



2015 ANNUAL REPORT
SOUTH DAKOTA
DEPARTMENT OF TOURISM

DEAR PARTNERS,

Congratulations on an absolutely monumental year!

All of you proved that hard work and a passion for what we do pays back tremendous dividends. This report will give you a few of our 2015 highlights, as well as our end of year numbers.

Thank you all for your commitment to this industry and for the first-class experiences you provide for our guests. It's because of you that we continue to see success year after year!

Sincerely,



Jim Hagen



Department Secretary
James Hagen

GOVERNOR'S TOURISM
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(BH) BLACK HILLS LIAISON (GL) GLACIAL LAKES LIAISON (C) CENTRAL LIAISON (SE) SOUTHEAST LIAISON

SHARED WITH BIT SHARED WITH GOED



PROMOTION TAX

The Department of Tourism is funded through a 1.5% promotion tax, which was implemented in 1995.

The original tax was 1%, and an additional .5% was added in 2009, renewed in 2011, and **made permanent in 2013**.

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

BUDGET-TO-VISITOR RELATIONSHIP

YEAR	2013	2014	2015
Tourism Revenues (in Millions)	\$12.5	\$12.9	\$13.5
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">↑</div> <div style="text-align: center;">2.6%</div> <div style="text-align: center;">↑</div> </div>			
RESULTS (in Millions)			
Visitation*	12.8	13.3	13.7
Visitor Spending	\$3,572.8	\$3,707.5	\$3,780.7
Total Tourism Impact (GDP)	\$2,128.1	\$2,220.4	\$2,356.0
State & Local Tax Revenue	\$249.6	\$259.0	\$270.4
Total Tourism Employment	50,713	51,523	52,166

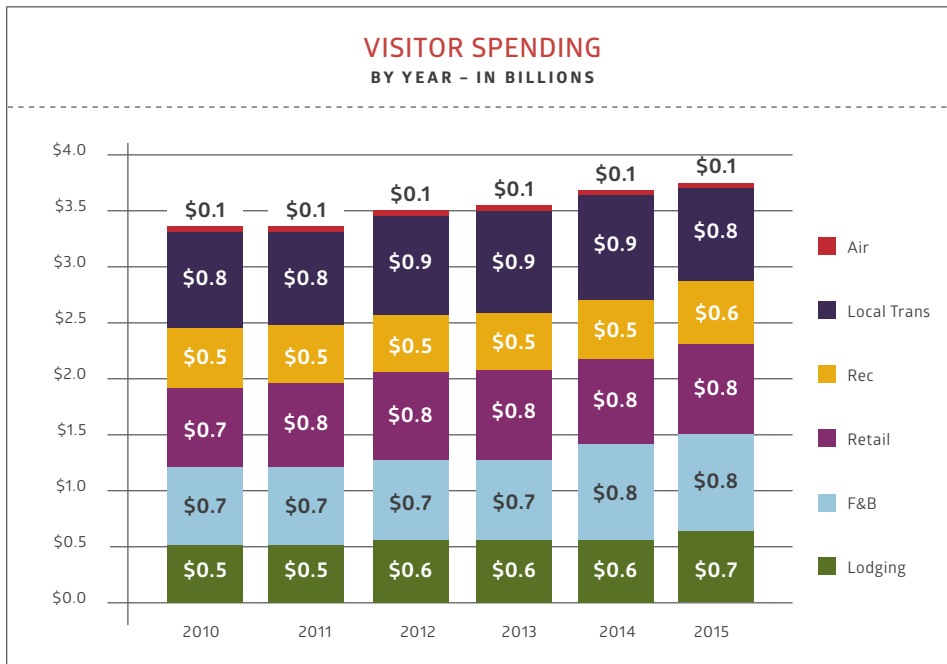
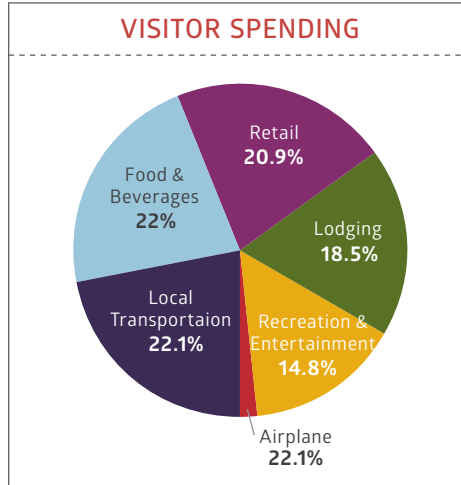
* Visitation as defined by Tourism Economics includes overnight and day trips (defined as traveling 50 miles or more outside of their usual environment).



TOURISM ECONOMICS

In 2015, the Department of Tourism contracted with **Tourism Economics**, a firm specializing in measuring the economic impact from the tourism sector.

Tourism Economics is a partner company of **Oxford Economics** and has conducted hundreds of impact studies for DMOs and tourism offices across the country.



VISITOR SPENDING US \$ MILLIONS

	2011	2012	2013	2014	2015	% change over 2014
Lodging	\$531	\$576	\$604	\$641	\$701	9.3%
Food & Beverage	\$699	\$731	\$742	\$781	\$832	6.6%
Retail	\$756	\$775	\$763	\$773	\$792	2.4%
Recreation & Entertainment	\$528	\$526	\$522	\$540	\$560	3.7%
Local Transportation	\$816	\$866	\$882	\$912	\$835	-8.5%
Air Transportation	\$56	\$58	\$60	\$61	\$61	0.4%
TOTAL	\$3,387	\$3,531	\$3,573	\$3,708	\$3,781	2.0%
% change	0.3%	4.3%	1.2%	3.8%	2.0%	





2015 ECONOMIC IMPACT

\$3.78 billion in visitor spending contributed **\$2.36 billion in GDP** to the state's economy, which is a **6.1% increase** over 2014.



STATISTICS • MILESTONES • TRAVEL INDICATORS

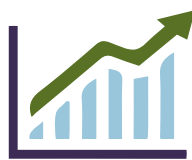


The visitor industry sustained more than **52,000 jobs** which equates to **9.5% of all jobs** in South Dakota.

- South Dakota's **unemployment rate in 2015 was 2.7%**.
- **Without tourism jobs**, it would have been **14.2%**.



Travel-related activity accounted for **\$270 million** in state and local tax revenues, which **saved each South Dakota household \$825** in taxes.



A total of **52,166 jobs**, with income of **\$1.4 billion**, were sustained by the visitor economy in South Dakota.

- Despite the significant decline in gas prices, visitor spending still **grew to reach \$3.8 billion**.



13.7 million people made South Dakota their **vacation destination**. This is **up 2.8%** over 2014.

- Visitation and spending both expanded for the **sixth consecutive year**.



TOP 10 CITIES

	2015	% change over 2014
1. Chicago, IL	55,130	82.2%
2. Minneapolis, MN	35,357	5.0%
3. Omaha, NE	24,300	-53.3%
4. Denver, CO	22,855	18.7%
5. Saint Paul, MN	16,750	93.1%
6. Kansas City, MO	15,343	37.9%
7. New York, NY	15,157	-18.8%
8. Houston, TX	14,370	48.7%
9. Dallas, TX	13,730	192.1%
10. Sioux City, IA	11,979	67.7%

*Source - Google Analytics



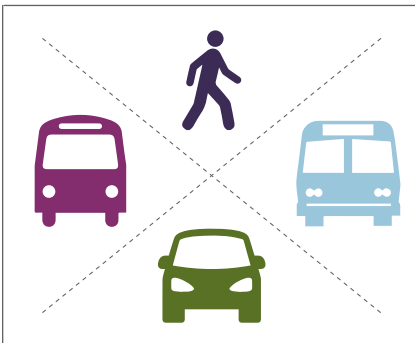
TOP 10 COUNTRIES

	2015	% change over 2014
1. Canada	37,337	-20.4%
2. United Kingdom	15,579	-16.8%
3. Germany	9,253	-5.5%
4. India	7,325	112.6%
5. Australia	7,033	-12.6%
6. France	4,021	-38.1%
7. Italy	3,315	-40.6%
8. Netherlands	2,318	-22.1%
9. Brazil	1,888	-2.2%
10. Russia	1,669	106.3%

(excludes United States)

*Source - Google Analytics





INFORMATION CENTER COUNTS

YEAR	2014	2015	% change
Total People	636,463	700,604	10.1%
Total Cars	265,305	288,625	8.8%
Total People on Buses	19,195	19,074	-0.6%
Total Buses	483	463	-4.1%
Total Buses with Foreign Travelers	99	103	4.0%



TOURISM TAXABLE SALES IN MILLIONS

	9%	18.6%	11.6%	14.7%
	Winter	Peak	Shoulder	YOY Comparison
2015	\$121.1	\$434.5	\$283.4	\$838.9
2014	\$111.1	\$366.4	\$254.0	\$831.4

HOTEL OCCUPANCY

	2.5%	3.2%	1.8%	2.5%
	Winter	Peak	Shoulder	YOY Comparison
2015	41.0%	64.0%	58.0%	54.3%
2014	40.0%	62.0%	57.0%	53.0%

PEAK MARKETS

NORTH DAKOTA

- Bismarck
- Fargo
- Grand Forks

WYOMING

- Casper
- Cheyenne
- Sheridan

COLORADO

- Colorado Springs
- Denver
- Fort Collins/Greeley

NEBRASKA

- Lincoln
- Omaha

- Skyway
- Cable/TV
- Newspaper Insert
- Digital
- Magazine

MINNESOTA

- Minneapolis
- Rochester
- St. Cloud

WISCONSIN

- Eau Claire
- Madison
- Milwaukee

ILLINOIS

- Chicago

IOWA

- Des Moines (and rural IA)
- Sioux City

MISSOURI

- Kansas City

Total Impressions

- Traditional → 102,836,939
- Digital → 97,438,048

NATIONAL/REGIONAL

- Magazine

PEAK CO-OP MARKETS

- Billboard
- Cable
- Digital
- Direct Mail
- Magazine
- Museum Partnership
- News Site Digital
- Newspaper
- Paid Social Media
- Radio
- Skyway
- Travel Guides Free

MONTANA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Spearfish

NORTH DAKOTA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Spearfish
- Watertown

WINNIPEG, MANITOBA

- Sioux Falls
- Watertown

SIoux FALLS, SD

- Spearfish

FARGO/GRAND FORKS

- Watertown

MINNESOTA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish
- Watertown

MINNEAPOLIS

- Black Hills Badlands
- Deadwood
- Rapid City

WISCONSIN

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish
- Watertown

WYOMING

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Spearfish

RAPID CITY, SD

- Deadwood

SOUTH DAKOTA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish
- Watertown

DENVER/FRONT RANGE

- Black Hills Badlands
- Custer BID
- Custer State Park
- Rapid City

COLORADO

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish

NEBRASKA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish
- Watertown

OMAHA, NE

- Deadwood

NATIONAL

- Custer BID
- Deadwood
- Spearfish

KANSAS CITY, MO

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Sioux Falls

MADISON, WI

- Sioux Falls
- Spearfish

LA CROSSE/EAU CLAIRE

- Custer BID
- Custer State Park
- Sioux Falls
- Spearfish

CHICAGO, IL

- Sioux Falls

IOWA

- Black Hills Badlands
- Custer BID
- Custer State Park
- Deadwood
- Hot Springs
- Rapid City
- Spearfish
- Watertown

PEAK CREATIVE

1 SOUTH DAKOTA STATE PARKS
Make the outdoors a part of your vacation. Experience the natural beauty and recreational opportunities available at state parks across South Dakota. Whether you camp overnight or just stop in along the way, you'll leave energized and content.
800-775-2591
SDP-SD.gov

2 CHILDREN'S MUSEUM OF SOUTH DAKOTA
Public child museum. Inspire, discover, imagine! Fun and interactive experiences await your family. Create, learn, explore, and have fun! Discover the magic of science and catch that Great Plains Mammal! See Deadwood Reenactment.
605-692-6700
FamilyFun.org

3 SIOUX FALLS - THE HEART OF AMERICA
The heart of it all in South Dakota's largest city with special experiences for everyone. Discover the history, culture and scenic beauty of this beautiful town. Features the historic Union and Overlook Cafe. Request a Free Visitor Guide.
800-333-3072
VisitSouthSioux.com/VisitorsGuide

4 DEADWOOD
Do you have what it takes to be a Deadwood legend? Try your luck in a gaming hall, visit the gravesites of Wild Bill Hickok and Calamity Jane and witness a Deadwood reenactment. Come to Historic Deadwood and discover your inner outlaw.
800-544-8235
Deadwood.com

5 THE LEGEND AT DEADWOOD
We have 340 interactive rooms and Deadwood's only indoor water playground. Live Vegas-style events featuring 200 live shows and 100+ live bands. The Deadwood Club is the region's premier bar & lounge. Convention center with multiple meeting rooms. Come to Deadwood and experience a fun-filled vacation.
800-544-8900
Deadwood Lodging.com

6 BE SURE!
Whether you prefer indoor, outdoor activities, outdoor theater and tours through historic homes and towns, our South Dakota family vacation packages will allow your family to experience it all. Choose from the most family destinations—Scenic, Historic, and Adventure. Request a Free South Dakota Vacation Guide.
800-544-8900
Deadwood Lodging.com

FIND YOUR SOUTH DAKOTA GREAT PLACE BY EXPLORING THESE PRACTICES OR VISIT TRAVELSOUTHDAKOTA.COM
*Practices are part of a paid advertising program.

Mount Rushmore National Memorial • My Great Place in South Dakota

THIS IS MY GREAT PLACE

My Great Place in South Dakota is the Rushmore of all vacations. It's my new "mountain" experience. Find your Great Place when you plan a vacation to South Dakota.

South Dakota GREAT PLACES

Request a Free South Dakota Vacation Guide • 1-800-S-DAKOTA • TravelSouthDakota.com

South Dakota Rodeo • My Great Place in South Dakota

THIS IS MY GREAT PLACE

South Dakota GREAT PLACES

Request a Free South Dakota Vacation Guide • 1-800-S-DAKOTA • TravelSouthDakota.com

Badlands National Park • My Great Place in South Dakota

THIS IS MY GREAT PLACE IN SOUTH DAKOTA

South Dakota is home to six national parks and monuments. Find your Great Place at TravelSouthDakota.com.

South Dakota GREAT PLACES

Request a Free South Dakota Vacation Guide • 1-800-S-DAKOTA • TravelSouthDakota.com

GO FURTHER. STAY LONGER. MAKE EACH DAY BIGGER THAN THE LAST.

Request Your Free South Dakota Vacation Guide
TRAVELSOUTHDAKOTA.COM • 1-800-S-DAKOTA

BOOK A SOUTH DAKOTA ADVENTURE

that includes lodging and attraction passes for one convenient price.

GREAT AMERICAN ROAD TRIP PACKAGE
STARTING AT **\$815** PER PERSON
Valid 6/01 - 9/01/15
4 nights/12 attractions

MOUNT RUSHMORE & NATIONAL PARKS PACKAGE
STARTING AT **\$210** PER PERSON
Valid through 12/31/15
3 nights/6 attractions

TO BOOK THESE PACKAGES CALL 1-800-225-9019

Based on availability. Some restrictions and blackout dates apply. Does not include tax or transportation.

FIND MORE INSPIRATION AT TRAVELSOUTHDAKOTA.COM

South Dakota GREAT PLACES

THIS IS MY GREAT PLACE

MY GREAT PLACE STICKERS INSIDE!

- 1 - South Dakota Magazine
- 2 - Giant Step Co-op Ad
- 3 - National Parks Magazine
- 4 - Direct Mail piece

PEAK EMAIL STATS	Emails Delivered
Events	102,450
Fishing	1,687,631
Travelsmart	3,716,104
eTarget - 4/7	800,000
eTarget - 4/28	800,000
HomeAway - 4/13	2,806,073
HomeAway - 5/19	2,640,099
HomeAway - 6/2	2,744,390
HomeAway - 6/4	256,508
Meredith - 4/22	90,447



PEAK SEASON

GREAT 8 SOCIAL SWEEPSTAKES

May-June, 2015

The objective of this social media campaign was to drive engagement in the form of comments and retweets. This was accomplished by highlighting each of the Great 8 locations, thereby generating inspiration and driving consumers further into the travel planning process. To incentivize and engage users, a Facebook post comment sweepstakes was designed to increase engagement and organic reach. A Twitter sweepstakes encouraged users to retweet posts about the Great 8. Facebook and Twitter advertising were used to increase campaign reach.

RESULTS

- Facebook: **2 million fans** reached
- Twitter: **1.5 million fans** reached
- Instagram: **3.4 million fans** reached
- **12,000 sweepstakes entries**

TOTAL IMPRESSIONS

- **7.2 million** across Facebook and Twitter



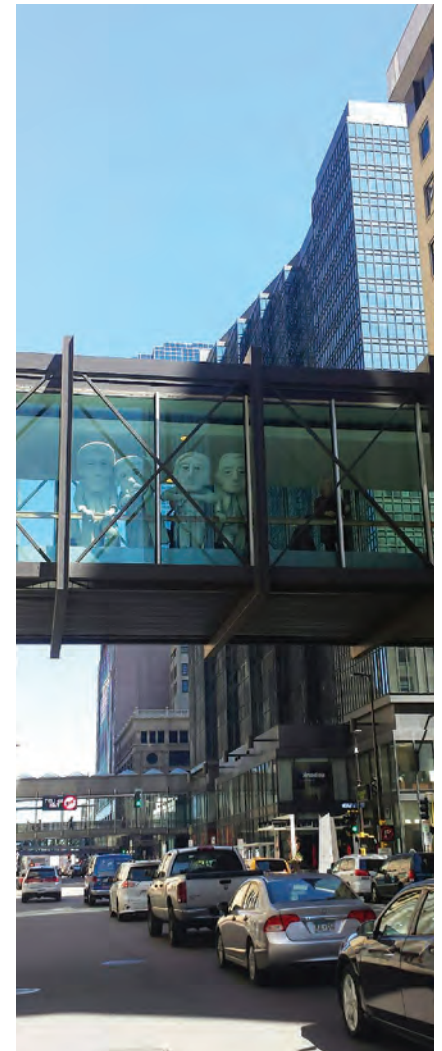
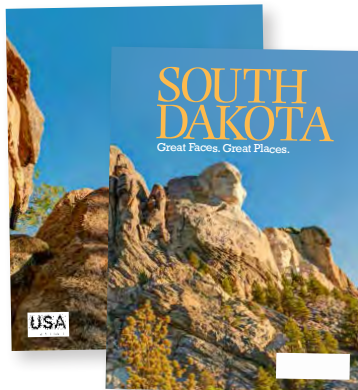
MINNEAPOLIS BLITZ

Minneapolis continues to be one of South Dakota's top markets for potential visitors. In April, 2015, the Department of Tourism brought a team to the **Twin Cities to take over the downtown skyway system and conduct one-on-one media appointments.** The team also secured two morning TV segments on the Minneapolis NBC affiliate, KARE 11, one that included an interview with Secretary Hagen, and the other that featured a "mascot scramble" with the Rushmore Mascots and the KARE 11 meteorologist.



MEREDITH TRAVEL GUIDE

This guide, produced in collaboration with Meredith Publishing, highlighted the state's variety of travel opportunities, and was distributed in the January/February issue of **Midwest Living Magazine**, to subscribers in Illinois and Wisconsin. A digital version of the guide lives on TravelSouthDakota.com.





 **wonderloz**
Harding's

[FOLLOW](#)

29 likes

wonderloz One of my favorite #TravelMassiveNYC events! Thanks @southdakota! us #TravelSouthDakota #travel #MountRushmore #SouthDakota #NYC #TravelMassive #Murica

Travel Massive NYC @NYCTM Jun 22

Thanks to @southdakota for an awesome Travel Massive! They know how to throw a party #TravelSouthDakota gif.co/qtXj.gif



TRAVEL MASSIVE

To raise destination awareness, the Department sponsored **Travel Massive NYC** in June, 2015. Travel Massive is a meet-up for travel bloggers, media and industry professionals. The two-hour event featured the **Rushmore Mascots**, as well as award-winning pastry chef, Chris Hamner, of C.H. Patisserie in Sioux Falls.

SPECIAL FEATURES

- Attendees were encouraged to engage with South Dakota via social media, using event-specific hashtags
- Appearances by the Rushmore mascots
- Macarons provided by C.H. Patisserie
- Coaster and table topper décor highlighting The Great 8
- Take away gifts for all attendees: SD sunflower seeds, Great 8 deck of cards, USB with SD media materials

RESULTS

- Attendance: 125**, most of which were influential media and bloggers
- Hashtag was used more than **200 times** throughout the two-hour event
- 350,000** social media impressions

INFLUENCER FAM

2015 marked the Department's first-ever Influencer FAM. Five participants explored South Dakota, and provided the following.

RESULTS

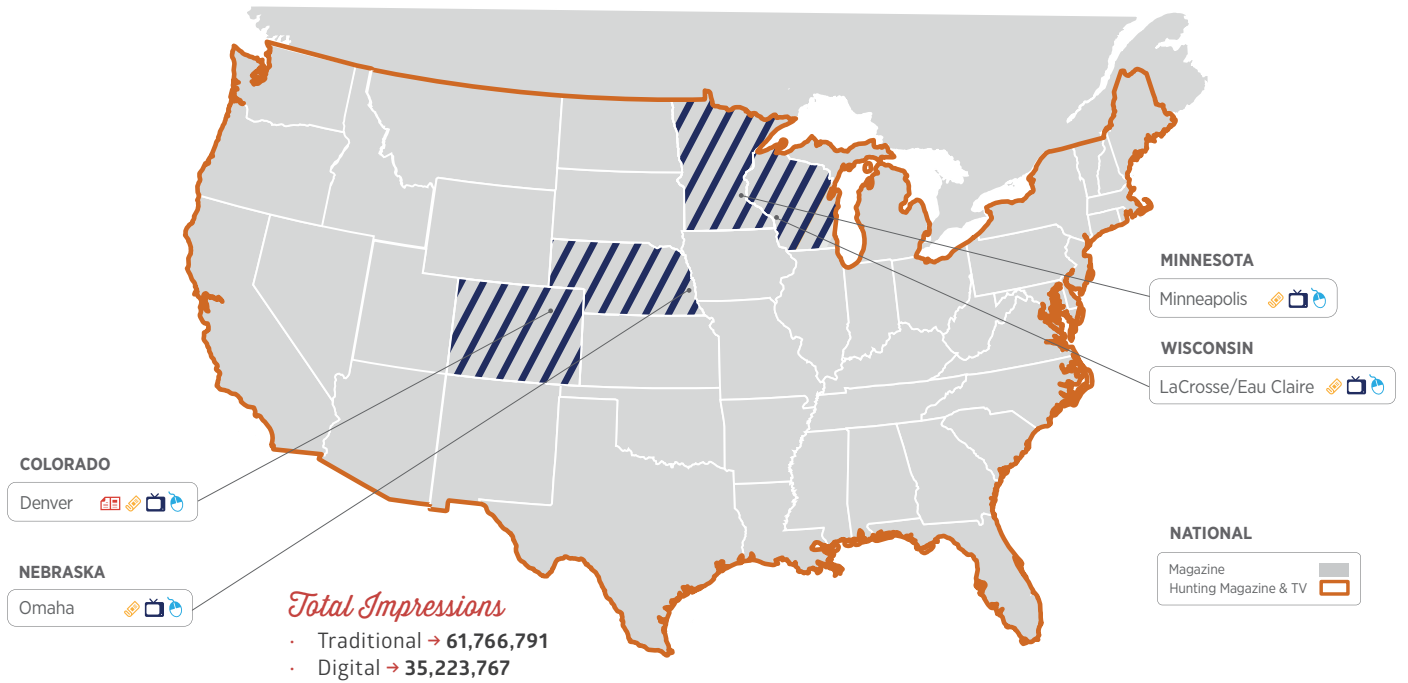
- 125** photos
- 5** blog posts
- 75** social media posts
- 23.8 million** impressions

ADVENTURE FAM

The Department hosted a press tour in August, 2015, for five influential media who specialize in adventure writing. Thus far, these four writers have produced **15 articles**, with more than **60 million impressions** and more than **\$645,000 in advertising value**.

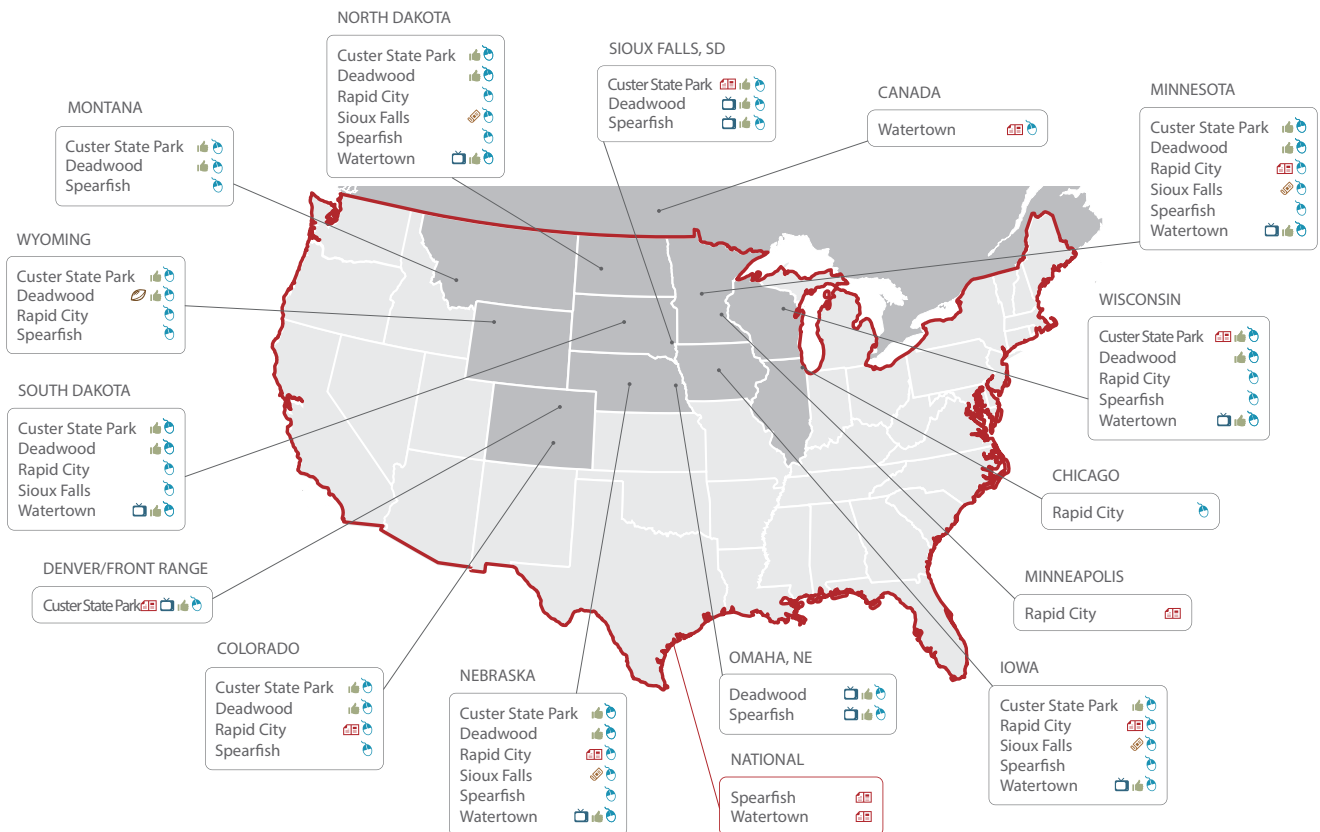
SHOULDER MARKETS

- Cable/TV
- Newspaper
- Digital
- Magazine



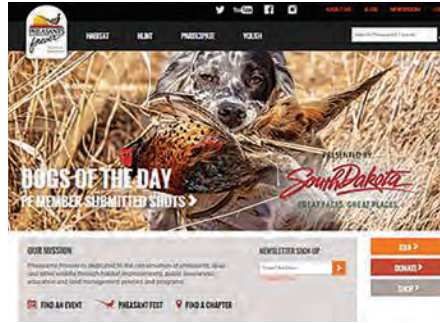
SHOULDER CO-OP MARKETS

- Cable
- Digital
- Magazine
- Paid Social Media
- Football Sponsorship





GUN IT WITH BENNY SPIES



PHEASANTS FOREVER

The Department continued its partnership with **Pheasants Forever** in 2015, bringing the South Dakota hunting message to upland game hunters across the country.

PARTNERSHIP INCLUDED

- Advertising and editorial in each issue of Pheasants Forever and Quail Forever magazines
- Custom benefits at **National Pheasant Fest & Quail Classic**
- Recognition as national sponsor on all PF banquet and promotional materials
- **Dog of the Day** social media campaign
- Co-sponsor of hunt giveaway with **Polaris, Browning and Antler Ridge Lodge**



GUN IT. WITH BENNY SPIES

A partnership with South Dakota native, Benny Spies, helped the Department reach its core hunting audience in 2015.

PARTNERSHIP INCLUDED

- One :30 commercial in each airing of the show, making a total of **78 airings** on Wild TV in 3Q and 4Q
- One **billboard** in each episode of the 2015 season
- **In-show branding** on "character" vehicles
- Eight episodes **shot in South Dakota**
- Branded content during commercial breaks
- Host appearances
- Social media promotion

SHOULDER EMAIL STATS Emails Delivered

Events	73,403
Hunting	88,040
Travelsmart	1,945,420
ACTIVE & AGELESS	
eTarget - 8/25	770,000
MILLENNIALS	
eTarget - 8/25	770,000

WINTER EMAIL STATS Emails Delivered

Events	22,111
Hunting	28,182
Travelsmart	1,793,590



SHOULDER SEASON

THIRTY GREAT-FUL PLACES

The “30 Great-ful Places” social campaign grew out of a desire to bring awareness to locations across the state, and to simply show our gratitude to our audiences and partners. Utilizing the hashtag #AThankfulState, the social team featured one of South Dakota’s great places on Twitter, Facebook and Instagram each day in November, and encouraged our audience to engage with us by answering a question about what they’re thankful for.

RESULTS

- 232,000 potential Instagram impressions
- 800,000 potential Facebook impressions



PEDAL-POWERED TALK SHOW

The Pedal-Powered Talk Show is a unique talk show based out of **Portland, OR**. The show airs online and on local Portland channels. For their 5th season, they wanted to feature South Dakota’s unique and popular landmarks.

PARTNERSHIP INCLUDED

- Eight 2-3 minute videos
- Video Views → 32,365
- Facebook Reach → 39,416
- Twitter Reach → 20,724
- Total Impressions → 86,045

MIDWEST LIVING CHRISTMAS AD

Nov/Dec issue of Midwest Living



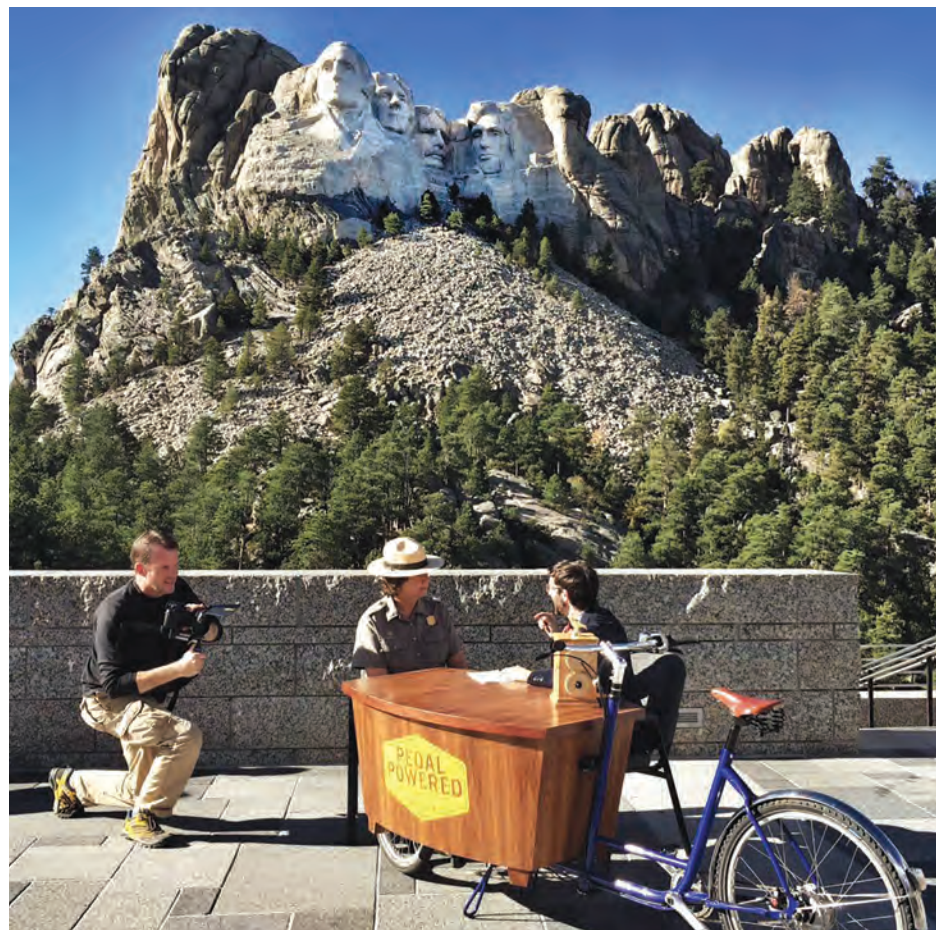
- Total Impressions → 2.185 million

BUFFALO ROUNDUP

The 50th anniversary of the Buffalo Roundup proved to be a huge success. The park set a record for event attendance, and the Department of Tourism hosted more influential travel media from around the world than ever before.

EARNED MEDIA RESULTS

- Domestic Impressions → 279,965,652
- Domestic Ad Value → \$650,188
- International Impressions → \$28,389,262
- International Ad Value → \$2,317,967





ROCKY MOUNTAIN INTERNATIONAL

South Dakota continues to partner with Montana, North Dakota, and Wyoming to increase our international presence.



BY THE NUMBERS

- 220 sales calls conducted
- 42 in-office presentations given
- 1,454 travel professionals educated
- 32 FAM tours organized (109 participants)
- 8 trade and media events attended (374 qualified leads)
- 10 consumer shows represented
- \$18 million media value from publications covering the Real America region
- 466 media clips from publications covering the Real America region

OPERATOR BOOKING DATA

- 16% of operators provided data (65 out of 417)
- \$24 million estimated visitor spending
- 12:1 ROI, based on \$2 million regional investment with RMI



BRAND USA

Our Brand USA partnership continued its growth in 2015, and results of the co-op programs were strong.



IN-LANGUAGE VIDEOS

The Department partnered with the Sioux Falls CVB and the Black Hills & Badlands Tourism Association to produce **seven in-language videos** to be used for promotion in **international markets**. These videos featured attractions and destinations with in-language hosts for **China, France, Germany and the United Kingdom**, as well as one in **Spanish**.

INSPIRATION GUIDE

South Dakota purchased one page in each of three sections of the 2015 Inspiration Guide: culture, family fun, and outdoors. The guide is produced in **10 languages**, with 13 country-specific versions, and with **distribution in 21 countries**. The guide offers **575,000 print and 30 million digital impressions**, and includes targeted consumer, trade and U.S. Embassy distribution channels.



DISCOVER AMERICA

South Dakota

Great Faces. Great Places.

South Dakota encompasses vast prairies and majestic mountains. Hike among the granite "hoodles" in Custer State Park and the jagged buttes of Badlands National Park and you may spot roaming bison and bighorn sheep. It's also a land of Old West characters such as Wild Bill Hickok and Calamity Jane, who are said to rest in the historic town of Deadwood. Watch as the Native American culture comes to life during a traditional powwow on land considered sacred by Sioux Indians. Gain diverse perspectives on history carved into granite when you explore the iconic Mount Rushmore National Memorial and Crazy Horse Memorial. Visit in the fall and watch cowboys bring in one of the largest publicly owned bison herds in the USA during the annual Custer State Park Buffalo Roundup. If you love nature, South Dakota is for you.

20 TravelSouthDakota.com

Discover this land, like never before.

DISCOVER AMERICA

SOUTH DAKOTA

Great Faces. Great Places.

South Dakota encompasses vast prairies and majestic mountains. Hike among the granite "hoodles" in Custer State Park and the jagged buttes of Badlands National Park and you may spot roaming bison and bighorn sheep. It's also a land of Old West characters such as Wild Bill Hickok and Calamity Jane, who are said to rest in the historic town of Deadwood. Watch as the Native American culture comes to life during a traditional powwow on land considered sacred by Sioux Indians. Gain diverse perspectives on history carved into granite when you explore the iconic Mount Rushmore National Memorial and the Crazy Horse Memorial. Visit in the fall and watch cowboys bring in one of the largest publicly owned bison herds in the USA during the annual Custer State Park Buffalo Roundup. If you love nature, South Dakota is for you.

20 TravelSouthDakota.com

Discover this land, like never before.

It's about the *memories* you make along the way.

It's part of *your* American Journey.

Explore Badlands National Park, Mount Rushmore National Memorial and deer family adventures in South Dakota.

WWW.TRAVELSOUTHDAKOTA.COM

South Dakota: Great Faces. Great Places.

South Dakota: Great Faces. Great Places.

South Dakota: Great Faces. Great Places.

South Dakota: Great Faces. Great Places.

South Dakota: Great Faces. Great Places.

GERMANY – Spring MULTI-CHANNEL PROGRAM

Print insert circulation → 583,000

- Geo Saison
- Faz
- Bunte

Digital media impressions → 22.3 million

- CTR → 0.26%

Campaign emails deployed → 500,000

- CTR → 2.7%
- Open rate → 10.9%

UNITED KINGDOM – Winter MULTI-CHANNEL PROGRAM

Print insert circulation → 760,000

- The Saturday Telegraph
- The Sunday Times
- National Geographic Traveller Magazine
- The Guardian

Digital media impressions → 28.7 million

- CTR → 0.63%

Campaign emails deployed → 500,000

- CTR → 2%
- Open rate → 10.42%

AUSTRALIA MULTI-CHANNEL PROGRAM

Print insert circulation → 850,000

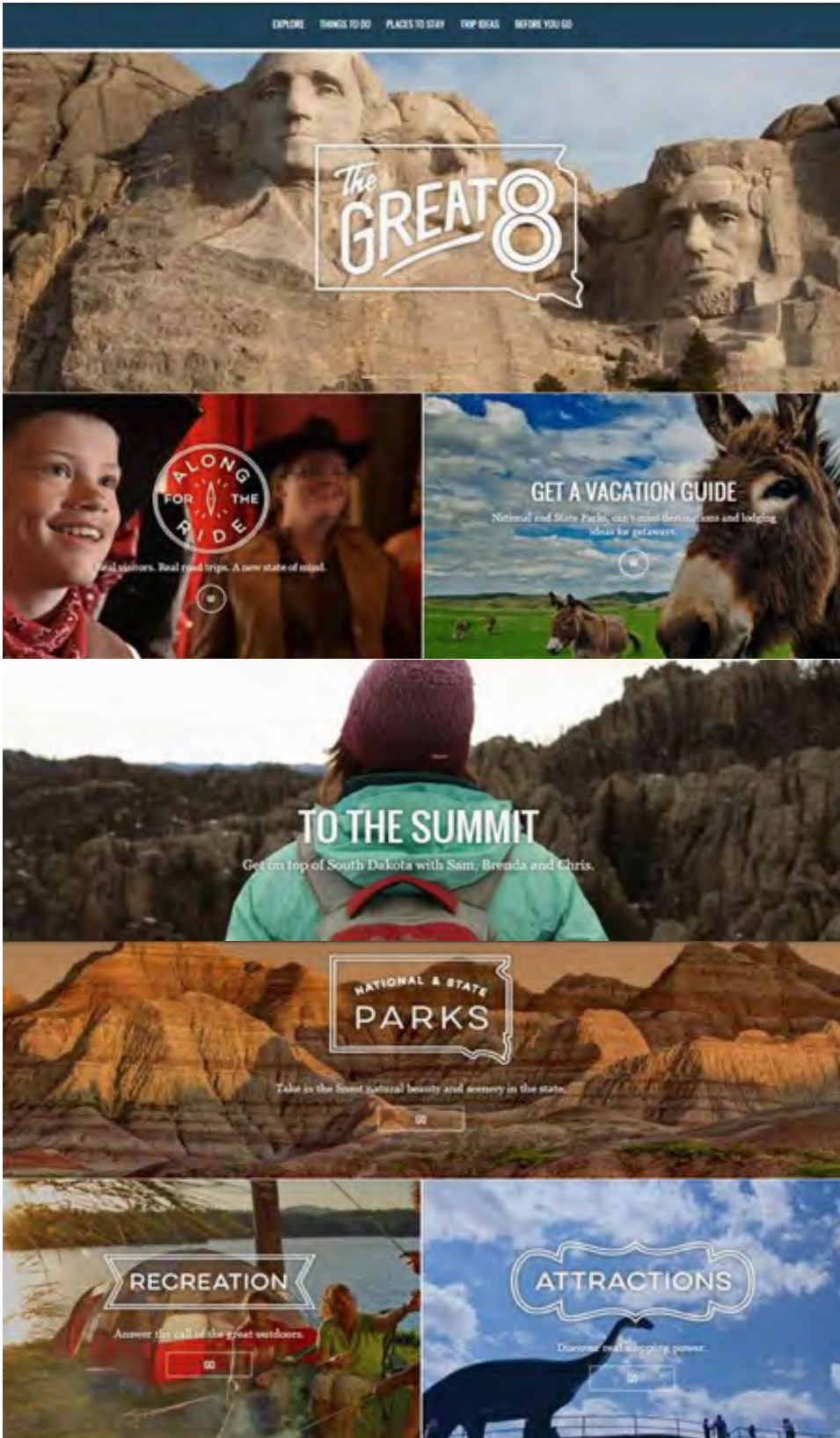
- The Sunday Telegraph
- Herald Sun
- The Sunday Times

Digital media impressions → 22.8 million

- CTR → 0.12%

Campaign emails deployed → 500,000

- CTR → 3.7%
- Open rate → 10.7%



WEB LAUNCH

In March, the Department of Tourism launched its brand new website, complete with fresh content and responsive design.

A new video series, photo essays, road journals, scenic drives and itineraries give site visitors a chance to see the state through other visitors' eyes, and provide them with ideas for their next trip to South Dakota.

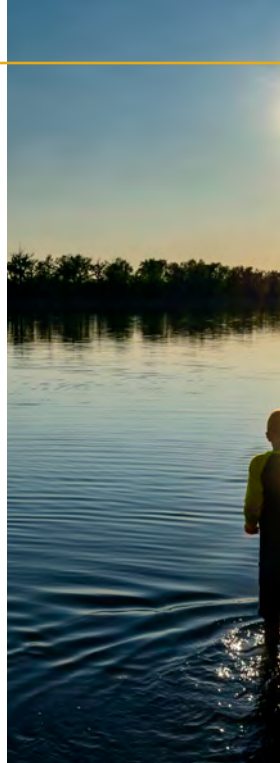
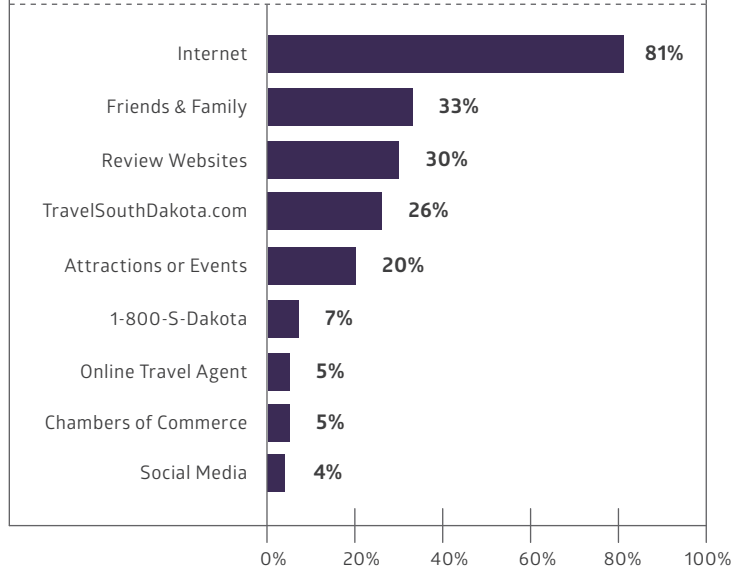


SMARInsights

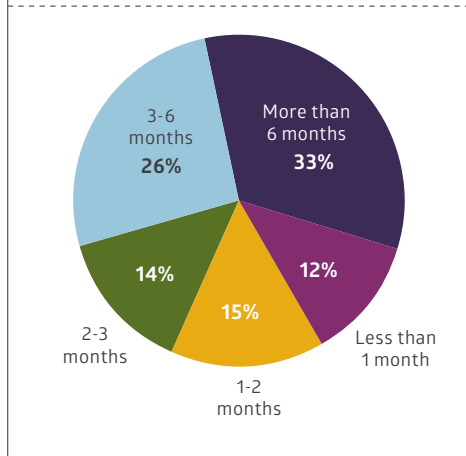
SMARInsights offers a combination of high quality, industry-specific marketing consultation, primary research, and analytical expertise.

Working with an international panel of potential respondents, including a large U.S. panel, SMARI's research methodology measures destination marketing based on how consumers make their travel decisions. All respondents are screened to ensure that they meet certain qualifications, including demographic targets of South Dakota's marketing. This managed research panel ensures a representative sample of participants, so that results can be projected across the population base.

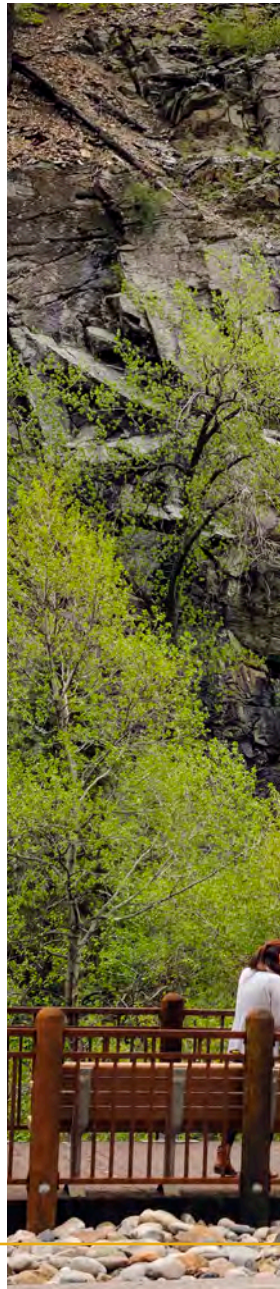
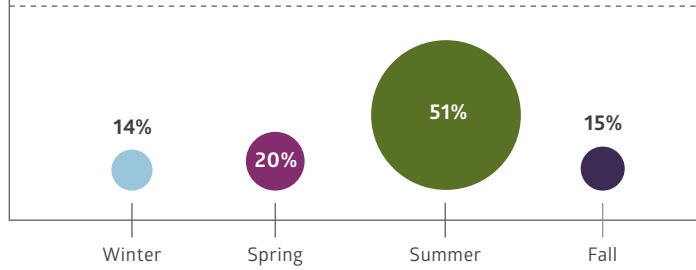
TRIP PLANNING RESOURCES



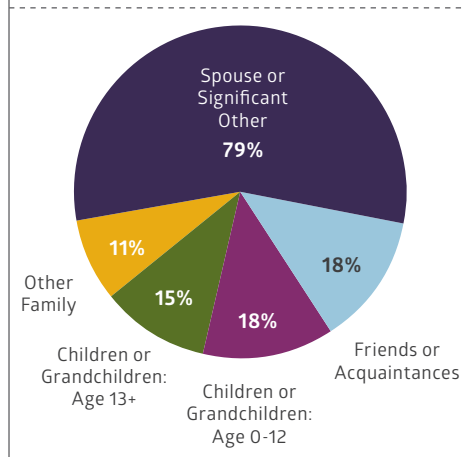
TRIP PLANNING TIME-FRAME



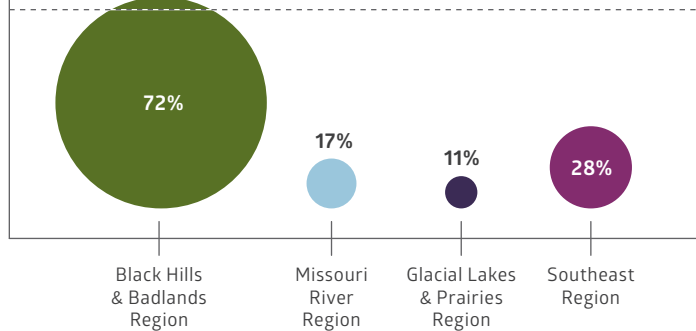
SEASONS TRAVELED



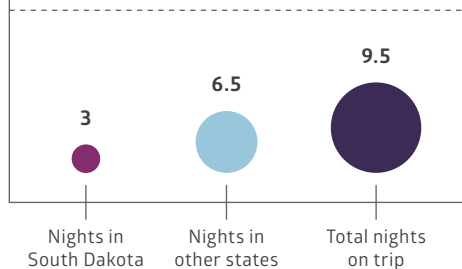
TRAVEL PARTY

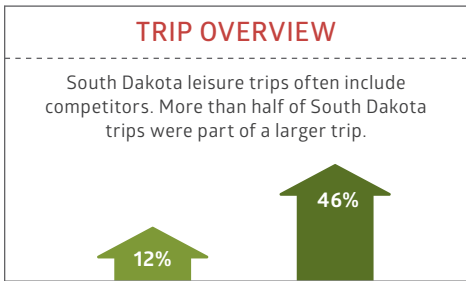
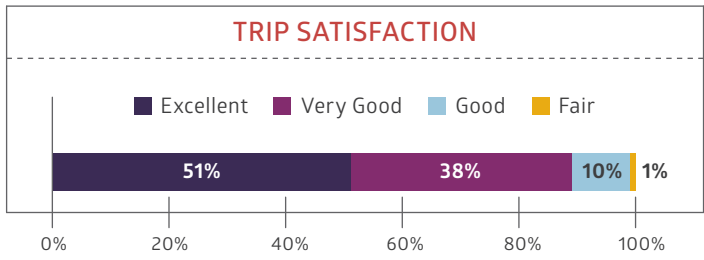
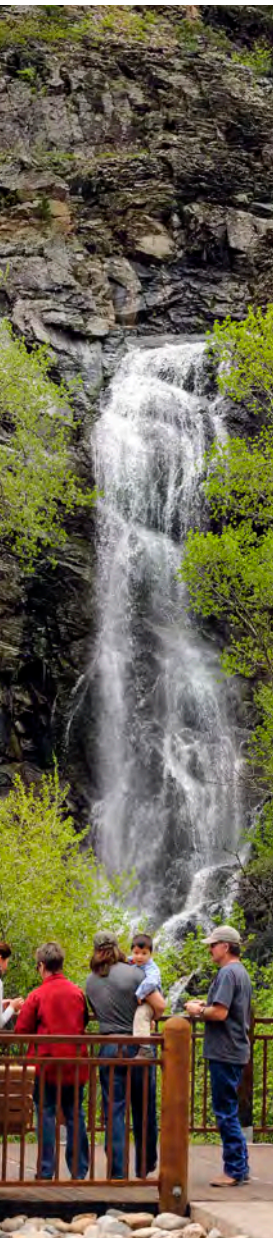


REGIONAL VISITATION



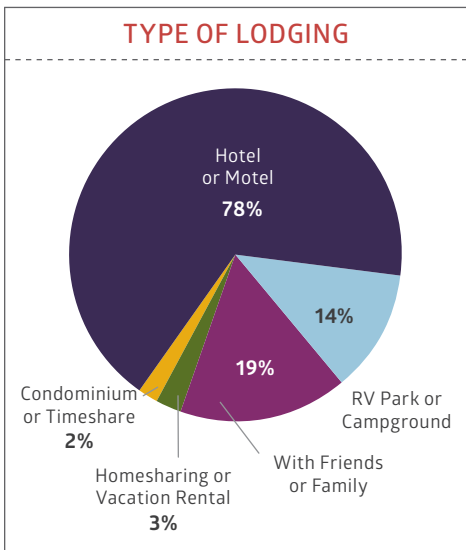
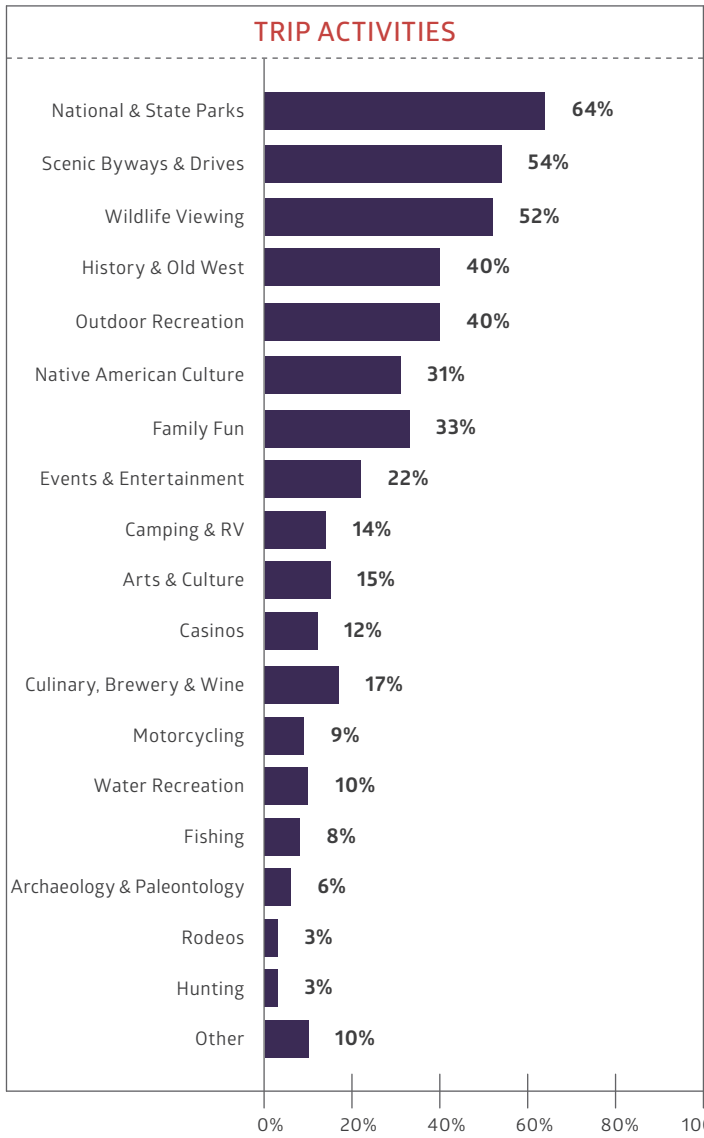
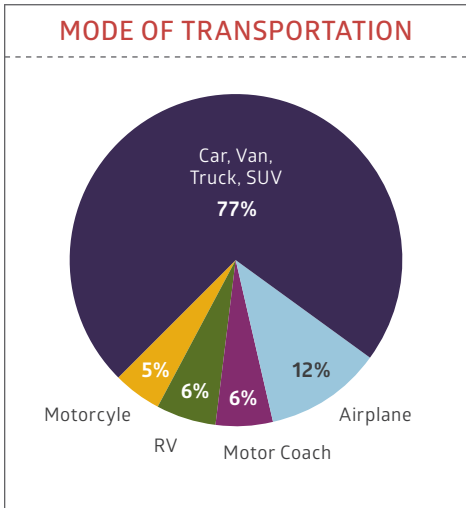
NIGHTS ON TRIP





12%
Headed somewhere else, but included South Dakota

46%
Included South Dakota as one of several states visited



U.S. TRAVEL ASSOCIATION

U.S. TRAVEL FORECASTS

	2015	2016	2017	2018
Real GDP (\$BILLIONS)*	17,947.4	18,716.8	19,604.4	20,576.9
Unemployment Rate (%)	5.3	4.8	4.7	4.7
Consumer Price Index (CPI)**	237.1	241.5	246.8	252.2
Travel Price Index (TPI)**	275.1	282.9	292.9	303.0
Total Travel Expenditures In U.S. (\$BILLIONS)	947.4	979.4	1,017.4	1,063.7
U.S. Residents	810.8	837.3	866.9	902.9
International Visitors***	136.6	142.4	150.5	160.8
Total International Visitors To The U.S. (\$MILLIONS)	75.3	77.3	80.2	83.6
Overseas Arrivals To The U.S. (\$MILLIONS)	36.2	37.9	39.6	41.4
Total Domestic Person-Trips (\$MILLIONS)****	2,160.4	2,202.7	2,236.1	2,273.3
Business	459.9	466.2	472.2	478.7
Leisure	1,700.5	1,736.5	1,763.9	1,794.6

U.S. TRAVEL FORECASTS (GROWTH)

	2015	2016	2017	2018
Real GDP*	2.5%	2.8%	2.8%	2.7%
Consumer Price Index (CPI)**	0.1%	1.9%	2.2%	2.2%
Travel Price Index (TPI)**	-1.6%	2.8%	3.5%	3.5%
Total Travel Expenditures In U.S.	2.1%	3.4%	3.9%	4.5%
U.S. Residents	2.5%	3.3%	3.5%	4.2%
International Visitors***	-0.3%	4.1%	5.9%	6.8%
Total International Visitors To The U.S.	0.4%	2.6%	3.8%	4.2%
Overseas Arrivals To The U.S.	3.7%	4.5%	4.6%	4.4%
Total Domestic Person-Trips****	2.4%	2.0%	1.5%	1.7%
Business	2.0%	1.4%	1.3%	1.4%
Leisure	2.5%	2.1%	1.6%	1.7%

* Based on chained 2009 dollars

** 1982-84 = 100

*** Excludes international visitors' spending on traveling to the U.S. via U.S. flag carriers and other miscellaneous transportation

**** One person trip of 50 miles or more, one way, away from home or including one or more nights away from home

Sources: U.S. Travel Association's Travel Forecast Model, BLS, Department of Labor; OTTI, BEA, Department of Commerce, Tourism Economics



JANUARY '15

Governor's Conference on Tourism



MAY '15

National Travel & Tourism Week
 Hosted 7 Japanese group tour operators
 Black Hills Film Festival
 New welcome signs begin installation

FEBRUARY '15

GoWest Summit, Colorado Springs, CO
 Pheasant Fest, Des Moines, IA



Paris/United Kingdom Mission
 Australian Expos

JUNE '15

IPW, Orlando, FL



Travel Massive, NYC

SEPTEMBER '15

50th annual Buffalo Roundup



JATA + meetings in Japan
 South Dakota Film Festival
 RMI MegaFAM
 TV Shoot in Deadwood and Northern Black Hills

OCTOBER '15

Family Travel Association Summit, Emigrant, MT
 Industry road show to present 2016 plans
 Australia/New Zealand Mission

MARCH '15

Active America China, Las Vegas, NV
 Destination Capitol Hill



JULY '15

Brand USA international TV shoots
 in Sioux Falls and Black Hills



AUGUST '15

LA/Japanese Mission
 ESTO, Portland, OR
 Travel Media Showcase
 Bloomington, IN

NOVEMBER '15

Mount Rushmore's American Pride
 makes its 6th appearance in the
 Macy's Thanksgiving Day Parade®,
 along with the Rushmore Mascots



Italian Mission
 Nordic Mission

APRIL '15

RMI Roundup, Sioux Falls, SD
 Minneapolis media blitz
 and street team effort

DECEMBER '15

RMI mid-year meeting, Denver, CO
 UK Mission



South Dakota

DEPARTMENT OF TOURISM

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