



**Convention & Visitors Bureau
Quarterly Report First Quarter 2009
January - March**

Visitor Packets Mailed: 1495

Source:

| | | |
|------------------|---|-----|
| Magazine Ads: | AAA Living..... | 105 |
| | Family/Circle (in May issue)..... | 39 |
| | Home & Away..... | 45 |
| | Ladies Home Journal (in March issue)..... | 930 |
| | Off the Beaten Path..... | 102 |
| | Travel Meredith..... | 14 |
| Direct Requests: | E-mail..... | 9 |
| | Internet..... | 217 |
| | Mail..... | 1 |
| | Phone..... | 33 |

Membership/Association (sent on our behalf):

Southeast South Dakota Tourism Association: 2

Total Web site visitors..... 14,052

Visitor Spending Figures:

In January the Office of Tourism released the visitor spending information for each county, which showed visitor spending in Yankton County up 7.7 percent in 2008 as compared to 2007. This was excellent news. The southeast region as a whole however was down -2.6 percent for 2008. It's important to know that Yankton was able to experience growth when region did not.

Conferences, Meetings and Events Attended:

Institute for Organizational Management:

In January I attended my second year of the Institute program offered by the U.S. Chamber of Commerce. I attended classes and networked with others in my industry from across the United States, from small, medium and large communities.

Governor's Conference on Tourism:

The CVB staff attended the annual conference held in Pierre on Jan. 21-22. The Yankton CVB was a premier sponsor for this event. It helped sponsor the keynote speaker for the conference. Yankton also sponsored a table at the AAA luncheon. The Yankton CVB director was featured in the Office of Tourism's conference video; highlighting the partnership the CVB has strengthened with the Office of Tourism and the positive effects it's had on Yankton's co-opting opportunities. Governor Rounds also highlighted the Yankton CVB's partnership with the Office of Tourism during his speech at the conference gala and the successful impact it has had on the tourism industry in Yankton.

South Dakota Association of CVBs (SDACVB) Legislative Hosting:

On Tuesday, Jan. 20 the SDACVB hosted the South Dakota legislators in the Capital's Rotunda and informed them about the importance of tourism and the vital role CVBs have in tourism. This is a marketing effort to help lawmakers understand who the CVB's represent and promote.

NFAA World Archery Festival and Vegas Shoot:

The CVB represented both the tourism industry and Yankton economic development at the NFAA's World Archery Festival and Vegas Shoot, Feb. 5-8, 2009. The CVB provided visitor information to potential archery visitors for the three different NFAA tournaments being hosted in Yankton during the summer of 2009.

Omaha Boat Sports and Travel Show:

After a 4-5 year absence, the Yankton CVB partnered with the Lewis and Clark Resort, to have a booth at the Omaha Boat Sport and Travel Show, Feb. 26 – Mar. 1. The trade show was well attended. The Lewis and Clark Resort, held two drawings for stays at the resort. The names and addresses gathered from the drawings will be used by both organizations for seasonal marketing. A common theme throughout the show by attendees is that they will be planning closer to home family vacations, which puts Yankton in a good position for this year's Peak Season.

Southeast South Dakota Tourism Association – Vice President:

The CVB director was elected to be the Vice President of the Board for the Southeast South Dakota Tourism Association. This is a two year term.

NFAA Task Force:

The CVB is helping to participate in the NFAA Task Force. The CVB is providing insight and assisting with planning for the three tournaments that will be held in Yankton this summer.

Yankton RiverWalk, Inc.:

Members of the art community and the Yankton CVB are researching the feasibility of a sculpture walk for historic downtown Yankton and Riverside Park – uniquely and fittingly named Yankton RiverWalk. RiverWalk is modeled after sculpture walks in other communities like Sioux Falls and Sioux City. The goal is to unveil the project in the spring of 2010

Marketing and Advertising:

New Web site...www.yanktonsd.com

In early March the CVB, Chamber and Office of Economic Development launched new Web sites. The newly redesigned sites provide up-to-date information and happenings in Yankton, easy access to interactive community maps and directions and overall more efficient visitor information.

Tour Operator and Travel Writer Itinerary Sheets:

Southeast South Dakota Tourism Association sent out over 450 packets about the Southeast region to tour operators and travel writers. In the packets each community in the region had the opportunity to provide sample itineraries for their community.

New Trade Show Displays:

The CVB and Office of Economic Development partnered to have new Yankton trade show displays made. The materials are very versatile and can be used by the CVB, EDC or the Chamber. When the displays are not being used at Shows, they will be on display in the visitor center.

South Dakota Office of Tourism Multi-Media Release Co-op for NFAA Headquarters:

The Office of Tourism developed a new press release co-op program. The multi-media press release (MMPR) combines the traditional press release format with social media elements including photos, videos and social bookmarking links such as Digg and Google Bookmark. Partners in the co-op will receive help in developing and writing the release. The CVB is using the co-op to promote the NFAA's dedication ceremony and the three archery tournaments held in Yankton during that time.

Southeast Web site Marketing Partnership Update:

The SWMP project is moving along nicely. The partners' agency, Click Rain, developed a new landing Web site at www.southdakotasplayground.com. This site has all of the partners information on it and has three main target audiences; outdoor enthusiast (www.southdakotasplayground.com/o), family affordable vacations (www.southdakotasplayground.com/f) and cultural and heritage tourism (www.southdakotasplayground.com/c). The group has also started working on Social Media 2.0 and now has a Facebook account to promote the region.

Triple V Triathlon:

The CVB is helping the committee of the Triple V Triathlon with a marketing plan, which will be used for a grant application for the Governor's Million Dollar Challenge program. The grant program's matching funds are to be used for marketing and are geared toward finding new ways to bring visitors into South Dakota.

See South Dakota Week – matching funding received:

The CVB applied for matching funds from the South Dakota Office of Tourism's See South Dakota Week co-op. The CVB's application was accepted and will be able to utilize the matching funds for their hospitality training program and Passport to Yankton weekend which will take place during See South Dakota Week (May 9-16).

Morning Coffee Show on 1450 KYNT:

In an effort to better promote the activities and happenings at the Yankton CVB office, the CVB Director and Chamber Director now rotate the Thursday, "Morning Coffee Show" on 1450 KYNT. Twice a month the CVB will be a guest for the 20 minute segment and twice a month a guest for the 5 minute segment. This is a great opportunity to help communicate tourism information to residents in the Yankton Area.

Brochures:**Meridian Trails Brochure:**

The new hiking, biking and walking brochure is now available. The CVB is also partnering with public and private businesses to have trail posters developed for the trail system that runs through Yankton and out into Yankton County and along Lewis and Clark Lake. Sample brochure available in your packet.

Historic Homes Brochure and Booklet:

The CVB and the Dakota Territorial Museum have developed a committee to start working on a new historic homes brochure and to update and publish a new Historic Homes Booklet. It has been at least 20 years since the booklet has been updated, the committee is trying to find effective ways to update the information. The goal is to have both projects updated and completed by May 2010.

Marketing and Advertising;**Ads placed:**

- 2009 Best of the Midwest
- 2009 Midwest Meetings Guide Book
- Midwest Meetings Spring 2009 Publication
- AAA Living (Co-op with Lewis and Clark Recreation Area)
- AAA Home and Away (Co-op with Lewis and Clark Recreation Area)
- Family Circle (Giant Step co-op with Office of Tourism)
- Ladies Home Journal (Giant Step co-op with Office of Tourism)
- Off the Beaten Path
- Missouri River Guide
- Yankton Visitor Guide
- South Dakota Vacation Guide

Upcoming Events, Tournaments, Conferences and Conventions:

New Hospitality Training Program:

The CVB's main goal for 2009 was to develop a new hospitality training program for Yankton. The new program will be unveiled during this year's See South Dakota Week (May 9-16). The new training program is an onsite training program. It will be offered to all businesses encouraging them to take advantage of this free program for their frontline employees. The CVB director will provide a 30 minute training program. Business can have the CVB come to their facility during businesses weekly staff meetings for example to provide hospitality training for their employees.

2009 Argus Leader Tour de Kota:

The CVB developed a committee to help with the 2009 Tour de Kota. Yankton was selected as an overnight host community for this year's ride. The bike ride will come through Yankton on Sunday, June 7. The CVB is working on coordinating the camping, food vendors, volunteers, beverage garden and overall logistics for the event.

2009 Rockin RibFest:

The CVB is once again assisting with the planning of the Rockin' RibFest event. The CVB has taken a more advisory role with the RibFest committee this year. The CVB has assisted with the event since its concept and is helping the group plan a successful event.

Numerous events, tournaments, conferences and conventions are coming up for the CVB's second quarter. View www.yanktonsd.com/calendar to view the upcoming events for this summer.