

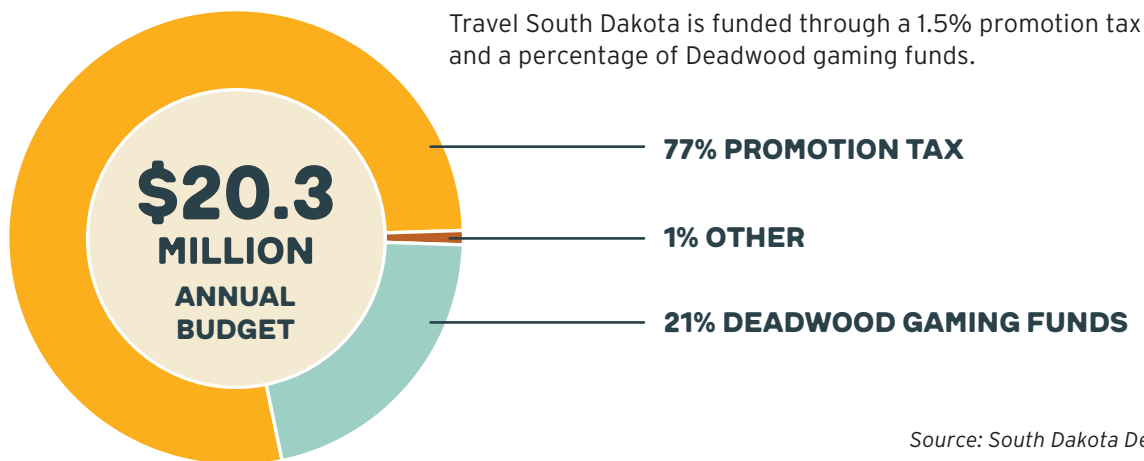
TRAVEL South Dakota 2023 HIGHLIGHTS

Travel South Dakota's unique mission is to enhance the quality of life for all South Dakotans by strengthening our communities and their tourism economies, encouraging responsible stewardship of our destination, and creating meaningful experiences for all to enjoy.

We pursue this mission by enhancing and expanding the South Dakota brand, advancing the development of our destination, advocating for responsible destination management, and prioritizing organizational excellence.

Included here are several highlights of how Travel South Dakota's mission was advanced in 2023.

ANNUAL BUDGET



Source: South Dakota Department of Revenue

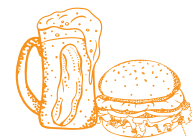
ECONOMIC IMPACT*



South Dakota welcomed **14.7 MILLION VISITORS** in 2023, a **2.3% increase** from the previous year and an **all-time record**.



These visitors spent a **record-setting \$4.96 BILLION** in 2023, which generated **16%** of all state sales tax collections.



The tourism industry supported **57,835 JOBS** in 2023. Labor income soared to **\$2.2 billion**.

Source: Tourism Economics

*Refer to SDVisit.com for a comprehensive listing of monthly travel indicators, and the full Tourism Economics report.

GLOBAL MARKETING & BRAND STRATEGY

"So Much South Dakota, So Little Time" Campaign March 2023 - October 2023

When launching a new peak season campaign, research showed that travelers longed for a vacation filled with experiences and exploration, one that was transformational and fulfilling. "So Much South Dakota, So Little Time" showed potential visitors what they were missing. The campaign drove brand awareness and generated curiosity, engagement, searches and, ultimately, visitation through behavior-based placements and tactics.



Peak campaign results:
 Impressions - 178 million
 Hotel + Flight Searches - 38.5M+
 Hotel + Flight Bookings - 161k+
 Hotel + Flight Revenue - 32.4M+

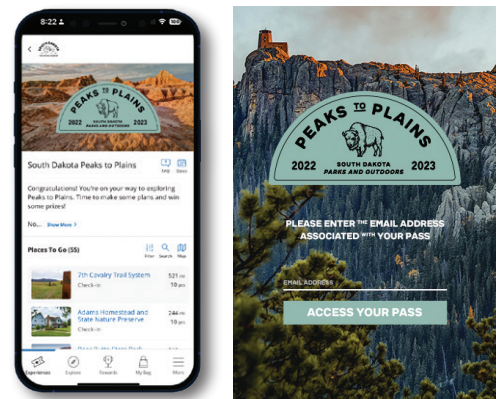
The campaign theme also carried into shoulder season with winter imagery and the most robust winter campaign ever for Travel South Dakota. The campaign ran from November 2023 - February 2024.

Winter campaign results:
 Impressions - 117 million
 Hotel + Flight Searches - 696.6k+
 Hotel + Flight Bookings - 43.5k+
 Hotel + Flight Revenue - 8.3M+

Passport Program Expansion

Building on the success of Travel South Dakota's passport program, the department launched two new passports in 2023 - **Peaks to Plains**, and **Tribal Nations: Oceti Sakowin**. Each passport aligns with the overall goal of spreading travelers more completely around the state and introducing them to the many hidden gems and off-the-beaten-path places South Dakota has to offer.

Peaks to Plains was created in collaboration with South Dakota Game, Fish & Parks to highlight the state's amazing state park system, while **Tribal Nations: Oceti Sakowin** guides visitors to stops including art, tours, and performances that celebrate and honor Indigenous culture.



Forever 605

In accordance with Travel South Dakota's strategic vision, the Forever 605 campaign aimed to strike a balance between the positive economic impacts of visitors and the correlated implications for responsible utilization and stewardship of South Dakota's assets and way of life. The campaign focuses on distributing visitors across the state, educating residents and visitors on responsible travel, and preserving cultural heritage and supporting local businesses.

Visitors could pledge to live and explore by the Forever 605 principles and be a passionate steward of the 605 state.

#forever605

GLOBAL PUBLIC RELATIONS & CONTENT SERVICES



New York Times '52 Places to Go'

In January, Travel South Dakota landed one of the most coveted spots in the travel space – the New York Times' "52 Places to Go" in 2023. The Black Hills, with a focus on its sacredness to Indigenous people, was on the list alongside London, England; Auckland, New Zealand; and the deserts of Africa.

The NYT digital platform averages approximately 145 million monthly visitors.



Sturgis Satellite Media Tour

In support of the Sturgis Motorcycle Rally, Travel South Dakota hosted a satellite media tour for morning news shows around the country to remind people that the Rally is the world's best and most famous, set in one of the country's most beautiful settings. The team sent tattoo sleeves, sunglasses, and bandanas to morning show producers and anchors to get them in the mood and generate excitement.

Results:

- 24 live television broadcast segments, picked up by hundreds of stations
- 909 cumulative placements
- 6,731,141 cumulative audience
- \$365,737 cumulative advertising value

GLOBAL TRAVEL & TRADE

Toronto Trade & Media Mission

The trade and PR teams collaborated on a Valentine's Day-themed trade and media mission in Canada that drew influencers, journalists, and tour operators to an event in Toronto. The PR team hosted journalists from targeted outlets including the Toronto Star, Vancouver Sun, and Canadian Geographic, while the trade team made connections with key tour companies. A connection with Collette Travel Canada during this mission led to a new marketing partnership for 2024 that will include upcoming exposure for South Dakota in the New York Times and Wall Street Journal, and the TSD team has already conducted exclusive trainings for Collette's Canadian agents and product developers.



Nordic FAM Partnership with Iceland Air

In early October, Travel South Dakota had the opportunity to host nine top tour companies from the Nordic markets to participate in a road-trip familiarization tour from Minneapolis, Minnesota, to Denver, Colorado. This tour was a partnership with Iceland Air, which covered round-trip flights for all participants, and Webbeds, which covered accommodations. Highlights in South Dakota included more than a dozen stops and experiences from northeast and southeast South Dakota all the way to the southwest part of the state.



"Dignity – a wonderful monument which was even more impressive in real life than in photos."

- Katharina, Product Manager for Unilke Reiser AS-Norway



INDUSTRY RELATIONS, DEVELOPMENT & RESEARCH

DMO Marketing Assistance Grants

Over the course of four years, Travel South Dakota will distribute more than \$4.2 million to 30 DMOs across South Dakota to support tourism marketing efforts in the state. This program is funded through State and Local Fiscal Recovery Funds as part of the American Recovery Plan Act and is intended to reinvigorate and stimulate tourism and visitation to and within all cities and regions in South Dakota. The funds were appropriated to Travel South Dakota by Governor Noem and the South Dakota Legislature.

Tourism Advertising Promotion Grants

In 2023, Travel South Dakota created a new marketing grant program aimed at assisting South Dakota's tourism industry and increasing visitation to tourism-related events. Specifically, this grant focuses on providing funding to events in smaller town, cities, and rural areas of the state, with grants ranging in size from \$1,000 to \$10,000. In its first year, Travel South Dakota awarded \$215,000 to 28 different events across South Dakota.

AWARDS

Mercury Awards - U.S. Travel Association

- **Best Integrated Marketing Campaign** | "So Much South Dakota, So Little Time"

Adrian Awards - HSMAI

- **Platinum and Best of Show:** Travel South Dakota | South Dakota Celebrates the Corn Kid
- **Platinum President's Award:** Travel South Dakota | "So Much South Dakota, So Little Time" Integrated Campaign (Business to Consumer)
- **Silver President's Award:** Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Connected TV/ Streaming/Linear)
- **Bronze:** Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Print Collateral)
- **Bronze:** Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Brand Campaign)

Magellan Awards - Travel Weekly

- **Gold Award** for "So Much South Dakota, So Little Time" television commercial
- **Gold Award** for "Hunt the Greatest" pheasant hunting campaign
- **Gold Award** for quarterly travel insights email
- **Silver Award** for "So Much South Dakota, So Little Time" integrated campaign
- **Silver Award** for South Dakota Shoulder Poster Mailer direct mail piece

