



Governor's Tourism Advisory Board Meeting Minutes
Thursday September 7, 2023, 8:30 AM to 12:00 PM
Crossroads Hotel and Huron Event Center
501 Wisconsin Ave SW, Huron SD 57350

Board Members

Ann Lesch

Julie Ranum

Carmen Schramm

Kristie Wagner

Frank Smith

Ivan Sorbel

John Brockelsby

Valentine Rausch

Tom Biegler

Caleb Arceneaux

Mackenzie Johnson-Karsh Hagen

Lauren Corna- Karsh Hagan

Laura Mitchell- Lawrence & Schiller

Brian Gebhart-Lawrence & Schiller

Tourism Staff

Jim Hagen

Wanda Goodman

Alexa Dorn

Kirk Hulstein

Katlyn Svendsen

Mike Gussiaas

Calvin Bloemendaal

Hallie Getz

Teresa Tople

Other Guests

Kasi Haberman-SESD Tourism Assoc

Laurie Shelton-Huron CVB

Michele Thompson-Black Hills & Badlands

Tourism

Rosie Smith-Glacial Lakes & Prairies

Tourism

President Carmen Schramm called the meeting to order and welcomed everyone.

Secretary Hagen shared that it's exciting to be in Huron and thanked Laurie Shelton for hosting the board and tourism team. The secretary mentioned the tours that afternoon and encouraged all of those who could stick around to be sure and participate in them. He mentioned how hard the team has been working and shared how gratifying it was to win the Mercury Award for the nation's best integrated tourism marketing campaign. This award has motivated the team even more. Secretary Hagen mentioned some internal changes in the structure of the team and that he would share more details in just a bit.

Laurie Shelton – Huron CVB

- Warm welcome to Huron
- Excited for the DMO grant money
- Population of Huron has grown along with new businesses, wineries and restaurants coming in
- Big events in the DEX center
- SD BBQ championship
- Ringneck festival has over 300 volunteers

President Schramm asked each board member to give a brief report from their area.

Ann Lesch – Ingalls Homestead, DeSmet

- Many restaurants in Huron & DeSmet have good attendance but the close early because of staffing.
- New branding for DeSmet
- Pageant numbers were good even though it was not an anniversary year.

Frank Smith – Gettysburg

- Camping and hotel was flat compared to last year
- Restaurant was down
- Fall looks good and pheasant hunting is full. Looking forward to the hunting season

Carmen Schramm – Yankton

- It has been a great year in a new location, open on the weekends this year and looking forward to a good fall and holiday season
- Parks are leveling off
- Cinema is back open
- The mall was bought and it is turning it into an event center
- Hockey tournament is coming up

Julie Ranum – Watertown

- Retail is slower at Redlin but attendance is up
- There is a lot of development happening downtown
- Live music downtown every Thursday in the summer
- A Terry Redlin painting was donated at the Alzheimer's walk

Ivan Sorbel – Pine Ridge

- Annual fair was a big hit
- 500 contestants at the rodeo
- 105 floats in the parade
- 10 buses will be coming for tours in September and October

John Brockelsby – Rapid City/Reptile Gardens

- Attendance is up and down
- July and August is 75% of the profit for the year
- 2020 inventory in the gift shop was selling out, this year parents were limiting to one item
- FriendRaiser is in September for Badlands National Park Conservancy
- Many in-state travelers
- Fireworks are big on 4th of July; drones would be a good alternative.

Kristi Wagner - Dakota Resources/Whitewood

- Focused on Forever 605
- Season has been consistent and manageable
- Bus tours are getting to be a bigger thing
- Customer service training is helping

Caleb Arceneaux-Rapid City

- Advanced bookings are up
- Stabilization is occurring
- More people are coming to SD and spending money
- Caleb and Katlyn hit 24 markets for the Sturgis Rally
- 2023 is ending good and 2024 is looking strong

Tom Biegler-Sioux Falls

- Significantly better, incredible year, vibrant downtown
- Many things going for Sioux Falls
- 3-year contract with Sanford for the softball tourney

Valentine Rauch- Big Stone City /Abbey of the Hills

- 10th Anniversary
- Several help wanted signs around
- Many travelers and no help in town to serve them

Rosie Smith-Glacial Lakes and Prairies Tourism Association

- Everyone is busy-summer staff is great and works close with Julie Ranum
- Working on strategic plan since the beginning of the year
- Past, present, and future marketing
- Great fishing season
- Gearing up for fall
- Busy and full campgrounds
- Approved master plan for Fort Sisseton
- Region Tourism Associations are hosting the Tuesday night tourism conference reception

Tom Biegler-VIA

- Hosting a meeting at the end of September to make people aware and memberships up for the VIA.

Secretary Hagen shared that the team has worked on modifying its internal structure a bit. The Global Marketing team will focus more on strategy while a newly renamed PR & Content Services team would focus on executing that strategy. Some team members have moved from the Marketing team to the PR & Content Services team. There are also some new job titles with this modification to the structure. Mike Gussiaas will continue to lead the Global Marketing team while Katlyn Svendsen will continue to head the PR & Content Services team.

Wanda Goodman-Deputy Secretary

Tourism Advertising Promotion (TAP) Grant

- Deputy Secretary Goodman provided updates on the newest grant program offered by Travel South Dakota, the TAP grant – Tourism Advertising Promotion.
- The program grew out of discussions during our last strategic planning process, and after much discussion and research into other state's programs, TSD launched the TAP grant on Aug. 18.
- The nonmatching, competitive grant is for tourism-related events. Those eligible to apply include tourism-related businesses, events, communities, Chambers, CVBs, tribes, and DMOs.
- Grant sizes range from \$1,000-\$10,000
- Application deadline for FY24 funding is Sept. 22, 2023
- More details and application information can be found at SDVisit.com/TAP

Kirk Hulstein, Calvin Bloemendaal
Industry Outreach and Development Team

- Year-to-date Travel Indicators show a decline of visitation of around 5% this year. This was driven largely by declines in March-May and a result of a cold wet spring and decreased visitation to our state and national parks.
- This combined with a tightening of consumer spending due to inflation suppressed visitor activity. We are showing an increase in visitor spending of around 6% but most of that increase is due to inflation.
- YTD hotel performance for occupancy and demand have remained flat this year but this is not surprising given the surge in visitors we experienced in 2021 and 2022. In terms of hotel demand, June was our strongest month, increasing YOY room demand by 2.4%. In fact, South Dakota came in as the fourth best performing state in the country in terms of average occupancy for that month.
- The latest consumer sentiment index is showing increased optimism on the economy and we are also showing a positive outlook for shoulder season travel in South Dakota. Not only are we hearing positive reports from industry members but the pheasant outlook from GFP should result in a good turnout for pheasant hunters this fall.
- Consumers are still highly sensitive to pricing so it will be critical that we stay competitive as an affordable destination. .

Mike Gussiaas, Lauren Corna and Mackenzie Johnson, Karsh Hagan Global Marketing and Brand Strategy

- Lauren Corna and Mackenzie Johnson from the Karsh Hagan agency reported end-of-campaign results from the Regional & National Media, Arts & Culture and Stewardship campaigns.
- The two, plus Mike Gussiaas, then reported on the late summer, hunting and fishing campaigns, with many elements recently launched and more to come over the coming weeks. These three campaigns help bridge the gap from peak efforts to a more considerable shoulder effort set to launch in November.
- The late summer push is an effort by Travel South Dakota to motivate last-minute travel for the summer and into the early fall. The multi-channel campaign is set to generate more than 69M impressions in Aug-Oct.
- Looking at shoulder efforts, the three shared the channel approach and projected impressions. All told, the three scheduled campaigns running during shoulder are expected to generate more than 117M impressions.
- Gussiaas gave a quick overview of the 2023 Pheasant hunting efforts. They shared new creative, including digital banner ads, audio ads, a new 30-second video and an overview of the department's Rooster Rush 2023 partnership opportunities.
- Gussiaas also gave an overview of Travel South Dakota's international consumer-focused marketing efforts through their Brand USA co-op for the current fiscal year.
- Gussiaas, Corna and Johnson next gave updates on the Forever 605 Stewardship campaign. The initial summer launch proved surprisingly effective at generating bookings, and a more extensive rollout to the industry is planned over fall and winter – starting w/ an upcoming toolkit mailer for businesses in South Dakota.
- Gussiaas then gave an update on photo and video shoot efforts. Since the group last met, Karsh Hagan and the department had shoots in Deadwood and the Northern Black Hills, Sturgis and again in the Black Hills, with the previous time focused on outdoor recreation opportunities like fishing, hiking, climbing, ATVing, wildlife, Custer State Park, Mount

Rushmore, Badlands, and Jewel Cave. He shared that outside of the Karsh-led productions, the team is also working with 605 Magazine on securing photos and videos from the places they're stopping at. Through that partnership, Travel South Dakota has added hundreds of pictures and video clips from more than 30 locations in seven different communities or stops.

- Last, Gussiaas shared some initial end-of-campaign numbers from the OG HD Rally campaign Travel South Dakota lead that incorporated both public and private entities. The short campaign generated nearly 17M impressions and had some solid initial findings that the group can build on for year two of the campaign.

Katlyn Svendsen Global Public Relations & Content Services

- Sturgis Satellite Media Tour was a big success reaching 6.67 million people with 909 total placements. Katlyn Svendsen and Caleb Arceneaux conducted 24 live media interviews to secure the placements.
- The PR team will be doing a monthly PR newsletter to CVBs and Chambers to keep them abreast of what is happening in the PR world and how to engage with storytelling opportunities. Campbell from LHG will be presenting a media pitching webinar in late September and hosting a panel at the Tourism Conference with media members regarding pitching and PR success keys.
- Katlyn will be in Vancouver, Canada soon to network at a media relations event. In early October, Katlyn and Stephanie Palmer will be attending Brand USA Travel Week in London, UK.

Alexa Dorn, Global Travel and Trade Representative

Motorcoach

- Crazy Horse Memorial and Buffalo Roundup are winners of the 2023 American Bus Association Best of the Best in the Cultural Attraction category and Event category.
- We are working with Destination America and Collette for consumer coop marketing campaigns for FY2024.

FAM Tours

- We are hosting 23 companies in September for FAM tours across the state. The Iceland Air FAM tour will have 13 participants and will be traveling from Minneapolis to Denver promoting travel across South Dakota. We are hosting a product FAM for Collette to expand motorcoach efforts across the state. We are also hosting Italian FAM tours focusing on Native Tourism as well as Marco Vasco, a French tour operator that is coming to see the Buffalo Roundup.

Alberta Motor Association

- We have a new partnership with Alberta Motor Association for Spring 2024. The campaign will include Dedicated Articles, Content Emails, Social Media, Product Inclusion Emails, Travel Agent Webinar, and a Global TV Segment. There are also partner opportunities for destination marketing organizations in South Dakota for \$2,000-3,000.

IRU 2025

- South Dakota Host will be hosting the 2025 International Roundup. The RFP for the Bid will be released late September. The event will bring 40+ Tour Operators from 12 Counties along with 60 Suppliers from SD, MT, ND, WY, ID. It is estimated to bring \$259M in Future Revenue Generated in Region.

International Product & Pricing Workshop

- The three-hour course will provide a strategic framework on inbound marketing, principals, and tactics. The free course is for any destination marketing organization, hotel, attraction, or guide business. The seminar will be held Monday, October 23rd in Sioux Falls and Tuesday, October 24th in Rapid City.

Upcoming International Marketing Activities

- We will be leaning into consumer efforts for FY2024 Consumer Shows, Consumer Events, Product Advertising Coops, and Sales Missions in Germany and Italy. We are focusing into our core markets of UK, Germany, France for the majority of buys.

Wanda Goodman-Deputy Secretary

2024 Governor's Conference on Tourism

- The 2024 conference will be Jan. 16-18, 2024.
- Dep. Sec. Goodman shared some upcoming deadlines for award nominations, sponsorship, and exhibitor booths
- Shared who the keynote speakers are, along with some of the breakout session topics
- Shared the topic idea for the Thursday luncheon industry panel and asked the Board for discussion, thoughts, and panelist suggestions

Secretary Hagen

Secretary Hagen once again thanked Laurie Shelton for hosting the meeting in Huron and reminded attendees that the tours would begin at 1 PM. He also thanked the board for a great meeting and discussion. He asked if any board members were interested in serving on the TAP Grant review committee, to be sure and let him know.

The next board meeting will be December 6, 2023 in Pierre,

Meeting adjourned around 1:00 PM.