

SOUTH DAKOTA
DEPARTMENT OF TOURISM

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Dear Industry Partners,

Four disaster declarations affecting 63 of 66 counties, trade wars, the most unplanted acres of any state in the U.S., and major flooding in many of our state parks and across the Midwest. What a year! We certainly faced challenges, but we emerged with even more energy & determination, as well as some impressive numbers to boot. Our tourism industry in South Dakota is the most enduring industry in the state and the country. I'm proud to be a part of it.

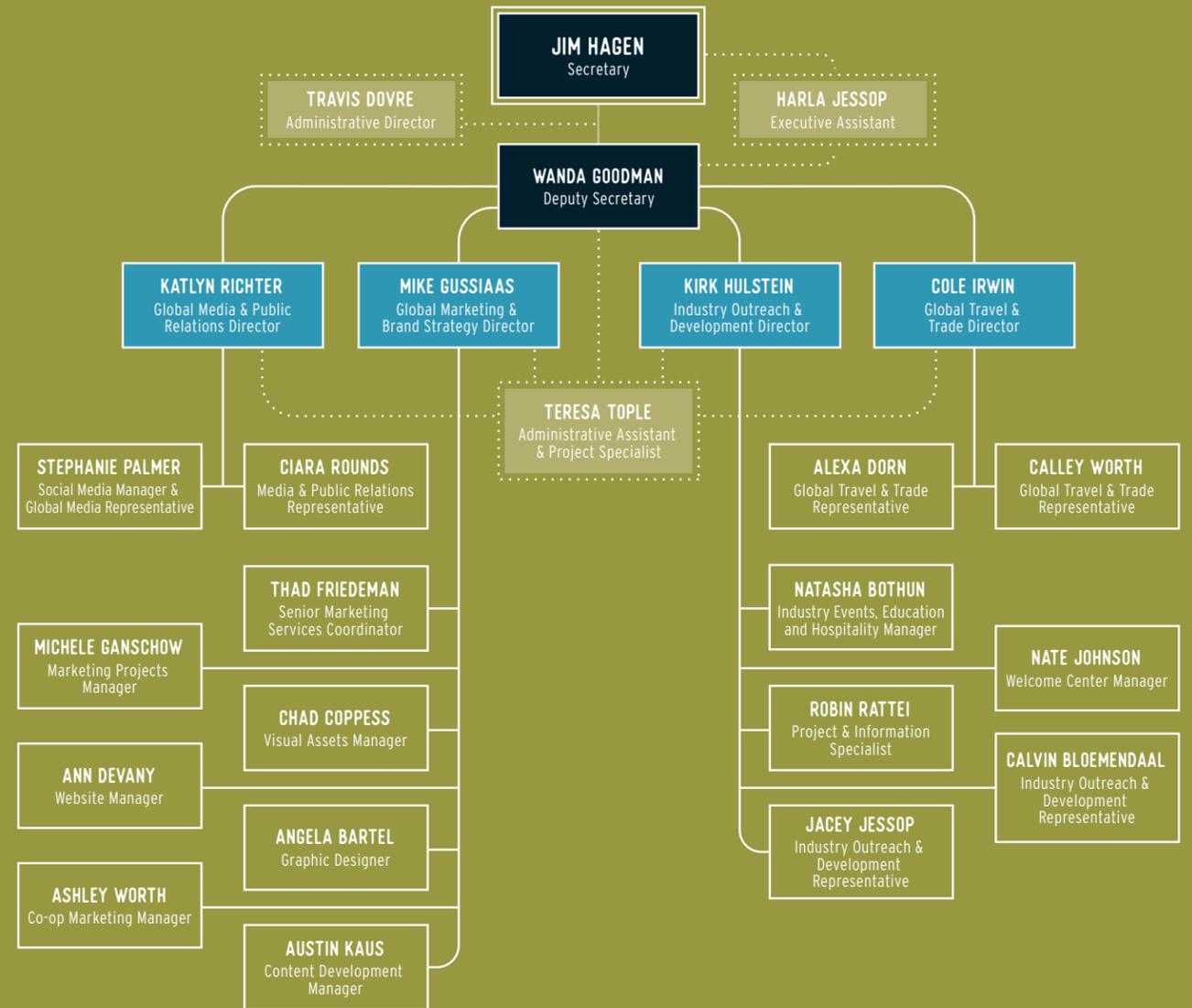
I'm excited to share with you the 2019 Annual Report, which illustrates the incredible amount of work and positive results accomplished throughout the year, despite the aforementioned challenges. Fresh marketing creative and unique promotions, strengthened industry outreach, and new international opportunities all help to tell the story of 2019's success.

As you read this report, please know that we appreciate your partnership, friendship, and support. We look forward to working alongside you in the coming year.

All my best,

James D. Hagen
Secretary, Department of Tourism

SOUTH DAKOTA DEPARTMENT OF TOURISM



2019 Governor's Tourism Advisory Board

Ivan Sorbel // Chair **Kristi Wagner // Vice Chair**

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Tom Biegler, Sioux Falls
John Brockelsby, Rapid City
Ted Hustead, Wall

Ann Lesch, DeSmet
Julie Ranum, Watertown
Val Rausch, Big Stone City
(term began June 2019)

Carmen Schramm, Yankton
Frank Smith, Gettysburg
Steve Westra, Sioux Falls
(term ended March 2019)



STRATEGIC DIRECTION

South Dakota

VISION

With *world-renowned* monuments, *brehtaking* landscapes, rich culture and *heritage*, and warm *hospitality*, South Dakota inspires a heightened sense of freedom and optimism and is one of America's most desired and meaningful vacation destinations.

MISSION

We work to *maximize* tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

VALUES

Collaborative *Culture*
 Passionate *Enthusiasm*
 Can-do *Attitude*
 Inclusive *Communication*
 Safe Place to *Cultivate Ideas*

CULTURE

WE ARE PROUD SOUTH DAKOTANS who share a *passion* for our state, its people, and our beautiful places. Our team *strives for excellence* in creative marketing, innovative thinking, and *attentive service* to our industry. We take pride in our *can-do attitude* and aspire to be a *leader* among state tourism offices nationwide.

AREAS OF FOCUS

Maximize South Dakota's visitor economy
Enhance and expand sustainable industry success
Maintain and expand brand presence
Advance the development of the destination
Ensure operational excellence

WORKING FOR YOU

WORKING TOGETHER

From the national level down to individual DMOs and tourism businesses within the state, everyone in the tourism industry plays a distinct and specific role.

The Department of Tourism's Role

- Actively work to bring visitors inside South Dakota's borders and promote travel within our state
- Act as a conduit of information and resources from the national level to industry partners

AVAILABLE OPPORTUNITIES

- Research
- Participation in state-hosted familiarization tours for trade professionals and journalists
- Welcome Center marketing programs
- Photo and video assets
- Co-op marketing programs
- Annual Governor's Conference on Tourism
- Business and event listings on TravelSouthDakota.com
- Hospitality programs and training
- Informational and educational webinar series
- Department team members available to speak at programs, meetings, and conferences
- Industry website (SDVisit.com) provides latest news and updates, research, marketing programs and industry events calendar



ON YOUR BEHALF

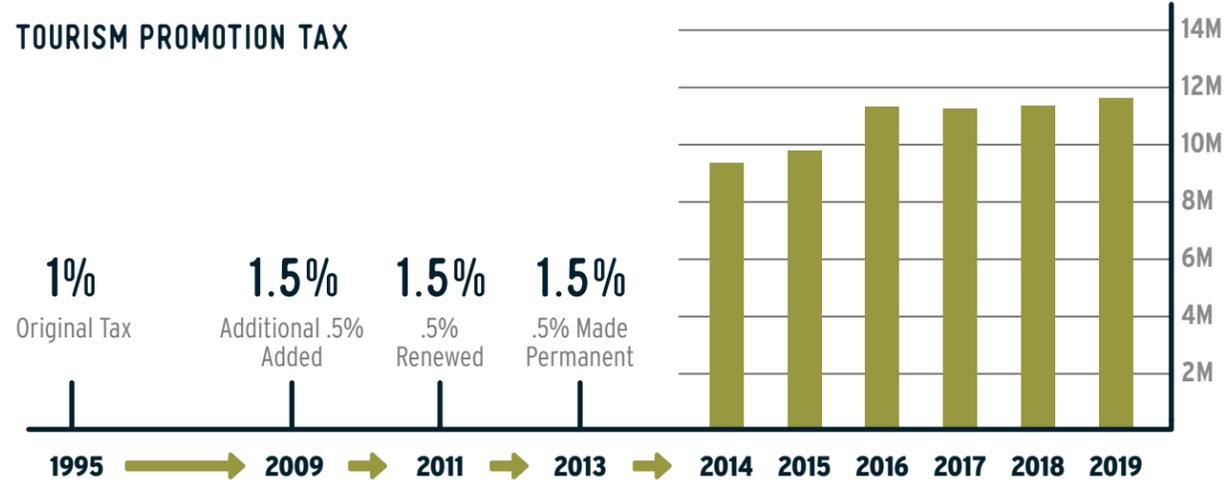
Promote South Dakota as a premier travel destination through all of the following mediums:

- South Dakota Vacation Guide
- 1-800-S-DAKOTA
- Familiarization tours for trade professionals and domestic and international journalists
- TravelSouthDakota.com
- Global marketing
- Social media
- Press releases
- Domestic and international consumer and trade shows
- Consumer activations and promotions
- Public relations
- E-newsletters
- Domestic and international media blitzes
- Retain memberships in the industry and trade organizations: U.S. Travel Association, National Council of State Tourism Directors, Brand USA, and others
- Partnership in the Great American West consortium
- Promotion through five official state Welcome Centers
- Actively advocate for the tourism industry



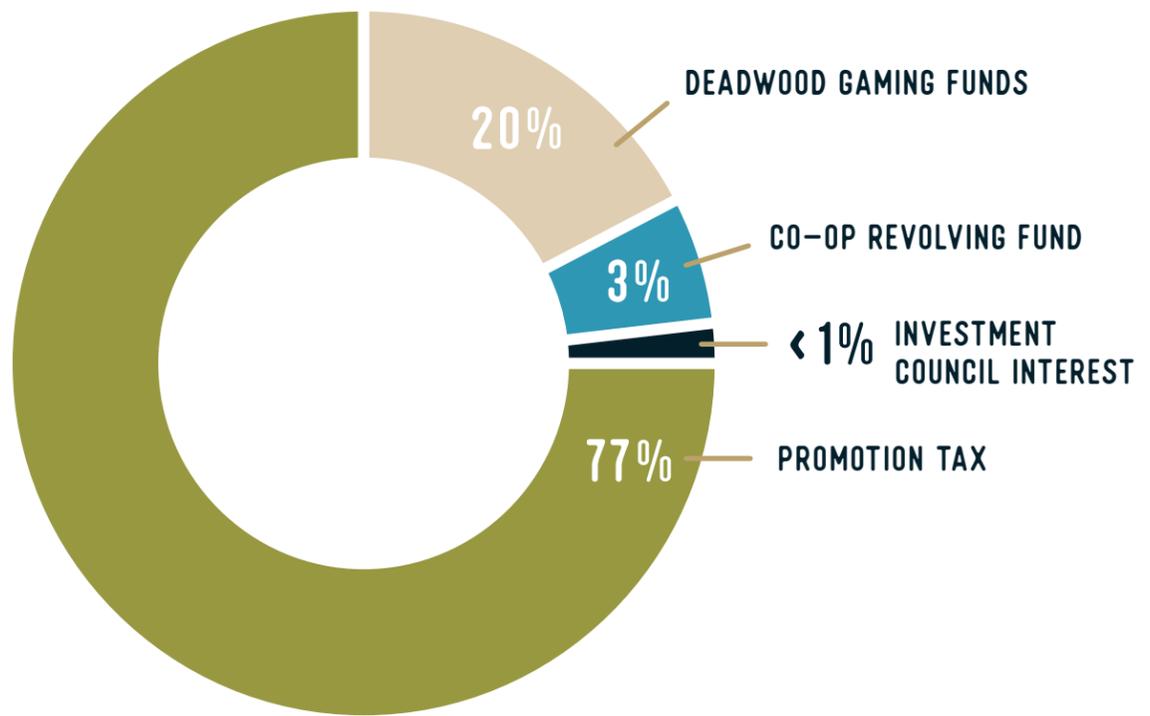
FUNDING

TOURISM PROMOTION TAX



FY19 ANNUAL BUDGET

The Department of Tourism is funded primarily through a 1.5% promotion tax and \$3 million from Deadwood gaming funds.



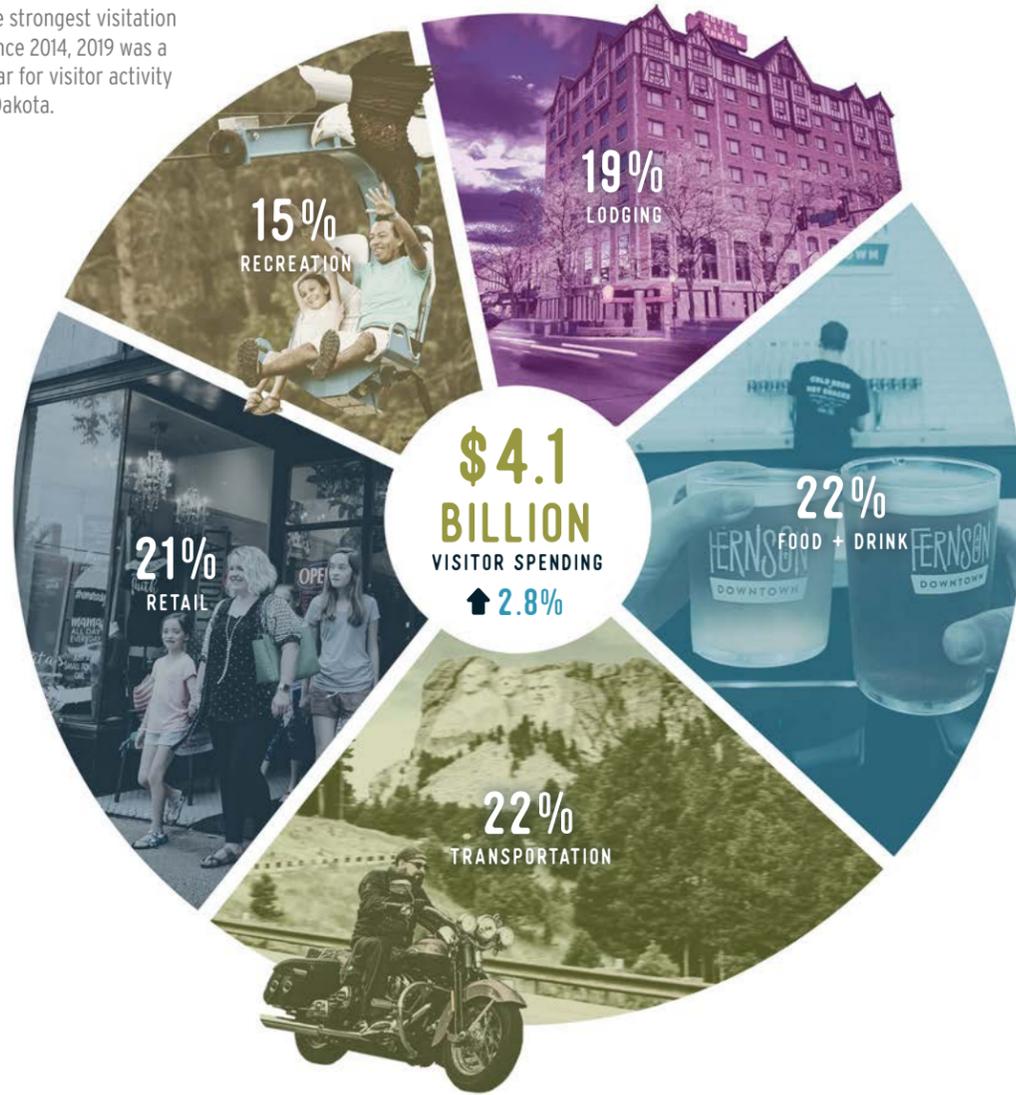


MAXIMIZE SOUTH DAKOTA'S VISITOR ECONOMY



2019 ECONOMIC IMPACT

Led by the strongest visitation growth since 2014, 2019 was a robust year for visitor activity in South Dakota.



14.5 MILLION
VISITORS TO SOUTH DAKOTA
marks South Dakota's tenth straight year of growth.
↑ 3.1%

55,157
JOBS SUSTAINED
by the tourism industry. This is 8.8% of all jobs in South Dakota.

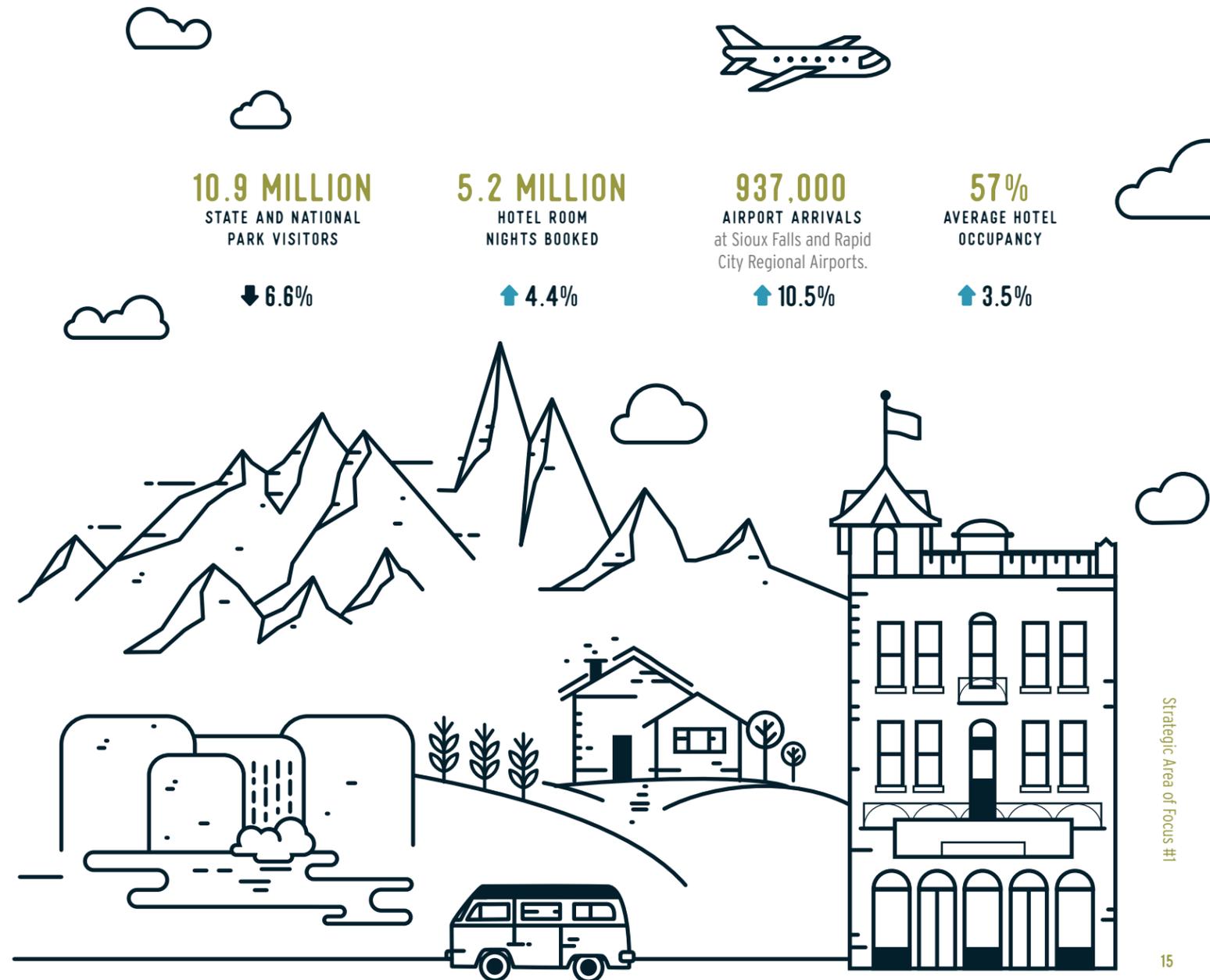
\$308 MILLION
TAX DOLLARS GENERATED
by travel and tourism activity.
↑ 3.1%

\$2.75 BILLION
TOTAL GDP CONTRIBUTED
to the state's economy. This is 5.2% of the economy.
↑ 3.3%

\$890
TAX DOLLARS SAVED
by each South Dakota household because of the tourism industry.

TRAVEL INDICATORS

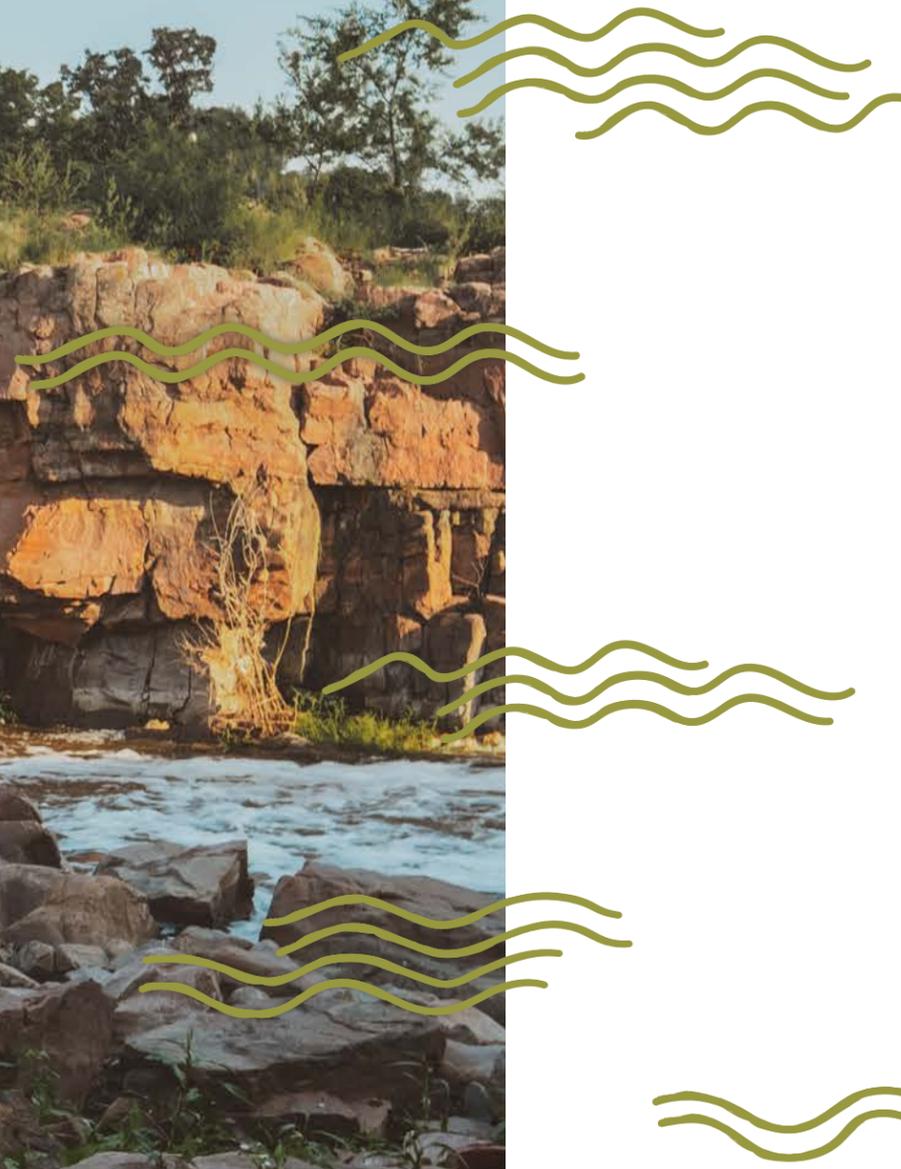
TAXABLE SALES	2018	2019	% INCREASE
BBB	\$2.417 BILLION	\$2.488 BILLION	+2.9%
TOURISM	\$878 MILLION	\$906 MILLION	+3.1%





STRATEGIC AREA OF FOCUS
No 2
STRATEGIC AREA OF FOCUS

ENHANCE AND EXPAND
SUSTAINABLE INDUSTRY SUCCESS





COMMUNITY VISITS

The Industry Outreach & Development team is committed to engaging with the tourism industry across the state as well as visiting communities, attending events and introducing new businesses to our Department of Tourism. In 2019, the team visited communities across the state and met with dozens of industry partners.

SPRING OUTREACH MEETINGS

In April, the Department of Tourism took a tour around South Dakota to provide updates from each of the department's teams, answer questions from industry partners, and listen to ideas and concerns. The team visited Hot Springs, Deadwood, Rapid City, Pierre, Aberdeen, and Sioux Falls.

INDUSTRY TRAININGS

The Department of Tourism's training efforts range from online hospitality training to webinars to in-person seminars. Each component provides an opportunity for tourism industry businesses and their employees to learn and grow.

Webinars

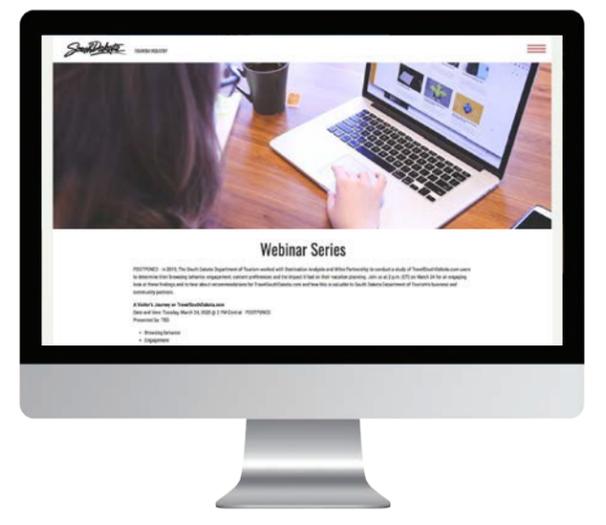
To support the initiative to enhance and maintain sustainable industry success, the Department of Tourism launched a webinar series to provide the tourism industry with development tools and training through a webinar series. This series includes topics such as visitor profiling, travel trends, marketing tips, workforce initiatives, and business basics. In 2019, the department offered six webinars on a variety of topics. Recordings and presentation decks for these trainings can be found at SDVisit.com/Training-Hospitality.

Spring Hospitality Training

In 2019, the Department of Tourism re-vamped its spring hospitality training program. Rather than offering funds for communities to hire a speaker, the department hired one speaker who traveled to Deadwood, Rapid City, Pierre, Brookings, Yankton, and Mitchell, and provided a free hospitality-driven seminar geared toward front-line employees.

NEW COOPERATIVE MARKETING OPPORTUNITIES

The newly revamped Community and À La Carte Cooperative Marketing Programs rolled out for the first time in 2019. Both programs provide even more ways for the tourism industry to partner with the Department of Tourism in targeted marketing campaigns that leverage the department's efforts, research, insights, and award-winning work across a multitude of advertising channels. More than 75 communities and businesses took advantage of the state's research, insights and award-winning work to drive visitation. Co-op efforts in 2019 generated 191 million impressions—a more than 100 percent increase year-over-year—with a 66 percent increase in conversions.



DIRECT MAIL



Direct Mail Standard Piece
\$10,000

Primary Audience
Choice of one

Markets
Choice of one

Available Spots
4

Unit
4-panel roll-fold

Quantity
30,000-25,000



Great Getaways Direct Mail
\$900

Primary Audience
Families

Markets*
Chicago, Minneapolis, Denver, Omaha

Available Spots
Peak 150

Timeframe**
Spring 2020

Quantity
80,000-90,000

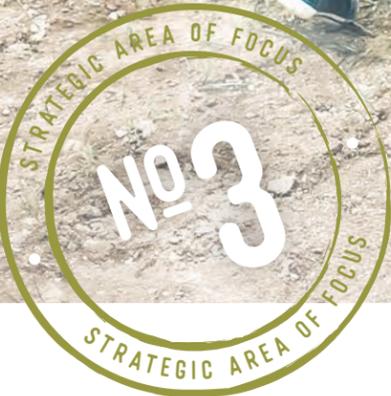
Est. Impressions
400,000

Registration/Asset Deadline
February 29, 2020

Assets Needed
60 words, photo, contact info

*Potential for additional markets
**Unlike prior years, Great Getaways will only be offered for Peak Season.

SOUTH DAKOTA DEPARTMENT OF TOURISM 3



MAINTAIN AND EXPAND
SOUTH DAKOTA'S BRAND PRESENCE



INDUSTRY RESEARCH

Every decision made in the Department of Tourism starts with research. From audience profiles and traveler preferences to how the state is perceived by others, the department has a wealth of information available to assist in making the smartest, most efficient use of the budget.



2019 TOP 10 ARRIVALS BY STATE

ARRIVALIST

Arrivalist allows the Department of Tourism to monitor real-time travel to the state and to track where a select group of travelers are coming from, where they visit, and how they move within the state. It also provides critical data to show which marketing efforts are driving more visits and what sequence of impressions drove the conversion.

PRIMARY AUDIENCE RESEARCH

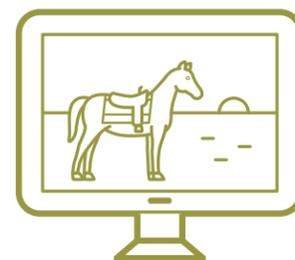
The Department of Tourism continues to invest in primary research to further understand its key audiences. In the past year, the department conducted focus groups in primary markets to test campaign creative and gain insight to prospective travelers' perceptions on South Dakota.

The department also deployed an online survey to understand and gauge the audience's interest in agritourism, tribal tourism, and outdoor recreation. The results offer insights to the audience's preferences and awareness of these niche travel opportunities in South Dakota. The findings have already been put to work as the department develops niche offerings across the state.

VISITOR ENGAGEMENT PROGRAM (VEP)

The VEP uses multiple integrated programs to target the consumers most likely to visit South Dakota, with the right message, on the right channel, at the right time. This project allows the Department of Tourism to leverage data intelligence to push out the departments marketing in real time. By scoring visitor interactions and creating profiles for those visitors, the department can focus marketing dollars on those who are most likely to take action and begin planning their trip.

VEP PROFILE



Online Engagement with Native American Content



National Population



Custom Tourism Audience



@ARROWSANDBOW



GLOBAL MARKETING & BRAND STRATEGY

Marketing strategies and tactics continue to shift, change, and keep marketers on their toes. With research as the basis for all decisions and a suite of technological tools available to utilize, the Department of Tourism created an integrated and comprehensive media calendar for peak season, using tried-and-true elements as well as some new pieces to attract visitor attention.

PEAK SEASON

AUDIENCES

FAMILIES

DEMOGRAPHICS

AGE: 25-44
INCOME: \$60k-\$150k
 Children in household and traveling together

PREFERENCES

Message to female planner
 Choose child-friendly activities
 Plan 3-6 months prior to travel



@LOLO_WEBB



WANDERERS

DEMOGRAPHICS

AGE: 50+
INCOME: \$100k+; some fixed incomes
 No children in household

PREFERENCES

Message to female planner
 Show breathtaking, once-in-a-lifetime experiences
 Lots of planning and lead time

SEARCHERS

DEMOGRAPHICS

AGE: 25-44
INCOME: \$50k-\$100k
 No children in household

PREFERENCES

Show high interest in active vacations
 Prefer traveling to new destinations
 More interest in experiences than possessions



PEAK TRADITIONAL MEDIA

◎ Primary Market ■ Secondary Market



PEAK DIGITAL MEDIA

◎ Primary Market ● Secondary Market



PRINT CREATIVE

Print pieces inspired travelers in *Parents*, *Family Circle*, *Real Simple*, *HGTV*, *Magnolia Journal*, and *South Dakota Magazine*. The signature double-exposure shone in magazine inserts, full-page spreads, and two-page advertorials. As for direct mail marketing, the interactive Great Getaways mailer gave visitors the details they need to pinpoint specific South Dakota attractions and adventures.

Results

The print campaign influenced year-over-year increases in web sessions across all three markets:

Chicago
80% increase in web sessions; 91% increase in new users

Denver
24% increase in web sessions; 23% increase in new users

Minneapolis
35% increase in web sessions; 37% increase in new users

9.45% response rate from Great Getaway Mailer, double the industry benchmark

11,487,500 print impressions earned



OUT-OF-HOME

For Peak 2019, the out-of-home creative showed that every moment between the mile markers can lead to a new discovery. The campaign launched in January with advertising that brought the South Dakota road trip experience to life in the primary target markets of Chicago, Denver, and Minneapolis. Imagery showcased the unique landscapes, wildlife, and landmarks of the state, while the messaging approach showed South Dakota's personality.

Placements included high impact bulletins, digital billboards, interactive digital kiosks, a hand-painted wallscape, and geofenced mobile ads served to those who were near the OOH buys.

Results

The OOH campaign influenced year-over-year increases in web sessions across all three markets of Chicago, Denver, and Minneapolis

2,565 arrivals in South Dakota from OOH exposure alone by retargeting exposed users through geofencing

DIGITAL

Rich Media

Intending to generate brand awareness and engagement, the Department of Tourism ran high-impact, interactive, cross-screen rich media units during peak 2019. The 360-units that were developed out-performed vendor engagement and interaction benchmarks by 25%, generating 2,046 in-state arrivals and 50,000 on-site and in-unit brand engagements.



Expedia

This campaign included digital display, native, and custom interactive units.

Results

150:1 return on ad spend

\$11.2 million gross booking revenue generated

3.1% increase year-over-year in gross booking revenue

3.6% increase in year-over-year hotel booking revenue

5.4% increase in room nights

13.5% increase in air tickets from February 1 to June 30, 2019

Haptic Video

This unique video campaign used the Department of Tourism's target audience profiles to drive off-site engagements. Haptic video uses three small engines inside mobile devices to tap into haptic and vibration technology and create an immersive video ad experience.

Results

84.8% video completion rate

2.33% CTR

Top 10% of all media campaigns through vendor at time of placement

Pandora

In May, the Department of Tourism launched a campaign with Pandora to inspire adventure among key audience segments by creating an immersive and custom listening experience designed to appeal to the road tripping traveler. Through audio, video, and display ad units across Pandora's platform, the campaign drove consumers to engage with South Dakota's custom branded station "Let's Road Trip" and rewarded consumers with sponsored listening if they engaged with South Dakota's ads.

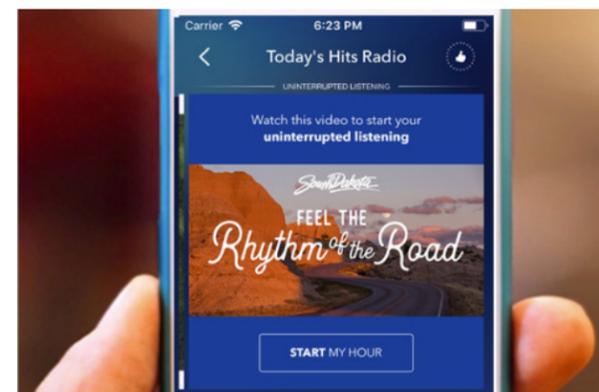
Results

20,000+ unique listeners

15,4000 listening minutes (1.75 years)

999 arrivals in South Dakota from people exposed to campaign

This campaign outperformed Pandora benchmarks by 200-400%



TELEVISION

The Department of Tourism utilized VEP data to strategically place programmatic cable and broadcast TV in core markets of Chicago, Denver, and Minneapolis. For addressable cable, the visitor data allowed creative messaging to match household behaviors and create an uber-personalized experience. While one house in a target market might be interested in food and drink, their neighbors may be outdoor adventurers. With these placements, the perfect ad is served for each.

Results

The television campaign influenced year-over-year increases in web sessions across all three markets of Chicago, Denver, and Minneapolis

2:1 impressions generated through advanced TV, which is a free impression for each one paid

DENVER DAY OF ROCK IN-MARKET ACTIVATION "RUSHMORE ON TOUR"

In a major metro market like Denver, standing out amongst the competition can be difficult. Looking to make an impact, the Department of Tourism took Mount Rushmore "on tour" to the popular Denver Day of Rock music festival on the 16th St. Mall on May 25, 2019. The department set up its 30 by 26-foot Mount Rushmore replica on the mall and had its Mount Rushmore Mascots available to interact with the crowds and pose for photos. The event also included free samples of Thomas Jefferson's ice cream from Xanterra Mount Rushmore and commemorative item giveaways. The in-market activation allowed the department to engage with roughly 10,000 attendees on a more personal level, while making a large, lasting impression.

Results

8 news clips from local media such as the *Littleton Independent*, *Colorado Sentinel*, *Kids Out and About* and *Patch.com*

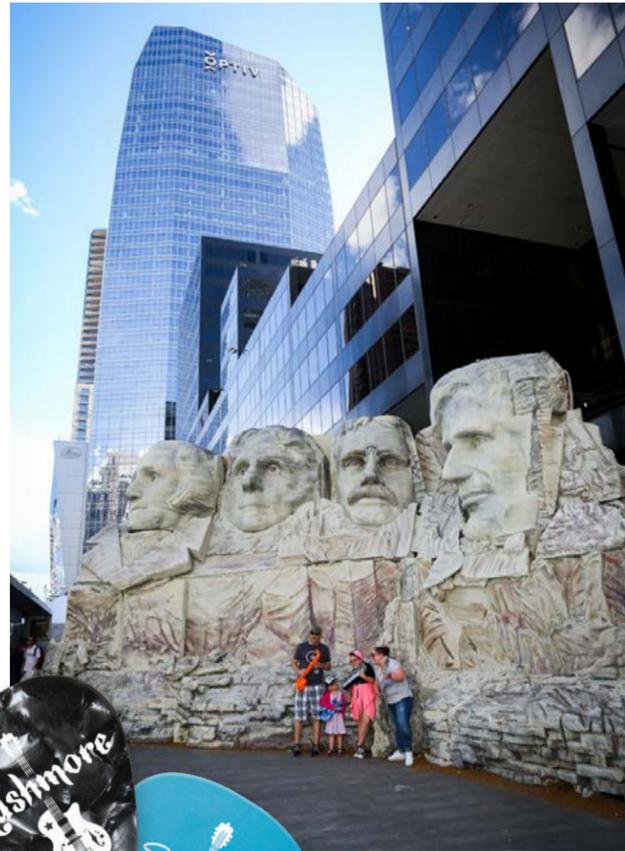
30,000 impressions

18,000+ personal engagements

238 hotel bookings and **296,000** impressions through promotion as a Facebook event for locals with coverage on South Dakota's social media channels

47% increase in website traffic from Denver on the date of the event year-over-year

128% increase in flight bookings from Denver year-over-year



SUPPLEMENTAL MEDIA BUY

There was no question that 2019 started out with some challenges. These challenges affected the tourism industry and resulted in soft numbers and inquiries early in the season. To counter this, the Department of Tourism acted quickly with a supplemental marketing buy to boost impressions in target markets and remind travelers that the state was open and ready for visitation. Placement occurred in July and included traditional and addressable TV and radio spots in Chicago, Denver, Minneapolis, Kansas City, and Milwaukee.

A big part of this buy was a placement with Expedia. In late July, the department expanded its partnership with Expedia to deploy a merchandising program that would generate bookings in the final months of Peak 2019 and offset some delayed bookings due to spring weather. Expedia was able to source a hotel deal across 36 hotel properties in South Dakota, and deals were aggregated on South Dakota's dedicated Expedia landing page. Expedia drove traffic to the deals via display and native placements.

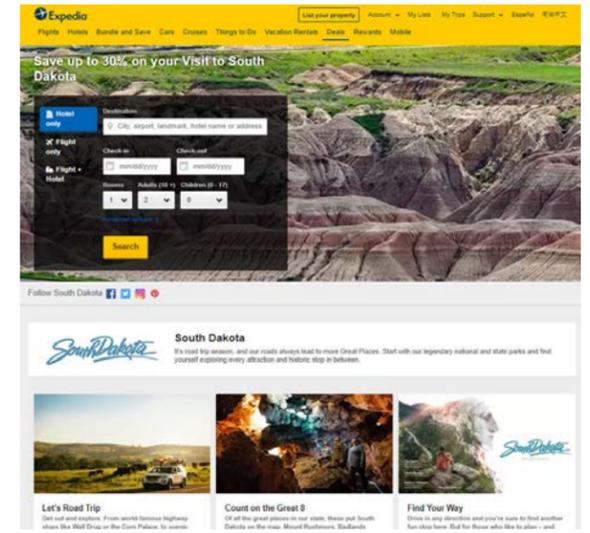
Results

94.7:1 return on ad spend

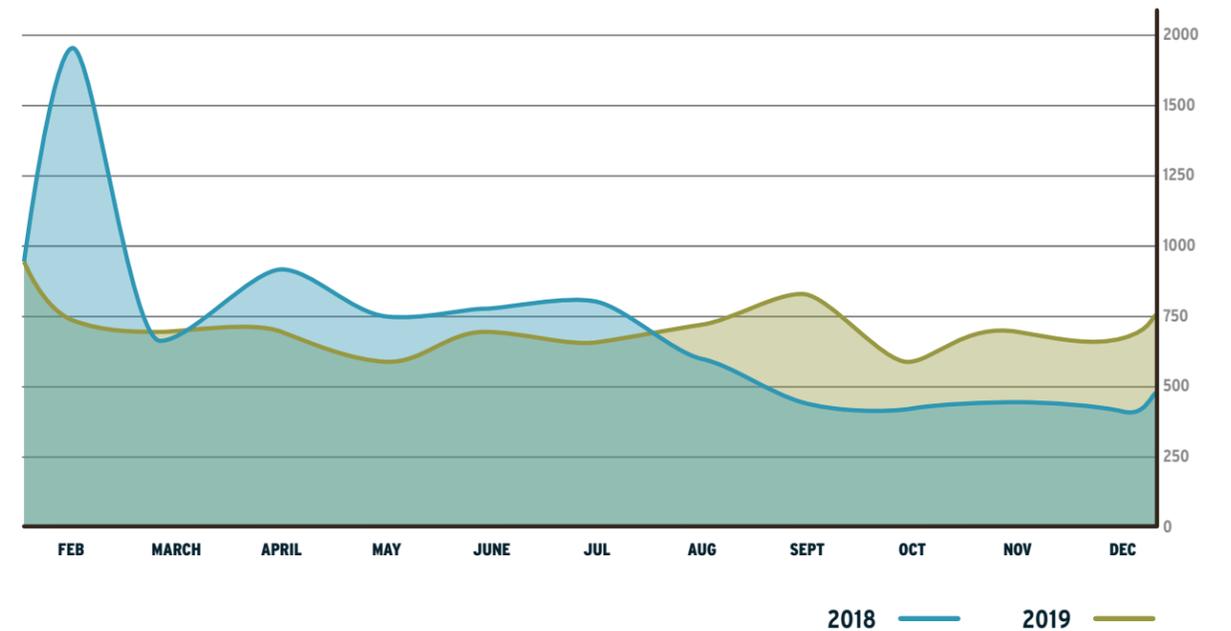
\$575,000 of hotel revenue

13.6% increase in overall hotel booking revenue year-over-year

10.4% increase in room nights year-over-year



YEAR-OVER-YEAR AVERAGE INQUIRIES



PEAK COMMUNITY COOPERATIVE MARKETING

- Regional Market
- Target Metro Market



BLACK HILLS & BADLANDS

CUSTER 

DEADWOOD
1876
SOUTH DAKOTA

Hot Springs
SD

SIOUX FALLS
SOUTH DAKOTA

Sturgis

Spearfish
SOUTH DAKOTA

W★TERTOWN

Yankton

CUSTER STATE PARK
BLACK HILLS • SD

PIERRE
SOUTH DAKOTA

RAPID CITY SD

CO-OP PLACEMENTS

In the first full year under the new co-op marketing structure, the program had 12 partners. Strategies ranged from out-of-home and cable TV to digital and social media. The program allowed for a cohesive strategy across all partners when it came to markets, media channels and strategies, building off the South Dakota Department of Tourism's efforts.

Results

- \$4,205,494.66** in hotel revenue
- 22,512** hotel bookings; estimated **45,294** travelers
- 4,099** flight bookings; estimated **5,795** travelers



Rich Media // Pierre



Kansas City Magazine // Sioux Falls



Oak Park Mall Wrap // Rapid City



Interactive Video // Black Hills & Badlands



Instant Experience // Custer State Park

SHOULDER SEASON

AUDIENCES

WANDERERS

DEMOGRAPHICS

AGE: 50+
INCOME: \$100k+; some fixed incomes
 No children in household

PREFERENCES

Message to female planner
 Show breathtaking, once-in-a-lifetime experiences
 Lots of planning and lead time



SEARCHERS

DEMOGRAPHICS

AGE: 25-44
INCOME: \$50k-\$100k
 No children in household

PREFERENCES

Show high interest in active vacations
 Prefer traveling to new destinations
 More interest in experiences than possessions

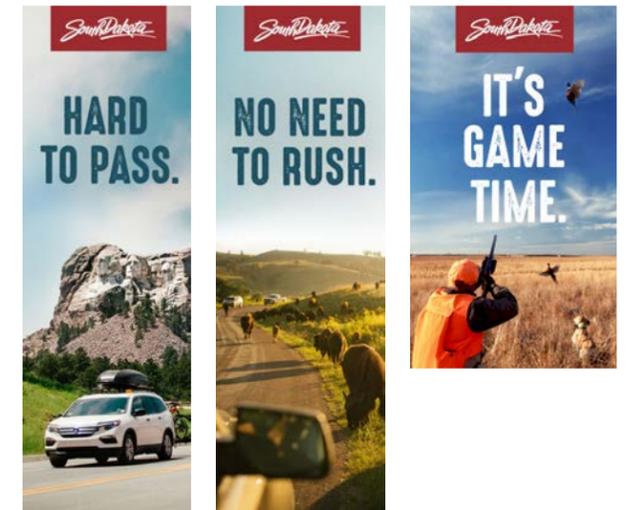


MINNESOTA VIKINGS IN-STADIUM SPONSORSHIP

The Department of Tourism's Vikings sponsorship continued in 2019 and included South Dakota brand ads on video boards and scoreboards during two pre-season games and eight regular season home games in US Bank Stadium. In addition to in-stadium impressions, the department also received broadcast impressions when the boards were captured on camera.

Results

- 11:28** of average run time per game between Scoreboard LEDs and IPTV
- 7** average impressions per game between LEDs and IPTV
- :51** seconds of exposure on FOX NFL from the sideline LED
- 6,631,200** sponsorship impressions
- 1,076** arrivals to South Dakota generated in 2019 through a supporting mobile display campaign, targeting US Bank Stadium game day visitors, running from Nov 2018 into very early Feb 2019. This specific campaign performed 65% better than the average of all taggable Department of Tourism marketing efforts from 2018 to date



The Department of Tourism offers funding to communities that wish to participate in a statewide campaign to promote pheasant hunting. In 2019, the department awarded \$10,157 to 22 entities in 19 communities across South Dakota.



2018–2019 PHEASANTS FOREVER PARTNERSHIP

- 5x full-page Pheasants Forever magazine advertisement (Circ: 125,000)
- 4x full-page Quail Forever magazine advertisement (Circ: 18,000)
- Four 6-page editorial feature in the 2019 winter issue
- Custom Diamond Sponsorship of National Pheasant Fest and Quail Classic held in Minneapolis, MN. This sponsorship allows the Department of Tourism to create the South Dakota Pavilion, offer discounted booths for partners and have a significant presence in the popular Bird Dog Parade
- “Dog of the Day” sponsorship
- Year-long digital advertising package including run-of-site banners on PheasantsForever.org and QuailForever.org.
- Recognition as a national sponsor through a listing, South Dakota logo, and banner ad on Pheasants Forever and Quail Forever websites
- Two upcoming short films, “Opening Day” for launch in Fall 2020, and “DIY Public Lands Hunt” for 2021

Results

14,511,837 impressions earned from print

SHOULDER PRINT

The Department of Tourism utilized *Real Simple* placements to inspire a regional audience along with two national placements in this publication for the fall, receiving over 7x the amount of impressions typically seen with regional buys. Presence in *Magnolia Journal* and *Midwest Living* also continued. Local markets were targeted throughout the year with full-page ads on the inside cover of *South Dakota Magazine*.

SHOULDER DIGITAL

Hunting 2019

The Department of Tourism’s hunting campaign launched with addressable, behavioral, contextual and search retargeting to target hunters in key markets to drive out-of-state hunters to South Dakota. Target states included MN, WI, CO, KS, MO, IA, TX, NE, MI, AR, IL, IN, OK, and OH.

Experian allowed the department to target its addressable hunting audience 1:1 to drive awareness and consideration of South Dakota as a hunting destination. The campaign has so far reached more than 700,000 hunters and driven 271 arrivals.

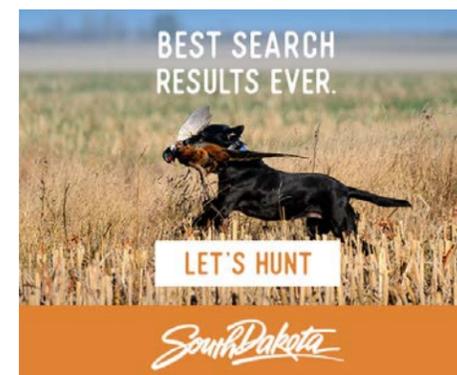
The department continued its partnership with Scoutlook in 2019 to drive awareness, engagement, and conversion via display, email, social, video, and sweepstakes. This generated more than 250,000 brand engagements as well as a bonus editorial mention of South Dakota pheasant hunting. The sweepstakes saw 6,768 entries, and 75% of entrants opted in for future marketing.

Meredith Native Integration

The fall campaign featured an integrated partnership with Meredith Corporation that allowed the Department of Tourism to maximize efficiencies and reach by aligning its high-impact digital campaign with a print schedule. This created an integrated cross-format experience for consumers, allowing them to interact with South Dakota video content across Meredith’s digital network. The South Dakota video was selected by consumers 60% of the time when presented with three options.

Results

70,000 video completions **40** Adara Impact hotel bookings
13 flight bookings **78** arrivals to date



SHOULDER DIGITAL MEDIA—OUTDOOR

Regional Market



SHOULDER DIGITAL MEDIA—LEISURE

Primary Market



SHOULDER TRADITIONAL MEDIA

Primary Market Regional Market



SHOULDER COMMUNITY COOPERATIVE MARKETING

Regional Market Target Metro Market

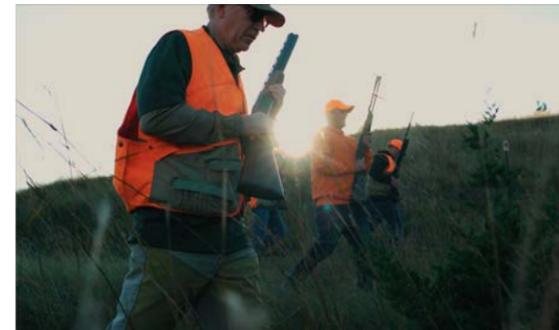


TELEVISION

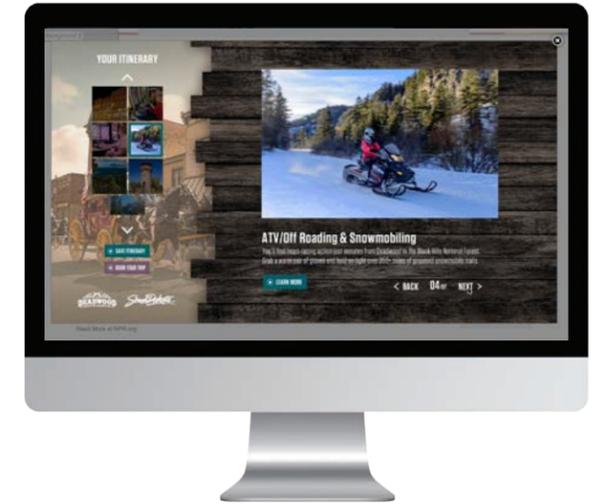
A national TV buy on the Outdoor Channel and Sportsman Channel inspired the Outdoors audience by showcasing not only the expansive hunting lands, but also the camaraderie that can be experienced during a South Dakota hunting trip. In addition, Shoulder Addressable Cable TV ran in Chicago, Denver, Minneapolis, and (for the first time ever) Dallas.

Results

Efforts outpaced goals by 110%, creating a free impression for every 10 paid.



Interactive Itinerary // Deadwood



COMMUNITY CO-OPS

Shoulder placements for community co-ops targeted Wanderer and Outdoor audiences. Strategies complemented South Dakota Department of Tourism's efforts, engaging audiences through social media, digital ads, rich media units, TV, and print placements. Several podcast placements also reached listeners on outdoor-focused programs.

Results

\$1,072,094 in hotel revenue

6,004 hotel bookings; estimated **11,541** travelers

1,552 flight bookings; estimated **2,083** travelers



Rich Media // Custer State Park



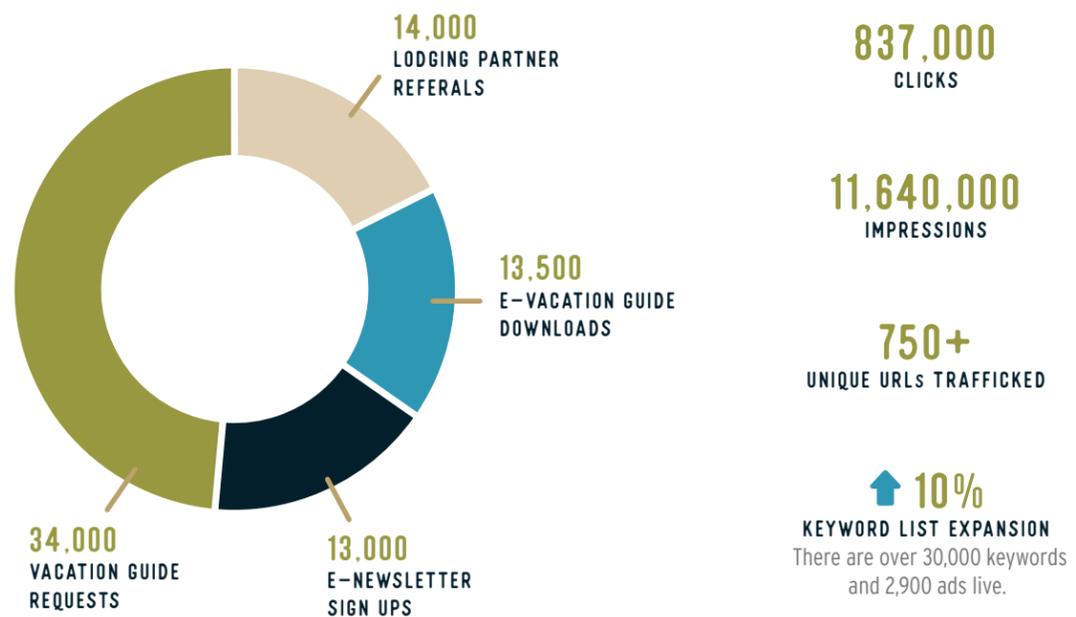
Midwest Hunting & Fishing // Pierre 39

2019 CONSUMER TRAVEL AND ADVENTURE SHOWS



2019 PAID SEARCH

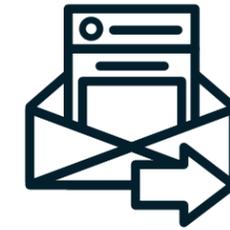
The Department of Tourism paid search efforts ran across Google, Bing and Yahoo in 2019, supporting major local events like the Black Hills Rodeo, Buffalo Roundup, and Film Festivals, generating the following results:



2019 ECRM

In 2019, the South Dakota consumer email database grew by more than 40k email subscribers, totaling 700k active subscribers

eCRM generated 10% of overall Vacation Guide Requests with a goal conversion rate of 13% for Vacation Guide Requests, the highest of all channels in Google Analytics.



40,000
NEW EMAIL
SUBSCRIBERS

2019 WEB STATS



2,095,368
SESSIONS
↑ .5%



1,617,978
USERS
↑ 1.3%



4,444,833
PAGEVIEWS
↓ 19%



160,787
SITE CONVERSIONS
↓ 10%

May 9-Dec 31 v. PY

Year-over-year





SOCIAL MEDIA

43,399,866

TOTAL IMPRESSIONS

↑ 6%

YEAR-OVER-YEAR HIGHLIGHTS

This year the Department of Tourism social media channels saw an increase in overall engagement and impressions driven by unique content and innovative social content and campaigns.

33,866,801

TOTAL REACH

↑ 6%

2,294,872

TOTAL ENGAGEMENTS

↑ 6%

ENGAGEMENT BY CHANNEL

f 1,790,072

📷 491,033

🐦 13,767



SEASONS OF SODAK

Expanding on 2018's successful #SeasonsOfSoDak campaign, the 2019 approach was to highlight the state's diverse fall and winter attractions and events through five separate influencer trips, two of which were held in January of 2019. During their time in South Dakota, each influencer was required to share a set amount of content on their respective social channels, tag South Dakota, and utilize the #SeasonsOfSoDak hashtag.

Results

4,852,380 impressions

8 blog posts

107,959 engagements

2 Instagram takeovers

117 photo assets



605 DAY

To celebrate 605 Day, the Department of Tourism launched a comment-to-win giveaway on its social channels that allowed South Dakota's audience to share their favorite photos from the state for a chance to win limited-edition swag including 605 hats, stickers, etc. The department also created and launched a 605 Day Guide on TravelSouthDakota.com that showcased celebrations happening across the state.

Results

527 link clicks
114,249 total impressions
26,286 total engagements



TO EACH THEIR ROAD

A road trip is the ultimate freeform vacation. Anyone can do it, any way they want—by RV, car, motorcycle, or a good old-fashioned family van. What matters most is who you're with and how you travel. Throughout peak season, the Department of Tourism highlighted different kinds of road trippers: the Parkers, Right-Laners, Off-Roaders, History-Bufferers, and Water Wanderers. Through a sweepstakes, influencer amplification, social media advertising, and curated organic content, we amplified the peak campaign messaging through strategic social media content and audience targeting.

Results

Social mentions (influencer content)
555 social posts **430,652** engagements **15,323,485** impressions

Combined channel results
525,111 engagements **19,722,826** impressions **9,023** sweepstakes entries

STATE OF CREATE

In Fall 2019, the Department of Tourism kicked off the 'State of Create' social media campaign in partnership with the South Dakota Arts Council. This was the department's first true consumer-facing partnership with the Arts Council, and it's been a way to connect potential visitors with the local South Dakota arts community. The campaign invited influencers to find inspiration in South Dakota and ultimately encouraged everyone to see the state a little differently. The campaign featured local artists and highlighted various arts communities, while running a sweepstakes that allowed the audience to submit artistic works for the chance to win a trip to South Dakota.

Results

Social mentions (influencer content)

212 social posts **19,640** engagements **651,154** impressions

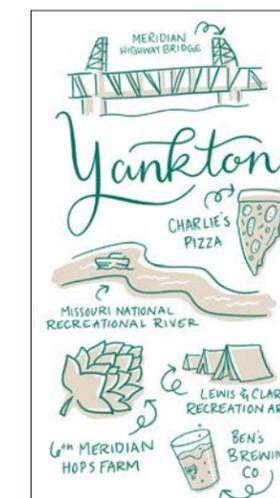
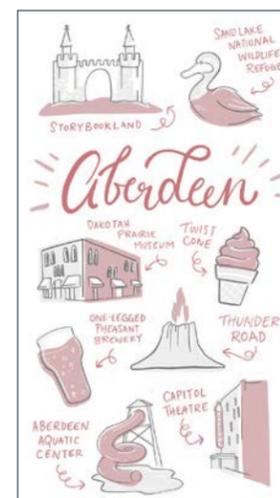
Combined channel results

76,350 engagements **1,437,153** impressions **516** landing page views **188** sweepstakes entries



VIEWING GUIDES

The Department of Tourism created several viewing guides to help visitors in their trip planning. Guides were made available on TravelSouthDakota.com and promoted via multiple social media.





@TAYLORTIPPETT



GLOBAL MEDIA & PUBLIC RELATIONS

YEAR-END EARNED MEDIA



DOMESTIC

955 placements (down 30%)
4.01 billion impressions (up 4%)
\$67 million ad value (up 13%)



INTERNATIONAL

619 million impressions
4.27 billion ad value

DEADWOOD & HBO PARTNERSHIP

More than a decade after the finale of HBO's hit series, *Deadwood*, which was set around the 1876 gold strike in South Dakota's historic town of Deadwood, the network announced the much-anticipated return of its beloved Western with the premiere of *Deadwood: The Movie* in 2019. Leveraging the show's fan base and direct tie to the destination, the Department of Tourism teamed up with the Deadwood Chamber and Visitors Bureau to encourage travelers to visit the town and surrounding Black Hills. With most fans not realizing that Deadwood is a real place, the campaign offered the chance to walk in the footsteps of characters like Seth Bullock, Calamity Jane, and Wild Bill Hickok. After months of corresponding with HBO, the network agreed to work with the department on a special screening of *Deadwood: The Movie* in Deadwood, timed with the network premiere on May 31.

Extending the campaign beyond the premiere event and into the region's peak season, the team created a "Deadwood: Heroes & Villains" movie-inspired travel package that was bookable through September. The package encouraged summer travelers to take advantage of the many history-inspired experiences found in town.

Additionally, media from *Fodor's*, *Matador Network*, *TV Guide*, and *TripSavvy* attended the special film screening and experienced the travel package.

Results

- 68** national, regional and local media placements
- 307 million** media impressions
- \$6.6 million** in ad value
- 100,700** people reached through Facebook event page
- 81%** spike in YOY destination website sessions for May
- 26%** spike in YOY visitor guide requests for June

The campaign influenced 2,197 flight and hotel bookings as well as \$410,000 in hotel revenue (reported by Adara) and influenced 42 arrivals in destination (reported by Arrivalist)

GROUP PRESS TRIPS AND RESULTS

Arts & Sculpture Press Trip (May 2019)

In May, the Department of Tourism hosted a press trip specifically devoted to the arts in South Dakota. The trip included stops at the Dignity of Earth and Sky sculpture, sculpture walks in Watertown and Sioux Falls, the grain elevator mural in Faulkton, both Mount Rushmore National Memorial and Crazy Horse Memorial in the Black Hills, and other select attractions and museums across the state. The journalists also had opportunities to visit with local South Dakota artists regarding their work. Four domestic journalists attended the trip.

Results

Two stories resulting in 70.9k+ impressions, two stories pending.



GROUP PRESS TRIPS AND RESULTS (CONT.)

Deadwood (May 2019)

Select media were invited to attend HBO's *Deadwood: The Movie* special screening and experience the movie-inspired travel package.

Results

Thirty-two stories resulting in 36M+ impressions

Sturgis Rally (August 2019)

Timed around the 79th Sturgis Motorcycle Rally, two journalists from *Thrillist* and *Ride Apart* traveled to South Dakota to experience the rally, Buffalo Chip Festival, and greater Black Hills area.

Results

Five stories resulting in 3.25M+ impressions, one story pending.

Buffalo Roundup (September 2019)

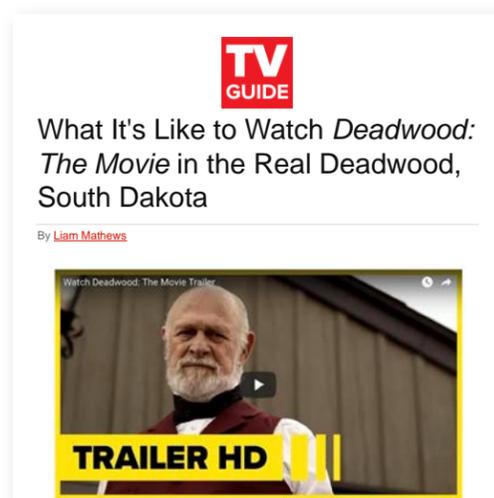
Timed around the 54th Annual Buffalo Roundup, seven journalists explored the Black Hills and Badlands, experiencing a herd tour, sunrise viewing at Badlands National Park, and visits to Rapid City, Wall Drug, and more.

INDIVIDUAL MEDIA VISITS

The Department of Tourism hosted a total of 10 journalists from top-tier regional and national publications on an individual basis in 2019. NJF assisted with passes to major attractions and created tailor-made South Dakota itineraries to heighten destination awareness among readers in key target markets.

Media visits included:

- Charles Schultz, videographer
- Amy Lundeen, *Budget Travel*
- Barbara Noe Kennedy, freelance writer
- Gary Arndt, *Everything Everywhere*
- Irene Thomas, *NoCo Styles*
- Kristina Light, *KC Parent*
- Leslie Kelly, *Forbes*
- Maggie Rosenberg and Trevor Hagstrom, *RoadFood*
- Melissa Dixon, *Thirty Something Supermom*
- Pete Kane, *San Francisco Examiner*



CANADA AND UK MEDIA MISSIONS

In 2019, the Global Media & Public Relations team entered two main media markets with focused efforts, including desk side appointments and media events. In April, the team was in Toronto, Canada. The Canada outreach served as a multi-pronged effort between the Public Relations and Global Travel & Trade teams that continues to put a focus on Canada from the group travel angle. South Dakota was well received, and media expressed interest in the state's city opportunities, wildlife and national park assets, and the arts and sculpture scene. In September, the team was in London, United Kingdom. The UK Media Mission was an added effort as part of the Department of Tourism's work with The Great American West consortium and Brand USA's first ever Travel Week in London. The media mission included several deskside appointments and culminated with a Friday evening media event at a local western-themed bar.

MTJA CONFERENCE

In September, Ciara attended the MTJA Fall Conference in Wichita, KS, as an Associate Member. MTJA Active Members write for nearly 300 publications, blogs and broadcasts, including major magazines such as *Midwest Living*, *AAA Publications*, and *National Geographic Traveler*. During the conference, Ciara had the chance to meet one-on-one with active members and pitch South Dakota to them. Many have been to South Dakota and look forward to visiting again. During the conference, attendees had the chance to join different tours of Wichita which included museums, local shops, breweries, and unique restaurants.

CBS SUNDAY MORNING SEGMENT

As a result of hosting videographer Charles Schultz, Custer State Park was featured as the *CBS Sunday Morning* "Moment in Nature" on November 17. The segment, which followed the bison herd in the park, had a viewership of 4,412,381 and an advertising value of \$4,955.64. The segment was also covered on CBS News Online (UVM: 26,142,377), with syndication to MSN (UVM: 10,033,031)

MEDIA MAILERS

Hurley X Pendleton Media Mailer (Winter 2019)

As a result of the team's relationship with journalist Kitt Doucette, who spearheaded the Hurley and Pendleton National Parks marketing campaign, South Dakota Tourism partnered with the brands to distribute a media mailer featuring Badlands National Park-themed amphibious activewear. The mailer was distributed to five target media, including *Outside*, *Well + Good*, *Backpacker*, and more.

Black Hills Roundup Media Mailer (Summer 2019)

In honor of the 100th anniversary of the Black Hills Roundup Rodeo, NJF compiled a mailer of special items that captured South Dakota's rugged charm. Designed to generate excitement around the historic event, the mailer was sent to 10 target media including *Cowboys & Indians*, *Wild West Magazine*, *Sunset*, and more



MACY'S THANKSGIVING DAY PARADE®

Greeted by cheers and waves from millions of people, "Mount Rushmore's American Pride" rolled through the streets of New York City during the Macy's Thanksgiving Day Parade® for the 10th time.

Just like in previous years, the parade was a huge hit in 2019, averaging a 5.49 television rating among adults 18-49 and generating millions of impressions in a single day. It was the number one most-watched entertainment telecast since the Oscars in February.

In addition to the primary broadcast, Verizon's exclusive 360-degree livestream of the parade was trending at #1 on YouTube all day on Thanksgiving Day. Utilizing immersive experiences and augmented reality throughout Thanksgiving morning, Verizon saw an average view time up 41% over 2018.

To complement the Department of Tourism's presence in the parade, the social team launched the "State of Great Views" campaign the Friday before Thanksgiving. In the days leading up to the holiday, South Dakota's social media channels shared curated video assets that promoted watching the parade and highlighted "Monumental Views" messaging. On Facebook, 360 interactive videos utilized owned panoramic images. On Instagram and Twitter, the team created assets that slowly pulled back to reveal a great view of the state. The audience guessed the views to enter a sweepstakes for a chance to win a trip to South Dakota. The campaign generated a total of 3,517,027 impressions and 9,817 engagements across all channels. The sweepstakes generated 5,261 entries, and the ConnectedTV video received 525,602 video completions.

In addition to the parade exposure in 2019, Chris Hanmer, co-owner and chef of C.H. Patisserie in Sioux Falls, was chosen to represent South Dakota on the TODAY Show's United Plates of Thanksgiving. This airing took place on November 20, 2019.



GLOBAL TRAVEL & TRADE

TRAVEL & TRADE OUTREACH



AMERICAN BUS ASSOCIATION MARKETPLACE

January 27-29 // Louisville, KY

The American Bus Association Marketplace provides suppliers and DMOs from around the country the opportunity to conduct one-on-one appointments and network with more than 800 motorcoach operators. During the show the Department of Tourism continued working on relationships with key motorcoach companies to increase the number of tours and visitors that come to South Dakota. The team conducted more than 40 appointments and took advantage of every evening networking event to meet with new tour operators. The show was also attended by 16 other South Dakota suppliers from across the state.

NORTH AMERICAN JOURNEYS RECEPTIVE TOUR OPERATOR SUMMIT

February 13-14 // Marina Del Rey, CA

North American Journeys RTO Summit marketplace is a trade show that brings together receptive tour operators with destinations and suppliers from across the country. This show allows the Department of Tourism to network and meet with the nation's biggest and best receptive tour companies, resulting in reaching a large worldwide network of international travelers.

The department was able to connect with 42 travel trade professionals from 26 companies during prescheduled appointments. Along with the networking opportunities, the department also took advantage of the educational seminars that were offered.

GO WEST SUMMIT

February 25-March 1 // Boise, ID

Go West Summit is the single source for international tour operators to design, develop, and maintain an American West tourism product. Go West Summit provides an environment in which domestic suppliers and international tour operators participate in multi-day networking sessions with the goal of showcasing the destination for future tourism business. The Department of Tourism held 40 one-on-one appointments with travel trade and media professionals from key international markets. There were also six South Dakota tourism industry partners who attended the show.

IPW

June 1-5 // Anaheim, CA

IPW is the largest international travel and trade show in the United States, with more than 6,000 international buyers, journalists, and domestic DMOs. Over the course of three days, the Department of Tourism's Travel and Trade team, along with four tourism industry partners, conducted 101 one-on-one appointments with travel trade professionals from around the world and with 40 top international travel writers.

In addition to the pre-scheduled appointments, the department increased exposure for South Dakota by buying into additional marketing opportunities with the Great American West. In 2019, the Great American West states purchased an enormous 60' x 30' banner that hung in the entryway of the convention center. The states also hosted their annual Buckle Club event, which welcomed nearly 200 tour operators, travel agents, and journalists from key international markets.



ACTIVE AMERICA CHINA RECEPTIVE SHOW

September 17-18 // San Gabriel, CA

To build on the Department of Tourism's efforts in the Chinese market, the tourism team attended the Active America China Receptive Edition trade show. This three-day hybrid trade show and mission allows for destinations to meet with Chinese receptive operators during appointments, but also allows destinations to conduct in-office trainings for staff.

During the event, the department conducted 32 appointments and met with 44 Chinese travel trade professionals. Additionally, the department conducted office visits and trainings with three Chinese receptive companies.

UNITED AIRLINES FAM TOUR

September 25-October 3 // Western South Dakota

In partnership with United Airlines, the Department of Tourism hosted nine Chinese travel trade leaders for a week-long familiarization tour of South Dakota. United Airlines provided round-trip first-class tickets for the participants to come and experience the ease of travel to and in South Dakota. The self-driving FAM voyaged across the state exploring many highlights from west to east. The travel professionals were thrilled about the variety of offerings in the state and are now inspired to contract with South Dakota suppliers and design itineraries for their Chinese foreign independent travelers.

The familiarization tour attendees included top representatives from: Shenzhen Newview Global Travel/China Travel Service Shenzhen, Success Way International, China International Travel Service, G.Z. Meiya International Travel Service, Guangdong China Travel Service, Shenzhen Comfort Travel Service, and Guangzhou Dista International Travel Service.

OMCA, OTTAWA

November 3-6 // Ontario, Canada

Following through on the Department of Tourism's desire to expand the Canadian trade market, the Travel and Trade team attended the Ontario Motor Coach Association (OMCA) show for the first time in 2019. The team met with 12 tour operators during the show, none of which had existing product in South Dakota. Many of the operators were looking to expand their product due to an increase in demand for more U.S. tours in the past year.

EAST-WEST MARKETING

East-West Marketing represents South Dakota in the Chinese market. Three representatives based in Beijing work to accomplish pre-determined goals for South Dakota. East-West also represents South Dakota's international airport gateway states, including Colorado and Minnesota.

In FY19, the team had several accomplishments:

- Conducted 48 sales calls and five trainings, attended industry events and activities to introduce South Dakota to travel trade agents and operators
- Conducted 60 media calls and generated 267 stories published in the media with \$2,380,657 in media value
- Distributed six press releases to various types of media
- Invited top wholesalers of each region to visit South Dakota in a FAM group to see the destination and inspire product development
- Utilized the influence of wholesalers to impact distribution channels, present at trade shows (including CITM, the largest travel trade show in China), Brand USA China Sales Mission and wholesalers DISTA Travel and AITS' own road show to reach out to regional travel trade professionals
- Participated in industry/media activities and events on behalf of South Dakota to gain publicity for the state
- Promoted the Great 8 must-see attractions and key festivals, featuring South Dakota as a great road trip destination
- South Dakota's Weibo account's total follower number reached 7,716 at the end of June 2019



THE GREAT AMERICAN WEST

Rocky Mountain International (RMI) is the official regional destination marketing organization that promotes Idaho, Montana, North Dakota, South Dakota, and Wyoming to the international travel trade. The five states collectively promote the region as the Great American West by implementing a multi-faceted marketing strategy in major international inbound tourism markets, with the goal of attracting more overseas visitors to the region.

International Roundup

The South Dakota Department of Tourism, in partnership with Visit Spearfish and Rocky Mountain International, held the International Roundup in Spearfish from April 29-May 1. This three-day trade show invited more than 40 international tour operators from across Europe to learn more about what their clients can do in South Dakota and the region. Tour operators were from Australia, France, Germany, Italy, New Zealand, the United Kingdom, and the Benelux and Nordic regions. This event allowed 26 South Dakota suppliers to showcase their offerings during one-on-one appointments with each operator.

In addition to the trade show, the Department of Tourism hosted two familiarization tours across the state, allowing 20 of the international tour operators to see firsthand what the state has to offer. The expected outcome of the event is 1) an increase in South Dakota product being offered by the tour operators who attended the show and 2) the increased building of relationships between tour operators and South Dakota suppliers.



FY2019 Trip report

Each year Rocky Mountain International produces a report based on data gathered from travel trade professionals in the countries where the Great American West has a presence. These numbers are based solely on tour operator and travel agent data and do not include travelers who plan their own trips online.

- 375 tour operators offering overnights in South Dakota, an increase of 1% year-over-year among Great American West countries
- 3,613 overnights offered in South Dakota an increase of 16% year-over-year among tour operators in Great American West countries
- 71,227 estimated rooms booked by wholesalers and tour operators, an increase of 1% year-over-year
- \$22.5 million estimated spend in South Dakota from tourism trade clients in the UK, Germany, France, Australia, the Nordic countries, Benelux, and Italy—up 0.4% year-over-year

RMI Missions

Germany

March 22-28 // Hamburg, Hannover, and Frankfurt

- Six in-house product trainings
- 183 individuals trained on South Dakota product
- Three one-on-one media appointments
- Three evening events

UK & Ireland

November 16-23 // Leeds, Manchester, Glasgow and Dublin

- Seven in-house product trainings
- 71 individuals trained on South Dakota product
- Four one-on-one media appointments

France

March 28-30 // Paris

- Two in-house product trainings
- 50 individuals trained on South Dakota product
- One one-on-one media appointment
- Travel guide meeting with the Michelin Travel Guide

One evening networking event with 42 tour operators

Nordic Region

December 7-14 // Six cities across Denmark, Norway and Sweden

- Nine in-house product trainings
- 92 individuals trained on South Dakota product
- Five one-on-one media appointments
- Three evening networking events

BRAND USA

Created in 2010 by the Travel Promotion Act, Brand USA is the official destination marketing organization of the United States. The Department of Tourism's Brand USA partnership continues to be successful, allowing the state to reach international consumers in addition to the travel trade.

Road Trip Videos

After the success of a 2018 road trip video series for western South Dakota, the Department of Tourism partnered with Brand USA in 2019 on a road trip video series for eastern South Dakota. This was an itinerary-based video series that included a two-minute overview, 15-second teaser, and five 45-second partner vignettes, that included Brookings, Mitchell, Sioux Falls, Watertown, and Yankton. Videos are hosted on a VisitTheUSA.com dedicated trips page and received a four-week promotion campaign in Canada in Spring 2020.

2020 Inspiration Guide

The Brand USA Inspiration Guide is produced in nine languages for distribution in more than 50 international markets. The guide offers 465,000 printed copies and 50+ million digital impressions. It includes targeted consumer, trade, and U.S. Embassy distribution channels. The 2020 guide included a full spread of South Dakota copy and imagery, and featured two industry partners: Custer State Park and Black Hills & Badlands Tourism Association.



2019 Travel Week Europe

A new addition to Brand USA's cooperative offerings in 2019 was participation in the first-ever Travel Week, held in London from September 9-13. The Department of Tourism team jumped at this opportunity, as the UK is one of South Dakota's best international markets.

Leading up to the official Travel Week, the Global PR team partnered with Rocky Mountain International and the Wyoming and North Dakota offices of tourism to host a media event. The objectives were to educate UK travel media about travel opportunities in South Dakota, North Dakota, and Wyoming, generate excitement about the Great American West, increase exposure and awareness of the region, and encourage media to visit one or more of the Great American West states on an individual media visit.

During the Travel Week trade show, the Global Travel & Trade team took in market updates for several top travel countries, and conducted 36, 20-minute appointments with trade representatives from Italy, France, the UK, Germany, and the Benelux and Nordic regions. Evening networking events allowed for even more contacts to be made.



Brand USA Missions

Japan/South Korea Sales Mission

July 5-13

Tokyo, Japan

- Ten minute presentation to 75 travel trade product developers
- Media networking reception with 50 media attendees
- Nineteen 15-minute translated, one-on-one appointments with nearly 40 operators
- Trade networking reception with 75 attendees

Seoul, South Korea

- Twenty-one, 15-minute translated, one-on-one appointments with 35 operators
- Travel trade and media networking dinner with 150 attendees

China Sales Mission

March 17-22 // Beijing, Guangzhou, Shanghai

The South Dakota Department of Tourism attended its first ever mission to China in partnership with Brand USA.

- Appointments with 103 companies
- 350 key travel trade contacts

BRAND USA MULTI-CHANNEL MARKETING PROGRAMS

UNITED KINGDOM

FALL

- **3.1 million** impressions through print, Google Display Network (GDN), Facebook, and Expedia
- **4,240** GDN clicks
- **.82%** click-thru-rate (CTR) on GDN above the new industry average of **.47%**
- **393** Facebook clicks on South Dakota tile links

Expedia Results

- **\$8,649** in hotel bookings (67 nights) in South Dakota within 30 days of seeing banner ad
- **\$9,000** in flights booked (73 tickets) into a South Dakota airport



GERMANY

SPRING

- **2.5 million** impressions through print, GDN, Facebook, and Expedia
- **4,842** GDN clicks
- **.95%** CTR on GDN nearly double the new industry average of **.47%**
- **883** Facebook clicks on South Dakota tile links

Expedia Results

- **\$8,690** in hotel bookings (93 nights) in South Dakota within 30 days of seeing banner ad

FALL

- **2.4 million** impressions through GDN, mobile rich media units, Facebook, and Expedia.
- **4,326** GDN clicks
- **.92%** CTR on GDN
- **3,011** Facebook clicks on South Dakota tile links

Expedia Results

- **\$9,679** in hotel bookings (90 nights)



WESTERN CANADA

SPRING

- **2.7 million** impressions through print, Google Display Network (GDN), Facebook, and Expedia
- **4,303** GDN clicks
- **.66%** click-thru-rate (CTR) on GDN above the new industry average of **.47%**
- **533** Facebook clicks on South Dakota tile links

Expedia Results

- **\$99,649** in hotel bookings (895 nights) in South Dakota within 30 days of seeing banner ad
- **\$37,186** in flights booked (73 tickets) into a South Dakota airport

WINTER

- **3+ million** impressions in through print, GDN, Facebook and Expedia
- **4,002** GDN clicks
- **.61%** CTR on GDN
- **3,907** Facebook clicks on South Dakota tile links



Expedia Results

- **\$59,536** in hotel bookings (599 nights) in South Dakota within 30 days of seeing banner ad
- **\$43,624** in flights booked (73 tickets) into a South Dakota airport

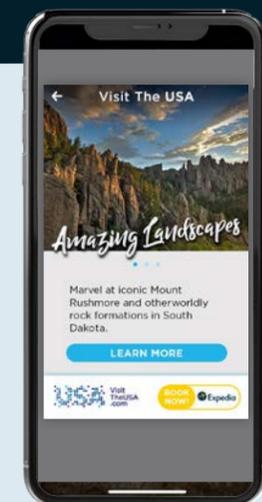
AUSTRALIA

FALL

- **2.5 million** impressions through GDN, mobile rich media units, Facebook, and Expedia.
- **5,416** GDN clicks
- **.85%** CTR on GDN
- **264** Facebook clicks on South Dakota tile links

Expedia Results

- **\$13,483** in hotel bookings (75 nights)





ADVANCE THE DEVELOPMENT
OF THE DESTINATION

NICHE AREA DISCUSSIONS

The Department of Tourism aims to encourage an entrepreneurial spirit among the state's tourism industry and assist in facilitating destination discussion and guidance in three niche areas.



OUTDOOR RECREATION

In 2018 the Department of Tourism facilitated a discussion and tour with the Black Hills National Forest (BHNF) to gain an understanding of the role they play and the work they do in South Dakota. Building on that outreach, the department partnered with the BHNF in 2019 on a project to promote the forest. The project included a custom film and multi-media package for promoting the Black Hills National Forest. The film will be used by every national forest visitor center and ranger station in the Black Hills. South Dakota received logo placement within the film, a logo on the MoreThanJustForests.com website, co-ownership of the content, and licensing of the footage and stills for use in ad campaigns.

Additionally, the team was involved in the National Outdoor Recreation Conference, held in Rapid City in May. The department sponsored an opening reception, provided a welcome to the attendees, and hosted a table to support and promote outdoor recreation in South Dakota.

AGRITOURISM

The Department of Tourism made significant strides in putting a spotlight on rural South Dakota in 2019. In partnership with SDSU Extension, the department developed an agriculture-themed itinerary for a group of 87 Texas residents to learn about South Dakota's ag industry and to explore some of the rural parts of the state. It kicked off on Monday, September 23, and closed at the Buffalo Roundup on Friday morning, September 27.

In addition, the department began work with a committee to develop an agritourism itinerary along U.S. Highway 14, dubbed the "Rural Road Trip." The mission of the Highway 14 group is to "promote and develop opportunities to experience the culture of rural life in South Dakota along U.S. Highway 14."

NATIVE TOURISM

As part of the initiative to enhance native tourism offerings in South Dakota, the Department of Tourism partnered with the George Washington University International Institute of Tourism Studies program to establish the South Dakota Native Tourism Alliance and facilitate three native tourism forums in 2019 at Wakpa Sica Reconciliation Place in Fort Pierre. The forums brought together community members, entrepreneurs, and leaders from eight of South Dakota's nine tribal nations, as well as state agencies and non-governmental organizations. Together, the group discussed opportunities and challenges for tourism development on the reservations. The forums were held to achieve the following: assess current tourism assets on the reservations, decide on the shared vision and goals for the alliance, identify potential challenges that need to be addressed, and develop a list of potential resources that will be critical in driving this collaboration forward.

OTHER STATE DISCUSSIONS



WHY TRAVEL MATTERS PRINTED PIECE

As part of the commitment to finding new ways to spread the message of tourism's importance to the South Dakota economy, the Department of Tourism developed a printed piece touting economic impact statistics such as visitation, visitor spending, tax revenue generated from tourism activity, and tax dollars saved in each South Dakota household because of tourism. This piece was distributed to each of South Dakota's 105 legislators near the end of the 2019 legislative session to encourage them to keep the tourism industry's impact top of mind.

2019 LEGISLATIVE ACTIVITY

The Department of Tourism testified on two bills during the 2019 legislative session.

SB 105 and HB 1251

Both bills were introduced in order to distribute a portion of tourism promotion funds to the special racing revolving fund and the South Dakota-bred racing fund. The Department of Tourism lobbied against both bills.

Result

SB 105: Killed in committee.

HB 1251: Amended to remove the tourism promotion fund as the funding source.



UPDATED PHEASANT INFOGRAPHIC

With a cold, wet spring and brood counts being down in 2019, the Department of Tourism partnered with the Department of Game, Fish & Parks to develop a one-sheeter of facts about pheasant hunting in South Dakota. This one-sheeter reminded readers that despite challenges, South Dakota continually boasts the highest bird counts and harvests in the country. The one-sheeter was distributed to South Dakota media, as well as South Dakota tourism industry partners. It is also posted in the "Industry Toolkit" section on SDVisit.com.

NATIONAL DISCUSSIONS



TOURISM TALKS ROUNDTABLE WITH SENATOR ROUNDS

On March 1, 2019, the Department of Tourism hosted a Tourism Talks roundtable discussion with U.S. Senator Mike Rounds in Rapid City. The roundtable was attended by South Dakota tourism industry partners, and discussion focused on issues facing the tourism industry. Topics included international visitation, Brand USA, airport modernization and infrastructure needs, workforce challenges, and the future of the tourism industry.

NATIONAL TRAVEL & TOURISM ADVISORY BOARD (NTTAB)

Secretary Hagen serves on the United States Travel and Tourism Advisory Board. This 32-member board serves as the advisory body to the Secretary of Commerce on matters relating to the travel and tourism industry in the United States. The board advises the Secretary of Commerce on government policies and programs that affect the U.S. travel and tourism industry, offers counsel on current and emerging issues, and provides a forum for discussing and proposing solutions to tourism industry-related challenges and opportunities such as international travel facilitation, visa policy, travel security, economic sustainability, and infrastructure.

NATIONAL COUNCIL OF STATE TOURISM DIRECTORS (NCSTD)

The NCSTD is a forum representing all 50 states, the five U.S. territories and the District of Columbia. NCSTD provides for information sharing, leadership and education on issues that impact the travel and tourism industry.

STATE TRAVEL ACTION NETWORK (STAN)

This network meets in-person twice a year and is the only forum for state travel industry associations to network and learn from colleagues dealing with challenges in their state legislatures. The Department of Tourism attends these meetings on behalf of the South Dakota Visitor Industry Alliance. Issues discussed in 2019 included the reauthorization of Brand USA, the re-introduction of the JOLT Act (which includes the Visa Waiver Program), key statistics and forecasts for international travel, and funding for national parks deferred maintenance.

WESTERN STATES TOURISM POLICY COUNCIL (WSTPC)

South Dakota was invited to become a part of this council in 2017 and will be represented by Secretary James Hagen. The mission of the council is to encourage a positive environment for travel and tourism, while advocating travel and tourism-related policy issues in the western United States. In 2019, discussion focused primarily on issues surrounding the national parks, such as fees, deferred maintenance, and funding bills introduced in Congress.

DESTINATION CAPITOL HILL

Staff from the Department of Tourism flew to Washington, D.C. in March to attend Destination Capitol Hill, the tourism industry's annual legislative fly-in. Issues discussed with congressional representation included workforce challenges, international inbound travel, modernizing our infrastructure, supporting the JOLT Act and renaming of the Visa Waiver Program, and supporting the re-authorization of Brand USA.

WASHINGTON REPRESENTATIVES MONTHLY MEETINGS

The U.S. Travel Association leads a meeting and conference call to provide updates on current travel-related matters. South Dakota Department of Tourism staff calls in to these meetings to stay up-to-date on the national issues affecting the tourism industry.

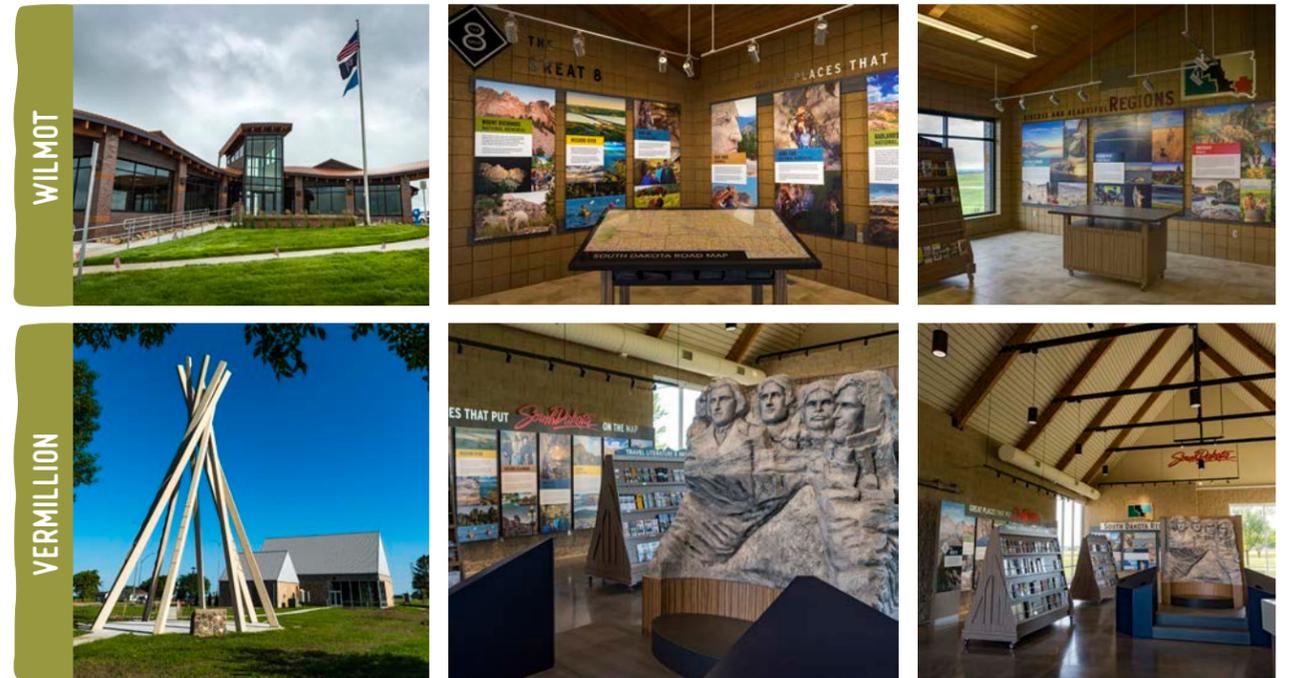
FAMILY TRAVEL ASSOCIATION SUMMIT

In October 2019, the Family Travel Association held their annual summit at the State Game Lodge in Custer State Park. The event was attended by roughly 130 travel agents, travel media, and travel suppliers, all focused on family travel. Attendees represented nearly all 50 states and five foreign countries. The Department of Tourism worked for more than a year to first attract the summit to South Dakota and assisted in coordinating and running the event.

WELCOME CENTERS

In 2016, the South Dakota Department of Tourism worked in conjunction with the South Dakota Department of Transportation to develop a new welcome center revitalization plan.

Implementation of the plan continued in 2019, with two new welcome centers opening in the spring; one at Vermillion and one at Wilmot. A third new welcome center is scheduled to open in spring of 2020. The new centers contain enhanced displays and exhibits as well as modern stations for travel-related information.





STRATEGIC AREA OF FOCUS
No 5
 STRATEGIC AREA OF FOCUS

ENSURE
 OPERATIONAL EXCELLENCE

INTERNAL SUPPORT



ENSURE OPERATIONAL EXCELLENCE

The Department of Tourism is only as good as its individual team members. This area of focus puts a spotlight on the internal team, ensuring they have the resources and support needed to do their jobs while also feeling that their work is fulfilling.

TOURISM CARES CLEAN-UP DAY

In 2019, the tourism team got their hands dirty while helping their local community. Team members volunteered to clean up the flower beds around the welcome signs in Pierre and planted new flowers.

PROFESSIONAL DEVELOPMENT

The Department of Tourism strongly encourages team members to undergo professional development training of any kind throughout the year. Whether the training is a conference, an online class, or a workshop provided by the South Dakota Bureau of Human Resources, all development training is encouraged.

WELCOME CENTER FAM

In many cases, the travel counselors who staff the Interstate Welcome Centers are the first impression visitors have of South Dakota. These counselors do an incredible job of welcoming visitors to the state, engaging them in conversation, and offering suggestions for additional vacation stops. Each year, the counselors attend a familiarization tour in a part of South Dakota to learn about what's new, experience firsthand the state's attractions, and be better prepared to relay that information to travelers.

On the 2019 FAM, there were a total of 17 travel counselors, from Spearfish, Minuteman Missile National Historic Site, Chamberlain, Wilmot, and Vermillion. The tour included several hotels, restaurants, and attractions in Rapid City, Hot Springs, and Mitchell. The group also attended the Black Hills & Badlands Parks and Attractions Exchange and Lit Swap in Rapid City, and the Southeast South Dakota Tourism Lit Swap in Mitchell.

U.S. TRAVEL FORECAST DATA

The U.S. Travel Fall 2019 Forecast projects that domestic travel will grow by 1.4% in 2020—which is slightly slower than the estimated 1.7% rise in 2019—while international inbound travel will increase 2% in 2020 following an estimated decline of 1% in 2019.

U.S. TRAVEL FORECAST	2019	2020	2021	2022	2023
GDP (billions)	21,427	22,161	22,982	23,887	24,831
Unemployment Rate %	3.7	3.5	3.7	3.8	3.9
Consumer Price Index (CPI)	255.6	260.7	265.9	271.2	276.7
Travel Price Index (TPI)	293.9	297.2	301.3	305.4	310
Total Travel Expenditures in U.S. (billions)	1,123	1,161	1,203	1,250	1,315
U.S. Residents	970	1,004	1,041	1,081	1,138
International Visitors	154	157	162	169	177
Total International Visitors to the U.S. (millions)	79.1	80.7	82.9	85.3	88
Overseas Arrivals to the U.S. (millions)	40.5	41.2	42.5	43.7	44.9
Total Domestic Person-Trips (millions)	2,317	2,349	2,386	2,430	2,475
Business	464	469	476	483	490
Leisure	1,853	1,880	1,910	1,948	1,985
GROWTH FORECAST	2019	2020	2021	2022	2023
Real GDP	2.2	1.6	1.8	1.8	1.8
Consumer Price Index (CPI)	1.8	2.0	2.0	2.0	2.0
Travel Price Index (TPI)	2.6	1.1	1.4	1.4	1.5
Total Travel Expenditures in U.S.	3.2	3.3	3.6	3.9	5.2
U.S. Residents	4.0	3.5	3.6	3.9	5.3
International Visitors	-1.7	2.1	3.5	4.1	4.6
Total International Visitors to the U.S.	-1.0	2	2.8	3.0	3.1
Overseas Arrivals to the U.S.	1.5	1.9	3.1	2.9	2.7
Total Domestic Person-Trips	1.7	1.4	1.6	1.9	1.9
Business	1.1	1.0	1.4	1.5	1.5
Leisure	1.9	1.5	1.6	1.9	1.9



YEAR IN REVIEW

Events

JAN

Governor's Conference on Tourism
Pierre, SD

National Plan for Vacation Day

Chicago Travel & Adventure Show
Chicago, IL

American Bus Association Trade Show
Louisville, KY

FEB

National Pheasant Fest & Quail Classic
Schaumburg, IL

Denver Travel & Adventure Show
Denver, CO

DMO MoJo
West Hollywood, CA

Los Angeles Travel & Adventure Show
Los Angeles, CA

MAR

Dallas Travel & Adventure Show
Dallas, TX

Tourism Advisory Board Meeting
Pierre, SD

APR

Destination Capitol Hill
Washington, D.C.

Industry Outreach Meetings

RMI Summit Meetings
Spearfish, SD

RMI Int. Roundup
Spearfish, SD

MAY

Arts & Sculpture FAM
Across SD

Benelux FAM
Central & Western SD

Chinese FAM
Western SD

National Travel & Tourism Week

Missouri River Tourism Association Annual Meeting

JUN

IPW
Anaheim, CA

Marketing Agency FAM
Western SD

AUG

ESTO Travel Conference
Austin, TX

Sturgis Rally Media Hosting

Tourism Advisory Board Meeting
Sioux Falls, SD

SEP

Buffalo Roundup & Press Trip

Chinese FAM
I-90 corridor, East to West

OCT

Design Camp
Brainerd, MN

Southeast South Dakota Tourism Association Annual Meeting

Glacial Lakes & Prairies Tourism Association Annual Meeting

Black Hills & Badlands Tourism Association Annual Meeting and Tourism Summit

Family Travel Association Summit
Custer State Park

NOV

"Mount Rushmore's American Pride" makes 10th appearance in Macy's Thanksgiving Day Parade®
New York City, NY

2019 AWARDS



U.S. Travel Association Mercury Awards

"Great Faces. Great Places."

Best Print Campaign

Adrian Awards

"Great Faces. Great Places."

2018 Integrated Marketing Campaign

Silver

"Great Faces. Great Places." Print Campaign

Silver

"Deadwood: The Movie" Premiere Shines

Spotlight PR Campaign

Silver

"Seasons of SoDak" Social Media Campaign

Silver

"Rushmore on Tour" Activation

Silver

TravelSouthDakota.com

Silver

Thundr Haptic Video

Bronze

"South Dakota Presents Deadwood"

Bronze

ADDY Awards

"Great Faces. Great Places." Print Campaign

Best of Show

Best of Class for Print Campaign

Gold

"Great Faces. Great Places." Cross Platform Campaign

Best of Class for Cross Platform Advertising

People's Choice

Gold

"Great Faces. Great Places." Spinner Direct Mail

Gold

"Great Faces. Great Places." TV Campaign

Silver

Pierre (community co-op) Fishing Gamification

Silver

Telly Awards

"Great Faces. Great Places." TV Campaign

Silver

Web Marketing Association Web Award

SDVisit.com

Outstanding Achievement in Web Development

South Dakota

GREAT FACES. GREAT PLACES.

TRAVELSOUTHDAKOTA.COM // SDVISIT.COM



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