



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: November 14, 2018
RE: October 2018 Monthly Status Report

JDH

Global Media and Public Relations

September Domestic Earned Media

Impressions: 113,341,140
Ad Value: \$463,869.29
Number of Clips: 19

FY 19 To-Date Domestic Earned Media

Impressions: 920,242,768
Ad Value: \$10,253,417.79
Number of Clips: 128

September International Earned Media

Circulation: 143,008,057
Ad Value: \$13,190,000
Number of Clips: 172

FY 19 To-Date International Earned Media

Circulation: 1,124,637,140
Readership: 28,329,277
Ad Value: \$11,474,188.20
Number of Clips: 609

- In October, the team worked on follow-up work from the Buffalo Roundup hosting. In addition, the team hosted several domestic media varying from USA Today, OC Register, AAA Journey, etc. It was a busy month of shoulder season hostings.

- The PR team and Social team have been collaborating with Huron CVB and the National Turkey Federation to promote the 2018 presidentially pardoned turkeys. The department will host the naming contest on our social media platforms and engage in a sweepstakes for visitors to TravelSouthDakota.com.
- The social media team is wrapping up work the fall "Seasons of SoDak" influencers from the fall season and planning for the winter influencers to join in January. The team has created unique custom content surrounding Halloween, the "birthday" of Mount Rushmore, fall festivals, fall recipes from South Dakota and hunting season.

Industry Outreach and Development

- Staff attended Southeast South Dakota, Great Lakes and Prairies, and Missouri River Tourism annual meetings.
- Staff attended 'How to build an agritourism business' Agritourism farm tour at Cherry Rock Farms.
- Participated in an Agritourism Workgroup meeting in Sioux Falls.
- Participated in Tribal discussion with Missouri River Tourism staff.
- Attended various Rooster Rush events including welcoming hunters at Pierre airport, Pheasant Sandwich shootout in Aberdeen.
- Reviewed and provided edits to several elements as part of the Longwood's International ROI study.
- Completed review of Call Center RFP's, Fulfillment RFPs and coordinated transition of fulfillment work (SD Vacation Guide) to Midstates in Aberdeen.
- Reviewed concepts for the Quarterly Insights Email.
- Worked on more of the details for the 2019 Governor's Conference on Tourism Conference. Some examples of this include assisting speakers with their travel details, finalizing sponsorships, exhibitor booths and payments, final décor details and rooming and attire for staff and board.
- Responded to over 1,200 visitor emails with questions and comments about their upcoming vacations and also fulfilled 3,350 visitor requests for VG's or other publications.
- Prepped Information Centers for closing and cleared out Valley Springs for construction of new facility.
- Completed assessment of advertising and training programs.

Global Marketing and Brand Strategy

Completed Projects:

2018 Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-Sep. 30, generated 155,166,425 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 100,013,138 paid impressions, 9,714,663 engagements from Jan. 1- Oct.31.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 150,578,348 impressions and 966,020 engagements from Jan. 1- Oct. 31.
- Reviewed, edited and approved new Great Faces, Great Places music tracks for testing in Nov.

focus groups for use in 2019 Peak TV, Digital and Radio ads.

- Reviewed, edited and approved program collateral and forms for the overhauled 2019 Co-op programs including the community co-op program and an a la carte program with offerings for regions, communities, public and private tourism businesses. Program officially launched Oct. 23rd with all info and forms available on SDVisit.com. Community Co-op applications due Nov. 23.
- 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: full page ads for Pheasants Forever, Quail Forever, and Magnolia Journal magazines.
- Reviewed, edited and approved various creative for community co-op shoulder efforts like: Watertown Facebook and pre-roll, CSP geo fence banner ads for OOH promo, Sioux Falls giveaway, Deadwood Instagram, Snapchat videos, winter digital banner ads, Midwest Gaming & Destinations and True West magazine ads, Pierre Christmas at the Capitol banner ads.

TravelSouthDakota.com and SDVisit.com

- TravelSouthDakota.com web sessions Jan.1- Sep. 30 total 1,844,603 (up 19.7% over prior year) and new users are up 19.4%.
- South Dakota Vacation Guide requests from the website Jan.1- Oct.31 total 88,874 (up 22.2% over prior year).
- Reviewed, edited and approved various site components and tested backend data entry on new TravelSouthDakota.com for launch this winter.

Governor's Conference on Tourism 2019

- Designed, edited and received registration mailers, updated mail date first week in Nov.
- Designed, edited and posted to SDVisit.com 2019 Tourism Conference award nomination forms.

Other

- Presented at the Sturgis Post-Rally Summit in Sturgis.
- Worked with Travel and Trade team to design, edit and send updated Profile sheets for use in fall/winter industry shows and appointments.
- Concepted theme/look, designed, edited and approved miscellaneous signage for upcoming Christmas at the Capitol. Working on sponsor and individual tree signage for print in early November.
- Worked with Industry Outreach team designing and editing newsletter format for Information Centers to include highlights and info from all.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Governor's Office of Economic Development, Pierre; Builders First Source, Rapid City; South Dakota State Fair, Huron; Black Hills Pioneer, Lead; Yankton CVB; Dept. of Social Services, Sioux Falls; Black Hills Central Reservations, Deadwood; Grapevine Design, Spearfish; Game, Fish & Parks, Pierre; Black Hills & Badlands, Rapid City; Glacial Lakes Tourism Association, Watertown; Lawrence & Schiller, Sioux Falls; Buffalo Chip, Sturgis.
 - **Out-of-state requests:** WY; MMGY, MO; NJF, NY; True West Magazine, AZ.

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.

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.
- 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.

Global Travel and Trade

FAM Tours

Prepared itineraries & hosted for a variety of companies across many markets

- **FAM Tours-**
Alidays (Italy) 10 Tour Operators October 18-21

Strategic Plan

Executed Q1 objectives

- Hotel Training Follow-up with Sioux Falls complete
- Hotel Training follow-up with Rapid City complete

New Database

- Database coordination with L&S. Getting trained on how to use it.
- Putting last minute tweaks on it to insure it is how we want to use it with show season starting soon.
- Working on new lead books as well.

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.
- Also worked on preshow notes to send out to suppliers.

Global Social Media

- Finalized and submitted additional justification paperwork for new Weibo account for South Dakota Department of Tourism
- Further development of monthly content with our Chinese reps.

Website

- Establishing goals and content ideas for new international and domestic travel trade webpages
- Writing new international/domestic focused itineraries for new web pages

UK Mission September 28- October 6

- Staff headed to the UK to meet with Travel Agents, Tour Operators and Journalists to promote SD to the UK Market. Met with over 50 travel professionals in meetings and events.

Nordic Market

- Hired a new Nordic rep. The company is named Related and has already put together a marketing plan for this fall and spring that we are reviewing now.

South Dakota Arts Council

Grants

	October	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	16	111	106
Touring Arts bookings	4	82	174

- Completed grant panel review session for artist applications to the South Dakota Arts Council (SDAC) [Artists in Schools & Communities \(AISC\)](#) program (8 applications). Panel recommendations for teaching artists were presented to the SDAC board at its Oct. 12 meeting, and 5 returning artists were recommended for permanent endorsement while 1 new artist was added to the AISC roster.

First Lady's Prairie Art Showcase

- SDAC Arts Program Coordinator Kate Vandel coordinated the 2018 **First Lady's Prairie Art Showcase**, featuring the work of 27 South Dakota artists and artisans for sale. The Oct. 26-27 art showcase, a complement to the Governor's Invitational Pheasant Hunt, saw increased foot traffic during the publicly open portion of the event Saturday compared to 2017; this is likely due to SDAC's increased publicity efforts for this year's event.

SDAC/Arts South Dakota joint meeting

- SDAC held its fall meeting Oct. 12 in Pierre and helped state nonprofit arts organization Arts South Dakota (ASD) host a board meeting that same day. Each board came together that



afternoon for a joint session to discuss cooperative statewide arts initiatives. The evening of Oct. 11, SDAC and ASD's visiting board members joined board members of the local Short Grass Arts Council for a workshop from Manhu, a visiting musical group from China. Manhu was in Pierre for a weeklong residency as part of [Arts Midwest World Fest](#), which brings international musical ensembles to smaller communities in the Midwest. With support from Arts Midwest and SDAC, Short Grass has now hosted three weeklong residencies of international ensembles over the last year and a half and will host one more ensemble from Norway in the spring of 2019 during this two-year program cycle.

Upcoming Events

- Oct. 30-Nov. 3 – All SDAC staff travels to Baltimore, Md., for the [2018 National Assembly of State Arts Agencies conference](#).
- 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.