



TRAVELSOUTHDAKOTA.COM

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year in review

2017 ANNUAL REPORT



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Dear industry partners,



Another successful year in the books!

Congratulations to all of you for the hard work and dedication you put in to make 2017 yet another record year for tourism in South Dakota.

The pages that follow will give you a snapshot of what the Department of Tourism has been up to over the last year, and a look at how our work affects our state's economy. Our combined accomplishments and the difference we're making in our state are worth celebrating.

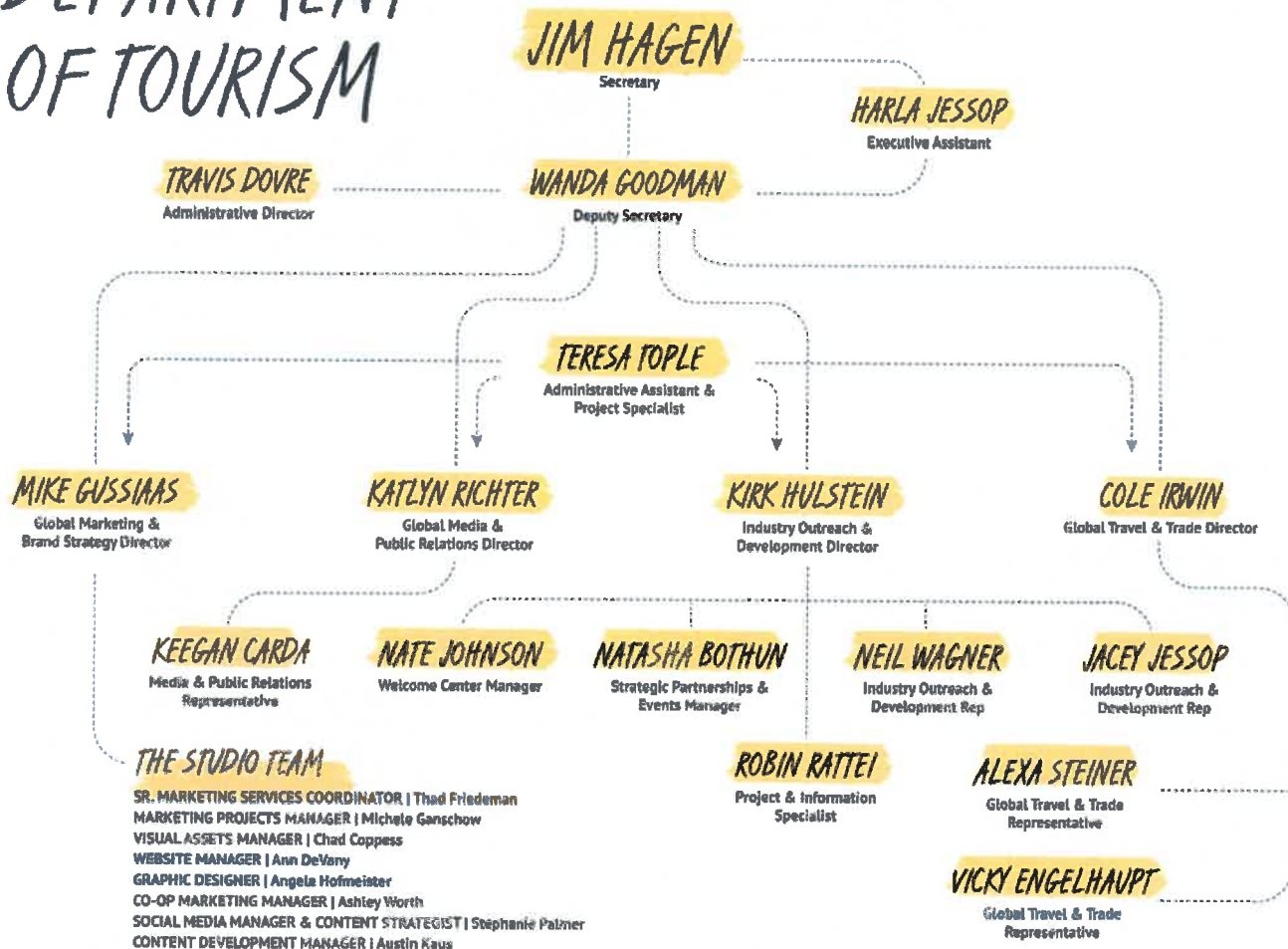
Thank you for your partnership and support, and for making our work possible. We're happy to share this report with you, and we look forward to what we will accomplish together in 2018!

All my best,

James D. Hagen

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SOUTH DAKOTA DEPARTMENT OF TOURISM



advisory board

Ted Husted, Chair
Ivan Sorbel, Vice Chair
Stan Anderson
Tom Biegler
John Brockelsby
George Kessler (term ended April 2017)

Ann Lesch
Julie Ranum
Carmen Schramm
Frank Smith
Kristi Wagner
Steve Westra (term began May 2017)

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strategic direction



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VISION

With world-renowned monuments, breathtaking landscapes, rich culture and heritage, and warm hospitality, South Dakota inspires a heightened sense of

freedom & 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*
- ▶ *INCLUSIVE COMMUNICATION*
- ▶ *CAN-DO ATTITUDE*
- ▶ *SAFE PLACE TO CULTIVATE IDEAS*



AREAS OF FOCUS

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

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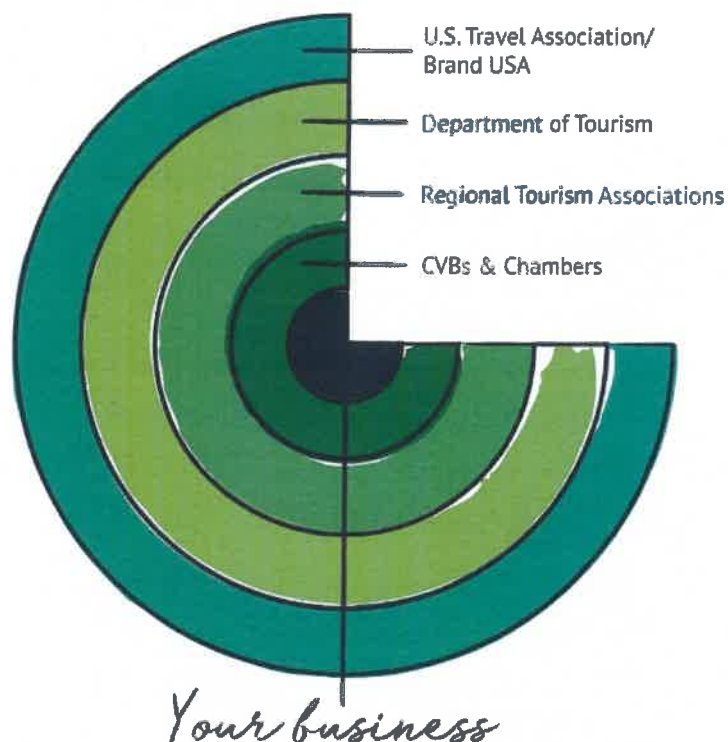
Working for You

On Your Behalf

- Promote South Dakota as a premier travel destination through the following channels:
 - Global marketing
 - TravelSouthDakota.com
 - Social media
 - South Dakota Vacation Guide
 - Press releases
 - Familiarization tours for trade professionals and domestic and international journalists
 - Domestic and international consumer, media and trade shows
 - Consumer promotions
 - E-newsletters
 - 1-800-S-DAKOTA
- Retain memberships with trade and industry organizations such as the U.S. Travel Association and American Bus Association
- Partnership in Rocky Mountain International
- Promotion through five official state Welcome Centers
- Work with the Visitor Industry Alliance to actively advocate for the tourism industry

Available Opportunities

- Co-op marketing programs
- State-hosted familiarization tours for trade professionals and journalists
- Welcome Center programs
- Photo and video assets
- Business and event listings on TravelSouthDakota.com
- Hospitality programs and training
- Marketing research, visitor profiling and travel trends
- Department of Tourism staff available to speak at programs, meetings and conferences



Working Together

From the national level down to individual businesses, each entity in the tourism industry plays a distinct and specific role.

The Department of Tourism's role:

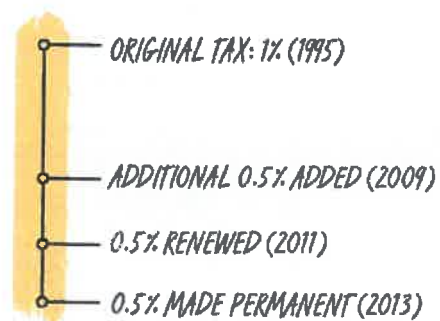
- Acting as a conduit of information from the national level to industry partners
- Actively working to bring visitors inside South Dakota's borders



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funding

The Department of Tourism is funded through a **1.5% promotion tax**.



The Department of Tourism also receives approximately \$3 million of the taxes levied on Deadwood gaming establishments.

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strategic area of focus #1

Maximize South Dakota's visitor economy



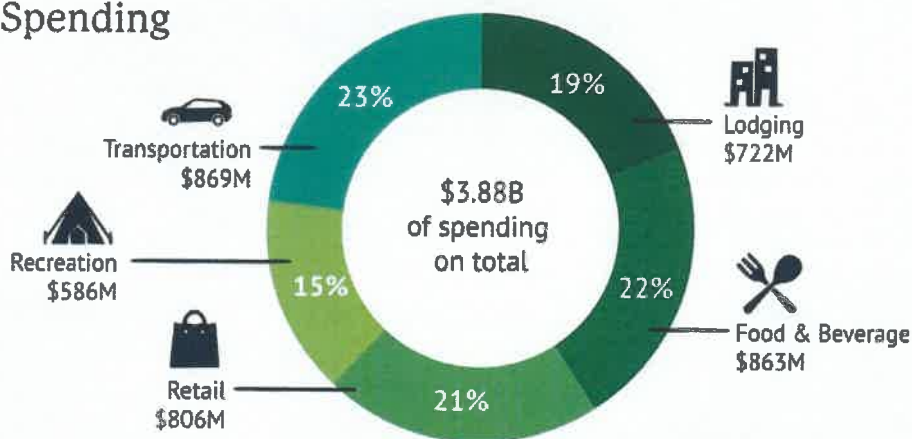
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2017 Economic Impact

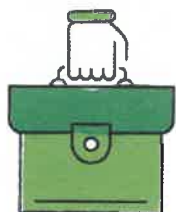
Travel generated **\$2.59 billion** in state GDP
or **3.2%** of the South Dakota economy

Visitor spending reached **\$3.88 billion**,
a **1.2% increase** over 2016

Visitor Spending



Visitation reached **13.9 MILLION VISITORS**, an increase of 0.1%



The visitor economy sustained a total of **53,894 jobs**, a 1.2% increase over 2016. This represents **8.9%** of all jobs in South Dakota.



Travel in South Dakota generated **\$291 million** in state and local taxes. This is a **\$12 million increase** over 2016.

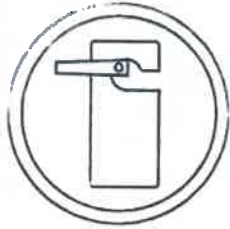


Without tourism in our state, each household would pay **\$871 more in taxes.**

Source: Tourism Economics

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Travel Indicators



-3.4%

decrease in hotel occupancy



+5%

increase in peak season
(May-August) visitors to South
Dakota's national parks



+6%

increase in arrivals at both
the Sioux Falls and Rapid City
regional airports in 2017



+4.4%

increase in 2017 state park
revenue, the result of more than
6.6 million visitors

taxable sales

	2016	2017	%
BBB Taxable Sales	\$2,112,975,928	\$2,150,085,217	1.8%
Lodging Taxable Sales	\$603,067,914	\$608,616,326	0.9%
Tourism Taxable Sales	\$784,340,696	\$807,010,271	2.9%

Revenue

Calendar YTD	2016	2017	%
Gaming Total	\$2,705,031	\$2,736,169	1.14%
Tourism Tax	\$9,717,512	\$9,402,938	-3.35%
Total	\$12,422,543	\$12,139,107	-2.33%

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strategic area of focus #2

Enhance and expand sustainable industry success



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PR Webinar Series

The Department of Tourism's strategic plan calls for the provision of training opportunities for industry stakeholders. In 2017, the department began with a series of free webinars packed with information geared towards the travel industry. The first three webinars, presented by journalist Kit Bernardi, focused on public relations best practices and how the industry can work with the media to successfully tell stories that garner exposure through print pieces, online news sites, blogs and guidebooks.

Quarterly Travel Insights Email

In an effort to provide an up-to-date look at how the tourism industry is faring, the Department of Tourism initiated the Travel Insights email. This quarterly communication delivers the latest information on travel trends and economic insights into South Dakota's tourism industry.

State-Federal Partnership with Minuteman Missile National Historic Site

When plans started to develop in 2013 for a new visitor center at the Minuteman Missile National Historic Site, the NPS reached out to discuss a partnership that would benefit the State, the NPS and our visitors.

In the four years that passed after that initial discussion, the NPS completed the visitor center, and the State completed a new rest area revitalization plan that included the closing of some information centers along I-90. Due to the strategic location of the Minuteman site, it made good sense for the State to partner with the NPS in order to place information center counselors in their new center.

On March 21, 2017, a Memorandum of Understanding was signed, and counselors greeted nearly 15,000 visitors in the first season.

Dakota

THE GOOD, THE BAD & THE UGLY

YOUR QUARTERLY TRAVEL INSIGHTS FROM THE SOUTH DAKOTA DEPARTMENT OF TOURISM

Hoedown, Partners: The sun has set on the first quarter of 2017 and that means it's time to tally the numbers and look at some early indicators. Here's how we've done through the end of March 2017.

WHAT THEY'RE TALKIN' ABOUT AT THE WATERIN' HOLE

- ★ Among U.S. households, 6% now include someone who camps.
- ★ Over the last three years, 1.4 million U.S. households have become new campers.
- ★ Millennials are driving the growth of camping, accounting for 34% of the nation's campers.

*NIA, North American Camping Report, 2014-2016, North American Camping Report, 2017

THE GOOD

Hotel revenue for 1Q was up against the percentage occupancy remained even with the same time period as last year.

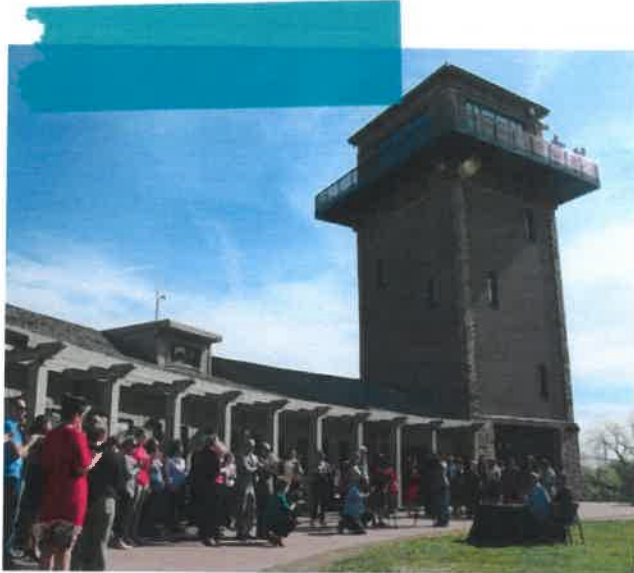
HOTEL ROOM NIGHTS	
2.07 MILLION	UP 0.3% YOY
2017 - Q1	
2.06 MILLION	
2016 - Q1	

AVERAGE	
42.9	DOWN 0.3% YOY
2017 - Q1	
42.9	
2016 - Q1	

NOTE
STAY

March 21, 2017

2017 ANNUAL REPORT



National Travel & Tourism Week

Each year, the United States Travel Association encourages destinations across the U.S. to participate in National Travel & Tourism Week (NTTW), which is a celebration and acknowledgement of the impact of travel on the country, states, regions and cities.

The theme of NTTW in 2017 was "Faces of Travel," and shined a spotlight on the power of travel by recognizing the millions of people who keep the tourism industry strong. The Department of Tourism took this opportunity to align with the NTTW theme and honor nine Faces of Travel throughout South Dakota. The individuals were acknowledged through public relations efforts and were recognized by Governor Dennis Daugaard at two press conferences held during the week—one in Sioux Falls at Falls Park and one in the Black Hills at Mount Rushmore.

*AS A RESULT OF NTTW
STATEWIDE OUTREACH,
THE DEPARTMENT
SECURED EARNED
MEDIA WITH A TOTAL OF
47,249,555 IMPRESSIONS
AND AN ADVERTISING
VALUE OF \$43,714.27.*



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strategic area of focus #3

Maintain and expand South Dakota's brand presence



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Media Audiences

Data Intelligence

Today, there are more tools and resources to learn about visitors than ever before, and the trick is capturing it and using it in a meaningful way—taking that data and harnessing it to inform messaging, media buying, creative, audience segmentation and most importantly, improving the visitor experience. In today's digital world, consumers expect customization based on their preferences and behavior, and DMOs need to meet their expectations as it pertains to travel.

To achieve this, the Department of Tourism uses two state-of-the-art data intelligence tools, **Terminal** and the

Visitor Experience Program (VEP). Both of these programs capture data on customers that have interacted with the department's marketing assets and use that data to model visitors and their behavior. The department can then use those models to find lookalike audiences that have a propensity to behave in the same way. These behaviors vary and can range from requesting a vacation guide, visiting a partner site or booking online. The department is also able to display different website content or digital ads for different users in real time. This gives audiences the content that is most likely to inspire them to travel to South Dakota or in some cases, to return. This content can be customized using their geolocation, lifestyle attributes, browsing behavior and demographics.



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Our Audiences

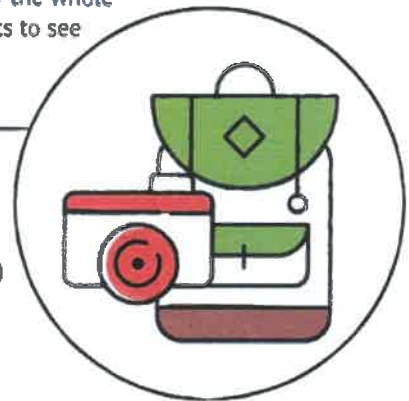


Young Families

- 25-34 years old
- Household income between \$60-150k
- Children under the age of 12 in the household
- High social and digital engagement
- Prefer an active vacation for the whole family, rather than just sights to see

Active Couples

- 25-34 years old
- Household income between \$60-150k
- No children in the home (or take frequent getaways without their children)
- Active online and in social media
- Prefer frequent, shorter trips with soft outdoor adventure

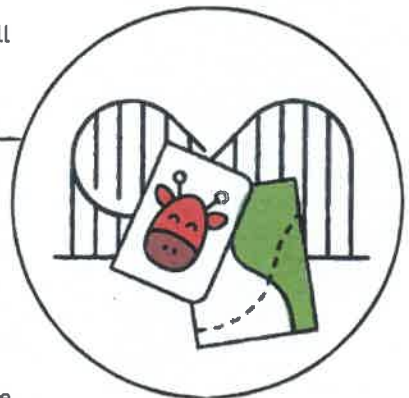


Bucket Listers

- Age 50+
- Household income between \$50-100k
- Reached primarily by traditional media
- Active travelers looking for breathtaking, once-in-a-lifetime experiences
- Enjoy national and state parks as well as experiencing local culture

Wander Years

- 39 million travelers in this group, representing the highest frequency of travel out of any of our audience segments
- 35-54 years old
- Average household income of \$92,000
- Typically one child in the home
- Interested in amusement parks, zoos, canoeing, snow sports, running and wine



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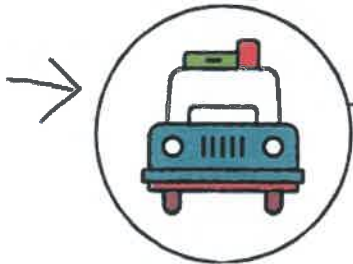


Nested in Bliss

- 24 million travelers
- 60 years old on average
- Household income of \$73,000
- Hobbyists, enjoy low-tech entertainment and gardening
- Conservative, yet spend higher on travel

Hunters

- Targeted during shoulder season
- Pool of prospects who have taken a trip to Michigan, Montana, Missouri, North Dakota, South Dakota, Utah or Wyoming where the primary activity was hunting



Road Trippers

- Microsegment of Wander Years
- Seven million travelers who have taken at least one vacation via personal automobile
- Live in the states of Illinois, Minnesota, Missouri, Washington, Montana, Nebraska or Oregon



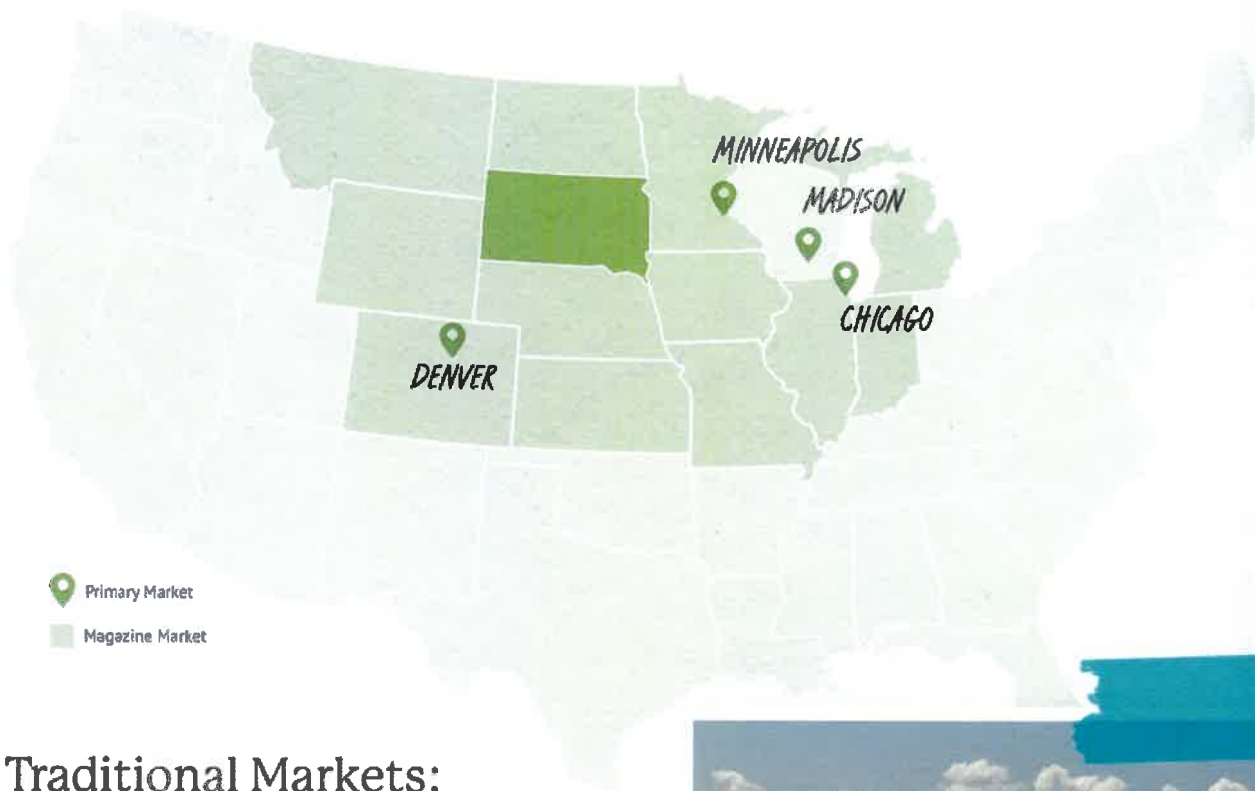
The Searchers

- 17 million travelers
- 49 years old on average
- Household income of \$61,000
- Interested in gaming

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Peak Season Traditional Media

December - August



Traditional Markets:

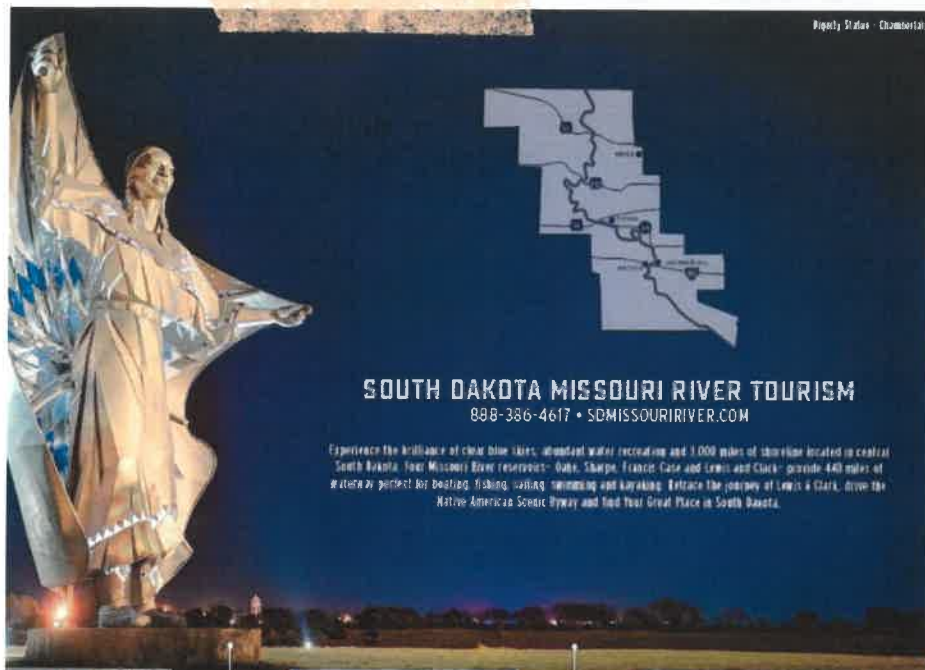
Primary – Minneapolis, Madison, Chicago, Denver

Placements:

- Alternative and connected television
- Broadcast television and news sponsorships
- Direct mailers
- Strategic cable, satellite and broadcast television buys
- Geographically targeted ads in magazines



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TRADITIONAL
MEDIA
PLACEMENTS
DELIVERED
144,379,094
IMPRESSIONS
DURING THE
PEAK SEASON.

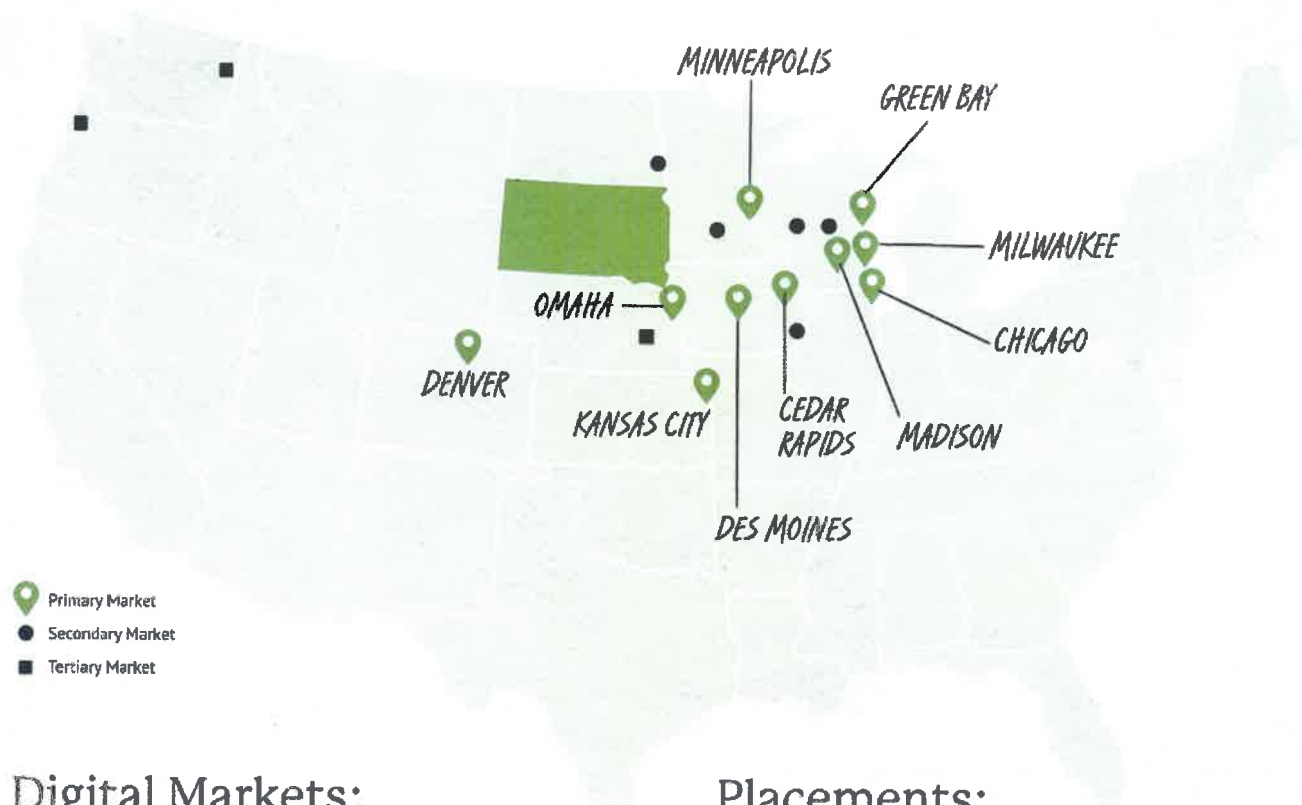


direct mailer

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Peak Season Digital Media

March 1 - July 31



Digital Markets:

Primary – Minneapolis, Madison, Green Bay, Des Moines, Kansas City, Omaha, Cedar Rapids, Milwaukee, Chicago, Denver

Secondary – LaCrosse/Eau Claire, Quad Cities, Wausau, Mankato/St. Cloud, Fargo

Tertiary – Lincoln, Portland, Spokane

Placements:

- HTML5 banners
- Expandable rich media
- Interactive and standard 15-second pre-roll video
- Content
- Custom email
- Lead generation

KPIs: Engagement value per dollar (EVPD) and cost per engagement (CPE)	METRIC	GOAL	ACTUAL
	EVPD	\$9.05	\$6.28
	CPE	\$0.15	\$0.22

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The Department of Tourism saw an overall return on investment of **\$6.77 for every \$1 spent** on digital banners during peak 2017.

Peak placements with the vendor ADARA, which can track hotel and flight bookings through its travel platform, accounted for:

- **3.45% of total impressions**
- **4.15% of peak digital spend**
- **16,389 hotel bookings**
- **3,418 flight bookings**
- **\$4,637,188 in hotel revenue**

Additionally, during the campaign run on Expedia, South Dakota room nights grew by 21% year-over-year, and booked revenue totaled \$5,250,884.

The out-of-home mobile extension campaign (geo-targeting traditional billboard efforts in Chicago, Minneapolis, Denver and Madison) had 2,670 verified walk-ins—those who were tracked to have seen an ad and then visited South Dakota. The cost per verified walk-in for this group was \$10.60 versus \$39.75 per verified walk-in for the standard mobile campaign.



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Community Co-ops *(peak)*

IN TOTAL,
PEAK CO-OPS
GENERATED
92,487,131
IMPRESSIONS
AND **1,233,605**
ENGAGEMENTS.



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Mall of America President's Day Peak Activation

In honor of President's Day, the department threw a monumental party at the Mall of America in Minneapolis.

- 600-pound, six-foot cake shaped like Mt. Rushmore
- Custom party hats
- Photo booth with South Dakota backgrounds
- A trip giveaway for lead generation

Party promotion

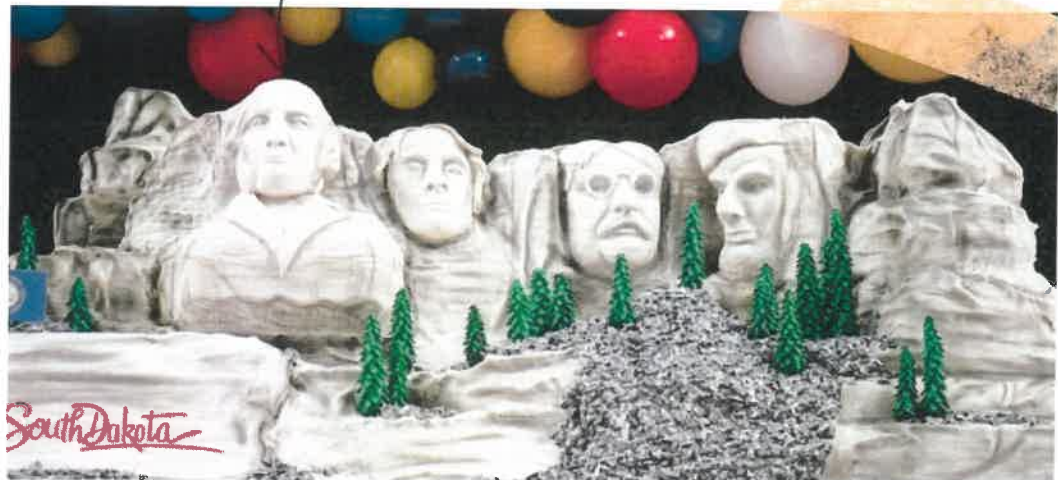
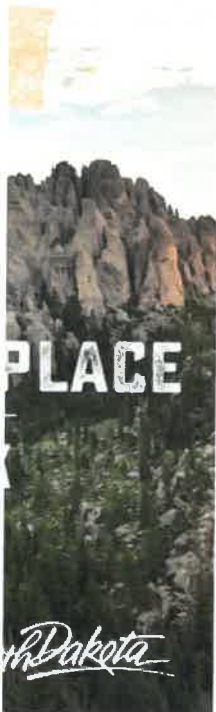
- Targeted mobile ads
- Facebook ads
- Digital displays in the Mall of America
- Targeted emails to Minneapolis-area addresses

The public relations team was also involved, sending mini cakes to radio and broadcast TV stations in Minneapolis, encouraging them to join in the celebration.

In total, the enormous cake served more than 1,000 people over the course of 1.5 hours. Estimated event attendance was 1,500. Supporting digital and social media efforts generated 4,743,915 impressions. The campaign utilized email, web, social media and targeted mobile banners.



600-pound, six-foot cake! Yum!

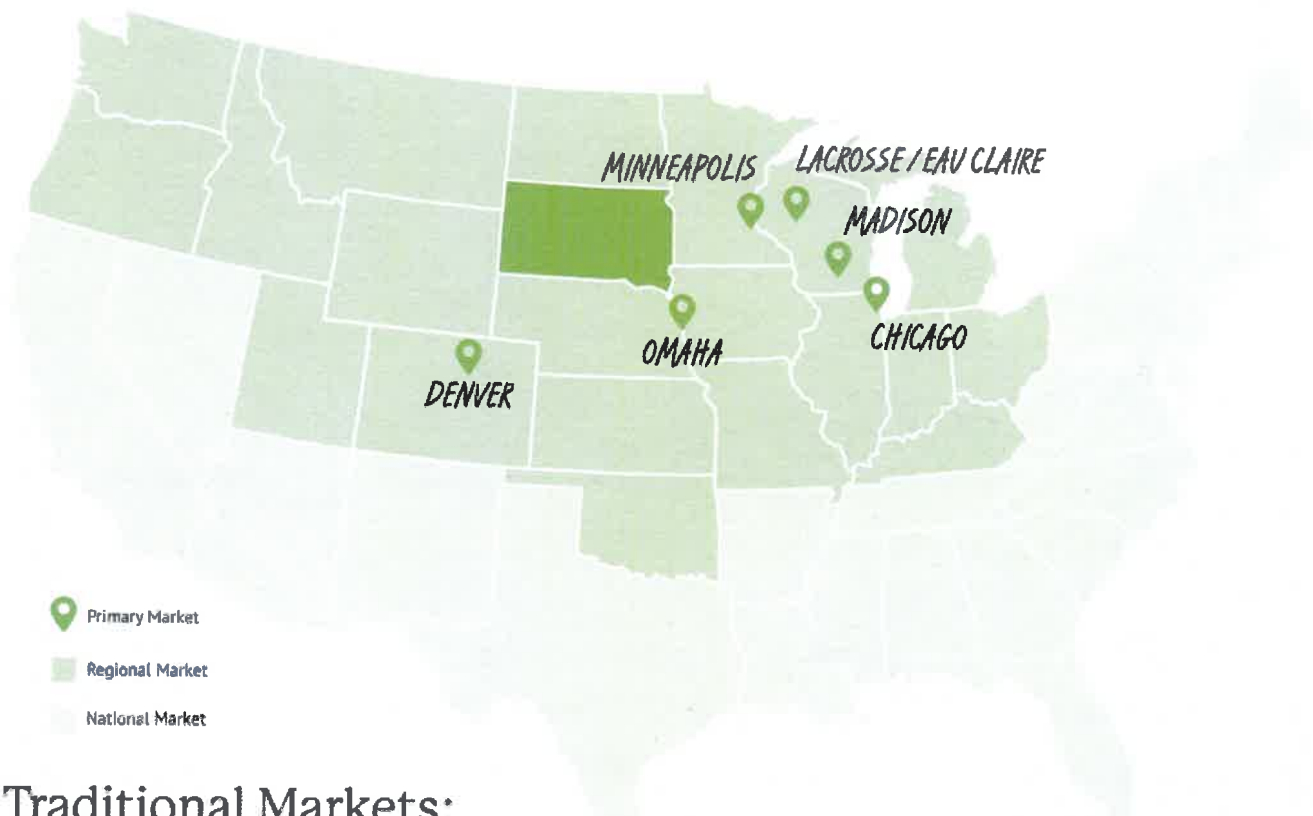


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Shoulder Season Traditional Media

August - November

With Young Families heading back to school in the fall, the shoulder season campaign focused efforts on Active Couples and Bucket Listers. Additionally, the department utilized hunting-specific efforts to reach pheasant hunters in target markets.



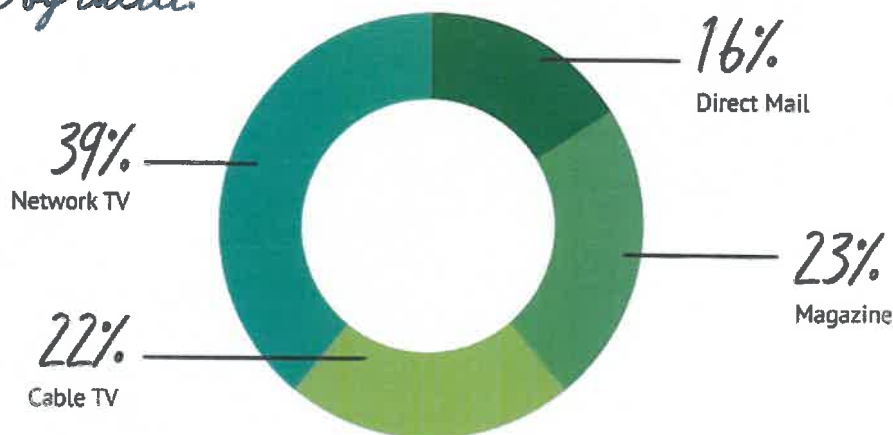
Traditional Markets:

Primary – Chicago, Denver, La Crosse/Eau Claire, Madison, Minneapolis, Omaha

Secondary – Regional, National

*TRADITIONAL MEDIA PLACEMENTS DELIVERED
17,960,964 IMPRESSIONS DURING THE SHOULDER SEASON.*

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Investment by tactic:

Active Couples were reached via behavioral targeting on alternative television in Chicago, Minneapolis and Denver.

Bucket Listers were delivered messaging through a comprehensive campaign:

- Broadcast television
- Magazine ads in *Midwest Living*
- E-newsletters to *Midwest Living* and *Martha Stewart Living* subscribers
- Co-op Great Getaways direct mail piece

Pheasant Hunters saw 'Take Me Hunting' messaging via:

- *Gun Dog* magazine
- Email messaging specific to hunters
- National cable on the Outdoor Channel and Sportsman Channel

The department also continued its partnership as a national sponsor of Pheasants Forever

- Ads in *Pheasants Forever Journal* and *Quail Forever Journal*
- Online advertising
- Expanded opportunities at National Pheasant Fest

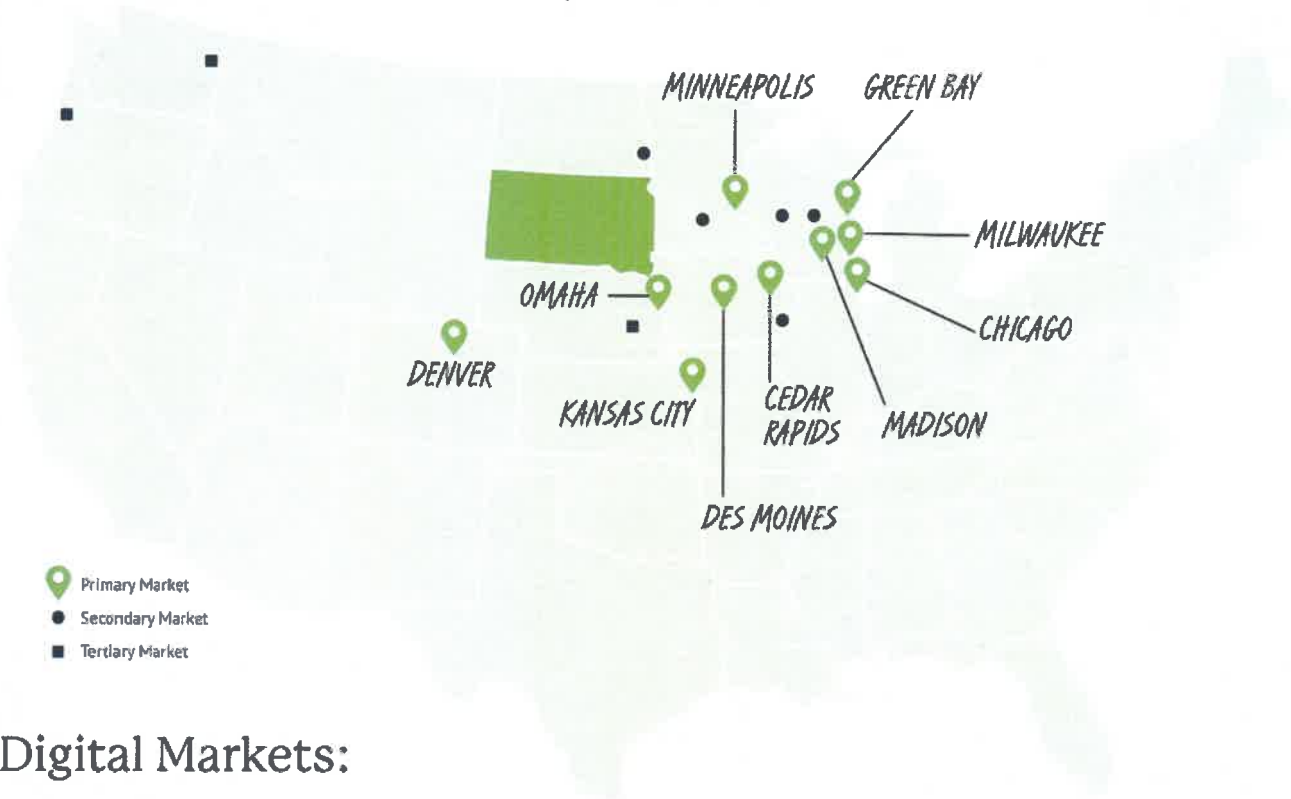
In 2018, the department will utilize a more year-round approach to targeting hunters, realizing the planning period for hunting trips can be far out for larger groups and more expensive hunts.



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Shoulder Season Digital Media (leisure)

August 28 - October 31



Digital Markets:

Primary – Minneapolis, Madison, Green Bay, Des Moines, Kansas City, Omaha, Cedar Rapids, Milwaukee, Chicago, Denver
Secondary – LaCrosse/Eau Claire, Quad Cities, Wausau, Mankato/St. Cloud, Fargo
Tertiary – Lincoln, Portland, Spokane

Placements:

KPIs	Metric	Goal	Actual
	Engagement value per dollar	\$3.83	\$6.41
	Cost per engagement	\$0.50	\$0.19

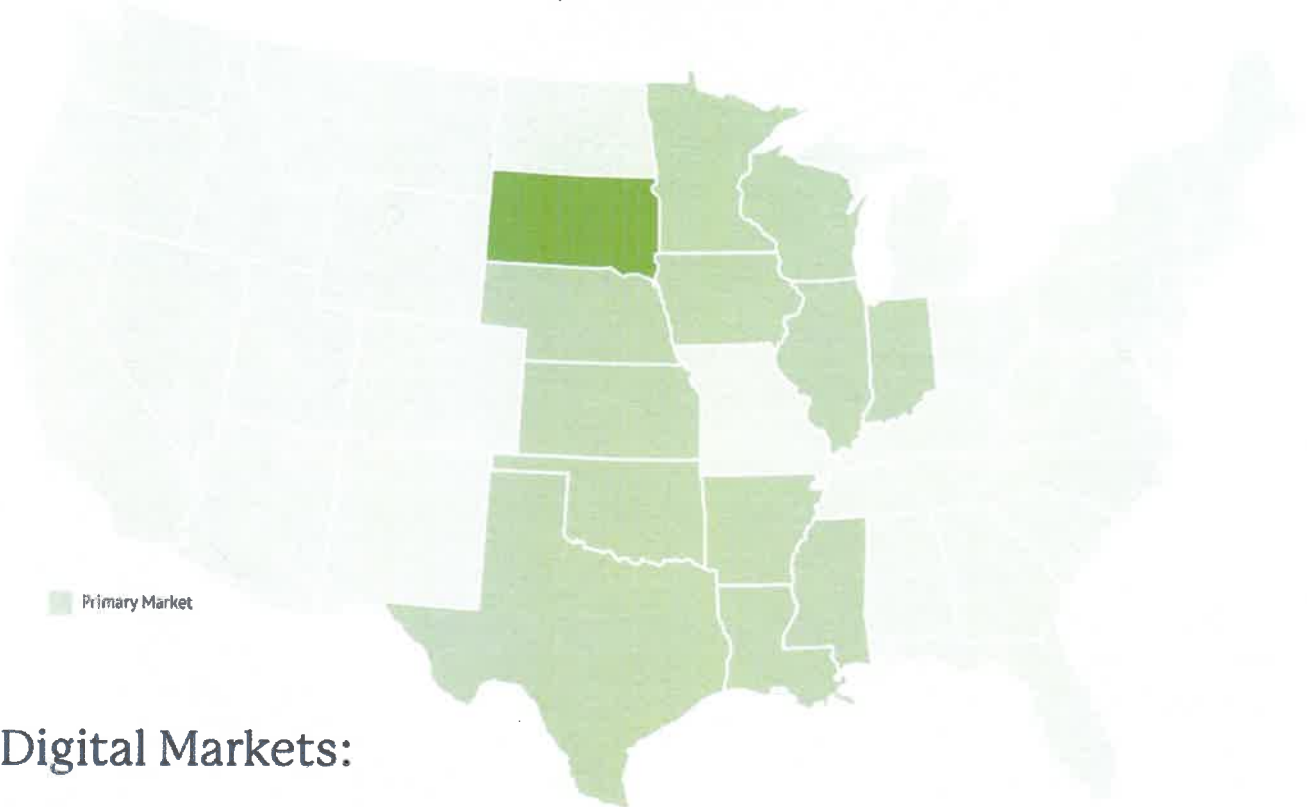
- HTML5 banners
- High-impact interactive billboards
- Standard 15-second pre-roll video
- Paid social
- Content
- Custom email
- Lead generation

THE LEISURE DIGITAL MEDIA CAMPAIGN DELIVERED
15,559,124 IMPRESSIONS DURING THE SHOULDER SEASON.

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Shoulder Season Digital Media *(hunting)*

August 28 - December 31



Digital Markets:

Primary – Arkansas, Illinois, Indiana, Iowa, Kansas, Louisiana, Minnesota, Mississippi, Nebraska, Oklahoma, Texas, Wisconsin

KPIs	METRIC	GOAL	ACTUAL
	Engagement value per dollar	\$6.54	\$3.22
	Cost per engagement	\$0.40	\$0.89

Placements:

- HTML5 banners
- Standard 15-second pre-roll video
- Paid social

THE HUNTING DIGITAL MEDIA CAMPAIGN DELIVERED 5,161,765 IMPRESSIONS DURING THE SHOULDER SEASON.

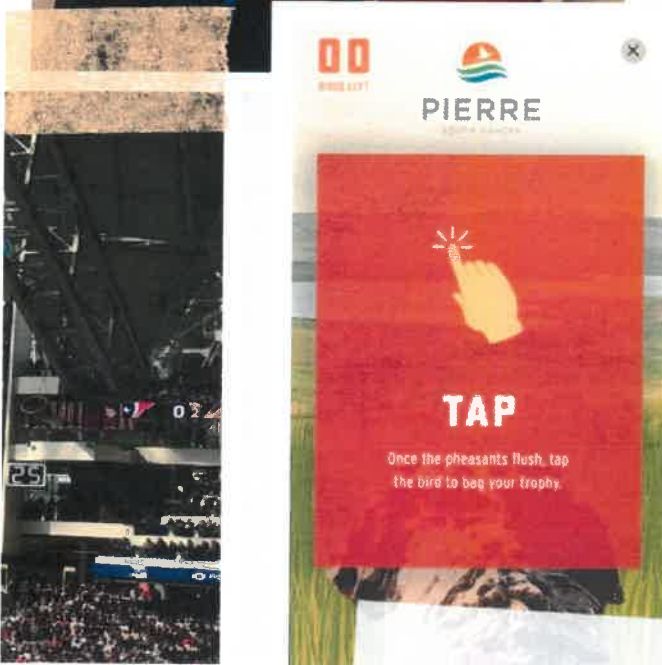
TRAVELSOUTHDAKOTA.COM

Community Co-ops (*shoulder*)

IN TOTAL,
SHOULDER CO-OPS
GENERATED
171,458,646
IMPRESSIONS
AND 1,274,884
ENGAGEMENTS.



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Pheasants Forever Partnership

- 2017 National Sponsor
- 5x Pheasants Forever magazine advertising
- 5x Quail Forever magazine advertising
- Editorial sponsorship in the new *Upland Bird Hunting Super Issue*
- Custom Platinum Sponsorship of National Pheasant Fest & Quail Classic
- Pheasants Forever and Quail Forever "Dog of the Day" sponsor
- Recognition as a national sponsor through a listing, SD logo and banner ad on PF and QF websites

Minnesota Vikings In-Stadium Sponsorship

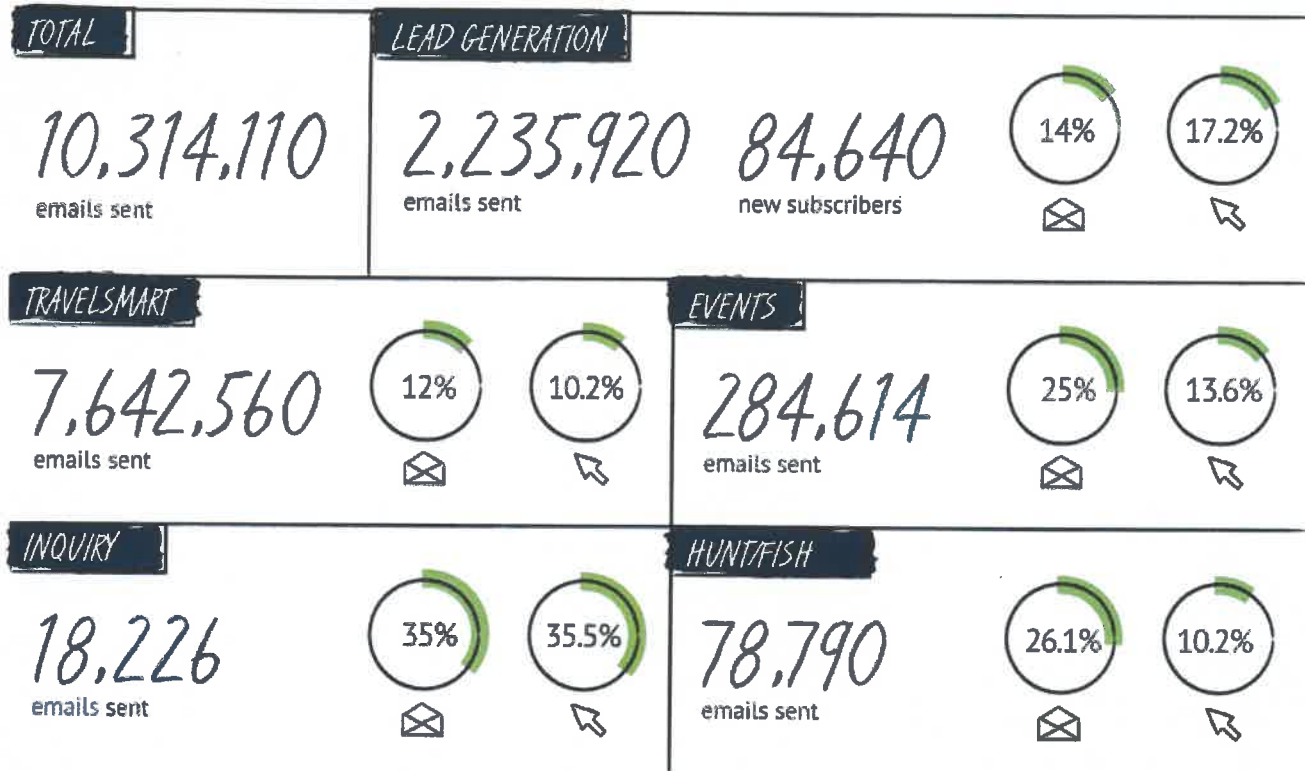
- Vertical LED boards
- Total of eight displays during each preseason and regular season home game
- Four 15-second pre-game advertising animations
- Four 15-second in-game advertising animations/static displays
- Commercial and promotional messaging placement within the stadium's 2,000-unit Internet Protocol Television (IPTV) system prior to and during each preseason and regular season home game

Rooster Rush

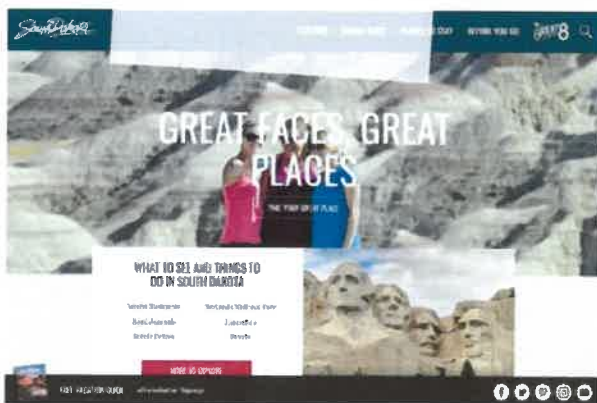
Each year, the Department of Tourism offers funding to communities that wish to participate in a statewide campaign to promote pheasant hunting. In 2017, the department awarded more than \$15,500 to 39 partners from 26 communities across South Dakota.

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Email Stats

 average open rate
  click-to-open rate


website stats



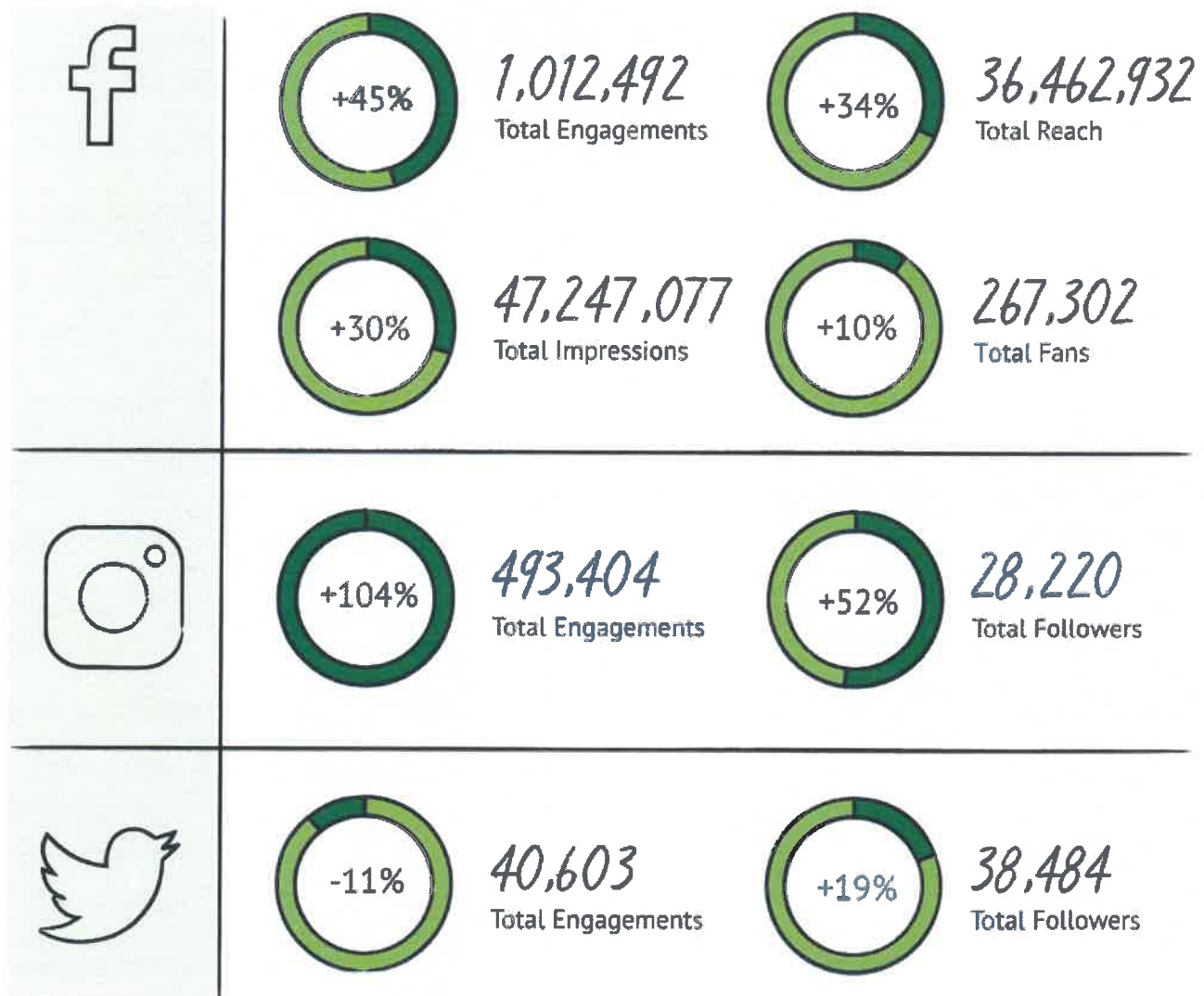
- 1,717,699 sessions (+4.73% from 2016)
- 1,335,573 users (+5.64%)
- 5,026,158 pageviews (-17.81%)
- 53.95% bounce rate (+10.5%)
- 130,769 VG requests (+6.22%)

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Social Media

January-December 2017

% represents increase/decrease over 2016



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605 Day

On June 5, the Department of Tourism rallied locals and visitors alike to share the SoDak love for our favorite holiday of the year—605 Day.

South Dakota is one of the only states to tout only one area code, and we love owning 605! Fans were encouraged to share why they love the 605 for a chance to win special SD-branded stickers, resulting in high engagement across social media channels.



3,746 ENTRIES
487,815 SOCIAL MEDIA
IMPRESSIONS
8,983 SOCIAL MEDIA
ENGAGEMENTS

Show Your South Dakota Pride

There's one thing that unites South Dakota, from its monuments and geological wonders to its history and beautiful landscapes: the 605. South Dakota is one of only 12 states in America that has just one area code, and it's become a rallying cry for locals and visitors alike.



Monthly Social Content/ Giveaways

St. Patrick's Day giveaway:

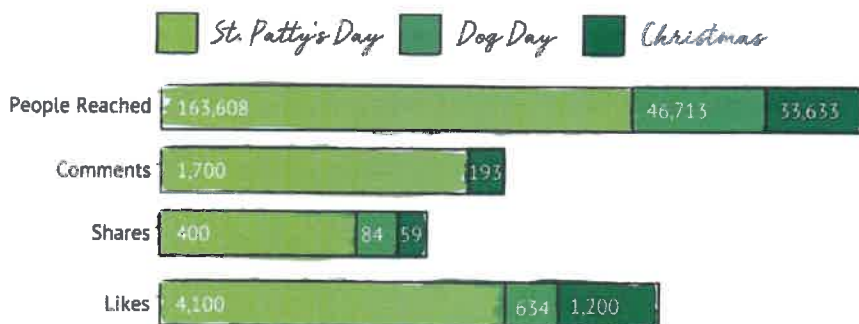
- 163,608 people reached
- 1,700 comments
- 400 shares
- 4,100 likes

National Dog Day:

- 46,713 reached
- 84 shares
- 634 likes

Christmas ornament giveaway:

- 33,633 reached
- 193 comments
- 59 shares
- 1,200 likes



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4th of July Fireworks Viewing Guide

The Mount Rushmore State knows how to celebrate the 4th of July with a bang! With so many great displays throughout the state, the Department of Tourism put together a Fireworks Viewing Guide to share these celebrations with visitors. The guide was published on the consumer website and promoted through all social media channels, a dedicated email, and a website modal. The page on the website trailed only the homepage in traffic from when it went live at the end of June through July 4. Showing that it did truly fill a need for potential visitors and locals alike, nearly 30% of traffic to the page was organic.

Facebook GIF performance

- 1.19 million people reached
- 73,318 post engagements
- 10,317 shares

Viewing guide social results:

- 160,263 people reached
- 5,855 engagements
- 197,198 total impressions



Fall Colors Viewing Guide

Social media results:

- 65,435 people reached
- 2,761 engagements
- 86,722 total impressions

Holiday Events Viewing Guide

Social media results:

- 41,203 people reached
- 1,205 engagements
- 58,807 total impressions

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Good Times, Great Places

This peak campaign was launched as a social media contest and sweepstakes in mid-April to maximize brand exposure and drive email leads. Creative social content was developed that was timely, targeted, optimized and integrated with other marketing channels.

Social media advertising was utilized to further increase audience reach, and an influencer piece was included to build brand advocates and introduce South Dakota to new audiences. Two dedicated emails were also incorporated to drive sweepstakes entries.

The campaign encouraged the audience to take a quiz to find their Good Times Guide (one of four created). The audience could then be entered into a contest to win a trip to South Dakota to follow their guide. Four influencers were utilized to follow each Good Times Guide and promote them through their channels.

- 26,795 sweepstakes entries
- 3,640,490 social media impressions
- 1,198,260 people reached
- 202,887 post engagements
- 4,225 new page likes
- 10,626 link clicks
- 80 new photo assets



It's fun and games aplenty. The name might seem kid exclusive, but moms and dads are more than welcome.

CHECK OUT THESE OTHER GUIDES:



Find Your Good Time!

Introducing the Good Times Guides: new tours uniquely themed for your interests. Whether it's checking out our most diverse landscapes on a Scenic Drives tour, or meeting some of our favorite furry friends on a Critter Crawl trip, these guides are designed to help you find your Great Place in SoDak. Stay tuned each week as we launch new guides!



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Seasons of SoDak

With the objective of inspiring target market audiences to keep South Dakota top of mind and create awareness of fall and winter travel to the state, "Seasons of SoDak" was launched to highlight South Dakota's diverse offerings. In both fall and winter, Five influencers (three in fall + two in winter) utilized the hashtag #SeasonsOfSoDak as they embarked on their journeys.

Part 1 - Fall

Three fall influencers:

- Posted 35 times across Twitter and Instagram
- Generated a reach of 1,208,606
- The goal for the accompanying vacation package sweepstakes was to get 6,000 signups. This was surpassed with a final number of 11,032 entries.

One of these influencers, Brianna Madia, averaged 25-30 video stories each day while in South Dakota, with an average view count of 21,600 individual accounts in each of the stories' 24-hour lifespan.

Part 2 - Winter, planned for January 2018

**CAMPAIGN GENERATED
5.4 MILLION IMPRESSIONS,
4.6 MILLION THROUGH
INFLUENCERS ALONE**

Sweepstakes results:

- 11,032 entries
- 35,096 visits
- 413 shares
- 5,914 engagements
- 6,236 new email opt-ins



"[South Dakota] is one of those places that, in its VASTNESS, has still managed to feel small ... to feel INTIMATE and WARM and COMFORTING and KIND. Across sprawling corn and sunflower fields and winding rivers and rolling hills are smatterings of tiny towns filled with rich history and people who are overjoyed to tell you about it."

Excerpt from Brianna's Road Journal for TravelSouthDakota.com

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Influencers



LOKI THE WOLFDog
@Loki_the_wolfdog

- 3.6M total impressions
- 380K total engagement



KELLY LUND
@shark_toof

- 80K Instagram followers at time of partnership
- 135,500 impressions



BRIANNA MADIA
@briannamadia

- 190K followers
- 60.2K post engagements (not including Stories)



TRAVELING NEWLYWEDS
@traveling_newlyweds

- 3,402 Twitter impressions
- 1,011,704 Instagram impressions
- 200,000 Instagram Story impressions
- 12,000 blog impressions



CHELSEA BIRD
@chelseabird

- 192,348 potential impressions



BRANDON ECKROTH
@brandoneckroth

- Posted 35 photos from his trip
- 825.2K impressions
- 184.7K engagements

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BREEZE TURNER
@breezeturner

- 55K Instagram followers
- 15K engagements



REBECCA COOPER
@rebecca_simpleasthat

- 144K+ total social following
- 120,727 Twitter impressions
- 172,872 Instagram impressions
- 66,000 Instagram Story impressions
- 857,400 blog impressions



ALLY PINTUCCI
@alypintucci

- 21,240 Twitter impressions
- 440,000 Instagram impressions
- 114,000 Instagram Story impressions
- 36,000 blog impressions



KAT CARNEY
@katcarney

- 4,550 engagements



GETTING STAMPED
@gettingstamped

- 125K total social following
- 1,339,871 Twitter impressions
- 816,000 Instagram impressions
- 160,000 Instagram Story impressions
- 180,000 blog impressions



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public relations



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Earned Media



domestic

Impressions: 2.27 billion
Ad Value: \$37.73 million (+205% from FY16)
Placements: 1,128 (+233% from FY16)



international

Circulation: 1.29 billion
Readership: 1.5 billion
Ad Value: \$26 million
Placements: Nearly 300

Clip Highlights

CBS Sunday Morning

The Department of Tourism and its PR Team, NJF, worked with CBS Sunday Morning to secure the piece "Mount Rushmore's chief carver gets his due." Jim Axelrod covered the story and noted that there was a ceremony held at Mount Rushmore, officially recognizing the contributions of Luigi Del Bianco, who was the memorial's chief carver. The segment featured shots of Mount Rushmore and noted the location of the carving in the Black Hills of South Dakota. This story was a result of the ongoing relationship with an associate producer at CBS.

- **6.5 million** broadcast viewers
- Preview for the segment and the full feature itself were posted on CBSNews.com (**UVM: 26,088,988**)



Mount Rushmore's chief carver gets his due

CBS This Morning

The CBS News team worked with the Department of Tourism and the Lead Area Chamber of Commerce on a piece with Jim Axelrod which featured the Sanford Underground Lab at Homestake. The story covered the future of Homestake and Lead and the progress that has been made in the community.

- **2.7 million** broadcast viewers
- **UVM: 26,080,671**



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West Coast – Seattle/L.A. Media Blitz

The department secured appointments with media in both Seattle and Los Angeles in February of 2017. Media represented outlets such as NBC News, *AAA Journey*, Travel Channel, Food Network, the Zoe Report and *LA Times*. The team met with 17 journalists in the two markets.

L.A. Travel Massive

The Department of Tourism hosted its third Travel Massive on February 16 in Los Angeles.

THE GOAL:

Raise awareness of The Mount Rushmore State as an ideal escape to America's "Wild West" and the great outdoors among LA's media and industry professionals.

Secretary Hagen welcomed the crowd, addressed the 2017 happenings and highlighted why the state makes for a great getaway for Southern Californians. The team brought the Mount Rushmore mascots for photo opportunities, served Chubby Chipmunk truffles, Sick N Twisted brew and popcorn balls from The World's Only Corn Palace. More than 50 travel professionals, influential media and bloggers attended, representing publications such as *The Los Angeles Times*, *The Zoe Report*, *Frommers*, *Delta SKY*, *Sierra Club*, *USA Today's 10Best*, *Edible*, etc.

In conjunction with the efforts in LA, the NJF PR team was able to secure a morning show appearance with the Mount Rushmore mascots and Secretary Hagen on KTLA, the #1 morning show in Los Angeles.

- 153,186 viewers
- 3,123,869 UVM
- \$23,284 in advertising value



Washington, D.C. Media Blitz

While the team was in Washington, D.C. for IPW in June, they took advantage of the opportunity to meet with members of the media in that market. Appointments were secured with media representing outlets such as *National Geographic Traveler*, *The Washington Times*, *Family Travel Network* and *Smithsonian*.

New York City Media Blitz

In August, the team was able to meet with several journalists in New York City including journalists from *Travel Weekly*, *Family Traveller Magazine*, *Midwest Living*, *AFAR*, *Forbes*, *Conde Nast Traveler*, *Organic Spa Magazine* and more.

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Macy's Thanksgiving Day Parade

South Dakota joined the Macy's Thanksgiving Day Parade for the eighth year in 2017, with Smokey Robinson appearing on the float along with the Mount Rushmore mascots. The NBC broadcast of the 91st anniversary of the parade was the #1 most-watched entertainment telecast on broadcast or cable since The Academy Awards Show in February.

From 9 a.m. to noon, the parade's broadcast averaged:

- 12.5 rating and 27 share in households in the 56 local markets metered by Nielsen
- 6.41 rating in adults 18-49

Viewership of the 2017 parade was the third largest audience for annual parade coverage in people meter history dating back to 1987.

Social media activity for the three-hour telecast was outstanding, and Verizon's exclusive 360-degree Live Stream on YouTube had record viewership. Additionally, South Dakota was part of a partnership with NBC and Google Home that included a comedic series of custom content featuring Amy Poehler and Nick Offerman. During commercial breaks, the South Dakota float was featured during commentary between Nick and Amy as they utilized their Google Home.

To more fully integrate the Macy's parade with the department's other advertising, a "Turkey Trip" social media campaign and sweepstakes encouraged viewership of the parade and engagement with the department's social channels.

Beginning on the Monday before the parade, targeted ads began promoting the sweepstakes including:

- Alternative TV
- Digital banners
- Social media videos
- Dedicated email
- Website modal on TravelSouthDakota.com

The supporting ads encouraged people to watch the parade, and specifically the Mt. Rushmore float, to find which mascot was holding a stuffed turkey. Viewers could then go to a landing page at TravelSouthDakota.com and enter for a chance to win a monumental trip to South Dakota.

RESULTS:

- **30,247** social media engagements
- **2,001** sweepstakes entries
- **1,128,414** potential social media impressions
- **2,022** email clicks
- **402** new email leads
- **2,815** landing site visits
- **57,644** video views
- **300,525** video impressions

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Press Trips and Media Hostings

Turkey Hunt Press Trip (April 2017)

The department invited three outdoor journalists to the Pine Ridge Indian Reservation to explore the area and experience a turkey hunt. Each writer was able to successfully fill their tag. The team also showcased the surrounding area including Wall, Wall Drug, Badlands National Park and a few even were able to make a trip to see Mount Rushmore National Memorial. The trip produced nine stories resulting in 72 million impressions.

Family Road Trip (May 2017)

The department invited family-focused travel writers to experience a South Dakota trip from Rapid City to Sioux Falls. The writers were invited to bring a child with them; three took us up on the offer, and we had some very fascinated and happy children on the trip.

Experiences included:

- Wall Drug
- Buffalo Safari Jeep Ride
- A gold-panning experience
- Time spent in Downtown Sioux Falls playing at Falls Park and enjoying malts, lots of cheeseballs and smiles

Thus far, the press trip has produced eight stories with more than 3.7 million impressions. The team is still anticipating more coverage from this press trip.

Red Tricycle featured South Dakota as a result of this family-focused press trip.

- UVM: 1,599,306



RED TRICYCLE

<http://redtri.com/south-dakota-family-road-trip/>

Rapid City to Sioux Falls: South Dakota's Great American Road Trip

er is almost here which means... family road trip! This year, instead of rushing from it, consider slowing down the pace and exploring the beautiful state of South Dakota. If the American frontier, this great slice of America is home to world-renowned national historic landmarks, an array of wildlife, stunning landscapes and outdoor adventures, first-class arts and culture scene and an eclectic mix of quirky roadside attractions. To get started, we've traveled the state and mapped out everything you need to see and



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Outdoor Group Press Trip (June 2017)

Five outdoor-focused journalists came to South Dakota in June to explore the Badlands and Black Hills. Experiences included:

- Fly fishing
- ATV riding
- A helicopter tour
- Stargazing in the Badlands
- Hiking

The trip produced three stories resulting in 9 million impressions and 50+ social media posts. The team is anticipating further coverage from this trip.



Buffalo Chip Sturgis Motorcycle Rally Hosting (August 2017)

The department hosted several writers representing multiple outlets during the Sturgis Motorcycle Rally. Partnering with The Buffalo Chip in this effort, the team was able to provide an overall Sturgis experience that resulted in multiple articles, more than 8.6 million impressions, and 16 social media posts.

One of the feature articles was printed in *NYLON* Magazine.

- Circulation: 205,193
- UVM: 1,178,597

Another feature from the Rally hosting appeared in *Made Man*, which focused on the unique and personal side of the Sturgis Motorcycle Rally.

- UVM: 3,687,094

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Buffalo Roundup FAM (September 2017)

Fourteen domestic and international journalists attended the 52nd Annual Buffalo Roundup and explored Western South Dakota. Experiences included visits to Rapid City, Mount Rushmore, Badlands National Park, Wall Drug, Historic Deadwood, Custer, Custer State Park and Crazy Horse Memorial.

The Roundup continues to provide unique storytelling angles for journalists who attend the press trip. To date, the Roundup press trip has secured nine stories resulting in more than 52 million impressions and 84 social media posts.

Smithsonian Magazine focused on how the Buffalo Roundup event is an event unlike any other in the country.

- **UVM: 3,156,751**

Travel Channel Online featured several sights in South Dakota, and was a result of the Buffalo Roundup press trip.

- **UVM: 9,422,136**

Chinese Social Media Influencer FAM

In partnership with DiDi Chuxing, a Chinese ride-hailing service, and the Colorado Tourism Office, five social media influencers experienced a road trip and tour between both states.

The tour was arranged through the department's contract with East-West Marketing. While in South Dakota, the group toured Custer State Park, Prairie Berry Winery, Palmer Gulch, Mount Rushmore National Memorial, Crazy Horse Memorial, Badlands National Park, Wall Drug, Reptile Gardens, Rapid City, Deadwood and Spearfish Canyon.

Brand USA Japanese Media FAM

In May, the department hosted four Japanese journalists and a representative for Brand USA Japan on a media FAM in South Dakota. Publications included *Madame Fiearo*, a Japanese women's lifestyle and travel website and newspaper, *Travel.jp*, a publication that provides tour information and inside tips for Japanese travelers and *Hunt magazine*, which features hiking, camping and fishing, travel and outdoor lifestyle.

The itinerary included city tours and overnights in Deadwood, Hill City and Rapid City. The group visited several attractions in the Black Hills, including Mt. Rushmore, Crazy Horse Memorial, Custer State Park, Badlands National Park and Wall Drug.



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global marketing & travel trade



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Brand USA

Brand USA is the official destination marketing organization of the United States, created in 2010 by the Travel Promotion Act. Our Brand USA partnership continued its success in 2017 with strong results from the co-op marketing programs.

2017 Inspiration Guide

The Brand USA Inspiration Guide is produced in nine languages for 13 country-specific versions, with distribution in 20 international markets. The guide offers 547,000 print and 30 million digital impressions. It includes targeted consumer, trade and U.S. Embassy distribution channels. This year's guide featured a full spread of South Dakota copy and imagery and featured three industry partners: Black Hills & Badlands Tourism Association, Southeast South Dakota Tourism Association and the Sioux Falls CVB.

Enhanced State Page

Our owned content on VisitTheUSA.com highlights all the Great Faces and Great Places across the state and the page is promoted throughout the site and language-sites including English for the United Kingdom, Canada, India and Australia; French for Canada and France; Spanish for Chile and Mexico; Portuguese for Brazil; German; Korean and Japanese.

USA Discovery Program

From Brand USA's site – "The USA Discovery Program is Brand USA's official online training tool about the diverse destinations and experiences available in the U.S. designed to inspire and help the travel industry get accredited as USA Specialists. Agents learn geographical information on regions, as well as individual states and territories. Unique features of the program include MegaFam integration, live events and webinars, and peer-to-peer learning. The USA Discovery Program currently has nearly 12,000 members and is active in eight markets."

Program Countries:

- Australia
- Brazil
- China
- India
- Ireland
- Mexico
- New Zealand
- United Kingdom



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One Big Welcome Video

Brand USA rolled out a new video program in 2017 aimed at welcoming international visitors to the U.S. in a unique and personal way. The project invites all 50 states, and any destination marketing organization, to produce a video or audio clip of personal stories and recommendations. The Department of Tourism worked with industry members across South Dakota to tell international visitors what they love about our state. The final video is still be compiled and will be released by Brand USA in 2018.

Spring Multi-Channel Program in Western Canada

TOTAL IMPRESSIONS:
7.39 MILLION

The Department of Tourism participated in a spring multi-channel program in western Canada, which included a print advertorial, Facebook carousel ad unit, traffic generation through the Google Display Network, and an Expedia activation.

Travel USA print/digital content

- **350,000** print distribution across four newspapers, plus a digital edition

Facebook Carousel Unit

- **1,530** South Dakota tile link clicks
- **0.62%** Full unit CTR

Traffic generation: Google Display Network

- **36,771** clicks
- **6,632,385** total impressions
- **0.55%** CTR

Expedia activation

- **413,773** total impressions
- **1,842** room nights booked during and 43 days post-campaign
- **\$239,645** total gross revenue booked during and 43 days post-campaign

Spring Multi-Channel Program in Germany

Travel USA print/digital content

- **346,000** print distribution across two newspapers, plus a digital edition

Facebook Carousel Unit

- **1,874** South Dakota tile link clicks
- **0.42%** Full unit CTR

Traffic generation: Google Display Network

- **3,186** clicks
- **609,039** total impressions
- **0.52%** CTR

Expedia activation

- **601,808** total impressions
- **222** room nights booked during and 42 days post-campaign
- **\$24,199** total gross revenue booked during and 42 days post-campaign

Fall Multi-Channel Programs in Germany, UK and Australia

In an effort to sustain a consistent presence in our top international markets, the department continued a multi-channel program in Germany, and added the UK and Australia for the fall. Just like the spring program, these multi-channel efforts provide exposure to the South Dakota brand across a diverse media mix, from a print advertorial to a digital campaign to traffic generation.

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Trade Shows

Go West Summit

- Conducted one-on-one appointments with 58 tour operators, travel agents and journalists
- Hosted 8 Chinese tour operators to dinner with other South Dakota suppliers

North American Journeys

- Conducted 25 appointments with tour operators and travel agents

Circle Wisconsin

- Conducted 32 appointments with regional group tour companies from the Midwest
- Sponsored a networking break during the show

American Bus Association

- Conducted 37 appointments with group tour companies around the USA

Active America China

- Met with 35 inbound Chinese travel companies
- Co-hosted a sponsorship breakfast with Crazy Horse Memorial and Rapid City CVB to train all attendees at the show

International Pow Wow (IPW)

- Met with 120 tour operators, journalists and receptive operators
- Had a 40-foot booth space with 10 SD suppliers
- Had an expanded booth outside of the convention room with WY, ND and MT to garner more leads

International Roundup

- Met with 42 international tour operators and receptive operators
- Hosted 11 tour operators to SD after the show

Trade FAM Tours

Mega FAM

- Hosted 10 tour operators from UK, Australia, Germany, France, Italy and Benelux Region

Active America China Post FAM

- Hosted three Chinese tour operators in the Black Hills after the show

Brand USA German FAM

- Had 14 German tour operators in South Dakota as part of a training FAM

Travalco FAM

- Hosted three Scandinavian-based tour operators

IRU post-FAM

- Hosted 11 international tour operators after the trade show

Domestic Trade FAM

- Hosted three domestic trade reps from the U.S

Missions & International Trade Shows

ITF (Taiwan)

- Joint partnership with Wyoming Office of Tourism
- Taiwanese rep attended the three-day consumer show to promote travel to SD from Taiwan

Italian Visit USA Showcase

- Conducted 35 one-on-one meetings
- Met with five media representatives
- Trained 51 sales staff

- Gave a three-minute presentation about South Dakota to all of the show participants

Benelux Mission

- Conducted 16 sales meetings
- Met with four media representatives
- Trained 70 sales staff

UK Mission

- Conducted 11 sales and product meetings
- Met with 10 media representatives
- Trained 32 sales staff
- Hosted one evening networking event

Australian/ New Zealand Mission

- Conducted 21 sales and product meetings
- Made 55 media representatives
- Trained 88 sales staff
- Held three evening networking events for more than 100 attendees

French Mission

- Held 22 sales and product meetings
- Made eight media representatives
- Trained 85 sales staff
- Held one evening event for 40 attendees

First-ever Japanese In-Language Travel Guide

In spring of 2017, our first Japanese in-language guide was printed. The 18-page publication features general information, detailed itinerary suggestions, maps and images.

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Rocky Mountain International

Rocky Mountain International (RMI) is the official regional destination marketing organization promoting Montana, North Dakota, South Dakota and Wyoming internationally as the Real America. RMI implements complex and multi-faceted tourism marketing strategy in major international inbound tourism markets with the goal of attracting more overseas visitors to the Real America and increasing length of stay and spend in the region.

RESULTS: JULY 2016-JUNE 2017

The Department of Tourism hosted 41 trade professionals and 21 media professionals through RMI in FY17

- Overseas sales missions and trade shows delivered 506 active sales leads
- RMI's network of overseas sales reps conducted a total of 448 sales calls, trained 734 professionals, and met with 228 journalists

Fieldstar International

Fieldstar International was hired to represent South Dakota abroad in Japan. Our representative works on both media and travel trade, and Fieldstar has been representing South Dakota for nearly 20 years.

Trade Sales

Conducted a training seminar in Los Angeles for 70 Japanese tour operators.

East-West Marketing

The Department of Tourism began a partnership with East-West Marketing to represent South Dakota in the Chinese Market as of Aug. 1, 2017. Three representatives are located in Beijing and have established both media and trade goals for South Dakota. East-West also represents South Dakota's international airport gateway states including Colorado and Minnesota.

Media

- 116 articles resulted in \$2,534,966 in ad value

Trade Sales

- 20 sales calls



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strategic area of focus #4

Advance the development of the destination

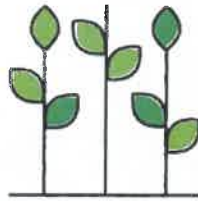


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The Department of Tourism aims to encourage an entrepreneurial spirit among the state's tourism industry and help facilitate destination discussion and guidance in four niche areas:



**ADVENTURE
TOURISM**



AGRITOURISM



**SPORTS
TOURISM**



**TRIBAL
TOURISM**

Additionally, the department works to elevate the industry's voice in both state and national issues and policy discussions.

Niche Area Discussions:



Adventure Tourism

Over the course of 2017, Department of Tourism staff facilitated discussions with Black Hills Trails to learn about the challenges they are experiencing in the development of the Sturgis Backcountry System and how the department can provide support for their ongoing effort to create and maintain recreation opportunities for our visitors.



Agritourism

The Industry Outreach & Development Team initiated the establishment of a statewide ag tourism work group to begin discussions regarding growth opportunities across the state. This group brings together expertise and resources from various state agencies, academia, ag industry associations and other entities that will guide future efforts.



Tribal Tourism

Since its strategic plan officially launched in July 2017, the department has been busy conducting outreach and making connections. In September, team members attended the AIANTA conference on tribal tourism. Additionally, staff members have met with the Department of Tribal Relations, as well as members of the Oglala, Rosebud and Sisseton Wahpeton Oyate tribes to discuss opportunities to work together to promote tourism.

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Other State Discussions

AIRBNB

The Department of Tourism worked closely with the Department of Revenue in 2017 to facilitate discussions between the State and AirBnB. The two entities reached a tax agreement, and beginning on September 1, 2017, the alternative lodging company began remitting state and municipal taxes on all eligible bookings in South Dakota.

STILL THE NATION'S BEST PHEASANT HUNTING

Brood counts can weigh heavily on hunters' minds when deciding whether or not to make a trip to South Dakota in the fall. When the 2017 numbers came out in an unfavorable light, the Department of Tourism developed its own message to remind hunters that while bird counts are less than ideal, South Dakota still boasts the best pheasant hunting in the country.

DROUGHT TASK FORCE

The State of South Dakota brought together a task force of employees from various state agencies, including the Department of Tourism, in 2015 to develop a drought mitigation plan. The plan was developed to provide a strategy for the state to reduce the impacts of drought over the short and long term. Throughout 2017, this plan was put into action, with the task force meeting weekly to hear updates on climate and weather patterns, wildfire outlooks and impacts to wildlife and other resources.

VISITOR INDUSTRY ALLIANCE

The South Dakota Visitor Industry Alliance (VIA), incorporated in 1995, is the statewide advocate for the tourism industry in South Dakota, with the purpose of providing a coordinating alliance to advance tourism-friendly legislation and oppose legislation that is deemed to be unfavorable to the tourism industry. The department attends the VIA's meetings and works in tandem with the organization on tourism-related legislative matters when possible.



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National Discussions:

✓ *TTAB Involvement*

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 which provides for information sharing, leadership and education on issues that impact the travel and tourism industry. Secretary Hagen is the current National Chairman of the NCSTD.

✓ *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 2017 included the Passenger Facility Charge, FAA reauthorization, H-2B and J-1 Visas, Open Skies, the Visa Waiver Program, Brand USA reauthorization, travel bans/boycotts, and national parks funding.

✓ *Western States Tourism Policy Council*

South Dakota was invited to become a part of this council in 2017, and will be represented by Secretary Hagen. The mission of the council is to encourage a positive environment for travel and tourism, and to advocate travel and tourism related policy issues in the western United States. This year, issues discussed included the national parks fee increase and the continuation of the J-1 Visa program.

✓ *Destination Capitol Hill*

Department of Tourism team members attended Destination Capitol Hill in March in Washington, D.C., the tourism industry's annual legislative meeting. Issues discussed with Congressional representation included the Passenger Facility Charge, FAA reauthorization, H-2B and J-1 Visas, Open Skies, and the Visa Waiver Program.

✓ *Washington Representatives Weekly Meetings*

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

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strategic area of focus #5

Ensure operational excellence



Internal Communication

The Global Media & Public Relations team developed an internal newsletter in 2017, which allows department staff to stay up to date on current marketing, travel trends, travel news and other relevant information.

Process Improvements

There is always room for improvement and, in 2017, the team identified one process that was the focus of a process improvement project. The internal process of hosting and FAM tours was thoroughly evaluated and streamlined to be more efficient and effective.

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U.S. Travel Forecast Data

<i>U.S. Travel Forecast</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
GDP (billions)	18,569.1	19,404.6	20,334.8	21,110.0	21,906.3
Unemployment Rate %	4.9	4.7	4.6	4.6	4.7
Consumer Price Index (CPI)*	240.0	245.5	250.7	255.6	260.5
Travel Price Index (TPI)*	273.1	282.0	292.0	300.5	308.2
Total Travel Expenditures in U.S. (billions)	990.3	1,020.9	1,062.9	1,106.4	1,154.4
U.S. Residents	836.6	865.9	901.3	937.0	975.4
International Visitors**	153.7	155.1	161.6	169.4	179.0
Total International Visitors to the U.S. (millions)	75.6	75.5	76.9	80.0	83.4
Overseas Arrivals to the U.S. (millions)	37.6	37.7	38.7	40.4	42.1
Total Domestic Person-Trips*** (millions)	2,206.5	2,245.9	2,286.3	2,322.4	2,356.2
Business	458.9	466.2	471.2	475.0	478.2
Leisure	1,747.5	1,779.7	1,815.1	1,847.4	1,878.1

<i>Growth Forecast</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>
Real GDP	1.6	2.3	2.5	1.7	1.6
Consumer Price Index (CPI)*	1.3	2.3	2.1	2.0	1.9
Travel Price Index (TPI)*	0.3	3.3	3.5	2.9	2.6
Total Travel Expenditures in U.S.	2.1	3.1	4.1	4.1	4.3
U.S. Residents	2.9	3.5	4.1	4.0	4.1
International Visitors**	-2.1	0.9	4.2	4.8	5.6
Total International Visitors to the U.S.	-2.4	-0.1	1.9	4.0	4.3
Overseas Arrivals to the U.S.	-2.1	0.2	2.9	4.2	4.4
Total Domestic Person-Trips***	1.3	1.8	1.8	1.6	1.5
Business	-0.2	1.6	1.1	0.8	0.7
Leisure	1.7	1.8	2.0	1.8	1.7

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2017 Accolades

micHELIN guide

In 2017, the Black Hills and Badlands area of South Dakota gained new stars in the newest edition of the Guide Vert Michelin Etats-Unis Nord-Ouest, otherwise known as the Michelin Guide.

Mount Rushmore National Memorial, Custer State Park, the Needles Highway, Badlands National Park and the panorama from Black Elk Peak all received three stars, the highest rating given by the Michelin Guide. Additionally, Mt. Rushmore graced the cover of the new guide, and was named as one of the five monuments of the year to be seen in 2017.



Each site is evaluated on nine criteria:

- First impression on the visitor
- Renown or popularity
- Number of monuments and/or museums to visit (for a cultural destination), or number of activities (for leisure destinations)
- Awards and other official forms of recognition
- Intrinsic artistic value or historic significance of a site or work of art
- Beauty and esthetic qualities
- Authenticity, charm and unity
- Convenience and visitor-friendliness (infrastructure, accessibility, upkeep, etc.), quality of reception
- Quality of visit

2017 Awards

ADDY Awards (AAF-SD)

- Gold – Take Me Hunting Magazine
- Silver – Mt. Rushmore 75th Anniversary Magazine
- Silver – Chicago Out-of-Home Wallscapes
- Silver – Southdale Mall Out-of-Home Takeover

Printing Industry of the Midwest (PIM)

- Star of Excellence Certificate of Merit – Direct Mail Campaigns, Consumer Division

Travel Weekly Magellan Awards

- Gold – Pop-up direct mail
- Gold – Outdoor/out-of-home efforts

HSMAI Adrian Awards

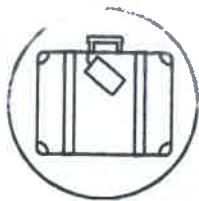
- Gold – CBS Evening News segment, public relations
- Gold – Good Times, Great Places social media campaign
- Silver – My Great Place magnet direct mailer

W3 Award

- Pierre community co-op gamification unit



2017 ANNUAL REPORT



South Dakota
Becomes Nation's
"Top Moving
Destination"
(**International
Business Times**)



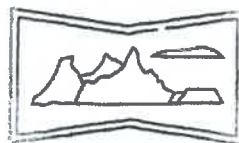
Red Shirt Table
Named One of
the World's Most
Inspiring Places
to Visit in 2017
(**Matador Network**)



South Dakota
Named #3
Happiest State in
the U.S.
(**Travel + Leisure**)



South Dakota Named
#1 Dream State
(**Site Selection
Magazine**)



Badlands National
Park One of Top 12
National Parks every
Traveler Should See
(**Travel + Leisure**)



Sioux Falls
Tabbed 5th
Happiest Place
to Live in the U.S.
(**Wallet Hub**)



South Dakota
Ranked Second
Most Fun State
(**Wallet Hub**)



Black Hills
Named One of
Best Places To
Go in September
(**Conde Nast
Traveler**)



Reptile Gardens
Named #1 Best
Attraction in South
Dakota (**USA Today
Readers Choice Poll**)



South Dakota Ranked
as #7 Happiest State
(**Travel + Leisure**)



South Dakota's
Black Hills
Named One of 10
Great American
Trips (**The Group
Travel Leader**)



Custer State Park
Named Best
Pet-Friendly Site
in South Dakota
(**GoPetFriendly.com**)



Black Hills One
of 10 Most
Popular Road
Trip Routes in
the U.S.
(**Travel Channel**)

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January

- ABA
- Reiseliv Show, Norway
- Chicago Travel & Adventure Show
- Governor's Conference on Tourism

February

- Seattle Media Blitz
- Los Angeles Media Blitz + Travel Massive
- Mail of America President's Day activation, Minneapolis, MN
- TTRA Board Meeting, Phoenix, AZ
- DMO Molo, Monterey, CA
- Belgium, Netherlands, Italy trade mission
- GoWest Summit, Reno, NV
- Pheasant Fest, Minneapolis, MN

March

- French Sales Mission
- Active America China
- Denver Travel and Adventure Show
- Destination Capitol Hill

April

- Group Tour FAM
- Pine Ridge Turkey Hunt Press Trip
- Lewis & Clark National Historic Trail Meeting, Billings, MT
- South Dakota Specialty Producers Annual Meeting

*YEAR IN REVIEW**May*

- RMI Roundup
- RMI Roundup post-FAM
- NTA Chinese FAM Tour and Seminar
- Japanese FAM Tour
- Information Center staff FAM
- National Travel & Tourism Week
- Family Travel Press Trip
- Doane Robinson plaque dedication
- Missouri River Tourism Association Annual Meeting
- Keystone Spring Kickoff Meeting
- Brookings Annual Tourism Luncheon
- Watertown Annual Visitor Industry Breakfast

June

- IPW, Washington, D.C.
- Outdoor Press Trip
- Bison Stewardship Celebration, Badlands National Park
- TTRA International Conference, Quebec, Canada
- Lewis & Clark National Historic Trail Stakeholder meeting, Ft. Pierre

July

- Tourism meeting with Sisseton Wahpeton Oyate tribal members
- Destination Black Hills Summit

August

- Japanese Los Angeles Sales Mission
- Japanese FAM
- ESTO Travel Conference, Minneapolis, MN
- Sturgis Motorcycle Rally Media Hostings
- DakotaFest agritourism presentation
- NYC Media Blitz

September

- Buffalo Roundup and Press Trip
- TTRA CenStates Chapter Annual Conference, Green Bay, WI

October

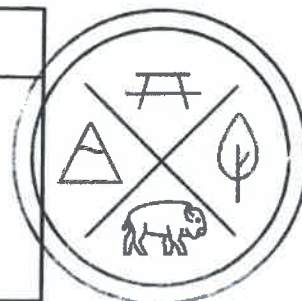
- German Sales Mission
- Brand USA China FAM Tour
- Rapid City Sports Summit
- Black Hills & Badlands Tourism Association Annual Meeting and Tourism Summit

November

- Mount Rushmore's American Pride makes its 8th appearance in the Macy's Thanksgiving Day Parade®, along with the Rushmore Mascots
- South Dakota Local Foods conference

December

- RMI mid-year meeting, Kalispell, MT



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GREAT FACES. GREAT PLACES.

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