



**November 2016**

## 2016 CenStates Conference was Monumental!

Tourism professionals, academics, students and destination marketers came to Rapid City, South Dakota in September to learn the latest in research, discuss challenges and solutions, and share tools and tactics. Mission accomplished in a monumental way.

Thank you to [South Dakota Tourism](#) and the [Rapid City CVB](#) for their tremendous hospitality and support of this conference. The CenStates TTRA website features some [conference photos](#) and provides links to the incredible [speaker presentations](#).



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## Five-Year Media Usage Trends for CenStates Travelers



At the CenStates conference in Rapid City, MMGY Global presented research regarding CenStates travelers' media usage trends. The data comes from GfK MRI, one of the top syndicated research firms examining consumer behaviors and associated media consumption characteristics. For this study, we reviewed media usage over a five-year period for U.S. adults 18+ who have visited at least one of the CenStates within the past 12 months. A brief summary of findings:

- While there are some variations, for the most part, media usage patterns over the last five years have not changed dramatically.
- CenStates travelers watch an average of 4.1 hours of television per day, broadcast and/or cable, not including video via the Internet. This has gradually increased from 3.6 hours per day in 2011.

- Radio listening has remained essentially flat over the last five years, averaging 2.4 hours per day.
- Newspaper readership has dropped from an average of 5.0 to 4.3 per week. Magazine usage has decreased from an average of 10.5 to 8.5 magazines per month. Note that this is reported for printed versions only. It is likely that at least some of the difference has been made up via increased use of digital editions of print media.
- Average time on the Internet has increased from 2.2 to 2.6 hours per day.
- Daily miles as a passenger in a car or truck have dropped slightly, from an average of 24.4 miles per day in 2011 to 22.9 in 2015. This is reported primarily as a reflection of exposure to billboards.

Additionally, Nielsen Newswire reports that consumers have added an average of one hour of daily media usage over the past two years, which may be seen in the television and Internet usage stats listed above.

In terms of regional differences, CenStates travelers have a tendency to use slightly more print media than average U.S. adults 18+. Internet and radio usage characteristics are slightly lower than national averages. Television usage is significantly lower, and time spent in cars/trucks is higher -- most likely as a function of life in wide-open rural areas.

## Your Connection to the Future of CenStates TTRA

- 1** Watch your email this month to vote on the 2017 CenStates Board of Directors. All CenStates members will receive a ballot.
- 2** Looking to get involved in CenStates but not in a board capacity? Consider joining a committee! A few conference calls a year, and you've connected to a great group of people from throughout the middle states. We especially need folks for the research and membership/outreach committees. Contact [Brenda Myers](#) for more information.

## First CenStates Case Study Released

### *Hamilton County Visitor Profile Study: Pilot Visitor Intercept Project*

In a new initiative this year, the CenStates TTRA chapter has challenged practitioners and academics to share the summary of a project that may be of interest and helpful to their peers. CenStates members received this case study recently. If you are not a member and would like to receive this and future case studies, please check out membership opportunities [here](#). If you are a CenStates TTRA member and would like to receive another copy of this case study, please contact [CenStates TTRA](#).



## September 2017 CenStates Conference = Madison, Wisconsin



Next September the CenStates Conference will take place in Madison, Wisconsin. There's a reason why Madison was ranked one of the Top Ten Happiest Cities in the World by National Geographic: an amazing experience always awaits! The vibrant city, situated between two sparkling lakes, is home to environmentally friendly facilities, award-winning amenities and a college-town culture beyond compare. [visitmadison.com](http://visitmadison.com)

