- Attended as a guest on SDPB's SD Focus program on agritourism.
- Continued improvements to the Online Hospitality Training Program.
- Delivered Presentation to the Highmore Civic and Commerce Committee.
- Reviewed the Niche Travel Survey which will be used to measure awareness and interest in the development areas of Tribal Tourism, Agritourism, Sports Tourism and Outdoor Recreation.

- Fulfilled 4,406 domestic travel information requests.
- Conducted outreach visits with businesses in Aberdeen and Webster.
- Delivered presentation at the Southeast South Dakota Regional Association Annual Meeting.
- Drafted two RFPs for fulfillment and call center services and compiled responses to all vendor questions.
- Continued working with BLDG4 on new exhibit concepts and content for panels and displays at Wilmot, Valley Springs and Homestead Welcome Centers.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

2018 Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1- September 30, generated 152,494,505 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 95,895,019 paid impressions, 9,478,673 engagements from January 1- September 30.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 136,886,500 impressions and 868,647 engagements from January 1- September 30.
- Reviewed, edited and approved shoulder Group Tour Magazine Co-op, a high-impact foldout piece inserted into three industry trade mags targeting group tour professionals.
- Reviewed, edited and approved items for international marketing efforts and Brand USA co-ops including: Western Canada co-op ads, Road Trip video project, and Global Inspiration program elements.
- Reviewed, edited and approved various creative for shoulder 2018 efforts, including: Minnesota Vikings/US Bank, Midwest Living four-page advertorial, full page ads for Pheasants Forever and Quail Forever, hunting-focused digital banners, fall-focused banners and a fun, interactive 8-bit "Buffalo Blitz" online game viewers can play and highlights locations from across South Dakota.
- Reviewed, edited and approved various creative for community co-op shoulder efforts for Pierre hunting TV spots, billboards for Rapid City, radio spots for Custer State Park, and other spots for Deadwood, Watertown, Black Hills and Badlands, Sturgis and Pierre.
- Met with Deadwood and Custer to discuss upcoming shoulder and 2019 co-op efforts.
- Distributed Rooster Rush 2018 branded items to participating communities and businesses in preparation for upcoming pheasant hunting season.

TravelSouthDakota.com and SDVisit.com

- TravelSouthDakota.com web sessions January1- September 30 total 1,645,399 (up 16% over prior year) and new users are up 10.8%.
- South Dakota Vacation Guide requests from the website January1- September 30 total 85,818 (up 26.6% over prior year).
- Reviewed, edited and approved various site components and tested backend data entry on new TravelSouthDakota.com for launch this winter.

- Worked with Industry Outreach team to update pages related to Great Service Star designation and George S. Mickelson Award.

Governor's Conference on Tourism 2019

- Launched new SouthDakotaTourismConference.com on September 25. Site includes updated conference schedules, speaker bios, and places to stay info with registration available soon.
- Designed, edited and sent the registration mailer to printer, which is scheduled to mail out by October 25.

Other

- Worked with Mount Rushmore National Memorial staff and Black Hills-area stakeholders on informational collateral for industry in regards to 2019-2020 construction plans at the memorial. Talking points were distributed to the industry via a special message from Secretary Hagen. A PDF of the collateral, which includes a top-10 list of things to do while construction is on-going, is available on SDVisit.com.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Custer Chronicle; Bureau of Finance & Management, Pierre; Black Hills & Badlands, Rapid City; South Dakota Missouri River Tourism, Pierre; Deadwood CVB; Lawrence & Schiller, Sioux Falls; PryntComm, Pierre; Grapevine Design, Spearfish; Mount Rushmore National Memorial, Keystone; Dept. of Tribal Relations, Pierre; Black Hills Central Reservations, Deadwood; Dept. of Transportation, Pierre; Dept. of Health, Pierre; Southeast South Dakota Tourism, Yankton; Mitchell CVB; Pierre CVB; Game, Fish & Parks, Pierre; Simpson Printing, Rapid City; Mile Up Marketing, Lead; South Dakota Rural Electric Association, Pierre; Pamela Cronin Real Estate, Pierre; Dept. of Social Services, Sioux Falls.
 - **Out-of-state requests:** Rocky Mountain International, WY; MMGY, MO; National Geographic, DC; Spirit of the West magazine, AZ; NJF, NY.

Projects in Progress:

2018 Shoulder Marketing

- Continue meeting and working with Black Hills and Badlands Tourism Association, Rapid City, Custer State Park, Deadwood, Pierre, Sioux Falls, and Sturgis on shoulder co-op creative for launch throughout fall.
- Continue working with agencies on creative for fall launch.

2019 Marketing

- Working with L&S, MMGY and Miles Partnerships on 2019 evergreen and peak plans for paid traditional, digital, social, email, and web efforts.

Other

- Working with Dawn Hill and committee to design print materials and signage for 2018 Christmas at the Capitol.
- Working with Industry Outreach and other department teams creating various exhibit panel elements and reviewing items for new Information Centers currently under construction.
- Working with Miles Partnerships on content and layout for the 2018/2019 South Dakota Vacation

Guide. Guide to utilize new Great Faces, Great Places double-exposure creative of Lawrence & Shiller from peak efforts.

- Worked with Global Media and PR Team to design a talking points/FAQ sheet regarding the Keystone Pipeline for welcome center staff.

Global Travel and Trade

FAM Tours

- Prepared itineraries & hosted for a variety of companies across many markets
 - **FAM Tours**
 - Atlantic Dream Vacation (Netherlands) September 6-13, 2018
 - Tenzing Travel (Netherlands) September 8-11, 2018
 - Nippon Travel (Japan) September 14-17, 2018
 - Aeries Marketing Solutions Representative September 25-30, 2018

Attended Tradeshow Active America China Receptive Edition (September 18-19, 2018)

- Gave 3 minute video and presentation to all attendees.
- Met with 25 companies (43 individuals) representing travel product in China, Japan and Europe.
- Office Visits & Trainings to Galaxy Tour Inc, Grand Destinations, Ctour Holiday, US Lion Travel, Choose A Destination.

Strategic Plan

Started executing Q1 objectives

- Hotel Training and visits in Sioux Falls complete
- Hotel Training and visits in Rapid City complete

New Database

- Database coordination with L&S; staff are getting trained on how to use it.

Travel Professionals E-Newsletter

- Worked with L&S to update distribution list in correlation with the new GDPR regulations.
- Developed content and finalized layout for newly formatted e-newsletter with L&S.

ABA Sponsorship 2019

- Signed papers with ABA to yet again have a sponsorship in ABA. We were able to get 15 SD partners with us in the booth.
- Established the 2019 ABA partners

NTA

- Set up appointments with tour operators for the 2018 NTA Travel Exchange November 3-9, 2018.

Global Social Media

- Finalized and submitted additional justification paperwork for new Weibo account in China for South Dakota Department of Tourism.
- Further development of content & goals with our Chinese reps.
- Developed Buffalo Roundup giveaway campaign for new followers.
- Establishing goals and content ideas for new international and domestic travel trade webpages.

UK Mission September 28-October 6

- Cole Irwin is heading to the UK to meet with Travel Agents, Tour Operators and Journalists to promote SD to the UK Market.

South Dakota Arts Council

Grants

	September	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	12	95	46
Touring Arts bookings	6	85	49

Outreach

- Baker traveled to Minneapolis September 30 for **bushCONNECT 2018**, a leadership networking event hosted by the Bush Foundation that builds stronger and more meaningful connections across Minnesota, North Dakota, South Dakota, and the 23 Native nations that share the same geography. Baker was part of the 22-member Black Hills Delegation – organized by Sian Young, director of the Matthews Opera House & Arts Center for the Bush Foundation. Other statewide and local arts leaders from Aberdeen, Sioux Falls, Vermillion, and beyond attended the conference.

Upcoming Events

- October 7-13 – Musical group **Manhu from China** will visit Pierre for a weeklong residency coordinated by Short Grass Arts Council through the Arts Midwest World Fest program. Manhu will conduct workshops and cultural exchanges with schools and community groups throughout the week, culminating in a public performance the evening of Saturday, October 13, at Drifters in Fort Pierre.
- October 12 – SDAC will holds its **fall advisory board meeting** in Pierre in conjunction with the board of statewide nonprofit arts and services organization **Arts South Dakota**.